NEW ACTORS, NEW MONEY & NEW CONVERSATIONS

Mapping The Current Landscape & Potential Resources For Women’s Rights

Results & Analysis

MAY 2014  www.awid.org
Overview of the Presentation

1. Research Methodology
2. Context
3. Key Findings
4. Potential Challenges
5. Finding Opportunities for New Conversations
In-depth Interviews (January – March 2013)

- 24 resource people discussed recently emerged initiatives, players and spaces supporting “women and girls.”

We're learning that the private sector has a wide range of motivations to support women and girls, sometimes it's to help clean up their reputations, to join a trend, [to create a bigger supply chain or because they genuinely want to support women and girls.]
**Research Methodology** (2)

**Desk Research** (January – March 2013 and May – July 2013)

- Developed more detailed analysis on the initiatives supporting women and girls
- Key criteria established
- Sources included: online research, suggestions from interviewees, and the CGI commitments list

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**Initiatives included in the Desk Research had the following criteria:**

<table>
<thead>
<tr>
<th>With a Development Objective</th>
<th>Current / Planned through 2018</th>
<th>Focused on Women and Girls</th>
<th>New or Innovative Actors / Mechanisms</th>
</tr>
</thead>
</table>

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What is the Context?

- Young Women Leaders
- Agenda Setting Spaces
- Women of Wealth
- Interest in Women and Girls
- Newer Corporate Foundations
- Impact Investing
- Crowd Funding
- Newer Private Family Foundations
- Private Sector Engagement
- Celebrities on Board
- INGO Campaigns
- Corporate Social Responsibility
- New Private Sector-CSO Partnerships
- Social Media
Each initiative may have more than one region.
### Initiative Sizes

<table>
<thead>
<tr>
<th>Size Range</th>
<th>Percentage</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $500,000</td>
<td>35%</td>
<td>$123 million</td>
</tr>
<tr>
<td>$500,000 to $5 million</td>
<td>31%</td>
<td>$3 million</td>
</tr>
<tr>
<td>$5 million to $10 million</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>Over $10 million</td>
<td>25%</td>
<td>$14.6 billion</td>
</tr>
</tbody>
</table>

**Base:** 147 initiatives  
**23 had no amounts listed**

**Average:** $123 million dollars  
**Median:** $3 million dollars  
**Total:** $14.6 billion dollars
Who is Involved?

Base: 170 initiatives

- 63% NGO (35%) / INGO (28%)
- 60% Corporate Sector Actor
- 37% Public/governmental Institution (including Bilateral Agency)
- 32% Newer Private Foundation
- 27% Women's Organization
- 22% Multilateral Agency
- 21% Academic Institution
- 19% Established Family Foundation
- 15% Established Corporate Foundation
- 14% Newer Corporate Foundation
- 8% Private Individual
- 8% Microfinance
- 5% Celebrity
- 4% Media
- 1% Crowd Sourcing Platform

Each initiative may have more than one type of sponsor.
Results will not total to 100%.
Thematic Focus of the Initiatives

- **35%** Women's Economic Empowerment and Entrepreneurship
- **25%** Women's Leadership and Empowerment
- **21%** Education for Women and/or Girls
- **19%** Public Health for Women and/or Girls
- **18%** Maternal Health
- **18%** Sexual and Reproductive Health and Rights
- **15%** Women, Media, Technology/Communications
- **14%** Women's Rights
- **11%** Violence Against Women and Girls
- **9%** Public Health
- **9%** HIV and AIDS
- **6%** Food and Nutrition
- **6%** Human Rights
- **5%** Peace and Conflict

Base: 170 initiatives
# How Support is Disbursed

<table>
<thead>
<tr>
<th>Support Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Training and Technical Assistance</td>
<td>44%</td>
</tr>
<tr>
<td>In-Kind Services and Contributions</td>
<td>31%</td>
</tr>
<tr>
<td>Resourcing and Launching their Own Initiatives</td>
<td>28%</td>
</tr>
<tr>
<td>Microcredit / Microfinance</td>
<td>12%</td>
</tr>
<tr>
<td>Direct Funding to NGOs (Other Than Women’s Organizations) Who Support Issues for Women and Girls</td>
<td>12%</td>
</tr>
<tr>
<td>Direct Funding to Schools or Tuition Support / Scholarships</td>
<td>11%</td>
</tr>
<tr>
<td>Direct Funding to Women’s Organizations</td>
<td>9%</td>
</tr>
<tr>
<td>Partnership with a Non-Profit (Sharing Expertise)</td>
<td>9%</td>
</tr>
<tr>
<td>Shifting Corporate Practice to Engage More Women in the Supply Chain, Expand Business for Women Entrepreneurs</td>
<td>8%</td>
</tr>
<tr>
<td>Direct Funding to Social Entrepreneurs</td>
<td>4%</td>
</tr>
<tr>
<td>Shifting Corporate Practice to Engage More Women in Leadership Positions</td>
<td>3%</td>
</tr>
</tbody>
</table>
Potential Challenges with these initiatives (1)

By focusing on one aspect of education such as scholarships, it won’t be beneficial if the legislation isn’t being looked at, if the school system is failing girls, and they are subject to violence and without toilets.

- A narrow thematic issue focus
- **Focus on the individual**: Not addressing structural or systemic factors
- **Limited approach to change**: Focus is not on a rights-based approach, instead quantifiable results and “quick wins”
Potential Challenges with these initiatives (2)

- **Women’s rights organizations not on the radar**: Limited relationships, yet women’s organizations are critical to informing effective strategies from past experience and learnings.
- Full operations of a particular actor are not always coherent and consistent with the stated social mission.

The one key problem we need to address is that the internal behaviour of a corporation is not necessarily linked to the external behaviour of the foundation arm. There needs to be an evolution in the thinking of women’s organizations to ensure these different changes are more connected, and demanded.
Opportunities for New Conversations

Collective Engagement, Allowing for Diverse Roles

Compatibility of Purpose

Room for Negotiation

Mutual Respect
Create an effective communication strategy

- Message the importance of women’s rights and women’s organizing in a compelling way to actors not familiar with the work

At the end of the day, if we really want to move the needle, it’s about how to talk about women’s rights to an audience thinking about bottom line.
Create a coherent approach

- Labor unions and labor rights activists have been critically engaging the corporate sector for decades, need to be well-informed on the on-going work and activism of labor rights allies

Engage in relevant agenda setting spaces and debates

- Expand ways in which ‘women’s issues’ and ‘women and girls’ are portrayed
What is Next?

• Analyze these trends in your organization and community

• Check out AWID’s other reports in this series: Women Moving Mountains & Watering the Leaves, Starving the Roots

• Let AWID know if you have any comments or ideas for future action-research or advocacy to mobilize more and better resources for women’s rights organizing. Contact us at fundher@awid.org