Company no. 05650155

Charity no. 1115109

Women for Women International (UK)

Annual Report and Financial Statements

31st December 2024

Our Global Values

Empowerment

We believe every woman is unique and powerful in her own right. Our people are our greatest strength and we will support them to achieve our aims by providing them with the information, rewards, and power they need to take the initiative and make decisions to solve problems and improve our delivery and performance. As a learning organisation we, encourage our people to take risks and make mistakes - this is how we learn, grow and get better, stronger, and smarter.

Respect

We believe every woman has the right to be treated with fairness and dignity. We trust each other implicitly, confident in the knowledge that we are all working towards the same goals. Equally, we hold each other responsible and accountable at all levels of the organisation for the outcomes of our actions. We will be bold, clear, and kind in our communication with our colleagues across the organisation and not allow disrespectful behaviour to go unchallenged.

Integrity

We will never communicate in any way that exploits or demeans the women we exist to serve. We will deliver a programme of training that maximises the impact for the women we serve to bring them the biggest benefits and facilitate the greatest long-term positive change in their lives. We do what we say we are going to do when we say we're going to do it. We act as good stewards of the organisation's resources.

Resilience

We see every day the strength of women survivors of war and their ability to never lose hope despite having faced the greatest atrocities and horrors of conflict. They inspire us to stay strong, hopeful, focused, and committed to our global purpose. We support each other to do the same.

Trustees' Annual Report

Contents

Welcome to Women for Women International (UK): a Message From the Chair	4
Introduction	7
Our Aims	8
Our Approach	9
Our Programmes	9
Our Impact	10
Global Highlights	12
Fundraising Statement	16
Strategic Report Highlights	18
Financial Review	25
Governance	26
Thank you list	33
Statement of Trustees Responsibilities	34
Independent Auditor's report	36
Statement of Financial Activities	40
Balance Sheet	41
Cash Flow	42
Notes to the Accounts	43
Appendix	52

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The Trustees of Women for Women International (UK) present their report and audited financial statements for the year ended 31 December 2024.

Welcome to Women for Women International – UK: a message from the Chair

Women for Women International UK, established in 2005, is a subsidiary of Women for Women International, founded in 1993 and registered in Washington D.C., with programme offices and partners in 17 countries. It was established for two purposes – to raise funds from the UK and Europe to support our work to transform the lives of women survivors of war, and to amplify the voices of women impacted by war to change policy. Now in its 20th year, Women for Women International (UK) has grown to become an organisation raising almost £5 million each year and hosting high-profile events, achieving wide-ranging media coverage, and securing funding from governments, institutions, trusts, foundations and individuals.

2024 has continued to be a challenging year for women, peace and security. Whether the ongoing conflict in Gaza, escalating violence in DRC, or continued instability for women and girls in Iraq, we continue to see the harmful effects of conflict on women and girls. Despite these challenges, the women we work with also show immense courage and resilience. Their efforts to pursue peace, despite all the obstacles and barriers in their way, continue to inspire us. Throughout 2024, we have been working with colleagues and partners in Afghanistan, DRC, Iraq, Palestine and South Sudan amongst other countries.

For example, in Iraq, we successfully received a £5million UK grant focused on transformative funding for projects supporting women and girls empowerment. As a sub-granter, Women for Women aims to work with 13 organisations to strengthen and amplify women working towards peace. Our pilot of the Adolescent Girls curriculum in Iraq saw us work closely with a group of 30 participants. In collaboration with Mercy Corps, a three-day training was conducted with school counsellors on handling disclosures of violence against women and girls and providing safe referrals.

In Palestine, in deteriorating circumstances, we continued to support our partners as they had to pivot amidst the changing security context. Despite the insecurity, we moved forward on our plans for the adoption and implementation of the Stronger Women, Stronger Nations Program working closely with our partners in the country.

And finally, we continue to work hard on conflicts that can seem intractable or do not usually dominate the headlines. In the Democratic Republic of Congo, we continued our programming despite the volatile security situation. The "Putting Survivors at the Centre" project trained 55 community leaders to manage disclosures of gender-based violence and safely refer survivors to specialized services using the survivor-centred approach.

Alongside our country work, WfWI's advocacy is an important pillar of our work. In 2024, we organised a closed briefing on 'The Gendered Impact of the Crisis in Gaza' hosted and attended by Security Council members – the first such discussion on the crisis and a major achievement to organize. Part of our mission is to amplify the voices of women most directly impacted by war and the launch of our

research conducted in Iraq and Nigeria "Listen to Women: Understanding the Barriers and Opportunities for Women's Participation, Voice and Leadership' was a particular highlight in raising awareness of the impacts of conflict on women.

One of the most important roles for Women for Women International (UK) is to raise funds that support the wider organisation to achieve our goals. Fundraising is vital to everything WfWI-UK does and in challenging financial times we are deeply grateful to the many individuals, groups and companies who supported Women for Women International (UK) this year. Our flagship live event the #SheInspiresMe Car Boot Sale grows from strength to strength. In 2024, we doubled our efforts and took over two floors in Selfridges car park in central London, bringing together a huge range of brands and fashion icons, raising an incredible £375K on the day. Since its inception, this annual event has now raised £1.5million, a huge testament to the skill, creativity and hard work of our team and supporters.

In 2023, we secured the Allen & Overy (now A&O Shearman) Global Charity of the Year Partnership with the intention to raise £1m. Within the two years of the Partnership, we have already raised £1.2m, beating our target. This is a major achievement for the UK team and we are excited to see the impact this partnership can have.

To all our donors, supporters, and partners, we extend our deepest gratitude.

As Chair of the UK Board, it is a privilege to work with such inspiring colleagues. Despite the external headwinds, we've met every challenge with resolve and determination, united in our commitment to making a difference for women survivors of war. I know we will continue to do so, to ensure that the experiences and voices of women and girls impacted by war are heard, valued and acted on.

With gratitude,

Dr Champa Patel
Chair, Women for Women International (UK)

Adolescent Girls Program participants having a discussion at the Rubona, Rwanda training centre. Photo credit: WfWI

Investing in the Future: Our Adolescent Girls Programme

Adolescent girls in crisis face immense challenges, including forced marriage, trafficking, and being forced to drop out of school, and yet are often overlooked in traditional aid programs. We believe these young women are not just survivors, but leaders in the making.

Our Adolescent Girls Pilot Program is a groundbreaking initiative designed to support vulnerable teen girls, ages 16-17. The program provides a comprehensive curriculum covering financial literacy, vocational skills, gender equality, health, and goal setting. The training is delivered in safe spaces where girls can form lasting social bonds and build critical support networks.

After a successful pilot program in 2023 implemented by our sister organization, Women for Women Rwanda, we were able to launch pilots in three additional conflict-affected countries in 2024—Iraq, Nigeria, and Afghanistan. By the end of 2024, we had already supported **295 girls**, and we are committed to reaching even more in the years ahead.

Annual Report 2024: Creating A Ripple Effect

Thanks to you, in 2024, Women for Women International continued our mission supporting women survivors of war and conflict.

Across more than three decades, Women for Women International's work has spanned 17 countries, reaching 616,184 women who dare to stand up for their rights — even in the most difficult and dangerous circumstances. And this year alone, together with our partners we've reached over 36,897 women survivors of war together – supporting them to rebuild their lives, families and communities.

Even as conflicts rage across the world, our combined commitment to women and the power of each woman we serve continues to give us strength and hope.

As we present our 2024 Annual Report, we invite you to read about some of these daring women around the world and the remarkable results we were able to achieve in the many countries we serve. We are forever grateful to have you by our side, making all this possible!

Introduction

Our Vision

To create a world in which all women determine the course of their lives and reach their full potential.

Our Mission

In countries affected by conflict and war we support the most marginalised women to earn and save money; improve health and well-being; influence decisions at home & in the community; and connect to networks for support. By utilising skills, knowledge and resources, she is able to create sustainable change for herself, her family and community.

About Women for Women International

We believe women have the power to transform their lives – but when women are undervalued and oppressed, their power is undermined. Conflict and war deepen this injustice. At Women for Women International, we invest in women who are forgotten – those facing the greatest inequalities in areas of conflict – and support them in learning the social and economic skills they need to rebuild their lives, their families and their communities.

2024 has been marked by a continued rise in conflict and crisis. It's been a year in which women's rights have been systematically stripped away. Across the world, women have grappled with violence, inflation and the trauma of war.

Despite these challenges, your generosity has enabled us to reach 616,184 women survivors of war since 1993. With your support, the women we serve have come together and realised their inherent power to rebuild their lives, their families and their communities. To learn more about the power of women, for women, visit www.womenforwomen.org.uk.

About Women for Women International in the UK

In 2005, Women for Women International established an independently governed UK-registered charity in London with two main purposes – to raise funds from the UK and Europe for the programme transforming the lives of women survivors of war, and to raise awareness and influence policy by amplifying the voices of the women we work with and sharing our learning. Women for Women International (UK) is a subsidiary of Women for Women International, founded in 1993 and registered in Washington D.C., with programme offices and partners in 17 countries.

Over 20 years, Women for Women International (UK) has grown to become an organisation raising almost £5 million each year and hosting high profile events, achieving wide-ranging media coverage, securing funding from governments, institutions, trusts, foundations and individuals. Women for Women International (UK) leads the global organisation's corporate partnership strategy.

Our Aims

Women for Women International works across the globe in countries affected by conflict; where violence, poverty and gender inequality combine to make life extraordinarily challenging for women. From Afghanistan to Ethiopia to Nigeria, women often bear the brunt of war and crisis. Women for Women International has spent more than 30 years working in conflict-affected areas and we know that women's specific needs are often overlooked.

High levels of gender-based violence (GBV) against women and girls are prevalent in both conflict and post-conflict zones, including the use of rape as a weapon of war and increased intimate partner violence. Since women and children make up the majority of those fleeing from wars and displacement, it puts women at increased risk of sexual and physical violence, trafficking and abuse. Dislocated from their homes or in a post-conflict setting, women often have to take on new roles alongside their caretaking responsibilities to provide for their families, frequently needing new skills, resources and knowledge to take up these roles.

Our aim is to create a world in which all women determine the course of their lives and reach their full potential.

