



Feminist Realities in a changing world

2019
Annual Review

awid

OUR VISION

We envision a world where **FEMINIST REALITIES FLOURISH**, where resources and power are shared in ways that enable everyone, and future generations, to thrive and realize their full potential with dignity, love and respect, and where Earth nurtures life in all its diversity.

OUR MISSION

We support feminist, women's rights and gender justice movements to thrive, to be a driving force in challenging systems of oppression, and to **CO-CREATE FEMINIST REALITIES**.

OUR OUTCOMES



Feminist, women's rights and gender justice movements **ARE THRIVING**, with stronger collective power to challenge patriarchy and advance feminist agendas.



Feminist and gender justice movements are better able to **CHALLENGE, DISRUPT AND DELEGITIMIZE** the consensus of actors promoting patriarchy within international spaces.



Feminist realities, proposals and narratives **FLOURISH**, are amplified and become increasingly influential.



AWID is a thriving **LEARNING** organization with an enabling work environment grounded in intersectional feminist principles.

OUR INITIATIVES

Advancing Universal Rights and Justice



Building Feminist Economies



Resourcing Feminist Movements



Co-Creating Feminist Realities



From the co-Executive Directors

Hakima Abbas & Cindy Clark



AWID began preparing this annual report just as the global pandemic began to unravel how we gather, organize and live our lives. It is impossible to review what we have done without COVID-19 tinting our assessment.

Co-Creating Feminist Realities is no longer just an AWID Forum theme - it is a **rallying cry in response to a pandemic** that has laid bare the failures of social, political and economic systems. It is an urgently needed affirmation that there are other, more just ways of organizing our lives. During 2019 hundreds of groups shared their **experiences and proposals for feminist realities** with us, ranging from radical networks of community support in Latin America facilitating self-managed abortion, to practices of community-centered economies in Indonesia and community-centered food systems in India and the US, to a re-imagination and new practice of harm-free rites of passage in Sierra Leone. These are the experiences that will chart a path forward for a “**new normal**”.

Yet long histories of oppression and violence can make it difficult to imagine the possible. A key part of our work in 2019 was to spark these explorations through a toolkit AWID launched to support groups interested in unearthing the stories and aspirations that are **the building blocks of feminist propositions**.

While we focus on our proposals for a different world, we recognize the challenging context around us. Through the Observatory on the Universality of Rights, Feminists for a Binding Treaty, Count Me In! and other alliances, AWID has continued to **push back against unfettered corporate power and fascist and fundamentalist agendas** that undermine women's rights and gender justice. With dim prospects for

transformative change through multilateral processes and limited responsiveness from most states, we are redoubling our efforts to ensure that feminist movements, **in all their diversity**, are resourced in ways that match the critical roles they play - supporting their communities, demanding rights and responding to crises. In 2019 we introduced **feminist principles and approaches to ground-breaking funds** like the Spotlight Initiative and the Equality Fund, and succeeded in leveraging resources through feminist reality seed grant funding from feminist funders.

As we look ahead, it is clear that the context is calling for a **transformation of our organizing strategies**: we are learning to navigate global advocacy confined to online channels, we grapple with the uncertainty of when and how we can convene in person, and we use the tools at our disposal to tighten connections across local to global spheres.

AWID is embarking on a **new membership model** that lowers barriers to access and emphasizes opportunities for engagement and cross-member connection. We will continue to experiment with different online tools and processes for building community. Cross-movement engagement will stay at the center of our work. AWID's actions in solidarity with oppressed movements and identities, even and especially where these are marginalized in feminist movements, are important to **drive change and support broad and inclusive movements for all**.

Crisis is not new to feminist and social movements. We are resilient, we adapt, and we show up for each other. And we have to keep doing better. Thank you to all who are part of the journey with us.



THRIVE DISRUPT CO-CREATE

AWID WORKS THROUGH...

