

# 2011 AWID Global Survey “Where is the Money for Women’s Rights?”

## Preliminary Research Results

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The Association for Women's Rights in Development (AWID) is an international feminist, membership organization committed to achieving gender equality, sustainable development and women's human rights. AWID's mission is to strengthen the voice, impact and influence of women's rights advocates, organizations and movements internationally to effectively advance the rights of women.

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## Overview

The following preliminary research results derive from the 2011 AWID Global Survey, which was completed by 1,119 women's organizations from over 140 countries. Overall, the results from the 2011 AWID Global Survey paint a varied picture for women's organizations' incomes and financial sustainability.

### 1. Who are the women's organizations in the sample?

Eight-five percent of organizations that completed the survey were registered women's non-governmental organizations (NGOs); fifteen percent were groups/initiatives that were not registered. Most organizations in the sample worked at the national (55%) and local (52%) levels, with about one third working regionally (19%) or internationally (12%).<sup>1</sup> In terms of geographic location, organizations were based in Sub-Saharan Africa (37%), Latin America (15%), South and Southeast Asia (11%), Southern and Central Europe (9%), the Caucasus and Central Asia (7%), and the Middle East and North Africa (7%). Less than five percent of respondents per region were located in Eastern Asia, the Pacific, North America, and Western Europe.

**Most organizations in the sample were founded during the past decade:** thirty-seven percent before 1999, 31% between 2000-2005 and 23% between 2006-2009. **Most have received external funding** from an agency or individual (78%) at least once, while 21% had never received external funding at all. Nearly two thirds of organizations that had received external funding (62%) had received funding within three years of being founded.

### 2. How much money do women's organizations have?

#### A. Income Size

**Added together, the 2010 incomes of 740 women's organizations in the sample amounted to approximately \$106 million USD.<sup>2</sup> Women's organizations' incomes in the sample tended to be quite small, similar to what was found in previous surveys<sup>3</sup>:**

- The median annual income in 2010 in our sample was \$20,000.<sup>4</sup>
- In 2010, around one quarter (21%) of women's organizations had incomes of \$5,000 or less.<sup>5</sup>
- One third (33%) had incomes that ranged from \$5,001-25,000 and 15% of organizations had incomes of \$25,001-50,000.
- Around one-fifth of the organizations surveyed had incomes of between \$50,000-100,000 (10%) and \$100,001-500,000 (11%). Seven percent are large organizations that have incomes of \$500,000 and over.

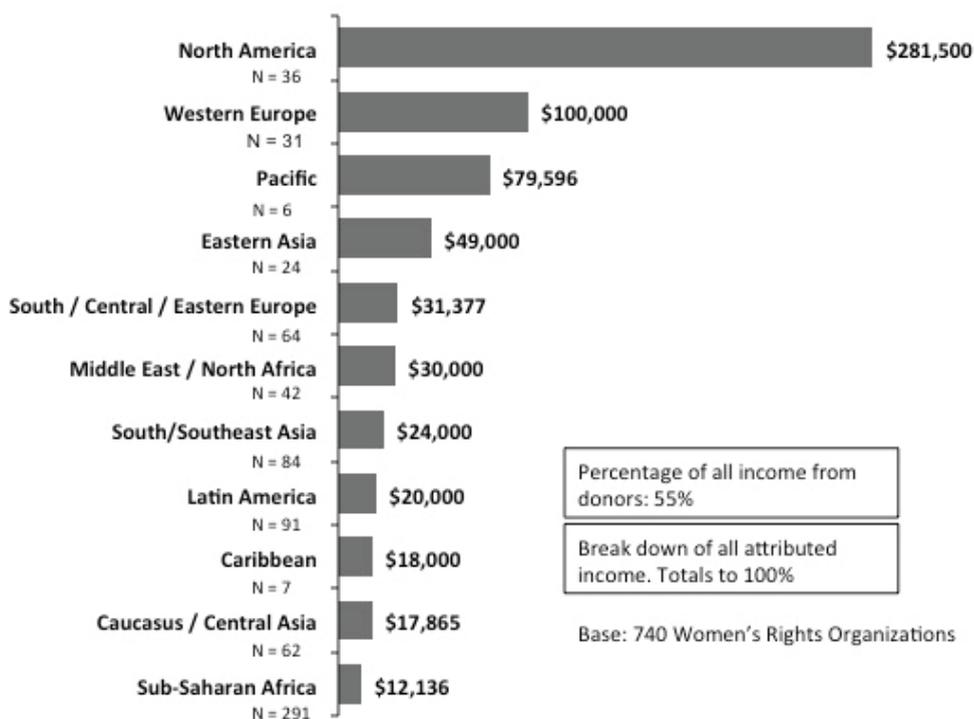
**At the same time, women's organizations' incomes in the sample have been growing since 2005.** The median more than doubled from 2005, from \$9,250 to \$20,000 in 2010. At the level of individual organizations, on average, incomes increased 53% from 2005 to 2010.<sup>6</sup> The highest growth rates were concentrated in the smallest income categories (organizations with incomes of \$5,000 or less). This finding confirms results from *The Second Fundher Report* that showed most of the growth is being driven by small organizations, adding a measly ten thousand dollars or so to their annual incomes.