Our partner in Burkina Faso conducts a Focus Group Discussion for the Asking to Action consultation research.
Photo credit: WfWI

Transforming Lives Through Partnerships

Through strategic partnerships, we are able to meet the needs of more women than we directly support, ultimately making impact on a larger scale. Through these partnerships more conflict-affected women get the confidence to raise their voices, participate in decision-making, and rebuild their communities. Through our global partnerships with women's rights organisations and community advocates, we are creating a global network of empowered women, resilient communities, and strong local organisations dedicated to advancing women's rights.

Our Approach

Our Stronger Women, Stronger Nations programme supports the most marginalised women in countries affected by conflict and war, helping them earn and save money, improve their health and well-being, influence decisions in their home and community and connect to networks for support.
We are women-centred and locally powered. Our country staff are from the communities we serve. Our greatest strength is our ability to meet women where they are, centring their voices and experiences and adapting our programmes to meet their needs. Graduates from our programmes pass on their knowledge to those around them, creating sustainable change for themselves, their families and communities and building a more just world – a world where every woman's voice, role and contribution is visible and valued.

Our Programmes

Stronger Women, Stronger Nations

In 2024, a total of 616,184 women participated in our core 12-month-long programme, Stronger Women, Stronger Nations, in which participants form connections in class, learn how to earn and save money, build businesses, understand their rights, improve their health and influence decisions in their families and communities.

Change Agents

In 2017, we established the Change Agent program – a grassroots advocacy and leadership training program. Women who demonstrate motivation and leadership in their community participate in Change Agent training - developing their skills and knowledge, identifying the changes they want to see and creating action plans that outline how they want to use their voices and experiences to influence their communities. Change Agents base their advocacy priorities on what they hear from women from their community, and they work collectively to communicate their priorities and advocate for change.

Men's Engagement Programme

In 2024, we reached 53,307 men and worked with them to engage local leaders to use their influence to promote women's rights. Husbands, male relatives, and leaders in the religious and civil society sectors are trained as allies for women's rights. Through a "training the trainer" approach, they are prepared to lead discussions with the men in their communities about gender equality. For community leaders, their change in perception creates the potential for women and girls to have greater access to opportunities to enhance their roles in the community.

MEP class in Yei County, South Sudan. Photo Credit: WfWI

Engaging Men as Allies

At WfWI, we know that to dismantle harmful gender and social norms, gender inequalities and power dynamics, we must engage men. We use a six-month curriculum to train and equip men with skills and knowledge to transform their attitudes, behaviour, and practices, resulting in them becoming allies and champions of women's rights.

Our Impact

Women for Women International is committed to ensuring the strongest possible impact and value of our programmes. For this reason, we consistently refine our programming according to our monitoring and evaluation data, which monitors our participants' livelihood and economic prospects after joining the Stronger Women, Stronger Nations programme.

When women marginalised by war and conflict realise their power, something incredible happens. We've seen the transformation they create for themselves and their families by enrolling in our Stronger Women, Stronger Nations programme. We know our programmes work because the women we serve tell us they do and because we rigorously evaluate them.

Measurable Impact

Here are some key indicators from men who graduated in 2024 from our programs in the DRC, Nigeria and South Sudan:

TAKING ACTION AGAINST VIOLENCE

BEFORE **47%** of men report being capable of challenging other men's harmful behavior

AFTER **72%** of men report being capable

CHALLENGING HARMFUL NORMS

BEFORE **29%** of men who disagree that they have to be tough in order to be a man

AFTER **64%** of men disagreed

SUPPORTING WOMEN'S DECISION-MAKING

BEFORE **68%** of men whose wife/partner participates in decisions about use of money she earns

AFTER **95%** of men whose wife/partner participated

One program graduate shared:

"We're standing up for the rights of women and girls so they can shape their own futures. We encourage men to support women, especially within their own families."

Photo above: Couple Connect program participants Peter Duru and his wife, Sadia, pose for a photo in Yei County, South Sudan. Photo credit: Edward Mallot.

2024 Global Highlights

Alongside Women for Women International and our sister and partner organisations, Women for Women International (UK) contributed to the following achievements in 2024:

Afghanistan
6750 new women and girls served and reached

Bangladesh
892 new women and girls reached

Burkina Faso
2477 new women reached

DRC
900 new women served and reached

Iraq
1699 new women and girls served

Kosovo
165 new women and girls served and reached

Mali
2580 new women reached

Myanmar
78 new women and girls reached

Nigeria
9822 new women and girls served and reached

Palestine
2885 new women and girls reached

Poland
80 new women and girls reached

Rwanda
940 new women and girls served and reached

South Sudan
1645 new women and girls reached

Sudan
3748 new women and girls reached

Ukraine
2236 new women and girls reached

Syria: REBUILDING LIVES AFTER WAR

We have been working with our partner in Syria, Women Now for Development, since 2020, to support women in Idlib and Aleppo and the surrounding areas through a range of activities including educational, vocational and life skills training; access to counselling services; and cash start-up grants to support with income generation. They were also the first-ever partner to deliver our SWSN program, through an 8-month pilot project adapted to the local Syrian context.

In 2024, our partnership with Women Now for Development remained strong. Our current grant to them provides flexible organisational support as they continue to adapt and recover from the ongoing effects of the earthquake in 2024 and the recent fall of the Assad regime on their staff, participants and operations.

Sudan: RESPONDING TO THE WORLD'S LARGEST HUMANITARIAN CRISIS

Our local partners, Zenab for Women Development, the Sudan Family Planning Association, and the Sudanese Organisation for Research and Development, addressed women's urgent needs, including food, psychosocial support and healthcare. We supported midwife training, sexual and reproductive health services through mobile clinics, and trauma counselling for survivors of gender-based violence. Additionally, our partners documented cases of sexual violence and ran community prevention programs, working to protect and support women at risk.

Burkina Faso: ADAPTING TO AN ESCALATING CRISIS

We helped internally displaced and host community women and girls adapt to the crisis in Burkina Faso through partnerships with three local organisations: Association D'Appui et d'Eveil Pugsada, Association Munyu des Femmes, and Association pour la Promotion Féminine de Gaoua. Our partners provided training in areas such as improved agricultural practices, financial literacy, and business management, equipping women with skills to generate an income and sustain their families despite displacement. Additionally, they raised awareness about forced marriage and domestic violence, addressing the societal harms that exacerbate women's suffering.

Mali: COMBATING FOOD INSECURITY AND GENDER-BASED VIOLENCE

We partnered with three local organizations in Mali to address the urgent and long-term needs of internally displaced persons (IDPs) and vulnerable women and girls in the host communities. Our partners Femmes et Développement, Yam Giribolo Tumo and Association Malienne pour le Suivi et l'Orientation des Pratiques Traditionnelles (AMSOPT) provided emergency food and dignity kits, training on income generating activities, cash-start-up grants and kits containing items such as chickens, and vegetable-growing equipment to help sustain women and their families. Survivors of violence received psychosocial, medical and legal services, as well as case management support, ensuring they received the care they needed.

Ukraine and Poland: ADDRESSING THE GROWING TOLL OF WAR

Our sister organisation Žene za Žene in Bosnia and Herzegovina led our response to the war in Ukraine back in 2022. Through local organizations in Ukraine and Poland—The Andreev Family Foundation, Human Doc and Beregynia—we supported women survivors of the war. The Andreev Family Foundation provided support to women in Ukraine via mobile psychological teams that reached women survivors in former war zones with psychosocial support. Many survivors of conflict-related sexual violence experience deep trauma and isolation, and their programs provided psychological aid, reproductive healthcare, and psychological education. They also offered skills training for internally displaced women, a crisis psychological support hotline, and legal accompaniment for survivors of sexual violence in criminal investigations.

In Poland, local partners Human Doc and Beregynia supported Ukrainian refugees with psychosocial support including targeted trauma support and art therapy, access to safe housing, legal aid, provision of food, clothing, and other essentials. They also provided skills training to help Ukrainian refugees adjust to life in Poland, including vocational training and Polish and English language classes.

Afghanistan: AMPLIFYING AFGHAN WOMEN'S VOICES

Afghanistan remains the most severe women's rights crisis in the world, yet Afghan women continue to be excluded from key international discussions about their future. Launched in 2024, our report Lost in Consultation, based on responses from 213 women-led organisations, exposes the failure of global actors to meaningfully engage Afghan women. An overwhelming 86% of respondents wanted to be consulted before the February 2024 Doha meeting, yet they were shut out. As one woman emphasised, "Women's rights should be prioritised alongside security concerns." Without their voices, decisions made about Afghanistan will lack legitimacy and fail to address the urgent needs of half its population.

DRC: CAMPAIGNING WITH COMMUNITY ALLIES

Change Agents in the DRC identified the 16 Days of Activism campaign as a crucial milestone in implementing their action plans for the reduction of violence. They organised a community march alongside key allies and stakeholders, including village chiefs, calling on the local community to unite their voices and end the cycle of gender-based violence to build a society with long-term peace. Eastern DRC continues to experience severe unrest and instability, but Change Agents remain key community advocates calling for the protection of women's rights and a more just and equitable future.

Iraq: STRENGTHENING WOMEN-LED CIVIL SOCIET ORGANISATIONS

With funding from the UK Government's Foreign Commonwealth and Development Office (FCDO) UK Integrated Security Fund (UKISF), we are supporting over 30 grassroots, women-led Civil Society Organizations (CSOs) and Women's Rights Organizations (WROs) across 19 governorates in Iraq. This initiative is fostering an independent and strong civil society, amplifying local voices in shaping Women, Peace, and Security (WPS) agendas.

Myanmar and Bangladesh: ADAPTING TO LOCAL NEEDS AND SUPPORTING ROHINGYA WOMEN AND GIRLS

In Myanmar, our local partner launched an innovative pilot—the Adult Engagement Program (AEP). Incorporating elements of WfWI's Men's Engagement Program (MEP), this initiative marked the first time our MEP content was delivered to both men and women. By engaging 62 community members, including family members of adolescent girls who were also enrolled in the partner's training, the program challenged deeply rooted patriarchal norms and fostered greater support for women's involvement in community life.

Since 2021, we have partnered with a local organisation in Myanmar to support Rohingya women and adolescent girls in Northern Rakhine State. Through this partnership, in 2024 we provided life skills, vocational training, literacy education, and community engagement to shift deeply entrenched gender norms. We also supported local teachers with training and financial aid, ensuring that education remains accessible despite the ongoing conflict. Further, we work with a partner in Rohingya refugee camps in Cox's Bazaar, Bangladesh to support displaced Rohingya women and girls with life skills and vocational training, as well as material educational support.