KNOWLEDGE BUILDING
THAT SUPPORTS ADVOCACY
AND JOINT STRATEGIES

ALLIANCES AND
RELATIONSHIPS
THAT STRENGTHEN MOVEMENTS

CONVENINGS AND
CO-CREATIONS
THAT SURFACE FEMINIST
REALITIES

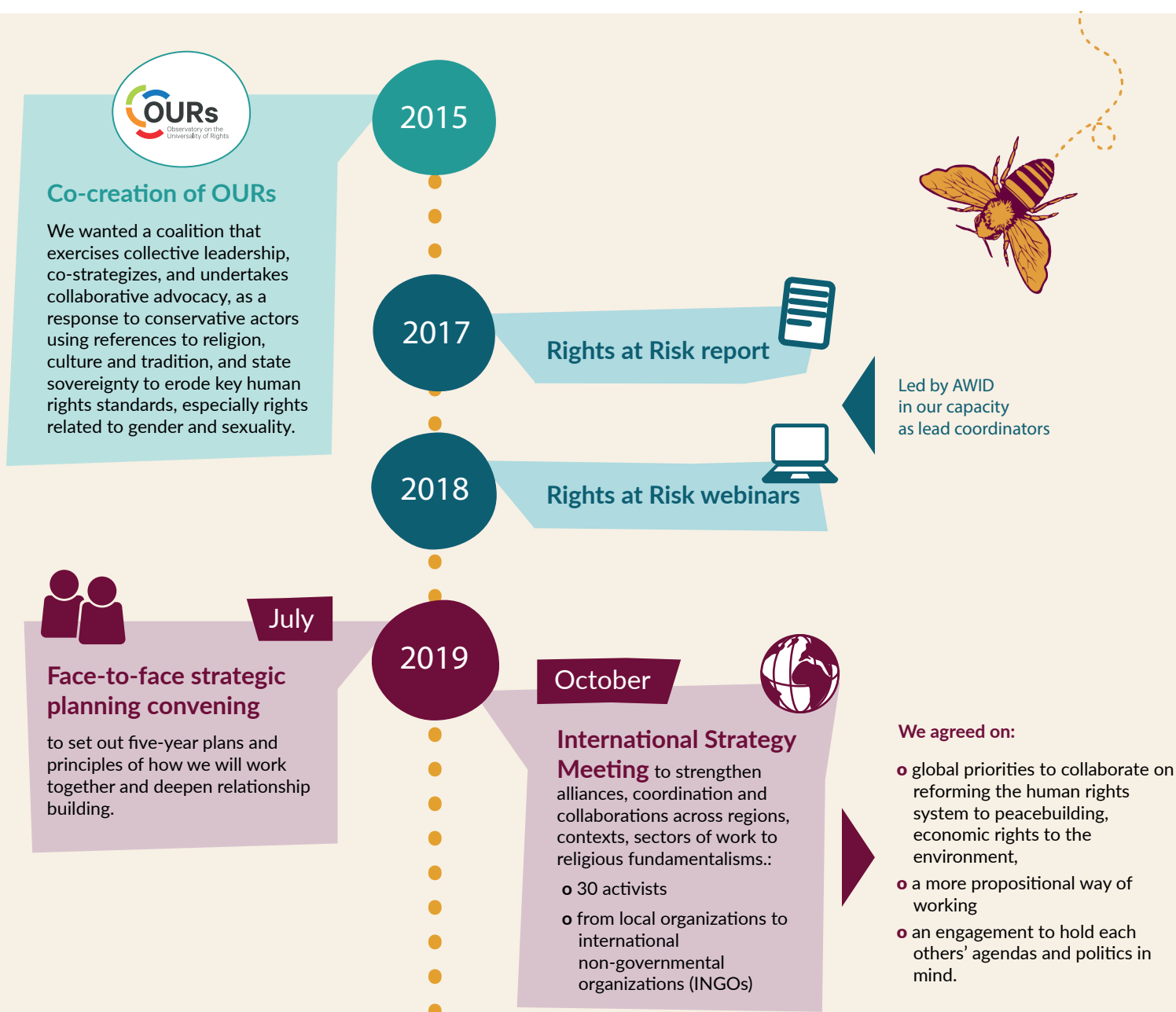


Advancing Universal Rights and Justice

We create space for feminist, women's rights and gender justice movements and allies to recognize, strategize and take collective action to counter the influence and impact of anti-rights actors, and advance feminist frameworks, norms and proposals, and to protect and promote the universality of rights.

Observatory on the Universality of Rights (OURs)

Grounded in a feminist framework, OURs works across regions, issues, and human rights spaces towards the advancement of social justice.





OURs International Strategic meeting

Challenging and disrupting anti-rights narratives

We are highlighting and challenging how anti-rights actors capture and influence certain spaces and processes, and resisting the backlash our movements are facing.

At the 41st Human Right Council meeting, AWID and our partners worked to make sure the resolution on the Discrimination Against Women and Girls addressed the impact of fundamentalisms and linked them to the discriminatory deprivation of liberty and women's and girls' ability to exercise of their sexual and reproductive rights and bodily autonomy.

We contributed to the **expansion of the lens to take into account gendered forms of deprivation of liberty**

such as within family settings, private institutions and also the idea that right to liberty is related to bodily autonomy and right to sexual and reproductive health. This was an important feminist frame of analysis.

Sharing our analysis and knowledge also helps build a network. We are contributing to building the capacity to respond to anti-rights threats and to strategize together.

OURs' knowledge products have **informed and strengthened responses of feminist movements and allies** to rising fascisms and fundamentalisms of:



The media like CNN, Deutsche Welle, Stampa, Ansa, and press wires



UN offices such as the Office of the High Commissioner for Human Rights(OHCHR), Working Group on Discrimination Against Women, Special Rapporteur on Freedom of Religion or Belief, Special Rapporteur on Cultural Rights, the Special Rapporteur on the Rights to Freedom of Peaceful Assembly and of Association.



And other international non-governmental organizations.

Despite concerted opposition by some States and anti-rights organizations who tried to undermine the existing legal framework on women's and girls' rights and on sexual and reproductive health and rights, the Council stood strong and delivered, under the leadership of principled core groups, strong resolutions that highlight critical human rights abuses facing women and girls.

Source: HRC41: Critical gains despite backlash

"We have used the [Rights at Risk] report as a source for presentations that we have done in different countries and to different audiences, such as: Spain, Mexico, Ethiopia, Argentina, and we have talked to funders, european organizations, national human rights and women's rights organizations...We have also shared the report with journalists and researchers when they ask for more information your report is the go-to-source for us"

Women's Link Worldwide



We worked as part of the Observatory on the Universality of Rights (OURs) to develop **communication materials** for progressive groups to use to reclaim online space on International Day of Families. Our social media kit, launched during the 41st session of the Human Rights Council (HRC), led to a **49% increased rate of engagement on our Twitter handles** compared to the previous period.

We collaborated with openDemocracy 50:50 and produced **ground-breaking investigative work** that linked funding from US-based anti-rights groups to far-right organizations in Europe.

Inspired in part by the 2017 Rights at RiskTrends report, openDemocracy set up an investigative partnership with AWID. Our work led to detailed research on links between the World Congress of Families and far-right parties in Europe involved in coordinated action to take over the European Parliament this spring, and a methodology and advice' for future anti-rights follow-the-money research for AWID and a growing network of journalists.

The **dark money series** has since been picked up by at least 17 news outlets and wires and openDemocracy continues to track this anti-right tactic.