**Across regions, there is wide variation in median<sup>7</sup> income size (see Chart 1):**

- The highest median incomes are found in organizations in North America, Europe, and the Pacific<sup>8</sup> and range from four to 14 times larger than the sample median income.
- Mid-sized organizations closest to the median (\$20,000 ) were mostly found in South and Southeast Asia, the Middle East and North Africa, South, Central and Eastern Europe, Eastern Asia, and Latin America.
- The smallest organizations were found in the Caucasus, Central Asia, and Sub-Saharan Africa.

**Chart 1: Median Income per Region**

Enter your organization's total income in each of the following years in US Dollars (\$USD).

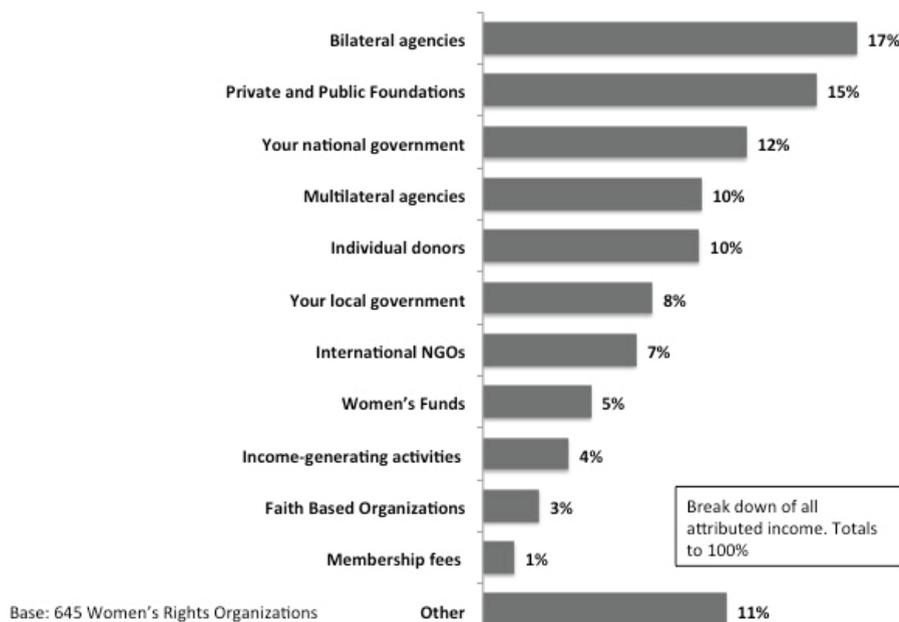


## B. Where is the money coming from?

A new trend<sup>9</sup> surfaced in this survey: the increasing importance and commonality of individual donors, membership fees, and income-generating activities as the top three most mentioned sources of funding for women's organizations (each mentioned by more than one third of organizations in the sample).<sup>10</sup> Women's funds were in a close fourth place, being mentioned by over one quarter of women's organizations as an income source.<sup>11</sup> This was followed by multilateral agencies and private and public foundations, each mentioned by almost one sixth of women's organizations. In contrast, bilaterals, national governments, and INGOs were mentioned by about one tenth of women's organizations in the sample. These findings are interesting, particularly because many of the most mentioned sources of income are generated through organizations' own work and outreach activities, (i.e., individual donations, membership fees, and income-generating activities). These self-generated resources may provide a basic level of security or be used as a stop-gap measure in times of funding constraints, providing freedom and flexibility in how and where resources are allocated. Although these self-generated resources were common sources of income for women's organizations in the sample, they do not generally account for a very significant amount of overall income.

When analyzing *how much funding* women's organizations received from various donor sectors, a slightly different picture emerged that is in closer alignment with results from previous FundHer reports. (See Chart 2 below for a breakdown of proportion of income by funding sector).<sup>12</sup> As Chart 2 shows, bilateral agencies (17%), foundations (15%), national governments (12%), multilateral agencies (10%), and individual donors (10%) contributed the largest overall amounts of funding to women's organizations in the sample. When analyzed this way, Chart 2 reveals that income from INGOs, women's funds, and income-generating activities were *not* in the top five sources of overall income, despite being among the most frequently mentioned in this sample. This finding may be driven by greater reach and smaller grant sizes from the most frequently mentioned sectors. It is also interesting to note that the amount of funding from corporations, individual philanthropists, and social enterprises is extremely low to nearly nonexistent in this sample of women's organizations.

### Chart 2: Proportion of Income by Donor Sector in 2010



To further break down the findings on self-generated funds described above, the results were analyzed by region and by type of funds (i.e., individual donations, income-generating activities, membership fees).