Nigeria: POLITICAL PARTICIPATION AGAINST ADVERSITY

Change Agents in Bauchi and Plateau States in Nigeria identified the lack of women in decision-making spaces as a priority for their action plans and have been collectively advocating for their inclusion in political spaces. Change Agents have worked together to strengthen their capacity and knowledge of inclusion in political decision-making. This has led to women running for and being elected to political positions in their local communities whilst up against social and cultural norms that push for the exclusion of women leaders from local political arenas in Bauchi and Plateau.

South Sudan: ADVOCATING AGAINST CHILD MARRIAGE

During conflict and rising insecurity, cattle in South Sudan are often stolen in order to pay bride price, and in some communities, this can be as high as 300 cows for the average family, which is often difficult to obtain through legitimate circumstances. Additionally, the promise of bride price means that families often resort to child marriage. Change Agents in South Sudan identified this as a focal issue for their advocacy campaigns and have been using their leadership platforms to educate stakeholders across communities against the practice of child marriage by providing women with knowledge and skills to advocate for their rights and challenge harmful norms to foster peace in their communities.

Palestine: RESPONDING TO HUMANITARIAN NEEDS

In Gaza, our partner Wefaq has been on the frontlines, distributing maternity kits to 260 expectant mothers and hygiene kits to 100 women and 400 children. To address food insecurity, 370 families received vegetable baskets, helping to meet their nutritional needs. They also continue to operate community kitchens, serving hot meals with whatever limited resources are available to them. Meanwhile, our partner, Family Defense Society (FDS) in the West Bank, has provided psychological and legal support for women survivors of violence, offering safe housing and integrating them into economic empowerment programmes.

Public Benefit

We follow the Charity Commission's general guidance on public benefit, and the Trustees ensure that the programmes we undertake are in line with our charitable objectives and aims.

Fundraising Statement

Our Public Fundraising Approach

At Women for Women International (UK) we pride ourselves on delivering best-practice fundraising activities which donors can trust to fully comply with regulatory standards for fundraising. We are registered with the Fundraising Regulator and are committed to the Fundraising Promise and adherence to the Code of Fundraising Practice.

We raised £4.85 million in 2024 through a diverse range of fundraising initiatives.

Our fundraising included: activities and campaigns which inspired donations and gifts from individuals, applying for grants, a sponsorship programme which matches women in our programmes with sponsors from around the world, a small portfolio of our own special events and partnerships and collaborations with businesses and brands. Our in-house fundraising team sometimes engages professional service providers to help us deliver fundraising campaigns such as filmmakers and graphic designers. We aim to ensure any agencies we employ also observe the highest standards in terms of fundraising practice. Several of our in-house fundraising team are members of the Institute of Fundraising and regularly attend fundraising trainings to ensure our staff are up to date on fundraising practices, regulations and trends.

In 2024, our highly successful #SheInspiresMe Car Boot Sale event raised £375k from 32 booters including the likes of Jimmy Choo, 111 Skin, Me & Em and many more.

Our community once again showed their generous support with over 1,149 supporters donating to one or more of our campaigns with a combined number of 1,301 donations – that marked a 15.5% increase on the number of gifts in 2023.

Our crisis appeals were especially successful. Most notable among these was the response to our work in Palestine and the West Bank, which through the year received 317 donations, totalling over £16k, including gift aid.

Away from crisis appeals, our matched giving appeal to mark the launch of the new Adolescent Girls Programme, received 105 donations helping to raise more than £4k.

Our #SheDares Squad also welcomed over 20 new members in 2024. From the Hackney Half marathon to hikes, bake sales and drum performances our community came together to help raise over £23k through a variety of fun and imaginative fundraising activities.

2024 was a landmark year for sponsorship as we launched the official rebranding under Stand With Her.

During the course of 2024, we were able to match over 1,200 Stand With Her sister supporters with more than 1,500 sisters in our Stronger Women, Stronger Nations programme. At the end 2024 we had 1,227 active Stand With Her sister supporters with the addition of 27 new classroom supporters too. In addition to our Stand With Her supporters, we closed 2024 with 539 regular monthly givers.

We had great success in 2024, with corporate partners supporting Stand With Her on behalf of their staff and clients. Addleshaw Goddard continued their partnership for a second year, supporting 120 sisters for clients as part of the Flourish programme, while Jimmy Choo supported 30 sisters for staff.

Our roster of wonderful corporate and brand partners also continued to grow in 2024. We are always so proud to see the many fundraising activities corporate partners undertake for us, from selling products in aid of Women for Women International (UK), to asking their staff and customers to

support us through donating to campaigns or undertaking challenges like runs. To maintain fundraising standards and protect our reputation we always aim to have long term, open and honest relationships with these partners. We provide housekeeping rules which outline charity law considerations and brand guidelines and agree approval processes and sign-off deadlines to ensure these guidelines are met and maintained. We also undertake due diligence to ensure our partners share our values and do not pose any undue risks to our work. We also sign legal agreements with partners to safeguard the charity and our partners.

A key fundraising moment for many of our corporate partners is International Women's Day and in 2024 we had 14 UK partners support us through a range of activations including a number of special products sold in aid of Women for Women International (UK).

Our Global Charity of the Year Partnership with A&O Shearman continued successfully throughout 2024 and at the time of writing, has already beaten our target of £1m.

We are committed to dealing with any, and all, complaints in an open, honest and accountable way. On receipt, all complaints are logged, and an acknowledgement sent within three working days. Wherever possible, we aim to provide a full resolution to complaints at the same time but where we are not able to do this, we aim to give a reply within ten working days, setting out how the problem will be dealt with. Our website outlines our complaints policy for the public and clearly explains how an individual can complain. Additionally, we also track any Fundraising Preference Service (FPS) requests. In 2024, we received three complaints and no communication preference requests via the FPS service.

We are passionate about providing all our donors and supporters with a level of care and respect that exceeds their expectations, to this end we have a Vulnerable Supporters policy which outlines how we protect vulnerable supporters, how we can identify such persons and what action we take if we suspect a person is vulnerable and all staff are trained on it.

Achievements and Performance

Our Intentions for 2024

Last year we said we would focus on a number of priorities against our strategic objectives, including:

• Strengthening the Stronger Women, Stronger Nations programme and increasing our impact on the lives of women we serve by being data-driven and applying evidence-based strategies derived from internal and external learning mechanisms. • Building an Enabling Environment for women by addressing social norms, behaviours and practices and by contributing to changing policies, laws, government services and decision-making processes. • Supporting our Country Power Process, strengthen the capacity in our country offices to lead the work at every level while also strengthening our global organisation with enhanced collaboration across our teams. • Achieving impact at scale by extending our reach to support marginalised women in conflict-affected countries through new entry, funding of partnerships with aligned local organisations in different geographies within our current countries of operation, continued support of our sister organisations, and by providing critical care to women affected by violence in acute conflict settings through our Conflict Response Fund.	**Invest in the social and economic empowerment of marginalised women**	**SO1**
• Continuing to support the delivery of the MEP in-country offices with five countries completing a pilot of the new curriculum and continue to improve and expand learning across countries to find the best approaches and ways to measure the results of this work and its link to women's empowerment.	**Work with men to change attitudes**	**SO2**
• Global Policy and Advocacy Retreat in Kigali: The Global Policy and Advocacy Team were excited to be in the process of planning for a global policy and advocacy retreat for June 2024 to bring together advocacy leads from across the organisation. • Enhancing the additional resources for the Change Agent curriculum by producing a participant handbook, integrating a new peacebuilding module and working on an adaptable climate change module. • Working in partnership with the global MERL Team to develop monitoring indicators and measuring tools to align with the Theory of Change and help us better monitor our impact. This will be rolled out with our new Change Agent audit process.	**Support marginalised women survivors of conflict so that they can influence decisions**	**SO3**
• Commission on the Status of Women: Launching new research. In March, the Global Policy and Advocacy Team (GPAT) will travel to New York to attend the 68th Commission on the Status of Women (CSW). We will be joined by members of the Global Programmes Unit and two of our advocacy colleagues from Iraq and Nigeria. • Continuing to expand our regional and national visibility. Now that we have built partnerships with GIMAC, the NGO WG on WPS and the WPS-HA Compact we'll continue to strengthen our advocacy partnership with these organisations throughout 2024. • Continuing to build our visibility as an evidence-based organisation. We'll use our environment, conflict and gender policy briefs alongside our women's participation and leadership research to strengthen national partnerships with our country offices. • Continuing to advocate and implement with partners from the Resourcing Change consortium. With learnings from the successful convening of 5 WROs as part of WPS week in October 2024 we will continue with regional and global advocacy opportunities with our partners from the consortium.	**Use advocacy to transform the enabling environment for women' s rights at the grassroots, national and global levels to drive systemic change on gender equality for the most marginalised women affected by conflict**	**SO4**

• Raising £2.216m in unrestricted funds from Major Donors, Special Events, Sponsorship and Individual Giving, Community Fundraising, and Corporate Partnerships by 31st December 2024. • Using targeted marketing and communications campaigns and activity to inspire and engage individuals to support the creation of a sustainable fundraising ecosystem and developing 3 different levels of support. 1) foundation level of donors that see our work, signing up to our mailing list. 2) developing those supporters to take their first action to become one-off donors 3) further development and nurturing of those donors to progress their support up to regular giving. • Raise £2.568m in restricted funds from Institutional, Trusts and Foundation and Corporate donors by 31st December 2024.	**Raise £6 million from grants, corporate partnerships, grassroots contributions, major donors and events, and sponsorships**	**SO5**
• Increasing the number of people who make a one-off donation by 12% from 868 to 974, raising a total of £111,200 across all of community fundraising. Raise a further £494,336 via recurring gifts via recruiting a combined 456 donors across sponsorship and regular giving, while maintaining an average retention rate of 81.5%. 20% of recurring recruitment via cultivation and upgrading of one-off cash donors. • Increasing the email mailing list to 27,000, visits to our website by 20%, social media reach (Instagram, Facebook and TikTok by 5% and Twitter by 2%) and press mentions by 5% by 31st December 2024. • Maintaining high email open rates above sector average of 26%, increase donation pages sessions, organic traffic, social media traffic by 10% and increase engagement on social media (Instagram 4%, Twitter: 2%, Facebook: 3%, TikTok: 5%) by 31st December 2024. • Being data lead and focused by continuing to build on our use of tools such as Dataro to more effectively target supporter asks, as well as implementing new tracking and reporting mechanisms to monitor ROI of our communications. • Updating our fundraising offers and frequency. In 2024 we will move away from monthly campaigns, instead to focus on quarterly larger activity. This is to support capacity, protect against donor fatigue and create space for emergency appeals. We will also be relaunching sponsorship and its new tiered giving structure under Stand With Her (Q1), launching our first Lottery product (Q2) and continue to build on the new evergreen campaign #SheDares.	**Raise Women for Women International (UK)'s profile / visibility through effective communications**	**SO6**
• Running an effective, well governed and financially sustainable organisation, providing a supportive, effective and impactful business partnering relationship to UK stakeholders and sharing the expertise with our Global Support Centre through collaboration and teamwork. Ensuring that the organisation has a robust control environment and appropriate compliance frameworks in place; adopts best practice in carrying out its operational and governance responsibilities and is well prepared to be responsive to prolonged uncertainty, risk and opportunities. Ensure that the UK Board and sub-committees of the Board meet sector best practice. • Aligning with Global PCC initiatives to ensure a good employment experience for all UK and UK hosted staff through the delivery of our People Programme and manage risk as per Global Risk Framework, promoting and monitoring compliance with internal policies and procedures and ensuring compliance with external laws and regulations.	**Run an effective and financially sustainable organisation**	**SO7**