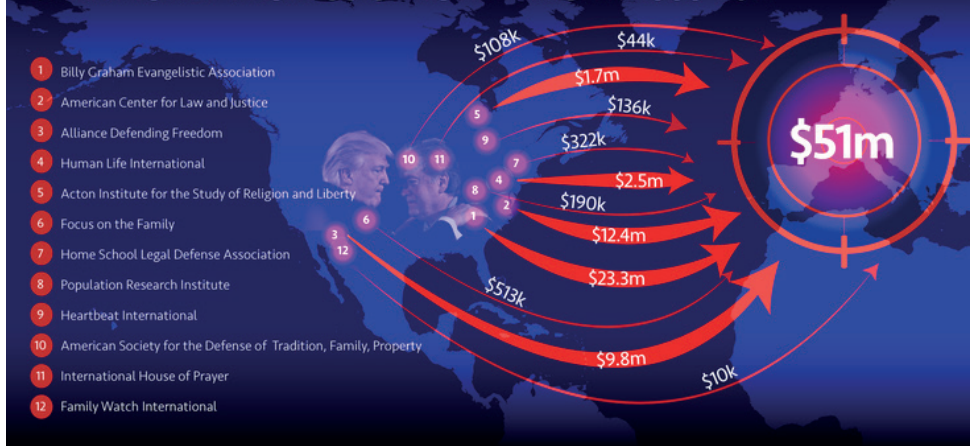
More to read

- [Rights at Risk report](#)
- [We were never gender binary: It's time to reclaim radical lesbian feminism](#)
- [International Women's Day needs to return to its radical roots](#)
- [14 resources for progressive family advocacy](#)
- [HRC41: Critical gains despite backlash](#)
- [Nigeria: Not left out of the global rollback of sexual and reproductive rights](#)
- [Evangelicals target Ghana in the Year of Return](#)

From our partners

- [Working Group on DAW commended for resolute voice in times of backlash](#)
- [States urged to respect, protect, and fulfill the SRHR of adolescents and youth](#)
- [God has a New Africa': Undercover in a US-led anti-LGBT 'hate movement](#)

DARK MONEY FROM US CHRISTIAN RIGHT: 2008-2017



Source: OpenDemocracy

MORE
ON THIS TOPIC

Building Feminist Economies

We believe in the ability of feminist movements to work for change with broad alliances across social movements. By amplifying feminist proposals and visions, we aim to build new paradigms of just economies.

Binding Treaty

AWID is one of the founding members of the Feminists for a Binding Treaty (F4BT), which, in four years, has grown to include 30 organizations and 60 members worldwide. F4BT advocates for an international legally-binding instrument on transnational corporations and other business enterprises with respect to human rights at the United Nations HRC.

"An important point that often gets lost is that we participate in policy processes not only to push for practical, tangible wins, but to articulate our feminist visions and proposals. Shifting power begins at sites where dominant ideas and norms have the potential to be destabilized and transformed over time."

Inna Michaeli, AWID Director of Programs

AWID worked with partners and allies in various ways to put forward feminist analysis of the impact of corporate power and corporate capture. We brought new voices into the discussions and experimented with new ways to build feminist leadership around this issue.



Bringing new voices to build feminist leadership:



May, Uganda

Participation in
 o **African consultation** on the UN Binding Treaty
 o meeting on **Extraterritorial obligations (ETOs) and Binding Treaty**, convened by FIAN (F4BT partners)

July, France

"Advocacy with a sizzle" feminist retreat collectively created by F4BT for members to strategize together.



October, Switzerland

Inviting new partners to F4BT's processes:
 o the Coalition of African Lesbians (CAL)
 o the Manushya Foundation, based in Thailand bringing sex workers' perspectives to the binding treaty discussions

Pursuing advocacy opportunities with states:



May, the Netherlands

We met with five representatives from the Dutch Ministry of Foreign Affairs, leveraging this relationship through the CMI! Consortium which is a Dutch strategic partner, to ask them to help unstick the process particularly within the European Union.

September, Sweden

We spoke at a breakfast meeting organized by the Swedish affiliate of FIAN, and allied CSOs. Close to 20 people were present, including the newly appointed Ambassador for Social Responsibility and the Senior Ambassador for Sustainable Business.

Results:

- o informing CSOs about the status of the Binding Treaty process, inviting them to join the process
- o lobbying at national-level of the Swedish Ministry of Foreign Affairs (pushing for their support for the BT and for a national instrument on corporate accountability)



Building knowledge to critique unfettered corporate power

There is a need for literature that focuses on **the global impact of Illicit Financial Flows** as an obstacle to the realization of women's rights and gender justice.

To produce an advocacy toolkit about illicit financial flows that makes sense to local feminist organizing, we collaborated with popular educators to devise and test methodologies across several regions. We wanted a facilitation guide that is applicable and adaptable in different spaces to **take action toward building feminist economies**.

We looked for a **multi-regional cohort of popular educators** already working in the area of feminist economic literacy who were interested in working with this material. Together we tested and adapted the methodologies in seven workshops, with the participation of more than 120 women of different identities, movements and regions.

We found that the methodologies - e.g using lived experiences as starting points - helped participants connect illicit financial flows (IFFs) **to local realities very quickly**.

It is testament to the need for such a guide and methodology that our collaborators then undertook to apply the approach in their own programmes:

- The Ivanovo Gender School (Russia) adapted the IFF methodology and included it as part of the curriculum in their 2019 International Summer School in Portugal that had participants from Russia, Kazakhstan, Armenia, Kyrgyzstan and Ukraine.
- Akina Mama wa Afrika (Uganda) secured USD 30,000 from Urgent Action Fund Africa to conduct training on the IFF methodology and to hold some public and policy forums.

This is not a passive production of knowledge. Producing the toolkit is a movement-oriented process that includes alliances with feminist movements to ensure the active exchange, use and sharing of knowledge resources. It contributes to bridging AWID's role from



F4BT meeting. Photo credits: Emilie Pradichit, Thailand

"The same corporations that claim to support women's empowerment often undermine gender equality through privatization, tax avoidance, human rights abuses and the pillaging of natural resources. These initiatives are smoke and mirrors for the unfettered corporate power which divert resources away from feminist movements that create real and lasting change."