- **Individual donations** were overwhelmingly the most common source of income in Sub-Saharan Africa (n=104 organizations), followed by South/Southeast Asia (n=31 organizations), South, Central, and Eastern Europe (n=23 organizations), and Latin America (n=19 organizations). In terms of actual income in the sample, North American women's organizations obtained the most income from individual donors (68%, even though only 18 organizations drew from this source), and organizations in Sub-Saharan Africa drew nearly 17% of their total income from individual donors.
- **Income-generating activities** were by far the most common source of income in Sub-Saharan Africa (n=91 organizations), followed by Latin America (n=23 organizations) and South/Southeast Asia (n= 19 organizations). In terms of which regions showed larger shares of income from income-generating activities, North American (n=12) and Sub-Saharan women's organizations accounted for the majority of income at 32% and 27% respectively, and income-generating activities from the MENA totaled approximately 14% of total income in this category.
- **Membership fees** were clearly the most commonly mentioned source of income in Sub-Saharan Africa (n=136 organizations), followed by South/Southeast Asia (n=22 organizations). Membership fees in Sub-Saharan Africa account for nearly half of all income generated (49%). Other regions with high shares of income from membership fees include South/Southeast Asia (13%), Western Europe (13%), and North America (11%).

### 3. What type of issues, strategies, and populations are prioritized by women's organizations?

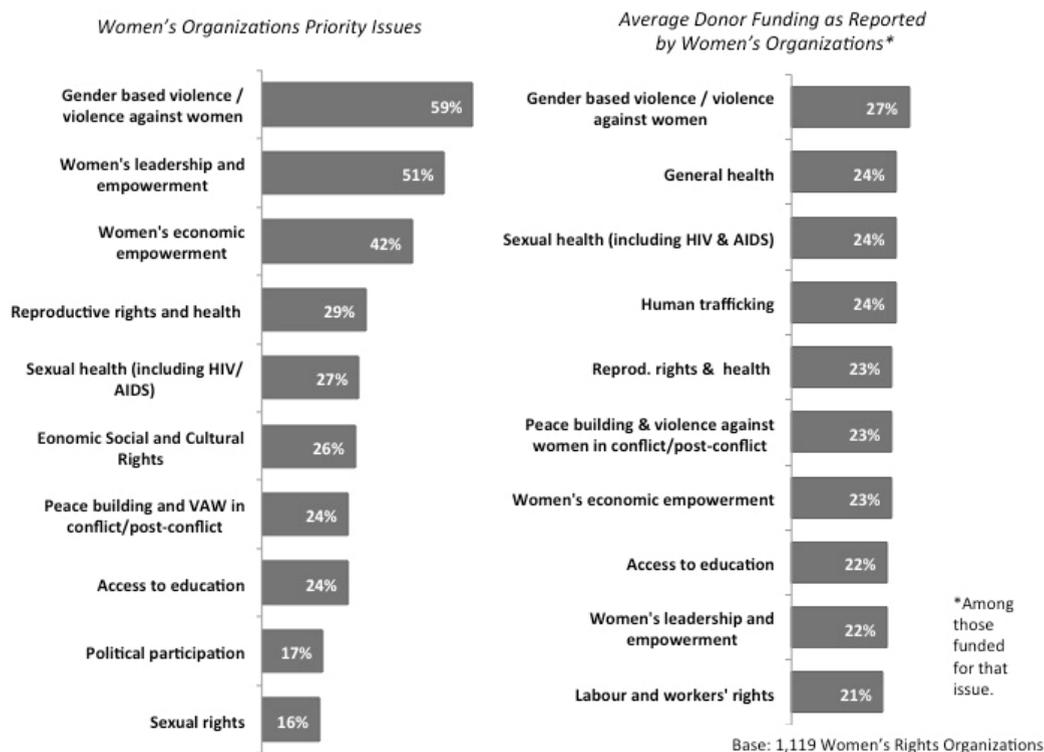
#### A. Women's Organizations: Key Issues

- A majority of women's organizations in the sample prioritized eliminating gender-based violence and enhancing women's leadership and empowerment; nearly one half also prioritized women's economic empowerment (see Chart 3 below).
- Nearly one-third of women's organizations prioritized reproductive rights and health (contraception, abortion, maternal health), sexual health (including HIV and AIDS), economic, social and cultural rights, peace building and violence against women in conflict/post-conflict contexts, and access to education.
- A little over one fifth of women's organizations prioritized political participation and sexual rights.

#### B. Top Ten Priorities

In the survey, women's organizations were asked to identify their priority issues, the issues for which they receive funding, and the percentage of funding dedicated to each issue. The same questions were asked for strategies and populations.<sup>13</sup> With this exercise, the aim was to understand any differences between what types of work an organization prioritized and the issues, strategies, and populations for which they found funding. The findings may speak to some trends for project-based funding in the sample. The preliminary results point toward the initial trends as shown in Chart 3.<sup>14</sup>

**Chart 3: Comparison of Top Ten Priority Issues for Women's Organizations and Issues for which they Receive Funding**



It appears that there is alignment between women's organizations' priority issues and what they receive specific funding for on the following issues (according to the top ten lists in chart 3 above):

- Gender-based violence/violence against women.
- Women's leadership and empowerment.
- Women's economic empowerment.
- Reproductive health and rights.
- Sexual health (including HIV and AIDS).
- Peace-building and violence against women in contexts of conflict/post-conflict.
- Access to education.