Our Achievements in 2024

Reflecting on these ambitious goals we set for ourselves at the outset of 2024, we are proud of how much we have accomplished together, meeting our targets across almost all objectives. These achievements are discussed in full in the Appendix. Below are just some of our successes from the year:

- More than 36,897 women and girls were served directly through our Stronger Women, Stronger Nations programme in 2024 (including through sister organisations and partners implementing the Stronger Women, Stronger Nations programme). Women were served through the SWSN programme in new locations in Nigeria and Iraq, and for the first time girls aged 16-17 were also served in Iraq and Nigeria with the tailored adolescent-girls SWSN programme.
- WfWI, alongside partners and programme participants, worked toward **building an enabling environment for women** by addressing harmful social norms, influencing laws and policies, and strengthening women's participation in decision-making. The **"From Asking to Action"** consultation, launched in **September 2024**, engaged **6,500 women across 14 conflict-affected countries** to identify barriers to women's meaningful participation. Findings were presented at key global forums, including the **UN Summit of the Future**, **Women, Peace, and Security (WPS) Week**, and the **AWID Conference and East African Community (EAC) Forum**, where WfWI advocated for policy changes to promote gender equality and women's leadership.
- Globally, we reached 498 men with our MEP in 2024. The year also marked the end of piloting the new curriculum and the completion of two important learning and research pieces on the effectiveness of the program – the **WfWI Men's Engagement Learning Paper** and the endline report by **International Center for Research on Women** (ICRW) on the results of a six-year grant looking at the effectiveness of MEP on outcomes for women and men.
- Our Global Charity of the Year Partnership with A&O Shearman continued successfully throughout 2024. Women for Women International and A&O Shearman are partnering between September 2023 – August 2025 to help women survivors of war to rebuild their lives and create lasting change in their communities. In 2024 our partnership raised over £590,000 - which will be invested in supporting displaced women in Iraq and responding to critical conflict situations globally. At the time of writing, we have already beaten our £1m target for the partnership!
- For International Women's Day this year, we were proud to have 14 partners take part in our campaign collectively raising £151,680 – highlights included ME&EM sample sale donation of £70,000 and a new partnership formed with Poetry Fashion who continue to support our efforts in 2025.
- During the course of 2024, we were able to match over 1,200 Stand With Her sister supporters with more than 1,500 sisters in our Stronger Women, Stronger Nations programme. At the end 2024 we had 1,227 active Stand With Her sister supporters with the addition of 27 new classroom supporters too. In addition to our Stand With Her supporters, we closed 2024 with 539 regular monthly givers.
- Our flagship live event, the #SheInspiresMe Car Boot Sale once again took place in Selfridges car park in central London and brought together a huge range of brands and fashion icons. Our 2024 #SheInspiresMe Car Boot Sale raised just over £375k.
- Our marketing and communications work has helped us grow our audience of supporters seeing an increase in our priority social media following across all channels, including Instagram (10% increase, +6,168), Facebook (+511) and TikTok (+451). We also saw our mailing list grow by 6,000 new subscribers.
- We were mentioned in 203 pieces of press, which gained 16.2m estimated views. Titles included BBC Radio 4 Woman's Hour, ABC, Sky News, Metro, Stylist Magazine and Cosmopolitan.
- We continued to work closely with our colleagues throughout the Women for Women International Movement globally to ensure that our staff can work seamlessly to deliver the responsibilities of their role and our resources are utilised efficiently and for the highest impact.

Our Ambitions for 2025

Next year we will focus on the following operational priorities in pursuit of our strategic objectives:

• Strengthening the quality of the SWSN program and increasing our impact on the lives of the women and girls we serve by being data-driven and applying evidence-based strategies informed by internal and external learning mechanisms, while fostering continuous learning and knowledge-sharing within and between country offices, as well as with partners. • Continuing our Country Power Journey, through strengthening the capacity in our country offices to lead the work at every level, including finalising the country power baseline assessment process for the remining four country offices. • Achieving impact at scale by extending our reach to support marginalised women in conflict-affected countries. In 2025, we plan to finalise our Partnership Strategy, and continue partnering with aligned local organisations, continuing support of our Sister Organisations, and by providing critical care to women affected by violence in acute conflict settings through our Conflict Response Fund.	**Invest in the social and economic empowerment of marginalised women**	**SO1**
• Continuing to support the delivery of the MEP in country offices and any interested partners, as well as continue to improve and expand learning across countries to find the best approaches and ways to measure the results of this work and its link to women's empowerment. • Building an Enabling Environment for women by addressing social norms, behaviours and practices and by contributing to changing policies, laws, government services and decision-making processes.	Invest in an enabling environment, addressing social norms, to support the sustainability of the results Aziza achieves in the SWSN programme	**SO2**

SO3

Support marginalised women survivors of conflict so that they can influence decisions

- Global Policy and Advocacy Retreat in Kigali: The Global Policy and Advocacy Team hosted a brilliant Global Policy and Advocacy workshop in Kigali in June 2024. This brought together advocacy leads from across the organisation. The last time we did this was in 2019 and, in the last five years, our team has changed a lot. In our global team, we are now distributed across different offices and regional hubs. Each country office also has an advocacy lead who coordinates national advocacy and the implementation of the Change Agent programme. We came together as a group of around 10 to connect, learn and strategise.
- Enhancing the additional resources for the Change Agent curriculum: In 2024 we prioritised an important programme quality review of the Change Agent programme, conducing a full audit of our processes and resources around the programme ahead of adding some new and additional resources. In close coordination with country office colleagues and the global MERL team we have refined the tools for the Change Agent programme including our pre and post-test, registration guidelines, the timeline of the programme and context around motivation and drivers for participating in the programme. Working in partnership with the global MERL Team to develop monitoring indicators and measuring tools to align with the Theory of Change and help us better monitor our impact. This will be rolled out with our new Change Agent audit process.
- Conducting similar strategic workshops to those we delivered in DRC and Iraq to develop context-specific policy and advocacy strategies in South Sudan and Nigeria. However, due to the evolution of our Change Agent designed consultation project detailed below (From Asking to Action) and some staffing changes in the Country Offices, these country specific advocacy strategy workshops have been postponed to 2025/6.
- Working in partnership with the global MERL Team to develop monitoring indicators and measuring tools to align with the Theory of Change and help us better monitor our impact. We incorporated aspects of this into our Change Agent audit process and the broader process is ongoing for 2025/6. In 2025, we are excited to be streamlining our processes for tracking our policy and advocacy impact.

SO4

Use advocacy to transform the enabling environment for women' s rights at the grassroots, national and global levels to drive systemic change on gender equality for the most marginalised women affected by conflict

- Commission on the Status of Women: Launching new research in March, the Global Policy and Advocacy Team (GPAT) will travel to New York to attend the 68th Commission on the Status of Women (CSW). We were joined by members of the Global Programs Unit and two of our advocacy colleagues from Iraq and Nigeria – Kavin Mirteekhan and Zainab Gbobaniyi.
- Continuing to expand our regional and national visibility: With strengthened partnerships with GIMAC, the NGO WG on WPS and the WPS-HA Compact we continued to strengthen our advocacy partnerships with these organisations throughout 2024.
- Continuing to build our visibility as an evidence-based organisation: We used our environment, conflict and gender policy briefs alongside our women's participation and leadership research to strengthen national partnerships with our country offices and shared these resources in key forums such as the AWID.
- Continuing to advocate and implement with partners from the Resourcing Change consortium: With learnings from the successful convening of 5 WROs as part of WPS week in October 2023 we continued with regional and global advocacy opportunities with our partners from the consortium.

SO5	**Raise £6 million from grants, corporate partnerships, grassroots contributions, major donors and events, and sponsorships**	• Raising £3,846k in Restricted funds from Institutional, Trusts and Foundation and Corporate donors by 31st December 2025 • Raising £2,560k in Unrestricted funds from Major Donors, Special Events, Sponsorship and Individual Giving, Community Fundraising, and Corporate Partnerships by 31st December 2025 • Using targeted marketing and communications campaigns and activity to inspire and engage individuals in our target audiences to take action with and/or donate to Women for Women International.
SO6	**Use targeted marketing and communications campaigns and activity to inspire and engage individuals to support the creation of a sustainable fundraising ecosystem developing 3 different levels of support. 1) foundation level of donors that see our work, signing up to our mailing list. 2) developing those supporters to take their first action to become one-off donors 3) further development and nurturing of those donors to progress their support up to regular giving.**	• Increasing the email mailing list by 20%, while decreasing the number of unsubscribes from 1.59% to 1.00% per month. • Increasing our website visits by 20% year on year. • Growing our social media followers monthly across all platforms (Instagram 0.8%, Facebook 1.4%, Twitter 0.2% & TikTok 2.6%), while increasing reach by 5% annually across Instagram, Facebook and TikTok. • Achieving 1 influencer engagement per month • Increasing press mentioned and views by 3% annually. • Maintaining high email open rates above sector average of 26%, while increasing the Click Through Rates (CTR) on newsletters and other general emails to 2.7%. • Increasing website donation pages sessions, organic traffic by 10%. • Increasing social media engagement across all platforms (Instagram 4%, Twitter: 0% (maintain), Facebook: 3%, TikTok: 5%) and Instagram saves by 5% by 31st December 2025. For paid digital averts, achieve a base CTR of 2.1% per impression. • Continuing to develop our digital advertising strategy and for lead generation maintain an average cost per sign up at £4.00, while increasing the ROAS from £0.24 to £0.75. • Increasing organic social media shares annually by 2% on Facebook and 5% on TikTok. • Increasing online cash donations by 10% (50% from first time donors), while increasing conversion rate for donation page visits by 50%. • Raising a total of £119,050 split between one-time gifts (£91,050 supported by 60% gift aid rate) and community fundraising (£28,000) with 20 organic fundraisers and 10 challenge participants. • Raising a further £494,062 in recurring giving recruiting a combined 488 donors across Stand With Her sister, classroom and regular giving, achieving an average retention rate of 86%. 20% of total recruitment sourced from cultivation of OT cash donors to regular.