Hakima Abbas, AWID co-Executive Director, in an interview with the Bretton Woods Project (July)



Concrete applications

- The Ivanovo Gender School (Russia)
- Akina Mama wa Afrika (Uganda)

knowledge creation to collaborative knowledge building, a much more time-consuming but also co-creative process that adds to movement building.

Alongside this facilitation guide, AWID advanced feminist critiques of unfettered corporate power, linking them to current events and headlines through articles and interviews aimed at reaching new audiences (see Read More section).

Feminist Economic Realities

AWID and our allies took part in key spaces to articulate our analysis and propositions for feminist economic realities that resist and offer alternative ways of organizing life.

AWID hosted the Feminist Economic Realities “Mindhive” Advisory Group Meeting in Mexico (July), attended by a group of movement and regionally diverse participants, to articulate the political vision for this project.

AWID took part in the Kohl Journal’s Alternative Economies Conference (June) in Beirut where we gained insights into some of the economic realities and conversations in the MENA region and were able to share feminist analysis on organizing, resourcing and economic justice.

AWID attended the Kvinna till Kvinna convening in Cyprus (October) dedicated to supporting feminist organizing in MENA region.

AWID presented analysis on two discussion panels co-organized with ActionAid, FEMNET, and Womankind and challenged World Bank’s neoliberal consensus in the closing plenary of the International Association for Feminist Economics (IAFFE) Annual Conference, in Glasgow (June).

We are seeing increasing interest in the concept of economic alternatives amongst civil society actors. That is why such engagements, some of them outside feminist movement spaces, were important in influencing opinion and analysis around feminist economics.



Art: Imad Ka - image source: Khol Journal

More to read

- [Illicit Financial Flows: Why we should claim these resources for gender, economic and social justice](#)
- [Slow Progress in Times of Dynamic Change? Feminist Perspectives on the Road to the Binding Treaty](#), co-published by the Business and Human Rights Journal blog
- [Get off my nipple - stop the baby food industry from milking profits](#), published by Women's E-news, and reprinted in Oxfam's. From [Poverty to Power](#) blog.
- [Taking Back the Economy: resisting neoliberalism and the G20](#)
- [“Of silk gloves and iron fists”: PepsiCo giving with one hand and crushing with the other](#)
- [We need an anti-colonial, intersectional feminist climate justice movement](#)

From our partners

- [Corporations and gender justice: it all leads back to who controls the resources](#)
- [It's time to put gender justice at the heart of our economies](#)

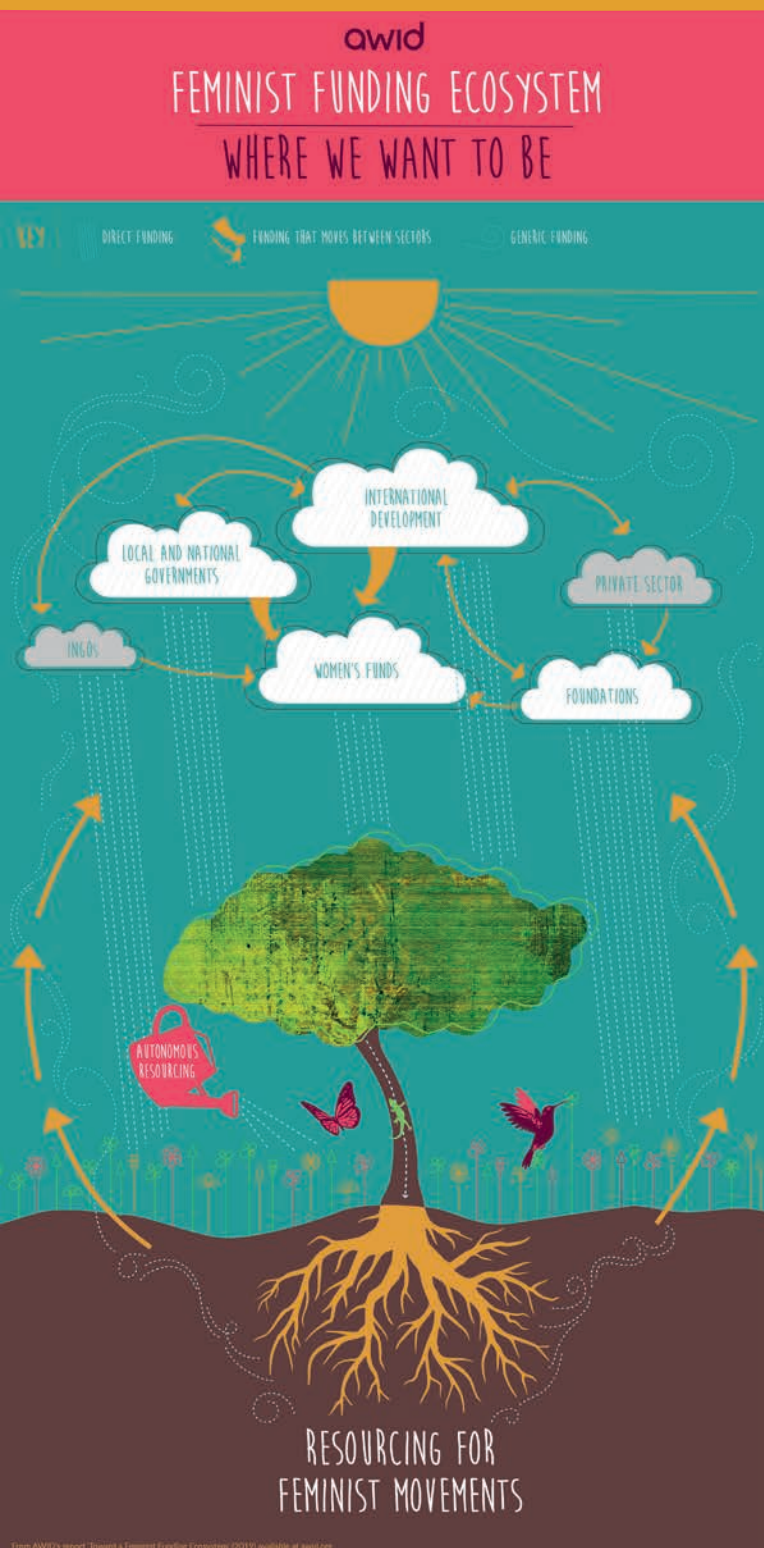
MORE
ON THIS TOPIC



Resourcing Feminist Movements

Through research and analysis, we examine how funding practices can better serve feminist movements. We explore the contradictions of funding in line with our commitment to economic justice and advocate with funders to strengthen support for feminist movements.