These issues only appeared on women's organizations' top ten priorities list:

- Economic, social, and cultural rights (ESCRs).
- Political participation.
- Sexual rights.

These issues only appeared on the top ten list of what donors provided women's organizations specific support for:

- General health.
- Human trafficking.

## C. Key Strategies Utilized by Women's Organizations

- The majority of women's organizations in the sample employed strategies of capacity building and women's empowerment to achieve their goals (see Chart 4 below).
- Over two-thirds of women's organizations prioritized awareness raising, advocacy and campaigning, and leadership development as key strategies. Around one quarter of women's organizations prioritized networking and alliance building, organizing meetings, convenings, and dialogues, movement building and women's organizing, microfinance and income-generation and communications.

## Chart 4: Comparison of Top Ten Priority Strategies for Women's Organizations and Strategies for which they Receive Funding



There is alignment between women's organizations' priority strategies and what they receive specific funding for on the following strategies (according to the top ten lists in Chart 4 above):

- Training/capacity building.
- Women's empowerment programs.
- Awareness raising.
- Advocacy/campaigning/lobbying.

These strategies only appear on women's organizations' top ten priorities list:

- Leadership development.
- Networking/alliance building.
- Organizing meetings/dialogues to analyze and strategize.
- Movement building and women's organizing.
- Communications and information.

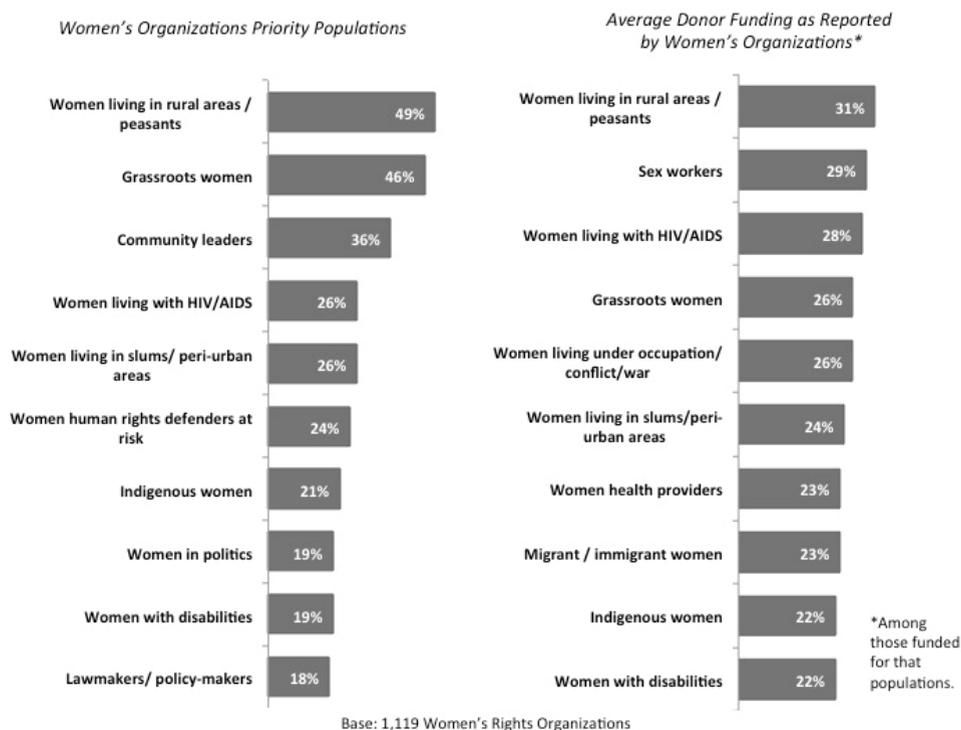
These strategies only appear on the top ten list of what donors provided women's organizations with specific support for:

- Direct service provision.
- Regranting.
- Emergency responses.
- Sexuality education programs.

## D. Key Populations Prioritized by Women's Organizations

- Women living in rural areas/peasants, grassroots women, and community leaders were the main populations around which women's organizations focused their work (see Chart 5 below), with about one quarter of the sample working with women living with HIV and AIDS, women living in slums/peri-urban areas, and women human rights defenders at risk.
- Approximately one fifth of the sample worked with women in politics, women with disabilities, and lawmakers.

**Chart 5: Comparison of Top Ten Priority Populations for Women's Organizations and Populations for which they Receive Funding**



There is alignment between women's organizations' priority populations and what they receive specific funding for on the following populations (according to the top ten lists in Chart 5 above):

- Women living in rural areas/peasants.
- Grassroots women.
- Women living with HIV and AIDS.
- Women living in slums/peri-urban areas.
- Indigenous women.
- Women with disabilities.