SO7

Run an effective and financially sustainable organisation

- Continuing to run an effective, well governed and financially sustainable organisation, providing a supportive, effective, and impactful business partnering relationship to UK stakeholders and sharing the expertise with GSC through collaboration and teamwork. Ensuring that the organisation has a robust control environment and appropriate compliance frameworks in place; adopts best practice in carrying out its operational and governance responsibilities and is well prepared to be responsive to prolonged uncertainty, risk and opportunities. Ensure that the UK Board and sub-committees of the Board meet sector best practice.
- Continuing our work to align with Global PCC initiatives to ensure a good employment experience for all UK and UK hosted staff through the delivery of our staff development plans and working through the Management Action Plan developed in response to our recent global staff survey.
- Continuing to manage risk as per Global Risk Framework promoting and monitoring compliance with internal policies and procedures and ensuring compliance with external laws and regulations.

Financial Review

The Statement of Financial Activities for the year ended 31 December 2024 shows a net surplus (income less expenditure) for the year of £397k, compared to the previous year where a deficit of £451k was recorded. This was made up of an unrestricted surplus of £195k (2023: deficit £316k), and a restricted surplus of £202k (2023: deficit £135k).

Income for the year of £4.8m was 29% higher than the £3.72m received in 2023. Grants contributed 58% of total income (2023: 55%). Our teams are working hard to identify new sources of income to support our critical work and we have a strong pipeline to support growth in the years ahead.

Expenditure for the year of £4.4m represents a 5.5% increase from the £4.17m shown in 2023. A detailed breakdown of expenditure for the year is shown within Note 4 to the accounts. This included a direct contribution to our overseas programmes of £3.1m (2023: £2.9m), representing 64% of income, and 70% of expenditure. Charitable expenditure – being overseas programme and policy and outreach – represented 82% of income and 73% of expenditure. Within the UK, Policy and Outreach expenditure amounted to £152k (2023: £154k).

As of 31 December 2024, Women for Women International – UK had net assets of £969K (2023: £572k). Of these funds £308k (2023: £106k) is restricted reserve relating to specific grants, which will be spent on charitable activities during 2025. Unrestricted funds amounted to £661k (2023: £466k).

Reserves Policy

The Trustees aim to maintain the charity's unrestricted reserves at a level that provides appropriate protection against normal and economic risks and a stable financial foundation to meet current commitments and plans.

On 31 December 2024, the charity held total funds/net assets of £969k. These can be sub-divided between a restricted fund of £308k and unrestricted funds of £661k.

The organisation's reserve policy is to hold four to six months of its annual operating expenditure (calculated as total Unrestricted expenditure) in free reserves. The current free reserve balance of £651k (being equivalent to around three months of operating expenditure based on the budget for 2025) is below this target however, having reviewed the risk landscape the Trustees believe this to be sufficient funds to be starting the year 2025. The reserves policy and reserves target are reviewed periodically and were reviewed in 2024.

Trustees are satisfied, given the performance in the first months of 2025, that the current level of reserves is adequate to cover current financial risks and to meet current commitments and plans.

Our Governance

How We Are Run

Women for Women International (UK) is a subsidiary and affiliate of Women for Women International registered in the United States of America (US). Together with charities operating under the Women for Women International banner in Kosovo, Bosnia and Herzegovina and Women for Women International – Germany, these entities form the Women for Women International organisation worldwide.

The US, Germany and UK offices fulfil the role primarily of fundraising. Women for Women International is responsible for overseeing the operations of the programmes that are conducted for the benefit of the women we serve.

The staff department for managing the programmes is led from Washington DC.

The primary activity of Women for Women International (UK) is fundraising for our programmes, managing multi-year programme grants and policy & advocacy. The UK's managing director sits on the leadership team, which makes decisions about global initiatives, policies, and strategies.

In the normal course, monies raised by Women for Women International (UK) are donated to Women for Women International with the restriction that they must be spent on the implementation and management of our programmes for the women we serve. The US charity reports both formally and informally to the UK charity about how the monies the UK entity has donated are being spent.

Governing Document

Women for Women International (UK) is a company limited by guarantee incorporated on 9 December 2005 (company number 05650155) and a registered charity (charity number 1115109). The company was established under a Memorandum of Association, which established the objects and powers of the charitable company and is governed under its Articles of Association.

Governing Body

The governing body of the charity is the Board of Trustees (the "**Board**"). The Board meets at least three times per year. Each Trustee serves a three-year term and may stand for re-election according to procedures set out in the Articles of Association, with a maximum term of nine years.

The composition of the Board is regularly reviewed by the Governance Committee, which oversees the selection of Trustees to fill a vacancy or add skills to the Board in conjunction with the Trustees and the Executive Team. Once appointed, new Trustees are introduced to the charity through meetings with the Board Chair, the Executive Team and other Trustees, and through a comprehensive introductory pack including background information on the organisation; copies of the latest financial statements; business plan and budget; names of key people and a description of their roles; a summary of a Trustees' responsibilities; a copy of the governing documents; and a list of global policies.

In 2024, there were three departures from the Board. The Board committed to prioritise diversity and the lived experience of the settings and context in which we work for our Board replacements. This recruitment was successfully concluded in October 2024, and we have invested time and resources to ensure we onboard our three new Trustees in a thoughtful and inclusive way.

The Trustees

The Trustees (who are also directors under company law) who served during the year and to the date of this report are listed below.

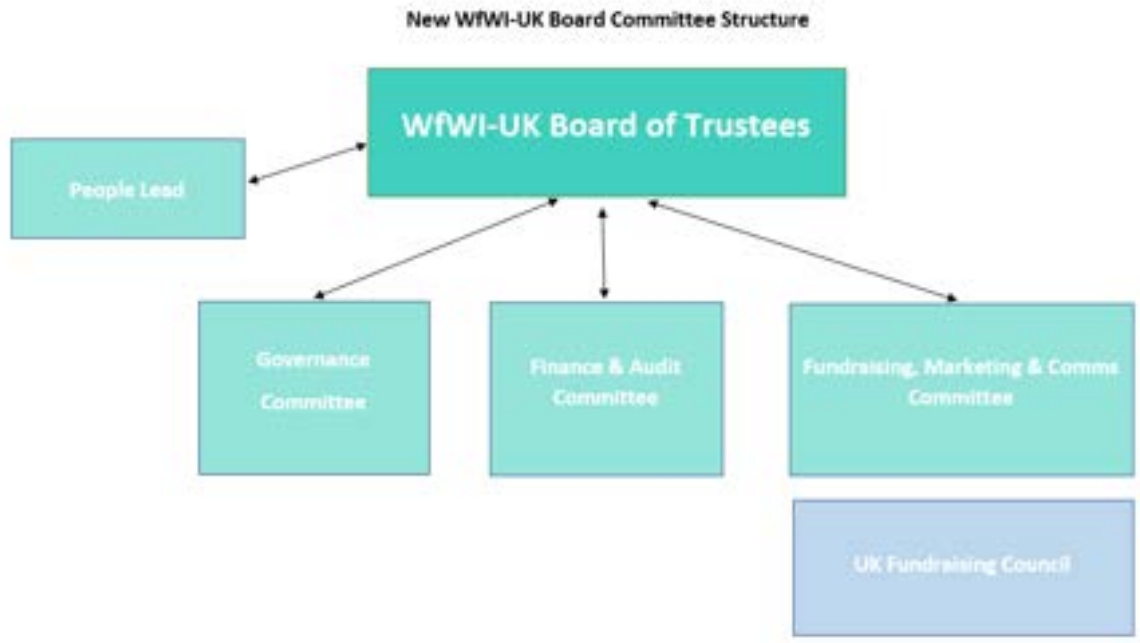
Name	Date of appointment or retirement
Sally Baden	Resigned March 2024
Alex Duncan	Resigned August 2024
Jan Rock Zubrow	Resigned April 2024
Tony Gambino	Appointed December 2015
Rachel Corp	Appointed December 2019
Nadjia Yousif	Appointed January 2022
Nina Patel	Appointed January 2022
Vanessa Leung	Appointed January 2022
Paula Gay	Appointed January 2022
Champa Patel	Appointed March 2023
Neha Kagal	Appointed October 2024
Dominique Conteh	Appointed October 2024
Francesca D'Arcy	Appointed October 2024

Board Committees

Subsequent to the committee structure review in 2023, the Board agreed on the following sub-committees and entities:

- The Governance Committee
- The Finance and Audit Committee
- The Fundraising, Marketing and Communications Committee
- People Lead

Other working groups may be appointed for specific events, projects or tasks.



Ambassadors

Our Ambassadors promote the work of the charity, and their support is greatly appreciated.

Gillian Anderson
Juliet Aubrey
MyAnna Buring
Tom Burke
Elizabeth Debicki
Alex Eagle
Mick Élysée
Tina Daheley
Azita Ghanizada
Jasmine Hemsley
Mary Katrantzou
Basma Khalifa
Cherie Lunghi
Clarrisa Ward
Lake Bell
Thomasina Miers
Savannah Miller
Dame Helen Mirren
Arizona Muse
Charlotte Olympia Dellal
Zara Martin
Niomi Smart
Philomena Kwao
Nadja Swarovski
Alice Temperley
Charlotte Tilbury
Sophie Turner
Monica Vinader
Waad al-Kateab

Our Management

Trustees have delegated the day-to-day running of Women for Women International (UK) to an Executive Team, in 2024 this was our two co-Managing Directors, Sara Bowcutt and Carrie Brownlee. Our Managing Directors operated with a co-leadership model, holding distinct roles: Managing Director – Fundraising, Partnerships and Communications and Managing Director – Finance,

Operations and Culture. They have delegated authority from the Board of Trustees for planning and directing the activities of Women for Women International (UK) and as such are, along with our Trustees, our Key Management Personnel as defined by the SORP. No Trustees are remunerated.