Influencing the resourcing ecosystem



In September, the [Toward a feminist funding ecosystem framework and practical guide](#) provided a holistic way of understanding the flows of funding for feminist organizing, as well as concrete steps for active intervention towards a more just distribution of resources and direct funding to movements.

The report and framework were **met with praise** (for both content and design) **and resonance**, including invitations to contribute to [Transformation at openDemocracy](#), in a series on money and social change and [Alliance magazine's December issue](#) on feminist philanthropy, and to develop a webinar for the members of Bond, the UK international development network. These take our messages to new and broader audiences.

The analysis and ideas from the report resonated and we were invited to share it on other platforms. **Other advocacy activities** included presentations and engaging bilateral and multilateral funders:

- AWID-led joint letters from the CMI! Consortium calling upon the Dutch Ministry of Foreign Affairs to prioritise funding for feminist movements in the next iteration of the FLOW Fund.
- Presenting the feminist funding ecosystem framework to the Swedish International Development Cooperation Agency (Sida) to encourage them think differently about their own role in influencing their institution and other allies.
- Participating in the High Level Task Force on financing for gender equality in the UN system where we pushed for attention to tracking funding that reaches women's rights organizations and feminist movements.

What would a feminist led bilateral fund look like?

Asking this question, we saw an opportunity to explore and answer when Global Affairs Canada (GAC) announced a **CAD \$300M Equality Fund** and sought for a fund administrator.

Only one consortium bid was **led by a feminist fund, the Match Fund** (with 10 other partners). AWID led initial e-consultations with movement partners to inform the Match-led bid, and GAC selected the Match Fund to run this single largest government contribution (so far) to gender equality.

The Equality Fund is premised on **the hope of generating sustainable resources for feminist social change** around the world. In its attempt to be as consultative as possible, AWID was asked again to lead on consultations about such a fund would operate.

To our knowledge, **this is one of the most thorough and extensive feminist movement consultations** ever undertaken in the early stages of a funding program for women's rights or gender equality.

Across these meetings, **53 feminist activists from 35 countries** brought distinct regional perspectives and a diversity of issues and experiences to bear on the political and practical questions facing the Equality Fund. Two representatives from Global Affairs Canada, the agency that funded the Equality Fund and one member of the Community Foundations of Canada, a member of the Equality Fund Collective, also joined the meetings, deeply listening and actively participating in the rich discussions. At each intensive two-day consultation, participants shared their contextual analyses, reflected on the Equality Fund's potential promises and challenges and delivered recommendations.

The consultations would inform the structure and goals of the Equality Fund, commenting not only on the distribution of funds, but also how they are generated and invested. This reflects a **major and unprecedented level of access and influence** for feminist movements to shape bilateral funding.

MORE
ON THIS TOPIC

CAD \$300M Equality Fund

by Global Affairs Canada (GAC)
seeking a fund administrator



Initial
e-consultations
by AWID

BID



only feminist-led consortium

The Match Fund is selected to run the Equality Fund



Consultations led by AWID

Dec.
2019

Panama
with groups from
Latin America & the Caribbean

Ghana
with groups from
Africa & MENA

2020

Sri Lanka
with groups from
Asia & the Pacific,
Eastern Europe & Central Asia

Online consultations
in English, Spanish
and French

More to read

- [Towards a feminist funding ecosystem](#)
- [Only 1% of gender equality funding goes to feminist movements](#)
- [Feminist funded organizing: our money, our decisions](#)
- [What we can learn from feminists who fund themselves](#)

From our partners

- [Alliance: feminist philanthropy](#)
(December 2019, volume 24, number 4)



Co-Creating Feminist Realities

Feminist realities go beyond resisting oppressive systems. They put forward powerful, different ways of living and organizing that orient us towards a vision of what is possible. We aspire to help communities around the world who are testing and blazing paths towards justice to grow their influence.

Unearthing and documenting Feminist Realities

AWID's [Feminist Realities Toolkit](#) celebrates and honours the multiple ways that movements are building, resisting and surviving violence and oppression.

"I have been thinking about the need of talking about this and the tools to bring those stories out there for so long, and it was so beautifully presented"

- Ally based in El Salvador

"We are planning to use excersises from the feminist realities toolkit ... "

- Young Feminists Europe

We have seen nearly **3,000 downloads** and so far the response has been **very positive**.

AWID brought this framework to numerous convenings to share knowledge and spark inspiration and action. These included: the ILGA World Conference, New Zealand (March), CREA ReConference, Nepal (April), the Pacific Feminist Forum, Fiji (May), and the Generation Equality Forum "design sprint" (December).

We brought the **CFR FRAMEWORK** to numerous convenings to **share knowledge** and **spark inspiration and action**



We used these spaces **to inform and enrich our framing and to build relationships** towards the next International Forum.

Following the launch of the Feminist Realities toolkit, we held a small-group webinar for AWID members from sex workers' rights, disability justice, arts and creative expressions, labour rights, young feminists, LGBTQI rights, and sexual and bodily autonomy movements, and a public webinar (October) that had 145 participants. The webinars were to both launch the toolkit and build an understanding of how to use it.