These populations only appear on women's organizations' top ten priorities list:

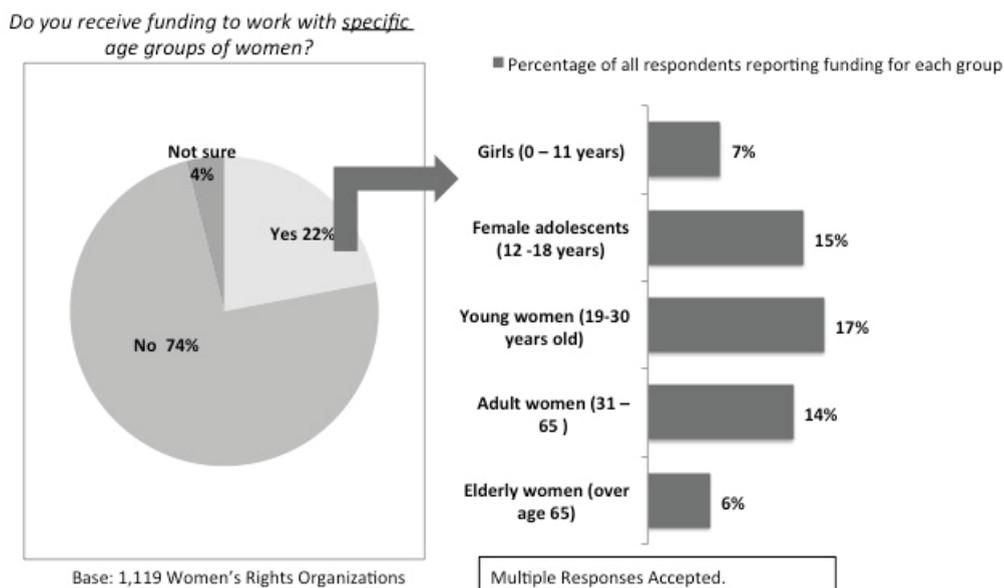
- Community leaders.
- Women human rights defenders at risk.
- Women in politics.
- Lawmakers/policymakers.

These populations only appear on the top ten list of what donors provide women’s organizations specific support for:

- Women living under war/occupation/conflict.
- Sex workers.
- Migrant/immigrant women.
- Women’s health providers.

Overall, **most external funding was not committed to specific age groups. Less than one quarter of women’s organizations received specific funding for a particular age group of women and girls** (Chart 6 below). Across the entire sample, it appears there was less funding directed toward young girls (age 0-11) and elderly women than to adolescent, young, and adult women.

### Chart 6: External Funding Directed to Specific Age Groups

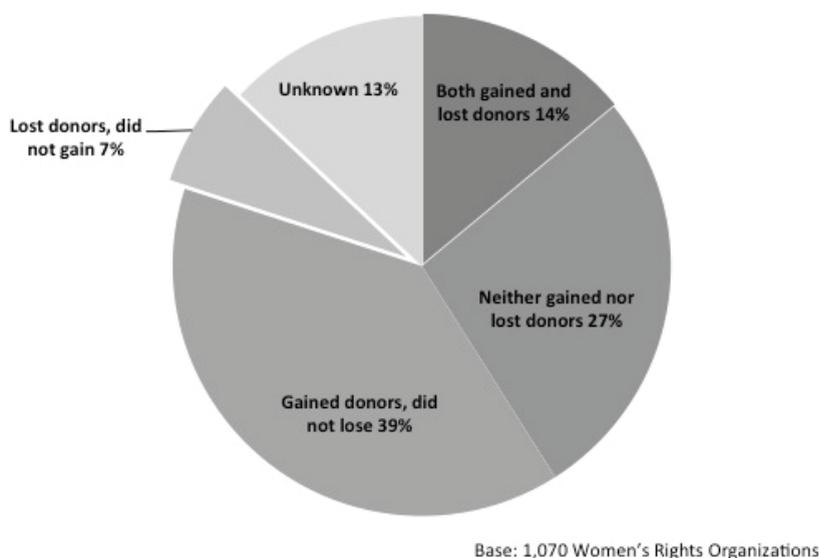


## 4. How financially sustainable are women's organizations?

### A. Funding Shifts since 2008

Since 2008, organizations have both gained and lost donors. However, a larger percentage of survey respondents have gained or kept the same donors, rather than lost them since the beginning of the 2008 financial and economic crisis (see Chart 7 below).

**Chart 7: Comparison of Donors Lost and Gained since 2008**



**Nonetheless, the loss of donors since 2008 had a significant effect on 223 organizations in the sample.** When contextualizing the impact of donor losses across the entire sample of 1,119 organizations, we found that due to donor loss:

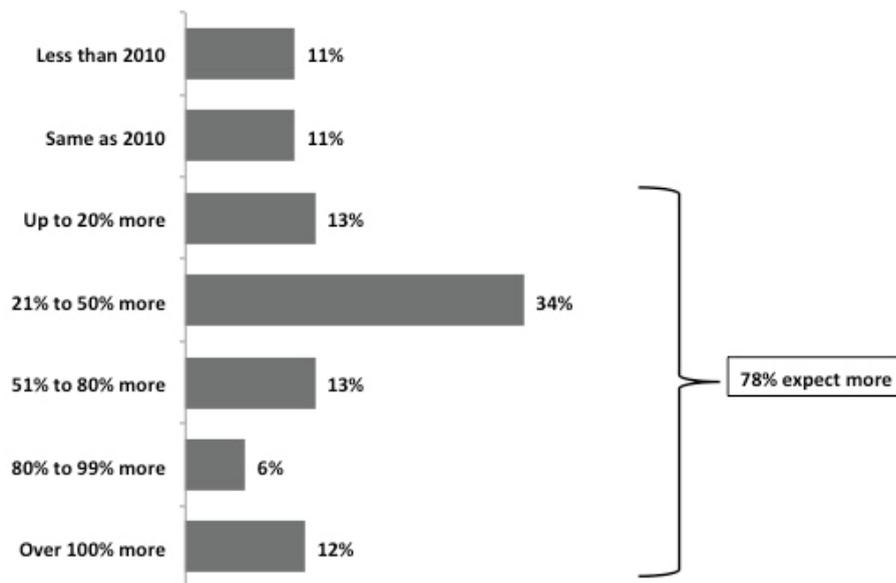
- Fourteen percent of all organizations had to cut activities.
- Eleven percent of all organizations cut programs and projects.
- Ten percent of all organizations reduced staff size.
- Eight percent of all organizations had staff that went without salaries.

Moreover, one fifth of all women's organizations in the sample reported experiencing the threat of potential closure. The data seem to suggest that the threat of closure may have affected organizations in the sample from Latin America and Western Europe to a greater degree than organizations in other regions.<sup>15</sup>

At the same time, the vast majority of women's organizations (78%) had high hopes for growth moving toward 2015. Eleven percent of organizations realistically expected a reduction from their 2010 budget, while another 11% expected budgets to stay the same. Chart 8 below describes the range of growth rates expected over the next five years.

## Chart 8: Expected Budget Growth from 2010 to 2015

Compared to 2010, what do you expect your organization's overall income will be in 2015?



Base: 903 Women's Rights Organizations

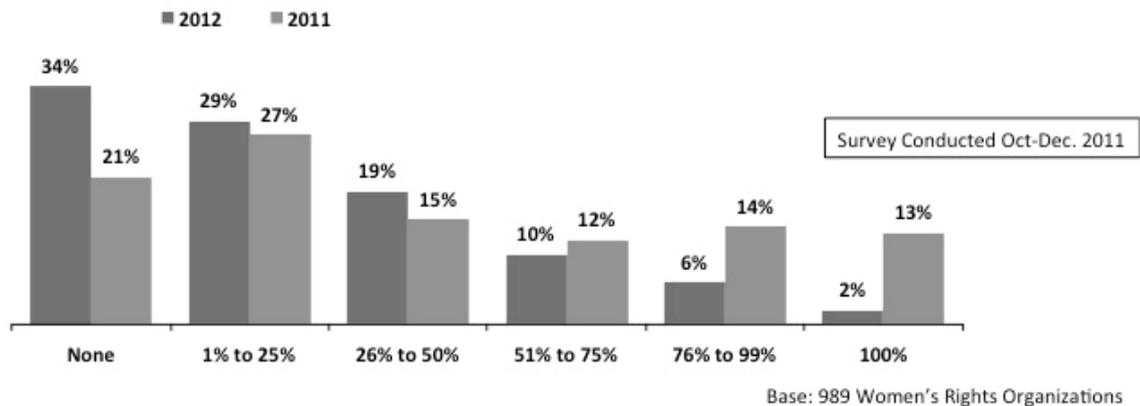
### B. Financial Security

Nearly half of women's groups met their ideal budgets for 2010 (44%) or reported budget surpluses (3%). However, a sizeable group of organizations experienced a significant budget shortfall in 2010 (35%). Of those groups experiencing shortfalls, the majority of organizations (54%) experienced shortfalls of 20 to 50% of their budgets while 14% experienced larger shortfalls of 55-75%. Minor to moderate shortfalls (between five to 15%) affected 14% of women's organizations.

Yet while many may have met their ideal 2010 budgets, women's organizations across the sample have essentially been living month to month, and have not even secured all of their funding for the current fiscal year (see Chart 9 next below).

## Chart 9: Budget Secured for 2011 and 2012

What percentage of your organization's projected income for the following years has definitely been secured?