In 2024, they continued to lead Women for Women International (UK) together with the support of the Senior Manager's Group (being our Heads of Finance, People and Culture, Corporate Partnerships, Events and Philanthropy, Communications, and Marketing) and all our staff.

The remuneration of Managing Directors is considered annually by the Board, with reference to the annual budget and remuneration levels of similar roles in charities of a similar size.

We are grateful to our co-Managing Directors for leading our organisation with strength, compassion and wisdom throughout 2024.

Risk Management

The Trustees are responsible for ensuring that the charity has an appropriate system of financial and other controls, designed to safeguard the assets of the charity and maintain the integrity of the accounting records. Internal controls provide only reasonable and not absolute assurance against errors or fraud. Day-to-day controls include accounting procedures, for which the Trustees delegate authority to the Executive Team.

The Trustees take very seriously their legal and ethical duty to maximise the proportion of its income that Women for Women International (UK) uses for charitable purposes, but they balance this with the need to attract and retain the calibre of staff required to maintain and grow that income, and to safeguard all funds that flow through the organisation.

Processes to manage risk include:

- A risk register that captures all material risks identified, ranked by likelihood and impact.
- Risk appraisals for all events and overseas trips to identify, evaluate and manage risks.
- Multi-year planning and budgeting.
- Regular reporting of performance to date and forecast to the end of the year.
- Policies and guidance notes covering significant risk areas.
- Crisis management plans.

The Finance and Audit Committee (FAC) monitors the steps taken by the Executive Team to manage and mitigate the risks to which the organisation is subject and reports to the Board on this.

Key among the risks that Women for Women International (UK) continues to manage, along with the relevant risk mitigation strategies, are:

National and international economies and political and social environments

The global and UK economies have been affected by a number of severe shocks in recent years and the full impact of the pandemic, the wars in Ukraine and the Middle East, Brexit and other significant events continue to unfold.

With the announcement of significant cuts to the UK aid budget in early 2025, we recognise that the ability of Women for Women International (UK) to grow its impact for women affected by conflict could be dampened. We have already been informed that our vital work in Iraq will be impacted with

£1 million being cut from our £5 million project and we know that overseas aid funding will become harder to secure going forward too.

In 2024, we directed our attentions to finding new sources of income to support and scale our work. We secured a number of new donors in the year including Poetry Fashion, Rachel Jackson Jewellery, and Felix Capital.

Our ability to create and maintain strong relationships with individual donors, corporate partners and other key supporters has provided Women for Women International channels to continue raising vital funds during these challenging times. Our diverse income streams are sustained by an agile and innovative fundraising team, underpinned by a robust fundraising strategy and monitored through regular Management Accounts and Key Performance Indicator reporting at Executive Team and Board levels.

Safeguarding

It is essential that we protect those individuals that come into contact with the organisation from harm; including but not limited to staff, programme participants, volunteers and supporters. This goes to the heart of Women for Women International and therefore is important in its own right.

In addition, in order to retain our ability to operate as a charity within the UK, we must meet the expectations of the Charity Commission and our key donors including the Foreign, Commonwealth and Development Office and be mindful of the significant risk of reputational damage which would very likely have a negative financial impact on the organisation and our ability to deliver impact in the immediate and longer-term. The requirements surrounding safeguarding have rightly increased significantly in the past few years and it is essential that we remain compliant with these to the highest standard.

Management of this risk is discussed in more detail below.

Management & Leadership Diversity and Inclusive Culture

There is a risk that lack of diversity within the Executive Team and Board will result in poor decision making informed by limited perspectives. In addition, a lack of diversity or an exclusionary culture will always result in lower staff engagement and higher staff turnover.

In 2021 we established a Senior Managers Group made up of our 'Heads of' teams who each report to one of our co-Managing Directors. This wider group meets fortnightly, including once per month with the Executive Team and brings a depth and breadth of perspectives, experience and expertise to inform decision making within Women for Women International (UK).

At the Board level, we were successful in appointing three new trustees to the Board at the end of 2024. This has enabled us to broaden the perspectives of the Board and better inform decision making.

The ways in which we are looking more broadly at Equity, Diversity and Inclusion as part of a global organisation are discussed further below.

Staff Capacity, Staff Turnover & Staff Well-being

As a values-driven organisation whose success depends wholly on our people, it is essential that we meet not only our duty of care to our staff but also their expectations of us as their employer.

We continue to offer greater flexibility to our staff in order that they can deliver the responsibilities of their role in a way that allows them to achieve a work-life balance that is appropriate for their personal circumstances. We have embraced a hybrid working model that allows staff to create an office to home working ratio that meets their needs and works for their life, while also encouraging all staff to adopt flexible hours to create greater harmony between their work and life outside of work.

As an ambitious organisation, we must be mindful of the impact of our growth and our aspirations on our staff: their well-being, space for reflection, development and innovation. In 2024, delivering a strong staff development programme was difficult due to budget constraints and we know from feedback from staff that this has impacted staff morale. In 2025, we will double our per head staff development budget to ensure that staff are able to learn and grow in their role and know that the organisation values their contribution and cares about their development.

Operating in Conflict-Affected Countries

While Women for Women International (UK) does not directly deliver our programme, our mission is to support the most marginalised women in conflict-affected countries to: earn and save money; improve health and well-being; influence decisions at home and in the community; and connect to networks for support. By nature, therefore, we work in fragile and often high-risk contexts.

Country office staff have extensive and current experience of local conditions, customs and risks. Women for Women International employs a full-time manager whose role it is to monitor safety and security. Staff travel only if the organisation establishes that it is reasonably safe to do so, based on a detailed risk assessment. Travelling staff are then well briefed, and a detailed crisis management plan is in place should an emergency arise.

The Trustees are satisfied with the action being taken to mitigate exposure to these risks.

Safeguarding

The basic right of all people to live their lives free from discrimination, sexual harassment and abuse is a core tenet of our work with women survivors of war. Although we see through our daily work that sexual harassment and abusive behaviour can be endemic across all areas of society, we strive to challenge harmful social norms and shift the unequal power dynamics which result in discrimination against women.

Women for Women International works with some of the most marginalised women who live in the world's most dangerous places. We know that some of these women have experienced sexual violence, intimate partner violence and sexual harassment. We work to empower the women we serve, and to change the attitudes and behaviours of men in communities where we work.

We believe that promoting women's rights and gender equality is about ensuring equal access to opportunities and women's ability to live their lives with dignity, no matter the circumstances.

Women for Women International (UK) staff are required to adhere to a strict Code of Conduct which governs both conduct towards the women and men we serve in countries affected by conflict as well as towards fellow employees. This is renewed and reaffirmed regularly and continuously monitored as part of our performance management system.

The basic right of living life free from discrimination, sexual harassment and abuse also applies within the workplace. We are committed to the safeguarding and well-being of all Women for Women International (UK) staff; the organisation takes a zero-tolerance approach to sexual harassment and all other forms of harassment. We foster an inclusive and respectful organisational culture and have

a whistle-blowing policy in place to ensure that any potential instances of misconduct can be reported in confidence and dealt with appropriately and decisively with full disclosure.

We constantly strive to improve as an organisation on all fronts. We have policies and practices in place and we never stop thinking about what else we can do to safeguard the women we serve, the communities they live in and our staff around the world. In 2023 we introduced our Safe Spaces Policy which sets out that a safe space is a space in which people are protected from any kind or level of abuse. It confirms that Women for Women International (UK) staff are committed to prioritising the safety of event guests and staff and that harassment and inappropriate behaviour of event guests, panellists, staff or volunteers at Women for Women International events will not be tolerated.

During 2024 the safeguarding team focused on improving our reporting and investigations capacities. From a policy level, we updated the Global Whistleblowing Policy to better align it with our 2022 update of our Global Safeguarding Policy. The objective has been to improve staff, participant and community member confidence in reporting any safeguarding or other concern, providing a more streamlined process to respond ethically, professionally and always maintain our confidential, survivor-centred approach. We have also brought on board a Global Risk & Compliance Manager (GRCM), reporting to the Director safeguarding and Security, who will be ensuring all our offices are fulfilling their safeguarding responsibilities during her country audit processes. Our new GRCM and our International People, Capability & Culture Manager have now completed an aid-sector focused investigations course, which is primarily focused on safeguarding.

We had one safeguarding complaint in 2024, related to a conference held in Rwanda and attended by both local and a diverse cross section of international staff. The case was successfully investigated and appropriate actions taken to address the inappropriate behaviour of the male staff member involved. Moving forward, we have committed to another global safeguarding team workshop in 2025 as well as development of an investigations manual, led by the Director Safeguarding and Security and our newly qualified safeguarding investigators.

Equity, Diversity, Inclusion and Belonging

Diversity and inclusion have been a priority for Women for Women International (UK) for some time and we continue to strive to reach our ambitions in this area and have more work to do.

Women for Women International is committed to creating a world in which all women determine the course of their lives and reach their full potential. Within our programmes, we know that our approach to building women's power must be nuanced and intersectional. Within our own organisation, we know that our understanding and perception of power must also be nuanced and intersectional and this must inform our day-to-day practices.

In 2022, Women for Women International appointed a new Director of Global People, Capability and Culture based in Nairobi and in 2024 we continued to work closely with her and all of our colleagues within the Women for Women International movement globally to accelerate our progress in this area.

We welcome internal and external feedback to challenge us and hold us accountable to progress towards diversity, equity, and inclusion in our workplace. As we listen and learn, we will continually evaluate our commitments, our progress towards them, and how we need to evolve. We believe change happens one person at a time – and that includes investing in the power of the people within our own organisation.

With this in mind, we made space for and encouraged all our staff to attend 2024's #Uncharitable conference: Uncharitable Festival 2024 — JMB Consulting. Feedback from all staff in attendance was incredibly positive and they expressed their gratitude to the team at JMB Consulting for providing this powerful platform for these vital conversations and creating space for deep, transformational learning.

All our staff also attended internal training on Fostering a Respectful Work Culture at the end of 2024. This training covered our Code of Conduct and allowed staff the opportunity to discuss how to respond to various ethical dilemmas.