We have **23 feminist realities seedlings** supported by our funding partners: Astraea, FRIDA, Global Fund for Women, and Mama Cash. These feminist realities initiatives are led by groups from all over the world, touching on issues such as bodily autonomy, young

"We are really excited to be part of this amazing initiative. We are looking forward to be part of this process and engage with the topic of creating feminist realities through the work with this network and during AWID."

One of the Seed Initiatives

feminist activism, economic justice and land rights, and decision-making spaces.

This year our focus is on **getting the word out about the feminist realities framework**, its possibilities and potential. Next year, we will turn our attention to the debates that emerge and unpack the possibilities of this framework.



Feminist Realities Journey towards an international forum

Any journey towards an AWID International Forum is bound to be filled with purpose, anticipation, the unexpected, solidarity and co-creation. We planned our route for the 14th forum prepared for most eventualities.

We built a frame to hold the themes of our Forum: six thematic anchors grounded in feminist realities, experiences and visions, on the continuum between resistance and proposition, struggle and alternative.

Making connections and building momentum

The year began with site visits to explore potential venues in the Asia Pacific region: Nepal, Malaysia, Thailand, Indonesia and Taiwan. At each location, apart from scoping the logistical infrastructure, we **met with local feminist groups and activists** to better understand their sense of potential opportunities and risks of an AWID Forum in their context.

We encountered **incredible generosity** as they shared their knowledge and experience of their activism and

Forum anchors: A feminist ecosystem



the challenges faced. We also learnt of their hopes for how an international movement-led forum could inspire and catalyse action in their context.

In all the spaces we were invited into, we were inspired by their energy and strength.

We first settled on Bali, Indonesia. However, the political landscape there shifted too drastically for us to be confident that it would be a welcoming space for feminists. We then shifted the location to Taipei, Taiwan, fully aware that such a choice carried its own risks as well. *(Little did we know that by December, this too had to be reconsidered !)*

Forum: site visits in Asia-Pacific



We also began assembling **forum committees to help shape the Forum's content and methodology**. Developing an AWID has historically been collaborative, and we wanted to increase this even further. We involved more partners across the process from conceptualization to implementation, and the Forum committees ensured we remain relevant for feminists and other social movements.

THE FEMINIST REALITIES JOURNEY

SEP. 01

BOARDING
NOW

JOURNEY ANNOUNCEMENT:

Open up opportunities to engage in the Co-Creating Feminist Realities conversations and build excitement for the Forum

The **Content and Methodology Committee (CMC)** met in Madrid, Spain to develop the participatory methodologies used for Forum activities and collective moments



SEP. 24

SAVE
THE DATE

FORUM ANNOUNCEMENT:

Date and place made public:
October 14-17, 2020 - in, Bali, Indonesia



Facebook live with co-EDs and Forum Director

The **Forum Accessibility Committee** held a virtual meeting to build on lessons from previous Forums and conversations with activists.



DEC. 10

NEW PLACE
NEW DATE

LOCATION & DATE CHANGE:

Forum moved to **January 11-14, 2021 - in Taipei, Taiwan** after consultations with feminists in the region

As part of the **Forum Funder Engagement Strategy**, we made presentations about the Forum in funder networks, including the EDGE Funder Gender Justice Initiative and to the PAWHR network.

This is to help funder envision how they can best navigate the Forum space and also prepare for the post Forum donor day where they will have the opportunity to reflect on what has emerged from the Forum and perhaps start planning follow-up actions.

Beijing +25 and Beijing Unfettered (BU)

AWID is striving to engage in the Beijing +25 process in a matter that is consistent with our emphasis on Feminist Realities: leveraging our positioning as a well-respected international feminist movement-support organization to influence the process **toward greater feminist propositional content** and create space for younger and other non-mainstream feminists to engage and be heard.

AWID's co-Executive Director, Hakima Abbas, was appointed to the 21-member Core Group Advisory Committee.

In this space, AWID

- Worked with allies to **monitor and influence the planning process** for the Generation Equality Forum.
- Took part in a strategy meeting organized by the Mexican government (August) to consult with **feminists from across the world**
- Contributed to the articulation of a broad feminist analysis of the context and related demands toward the Beijing+25 process. That framework has already been endorsed by around **300 organizations worldwide**.
- Participated in the GEF Design Sprint meeting (December) in Mexico, from which **concrete recommendations emerged** for the GEF Action Coalitions as well as critical considerations for other aspects of the process going forward.

Beijing Unfettered: supporting young feminists in their feminist realities

Beijing Unfettered (BU) is a young feminist movement support and mobilization work which AWID is leading alongside partners.

It is designed as a counterweight to formalities of Beijing+25 where young feminists can put forward their bold feminist vision of transformative systemic change, free from the endemic restrictions of an intergovernmental process. We envision it as a propositional Feminist Realities that would inform feminist agendas in and outside of multilateral spaces for the next 25 years.



Photo: UN Women

Read

- [Feminist Realities - a lifeforce that sprouts against all odds](#)
- [A world beyond the war on drugs](#)
- [Building solidarity between feminist movements and women resisting the war on drugs](#)
- [50th anniversary of Stonewall: "Pride in the Struggle"](#)
- [Black women and gender non-conforming artists show me what liberation sounds like](#)
- ["I will only stop when my eyes close" - why we must keep WHRDs' stories alive](#)
- [I am what I am: An openly lesbian mayor](#)

Watch

- [The Feminist Realities Workshop - recording](#)
- [The Feminist Realities Journey - Facebook Live conversation with AWID Staff: in \[English\]\(#\), and \[Spanish\]\(#\)](#)
- [Feminist Realities: an animation in \[English\]\(#\), \[French\]\(#\) and \[Spanish\]\(#\)](#)