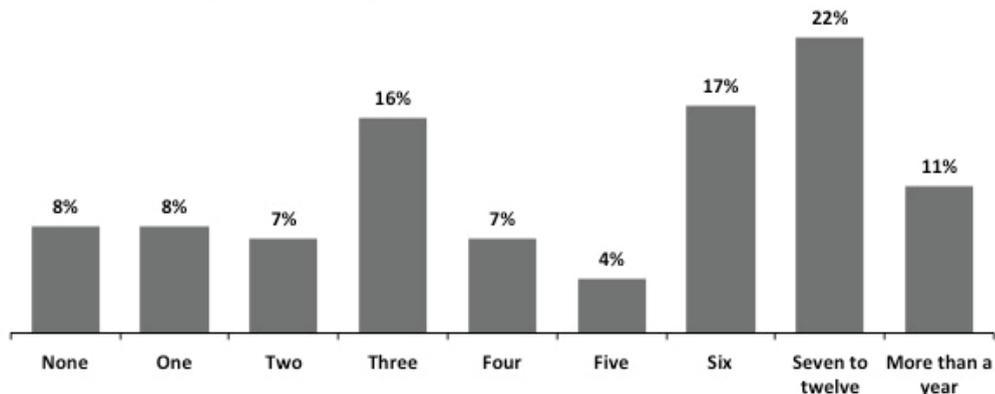


Only a very small set of organizations in the survey had fully secured all of their income for 2011 and 2012. In fact, in 2011, only 13% of women's organizations had secured all of the funding they needed for that year and only 2% had secured all of their funding for 2012. It is important to note that the survey was conducted in the last quarter of 2011, revealing the significant financial uncertainty that many women's organizations face in not having secured all of their projected income over halfway through the year. What is further surprising is that these organizations are, for the most part, *not* those that had never received external funding.<sup>16</sup> In the future, we aim to dig deeper into these results to better understand what types of organizations are more likely to experience financial insecurity.

**In terms of safety nets, most organizations (59%), have reserves which would allow them to operate for between one to six months, 22% for seven to twelve months, and 11% could survive for more than a year.** A very small percentage of organizations (8%) reported being in a particularly precarious position and would be unable to continue operating if they were to lose all funding (see Chart 10 below).

## Chart 10: Duration of Savings and Reserves

If you did not succeed in securing any funding for next year, how many months could your organization operate only on the money you have in savings and reserves?



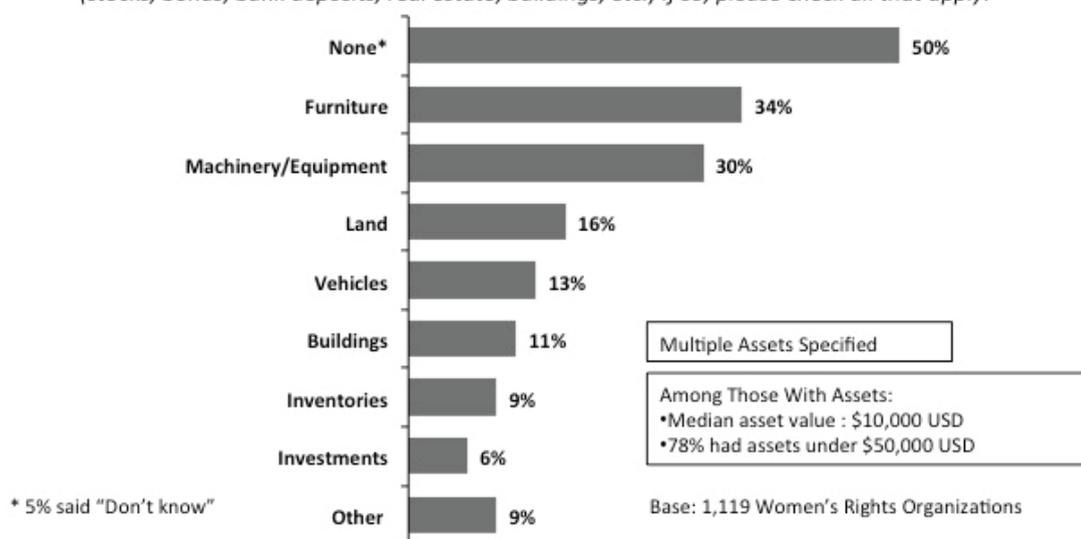
Base: 1,119 Women's Rights Organizations

## C. Financial Sustainability

**Women's organizations' financial sustainability is compromised by low assets, savings, and safety nets.** Over 30% of women's organizations in the sample reported having *no* savings or reserves. Median savings equaled \$500 and 75% of women's organizations described having \$6,000 or less in savings. Half of women's organizations in the sample reported having no assets and of the 45% that did hold assets, most of these were depreciating (e.g., vehicles, machinery/equipment, furniture) (see Chart 11). This means that in a crisis situation, most women's organizations would not be able to access the cash needed to finance their work.

### Chart 11: Assets Held in 2010

*Does your organization have assets? An "asset" is anything that can be owned or controlled to produce economic value and turned into cash. These can be physical (land, machinery etc.) or financial investments (stocks, bonds, bank deposits, real estate, buildings, etc.) If so, please check all that apply.*



**The majority of women's organizations (52%) had never received multiyear funding.** While 42% of organizations had received multiyear funding at some point in their organizational lifecycle, only 21% of women's organizations in the sample received multiyear funding in 2010. Of those that did receive multiyear funding, two-thirds received two (32%) or three year grants (34%).