Thank You to

Our donors and partners

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Charlotte Tilbury Beauty
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The Anglo-American Charity Limited
Diana Saghi Kawkabani
The Medlock Family
Nadjia Yousif & Andrew Browning
Selfridges
Women on a Mission

Our grantors

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The Swedish Postcode Foundation

Postcode Justice Trust

Vitol Foundation

L'Oreal Fund for Women

De Rigo Vision S.p.A.

Julius Baer Foundation

Foreign, Commonwealth and Development Office

Our volunteer fundraisers

Thank you to all of our amazing #SheInspiresMe Car Boot Sale Committee, booters, volunteers and contributors and all of our volunteer fundraisers throughout the year!

Related parties and connected organisations

Related party transactions are detailed in Note 15 to the financial statements.

Subsidiary Undertaking

Women for Women International (UK) has one subsidiary, Women for Women International Services (UK) Ltd (company number 08527316), which was incorporated on 13 May 2013 in England and Wales. Women for Women International (UK) is the sole member of Women for Women International Services (UK) Ltd. As a result, Women for Women International (UK) exercises control over Women for Women International Services (UK) Ltd.

Women for Women International Services (UK) Ltd is a general trading company whose activities include selling the Women for Women International cookbook, *Share*, and the *Share* calendar. In 2024 the trading company generated a profit of £12 (2023: profit of £145). All profits generated by the trading company are transferred, under Gift Aid, to Women for Women International (UK). The financial statements of Women for Women International Services (UK) Ltd have not been consolidated with those of Women for Women International (UK), as they are not material to the overall group position.

Statement of Trustees' Responsibilities

The Trustees (who are also directors of Women for Women International (UK) for the purposes of company law) are responsible for preparing the Trustees' Report and financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and its income and expenditure for that period.

In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Accounting and Reporting by Charities: Statement of Recommended Practice (SORP) applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable to the United Kingdom and Republic of Ireland (FRS 102);
- make judgements and estimates that are reasonable and prudent;
- state whether applicable United Kingdom Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Each of the Trustees confirms that:

- so far as the Trustee is aware, there is no relevant audit information of which the charitable company's auditor is unaware; and
- the Trustee has taken all the steps that he/she ought to have taken as a Trustee in order to make himself/herself aware of any relevant audit information and to establish that the charitable company's auditor is aware of that information.

This confirmation is given and should be interpreted in accordance with the provisions of s418 of the Companies Act 2006.

Approved by the Trustees on 24th June 2025 and signed on their behalf by:

Dr Champa Patel, Chair of the UK Board of Trustees

Independent auditor's report to the members of Women for Women International (UK)

Opinion

We have audited the financial statements of Women for Women International (UK) (the 'charitable company') for the year ended 31 December 2024 which comprise the statement of financial activities, the balance sheet, the statement of cash flows, the principal accounting policies and the notes to the financial statements. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 December 2024 and of its income and expenditure for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the annual report , including the trustees' report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are

required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' report, which is also the directors' report for the purposes of company law , for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the trustees' report, which is also the directors' report for the purposes of company law , has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the trustees' report . We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the trustees' report and from the requirement to prepare a strategic report.

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement set out on page 34, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered

material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

- the engagement partner ensured that the engagement team collectively had the appropriate competence, capabilities and skills to identify or recognize non-compliance with applicable laws and regulations;
- we identified the laws and regulations applicable to the organisation through discussions with management, and from our knowledge of the broader sector;
- the identified laws and regulations were communicated within the audit team regularly and the team remained alert to instances of non-compliance throughout the audit;
- we considered the legal and regulatory frameworks that are applicable to the organisation and determined that the most significant are the Companies Act 2006 and the Charities SORP 2019 alongside employment legislation; and
- we understood how the organisation is complying with those legal and regulatory frameworks by making enquiries to management and those responsible for legal, compliance and governance procedures. We corroborated our inquiries through our review of the minutes of trustees' meetings and papers provided to the trustees.

We assessed the susceptibility of the charity's financial statements to material misstatement, including obtaining an understanding of how fraud might occur, by:

- making enquiries of management and those charged with governance as to where they considered there was susceptibility to fraud, their knowledge of actual, suspected and alleged fraud; and
- considering the internal controls in place to mitigate risks of fraud and non-compliance with laws and regulations.

To address the risk of fraud through management bias and override of controls, we:

- performed analytical procedures to identify any unusual or unexpected relationships;
- tested journal entries to identify unusual transactions;
- tested the authorisation of expenditure as part of our substantive testing thereon;
- assessed whether judgements and assumptions made in determining the accounting estimates set our in the accounting policies were indicative of potential bias; and
- performed analytics to identify any significant or unusual transactions and identify the rationale for them.

In response to the risk of irregularities and non-compliance with laws and regulations, we designed procedures which included, but were not limited to:

- agreeing financial statement disclosures to underlying supporting documentation;
- reviewing the minutes of trustees' and appropriate sub-committee meetings,;
- enquiring of management and those charged with governance as to actual and potential litigation and claims; and

- reviewing any available and relevant correspondence with regulators.

There are inherent limitations in our audit procedures described above. The more removed that laws and regulations are from financial transactions, the less likely it is that we would become aware of non-compliance. Auditing standards also limit the audit procedures required to identify non-compliance with laws and regulations to enquiry of the trustees and other management and the inspection of regulatory and legal correspondence, if any.

Material misstatements that arise due to fraud can be harder to detect than those that arise from error as they may involve deliberate concealment or collusion.

A further description of our responsibilities is available on the Financial Reporting Council's website at www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Catherine Biscoe (Senior Statutory Auditor)
For and on behalf of Buzzacott Audit LLP, Statutory Auditor
130 Wood Street
London
EC2V 6DL

Date: 26 June 2025

Women for Women International (UK)
Statement of Financial Activities to 31 December 2024

	Note	2024 Restricted £000	2024 Unrestricted £000	**2024 Total £000**	2023 Restricted £000	2023 Unrestricted £000	2023 Total £000
INCOME from:							
Donations and legacies:							
. Donations and Gift Aid	2	54	1,834	**1,888**	86	1,218	1,304
. Grants	2	2,558	5	**2,563**	1,959	91	2,050
Other trading activities:							
. Events		-	377	**377**	-	354	354
Income from investments:		-	22	**22**	-	15	15
Total income		2,612	2,238	**4,850**	2,045	1,678	3,723
EXPENDITURE on:							
Raising funds	4	-	1,207	**1,207**	-	1,123	1,123
Costs of charitable activities		-	-				
Policy & Outreach		-	151	**151**	-	154	154
Overseas Programmes		2,410	685	**3,095**	2,180	717	2,897
Total expenditure		2,410	2,043	**4,453**	2,180	1,994	4,174
Net income/(expenditure) for the year		202	195	**397**	(135)	(316)	(451)
Net movement in funds		202	195	**397**	(135)	(316)	(451)
Funds at beginning of year		106	466	**572**	241	782	1,023
Funds at end of year		308	661	**969**	106	466	**572**

Women for Women International (UK)
Balance Sheet as at 31 December 2024

	Note	2024 £000	2023 £000
Fixed assets			
Tangible fixed assets	7	**10**	14
Current assets			
Debtors	9	**518**	305
Cash at bank and in hand		**873**	887
Short term deposits		**223**	217
		1,614	1,409
Creditors: amounts due within 1 year	10	**655**	851
Net current assets		**959**	**558**
Net assets	11	**969**	**572**
Funds	11		
Income funds			
Restricted funds		**308**	106
Unrestricted funds			
General funds		**661**	466
Total funds		**969**	**572**

-

Notes on pages 43-51 form part of these accounts.

Approved by the Trustees of Women for Women International (UK) on 24 June 2025, Company Registration No. 05650155 (United Kingdom) and Charity Registration No.1115109 (England and Wales) and signed on their behalf by:

Dr Champa Patel

Chair of Board of Trustees

	2024	2023
	£000	£000
Cash flows from operating activities:		
Net income for the year	**397**	(451)
Investment Income	**(22)**	(15)
Depreciation of fixed assets	**9**	8
(Increase) Decrease in debtors	**(213)**	326
(Decrease) in creditors	**(196)**	(49)
Net cash used in operating activities	**(25)**	(181)
Cash flows from investing activities:		
Payments to acquire fixed assets	**(5)**	(7)
Investment Income	**22**	15
Net cash used in investing activities	**17**	(7)
Change in cash and cash equivalents in the year	**(8)**	(173)
Cash and cash equivalents at 1 January 2024	**1,104**	1,277
Balance at end of year	**1,096**	1,104

Analysis of change in net debt	**At 1 Jan 2024**	**Movement in year**	**At 31 Dec 2024**
	£000	**£000**	**£000**
Cash in hand	**887**	(14)	**873**
Notice deposits (less than 3 months)	**217**	6	**223**
Total	**1,104**	(8)	**1,096**

1. Accounting policies

a) These accounts have been prepared for the year to 31 December 2024. The accounts are presented in sterling and are rounded to the nearest thousand pounds. The accounts have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant accounting policies below or the notes to these accounts.

The Trustees have assessed whether the use of the going concern assumption is appropriate in preparing the financial statements and have made this assessment in respect to a period of at least one year from the date of approval of these financial statements. The Trustees have concluded that, while we recognise the higher levels of risk facing the organisation as a result of the ongoing economic situation in the UK, there are no material uncertainties related to events or conditions that may cast significant doubt on the ability of the charity to continue as a going concern. This view is based on a detailed forecast of income, expenditure and cash flows to the end of 2024, and more summarised forecasts for 2025 and 2026. The Trustees have paid particular attention to unrestricted income and expenditure, which supports the charity's day-to-day operations and are satisfied that the charity has sufficient free reserves to manage any unforeseen events impacting income or expenditure. At year end 2024 we are holding free reserves of 3 months which is below our 4-6 month reserves policy target. UK government aid cuts will only affect one of our restricted projects and plans are in place to adjust for this in 2025.

The charity constitutes a public benefit entity as defined by FRS 102.

b) Preparation of the financial statements requires the Trustees and management to make significant judgements and estimates. The items in the financial statements where these judgements and estimates have been made include:

- Allocation of support costs to areas of the charity's operations.

c) Voluntary income is received by way of grants, donations and gifts and is included in full in the statement of financial activities when receivable.

When material and quantifiable, gifts in kind and donated services are included at a reasonable estimate of their value to the charity. Volunteer time is not included in the financial statements.

d)Income derived from events is recognised as earned.

e) Grant income is recognised in the period in which the charity is entitled to receipt and the amount can be measured with reasonable certainty.