MORE ON THIS TOPIC

Organisational Growth

Communication and constituency engagement

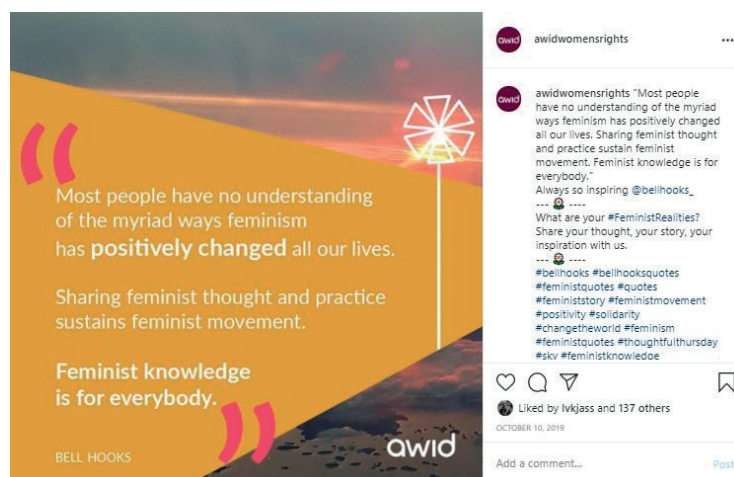
We experiment with diverse communications formats and products to both expand our reach and to facilitate cross movement connections.

We see communication as relationship building, as a necessary foundation to deeper collaboration.

- We increased website traffic (website pageviews + 8.6%) ,
- We boosted our social media presence (overall follower growth: +7.8%) ,
- We tested different ways to improve how we reach and engage our audiences (total social media impressions: 2.8million) .
- We widened our geographical reach and deepened our dialogue with members and target constituencies; measured by the length of time spent on webpages (Avg. website session duration: +14.7%) and reducing Bounce rate (-6.5%) , the number of retweets, likes, downloads and the number of participants signed in to view webinars and online 'live' events (total social media engagement for 2019: 74.6K).

Our social media presence is strong and growing.

AWID's twitter followers stand at 53,388 for the English language account (7.4% increase compared to Dec 2018), 4,084 for Spanish (16.1% increase) and 1,439 for French (7.3% increase). We have 49,173 facebook fans (2.4% increase) and 4,525 followers on Instagram (68.2% increase), our best performing social media platform so far.



AWID experiments with **diverse communications formats** to **expand our reach** and facilitate **cross movement connections**.

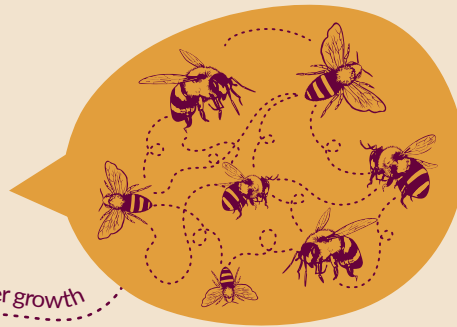


WE INCREASED
WEBSITE TRAFFIC

WE BOOSTED↑OUR
SOCIAL MEDIA PRESENCE

+7.8%

overall follower growth



2.8
million

impressions



WE TESTED NEW WAYS TO
REACH AND ENGAGE
OUR AUDIENCES

WE WIDENED OUR
GEOGRAPHICAL REACH
AND DEEPENED OUR
DIALOGUE



Time Spent on Webpages

+14.7%

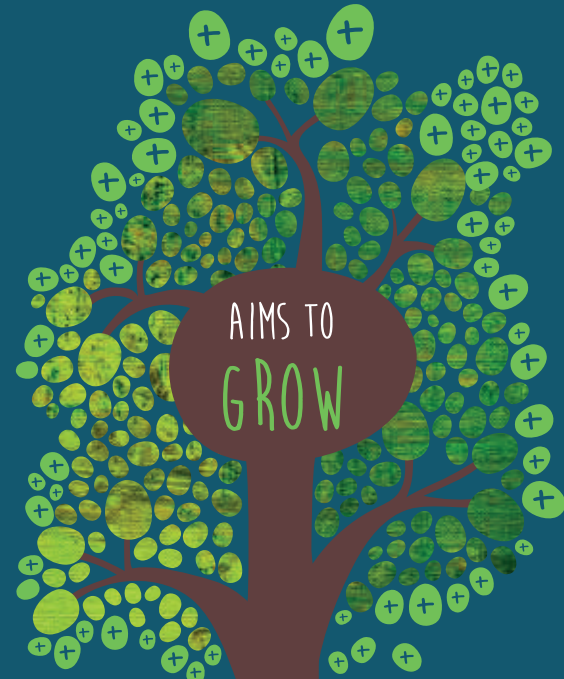
Avg. website session duration

Total Social Media Engagement
for 2019

74.6K



AWID'S NEW
SOLIDARITY-FOCUSED
MEMBERSHIP STRATEGY



AIMS TO
GROW



"CONTRIBUTE WHAT YOU CAN"
FEE STRUCTURE MODEL

AND
STRENGTHEN
A BASE

TO BRING ABOUT
TRANSFORMATIVE CHANGE

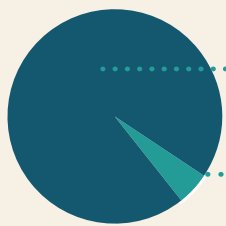
Transformation through collective action

AWID members value feeling part of a global feminist movement.

We have 5,685 members all around the world

(more members have signed up this year due to increased outreach and the Forum announcement)..

Our membership



95% Individual members

5% Institutional members

48%

under the age of 30



64%

based in the Global South

"It was really helpful to see that you ... work directly with membership and make time to strengthen capacity on feminist principles. I'm glad I applied for the membership, and look like I came at the right time."

I am grateful to have been trusted to participate in the conversation and share from my perspective, as it inspires me to keep reimagining and pushing for change that is possible through the arts."

an AWID member

Developing new membership strategy

AWID's new membership strategy aims to grow and strengthen a base that reflects our principles, our priority movements and constituencies and is centered in our mission of supporting stronger feminist movements to bring about transformative change.