#### Top Ten Donors Giving Multiyear Support in Order of Frequency as Reported by Women's Organizations

1. European Union/Commission
2. National Governments
3. Oxfam Novib
4. Ford Foundation
5. Global Fund for Women
6. UN WOMEN
7. Membership fees
8. Dutch Ministry of Foreign Affairs
9. Global Fund to Fight HIV and AIDS
10. HIVOS

**Only 28% of women's organizations received core funding<sup>17</sup> in 2010.** Thirteen percent reported receiving core funding at some point, but not in 2010 and nearly half (48%) have never received core, flexible funding for their work. Top sources of core support reported by women's organizations include women's funds, large INGOs in the Netherlands, and some governments. It is significant that women's organizations overwhelmingly rely on alternative sources of income, such as individual donations, income-generating activities and membership fees in order to access flexible resources that can be used for a variety of program and operating expenses. The greatest concentration of core funding appears in women's organizations in North America and the lowest concentration in Sub-Saharan Africa.

Receipt of multiyear funding also varied by region. The greatest concentration of multiyear funding was reported in Western Europe and North America and the lowest in the Pacific and the Caucasus. Top sources of multiyear support were also diverse, with most coming from multilaterals, bilaterals, national governments, and INGOs, in addition to higher levels of multiyear support from the Ford Foundation and the Global Fund for Women. It is worth mentioning that many women's organizations also rely on membership fees, in lieu of institutional donors, as a primary form of multiyear funding.

#### Top Ten Donors Giving Core Support in Order of Frequency as Reported by Women's Organizations

1. Global Fund for Women
2. Individual Donors
3. Mediterranean Women's Fund
4. National government
5. Local Government
6. Income-generating activities
7. Membership fees
8. Oxfam Novib
9. Mama Cash
10. HIVOS

## End Notes

1. Organizations could select more than one level of work.
2. All figures are in US dollars unless otherwise noted.
3. See, for example: 1st FundHer Report: Clark, C. and Sprenger, E. (2006), "Where is the Money for Women's Rights?" AWID, [www.awid.org/Library/Where-is-the-Money-for-Women-s-Rights](http://www.awid.org/Library/Where-is-the-Money-for-Women-s-Rights); 2nd FundHer Report: Kerr, J. (2007). The Second FundHer Report. "Financial Sustainability for Women's Movements Worldwide." Available at: [www.awid.org/eng/About-AWID/AWID-News/Financial-Sustainability-for-Women-s-Movement-s-Worldwide-Second-FundHer-Report](http://www.awid.org/eng/About-AWID/AWID-News/Financial-Sustainability-for-Women-s-Movement-s-Worldwide-Second-FundHer-Report); 3rd FundHer report: Hopenhaym, F. with Carrasco, L. and Raaber, N. (2008), FundHer Brief 2008. "Money Watch for Women's Rights Movements and Organizations." AWID. Available at: [www.awid.org/Library/Money-Watch-for-Women-s-Rights-Movements-and-Organizations-FundHer-Brief-2008](http://www.awid.org/Library/Money-Watch-for-Women-s-Rights-Movements-and-Organizations-FundHer-Brief-2008)
4. This figure is based on 740 organizations' incomes that have been verified. All other data is with the full sample of 1,119 unless otherwise noted.
5. Four percent of organizations reported no income for 2010. For example, the 2nd FundHer report found that nearly two thirds of women's organizations in that sample had budgets of less than \$50,000; around 4% are large organizations that had budgets of \$500,000 and over, and the rest were medium-sized with budgets between \$50,000-500,000.
6. Based on the 360 organizations that provided data for both 2005 and 2010. These number were translated from local currencies and were not controlled for inflation.
7. The median represents the true middle value across the entire sample. It is used in place of the mean (average) when there is a high degree of variation in the sample, or when distribution is skewed, either on the high or low ends.
8. These results should be interpreted with caution as the sample size from the Pacific was very small, only 10 organizations.
9. This analysis only includes data from the 645 organizations that reported income for each donor.
10. Thirty-eight percent of women's organizations mentioned individual donors, 37% mentioned membership fees, and 29% mentioned income-generating activities, as an income source.
11. Twenty-eight percent of women's organizations mentioned women's funds as an income source; 13% mentioned multilateral organizations and public and private foundations as an income source, and 11% mentioned bilaterals, national governments, and INGOs each as income sources.
12. Only 55% of the total 2010 income was reported for each donor. If all income was reported, we may see the proportions of donor income shift. This smaller sample was arrived at by extensive data cleaning, ensuring consistency with 2010 income.
13. We use the mean percentage of donor funding that women's organizations received for particular issues, strategies, and populations as a proxy for donor project-specific giving in this sample.
14. This is a preliminary descriptive analysis comparing the most frequently mentioned priorities. Further in-depth analysis will be conducted at a later date.
15. This data is based on preliminary crosstab analysis, and it should be noted the sample size per region was low in some cases. Deeper analysis will be conducted to see if the trend holds when other demographic variables are introduced.
16. Specifically for 2011, 138 women's organizations (64%) that had not secured any income toward their projected budgets had received external funding, and 71 of those (34%) that had no money secured, had never received external funding. Three organizations (1%) were unsure. For 2012, 253 women's organizations (75%) that had not secured any income toward their projected budgets had received external funding at least once, and 81 from the sample (24%) had never received external funding. Two organizations (1%) were unsure.
17. Core support is flexible funding that can be used for a variety of expenses and is not only dedicated to project/program funding.

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