We are shifting our fee structure to a "contribute what you can" model that further aims to emphasize our understanding of our members as social agents within feminist movements that can contribute as well as benefit from exchange, learning, and movement support.



Join us!

By joining AWID, you can contribute to strengthening feminist movements and help drive transformative change.

[Become a member >](#)

Sustainability & Resilience

AWID aims to be a thriving and resilient learning organization with an enabling work environment grounded in intersectional feminist principles.

This means supporting an agile, skilled and committed team, maintaining and strengthening our financial sustainability and resilience, and our planning, monitoring and evaluation systems.

From AWID staff:

"The culture of openness and compassion among staff has greatly contributed to my increased job satisfaction."

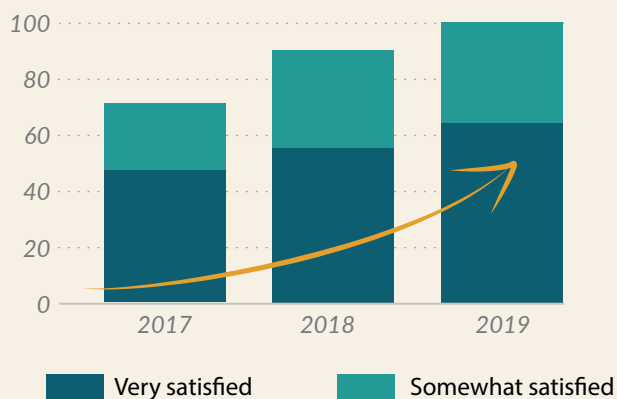
"Being trusted and encouraged to identify and initiate activities has made me feel more invested and connected with my work, and given me a greater sense of ownership, enthusiasm and energy."



Staff's job satisfaction

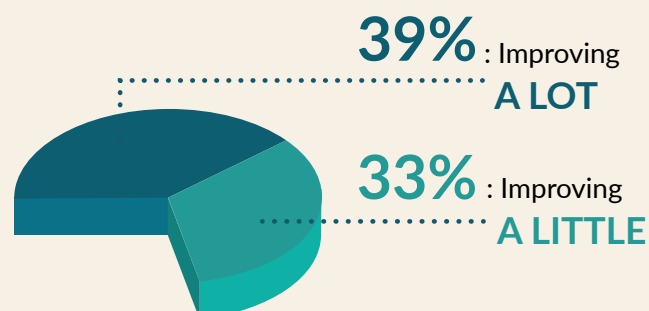
Over the years:

Job satisfaction was **the highest ever since the data has been collected.**



in 2019:

72% of staff said their job satisfaction has been improving 'a little' and 'a lot'.



Systems, policies and practices

In 2019, nearly all staff in AWID said they were “very” and “somewhat satisfied” working at AWID.

As a virtual organization, our ongoing challenge is to build a system that supports staff members based across 17 countries. Where possible, teams came together to (re)connect in person, learn and plan:

- The **Organisational Sustainability and Resilience (OSR)** team met in Toronto (April) to strategize with AWID’s new Director of Finance, Operations and Development.
- In April, the **Forum planning meeting** took place in Barcelona to review and reshape Forum strategies and processes. We also used this opportunity to meet with feminist groups in the city and discuss our feminist realities framework.
- The **Tactics (Information, Communications and Media; Arts & Creative Expression, Knowledge Building, Membership & Constituency Engagement)** team met in Heredia, Costa Rica (July) to support team-building, better understanding of the work of each tactic, and the interconnections across the work.

Leadership and Governance

We explored what it meant to have a co-Executive Director model and documented our leadership transition process to share our reflections and lessons from that experience.



“This (leadership transition) process gave ourselves the space to challenge the assumptions of leadership. It was extremely important to have the honesty and transparency to challenge ourselves.”

—Erika Guevara, current AWID Board Member.



Screenshot from the co-EDs Facebook live

Watch

- [Shared leadership at AWID - a Facebook ‘live’ conversation with our co-executive directors](#)
- [“Tengo la palabra” \(We have the voice\)](#)

Read

- [How to have balance when you work for a global organization](#)
- [Feminist Dances with Power: AWID’s Leadership Transition 2015–2016](#)
- [Nidhi Goyal: my journey](#)

Listen

- [AWID Audio: listen to your favourite feminist essays](#)

Financials



Contributions	\$ US
Donors	
Anonymous donors	110,000
Calala Fondo de Mujeres	6,625
The Kendeda Fund	50,000
Philanthropy Advancing Women's Human Rights, a fiscally sponsored project of the Proteus Fund	98,417
Oak Foundation	100,000
Open Society Foundations	202,099
The Novo Foundation Fund of the Tides Foundation	125,000
Foundation for a Just Society	267,761
Ford Foundation	500,000
Mama Cash	1,012,680
Swedish International Development Cooperation Agency (Sida)	1,330,053
Other revenue	29,144
Contributed services	129,293
Membership	9,945
Interest	27,346
Total income	3,998,363

Expenses	\$ US
Initiatives	
Advancing Universal Rights & Justice (AURJ)	767,731
Building Feminist Economies (BFE)	637,226
Co-Creating Feminist Realities (CFR)	885,024
Resourcing Feminist Movements (RFM)	572,979
Organizational Sustainability & Resilience (OS&R)	415,076
Management, governance and general	559,876
Fundraising	185,412
Total Expense	3,837,912
Foreign Exchange (gain) loss	(11,273)
Total expenses (with Foreign Exchange)	3,826,639

AWID is grateful for the generous support provided by:

Ford Foundation

Foundation for a Just Society

Kendeda Fund

Levi Strauss Foundation

Mama Cash

Novo Foundation

Oak Foundation

Open Society Foundation

Swedish International Development Agency

Anonymous donors

and

AWID Members



AWID is a global, feminist, membership, movement-support organization. We support feminist, women's rights and gender justice movements to thrive, to be a driving force in challenging systems of oppression, and to co-create feminist realities.

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