Income from grants is deferred where the donor has imposed restrictions on the use of funds, which amount to pre-conditions for use that have not been met at the balance sheet date (e.g. the receipt in advance of a grant for expenditure in a future accounting period). Where funding is provided to support a programme of work to be delivered over a period of time, these are considered time-related conditions and the income is spread over the life of the grant agreement. Expenditure is used as a proxy for calculating the time-related adjustment to income.

Where grants are paid in arrears based upon expenditure incurred, income is accrued to the extent that recovery from the funder under a confirmed funding arrangement is considered probable.

f) Expenditure is recognised in the period in which it is incurred. Expenditure includes irrecoverable VAT.

g) Expenditure is allocated to the particular activity where the cost relates directly to that activity. However, the cost of overall direction and administration of each activity, comprising the salary and overhead costs of the central function, is apportioned on the following bases which are an estimate, based on percentage of expenditure incurred, of the amount attributable to each activity.

Overseas programmes	70%	(2023 – 69%)
Policy and outreach	3%	(2023 – 4%)
Cost of raising funds	27%	(2023 – 27%)

Monies raised for overseas programmes are donated as restricted grants to Women for Women International (US). Women for Women International (US) subsequently spends these on programme activities in line with the donors' wishes and is responsible for monitoring the spending of the grant by the recipient.

Such expenditure relating to the overseas programmes is recognised in these financial statements when the obligation to Women for Women International (US) arises and a memorandum of understanding is established.

1. Accounting policies (continued)

In some cases, Women for Women International (UK) retains a proportion of the monies raised for overseas programmes in order to cover the costs of the related administration and support. Such overhead costs are charged to the relevant restricted fund to reflect this expenditure.

Policy costs are incurred in pursuance of the aim of influencing policy and activities of governmental and other institutions that drive the developmental agenda for women worldwide.
Costs of raising funds are those incurred in seeking voluntary contributions and holding fundraising events including in person 2024 Car Boot Sale.
Support and goverance costs are costs relating to the organisational management and administration of the charity in support of its objects, and in compliance with constitutional and statutory requirements.

h) Tangible fixed assets are stated at historic cost less accumulated depreciation. Cost includes the original purchase price of the asset and the costs attributable to bringing the asset to its working condition for its intended use.

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

- Equipment 33%
- Furniture and fittings 20%

Items of equipment are usually not capitalised unless the purchase price exceeds £250.

i) Trading subsidiary, the financial statements of WfWI Services (UK) Ltd have not been consolidated with those of Women for Women International (UK), as they are immaterial to the overall group position.

j) Debtors are recognised at their settlement amount, less any provision for non-recoverability. Prepayments are valued at the amount prepaid. They are discounted to the present value of the future cash receipt where such discounting is material.

k) Cash at bank and in hand represents such accounts and instruments that are available on demand. Deposits represent monies held that have a maturity of less than 3 months..

l) Creditors and provisions are recognised when there is an obligation at the balance sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably. Creditors and provisions are recognised at the amount the charity anticipates it will pay to settle the debt. They have been discounted to the present value of the future cash payment where such discounting is material.

m) Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund together with a fair allocation of management and support costs, where permitted by the funder.

n) Unrestricted funds are donations and other income receivable or generated for the objects of the charity and comprise general funds and designated funds. The general fund comprises those monies which may be used towards meeting the charitable objectives of the charity and which may be applied at the discretion of the Trustees. Designated funds are monies or assets set aside out of general funds and designated for specific purposes by the Trustees.

o) Rentals payable under operating leases, where substantially all the risks and rewards of ownership remain with the lessor, are charged to the statement of financial activities on a straight-line basis over the lease term.

p) Contributions in respect of employees' personal pension plans are charged to the statement of financial activities in the year in which they are due.

q) Transactions during the year in foreign currencies are translated into sterling at the rate of exchange ruling at the date of the transaction, whilst assets and liabilities are translated into sterling at the rate ruling at the balance sheet date. Exchange differences are recognised through the statement of financial activities.

2. Voluntary income

	2024 Restricted £000	**2024** Unrestricted £000	**2024 Total £000**	2023 Restricted £000	2023 Unrestricted £000	2023 Total £000
Donations and Gift Aid						
Donations and Legacies from individuals and corporations	49	1,336	**1,385**	79	708	787
Sponsorship Income	3	424	**427**	3	425	428
Gift aid	2	74	**76**	4	85	89
	54	1,834	**1,888**	86	1,218	1,304
Grants receivables						
Governments						
Saferworld CSSF	636	-	**636**	416	-	416
Foreign, Commonweath & Development Office - UKISF Iraq	316	-	**316**	-	-	-
Trusts, Foundations and Corporates						
Players of the People's Postcode Lottery	1,100	-	**1,100**	1,000	-	1,000
De Rigo Vision S.p.A.	25	-	**25**	44	-	44
Allen and Overy Shearman	250	-	**250**	-	-	-
Fresh Leaf Charitable Foundation	-	-	**-**	20	-	20
PRISM THE GIFT FUND / Choose Love		-	**-**	29	-	29
Joseph Rowntree Charitable Trust - GAPS	-	-	**-**	-	-	-
Other Trusts and Foundations	221	5	**226**	349	85	434
Grants from Major Donors	10	-	**10**	101	6	107
	2,558	5	**2,563**	1,959	91	2,050
Total Income	**2,612**	**1,839**	**4,451**	2,045	1,309	3,354

3. Gifts in kind and donated services

We were grateful to receive support in the form of gifts in kind and donated services, the estimated value of gifts and services which was received by the charity during the year ended 31 December 2024 was £48,980 (2023: £16,145). Of this amount, £1,165 (2023: £10,194) relates to goods and services provided to the charity as donations for fundraising events, and the charity does not consider that they would have purchased the items at the market price had these not been provided free of charge. The remaining £47,815 relates to essential support the charity would had to have paid for if not offered pro-bono. This is included in the above note 2, within donations and legacies from individuals and corporations.

4. 2024 Resources expended

	Cost of Generating Funds	Policy & Outreach	Overseas Programmes	Support Costs	Governance Costs	2024 Total
	£000	**£000**	**£000**	**£000**	**£000**	**£000**
Staff costs (Note 6)	771	130	42	303	51	**1,297**
Overseas Programmes funding	-	-	2,655	-	-	**2,655**
Premises and other office costs	45	-	-	143	-	**188**
Marketing and events	160	-	-	-	-	**160**
Consultancy and other professional costs	54	-	5	70	-	**129**
Travel and other staff costs	5	-	-	13	-	**18**
Grants to other organisations	-	-	6	-		**6**
	1,035	130	2,708	529	51	**4,453**
Support costs allocated to grants management	-	-	(53)	53	-	**-**
	1,035	130	2,655	582	51	4,453
Support costs	172	21	440	(582)	(51)	-
Total	**1,207**	**151**	**3,095**	**-**	**-**	**4,453**

2023 Resources expended

	Cost of Generating Funds	Policy & Outreach	Overseas Programmes	Support Costs	Governance Costs	2023 Total
	£000	**£000**	**£000**	**£000**	**£000**	**£000**
Staff costs (Note 6)	679	131	21	263	44	**1,138**
Overseas Programmes funding	-	-	2,496	-	-	**2,496**
Premises and other office costs	29	-	-	152	-	**181**
Marketing and events	186	-	-	-	-	**186**
Consultancy and other professional costs	50	-	-	37	-	**87**
Travel and other staff costs	13	-	-	73	-	**86**
	957	131	2,517	525	44	**4,174**
Support costs allocated to grants management	-	-	(49)	49	-	**-**
	957	131	2,468	574	44	4,174
Support costs	166	23	429	(574)	(44)	**-**
Total	**1,123**	**154**	**2,897**	**-**	**-**	**4,174**

5. Net incoming resources for the year

This is stated after charging:

	2024 £000	2023 £000
Depreciation	**9**	8
Auditor's remuneration		
- Statutory audit	**17**	16
- Non-audit services	**5**	5
Operating lease rentals: property	**35**	29
Operating lease rentals: equipment	**-**	3

6. Staff costs and numbers

Staff costs were as follows:

	2024 £000	2023 £000
Salaries and wages	**1,117**	977
Social security costs	**121**	108
Pension costs	**59**	53
Redundancy / severance payments	**-**	-
	1,297	1,138

Key management personnel during the year were our two co-Managing Directors. In the prior year, key management personnel included the

	2024 £000	2023 £000
Salaries and wages	**181**	176
Social security costs	**22**	21
Pension costs	**13**	12
Redundancy / severance payments	**-**	-
	216	209

The number of employees who earned more than £60,000 during the year were as follows:

	2024 No.	2023 No.
£60,001 - £70,000	**2**	2
£70,001 - £80,000	**1**	-
£81,000 - £90,000	**1**	2
£120,001 - £130,000	**1**	-

The average weekly number of employees (full-time equivalent) during the year was as follows:

	2024 No.	2023 No.
Cost of generating funds	**14.4**	13.4
Charitable activities	**2.4**	2.6
Support costs	**6.5**	6.1
	23.3	22.1

No trustee received any remuneration in respect of their services as a trustee during the year (2023: £nil)

7. Tangible fixed assets

	Furniture & fittings £000	Equipment £000	**Total £000**
Cost			
At 1 January 2024	7	71	**78**
Additions in year	-	5	**5**
At 31 December 2024	7	76	**83**
Depreciation			
At 1 January 2024	7	57	**64**
Charge for the year	-	9	**9**
At 31 December 2024	7	66	73
Net book value at 1 January 2024	-	14	**14**
Net book value at 31 December 2024	-	10	**10**

8. Trading Subsidiary

On 13th May 2013, the Trustees of Women for Women International (UK) established a company, WfWI Services (UK) Ltd. Women for Women International (UK) is the sole member of WfWI Services (UK) Ltd, a general trading company which sells Women for Women International's Share cookbooks and a calendar containing Share recipes.

In 2024 the trading company generated a profit of £12 on turnover of £552 (2023: Profit of £145 on turnover of £625). The aggregate reserves of the company at 31 December 2024 and 31 December 2023 were £nil.

The financial statements of WfWI Services (UK) Ltd have not been consolidated with those of Women for Women International (UK), as they are immaterial to the overall group position.

The registered office of the company is 82 Tanner Street, London SE1 3GN.

9. Debtors

	2024 £000	2023 £000
Grants Receiveable	**301**	36
Accrued Income	**157**	221
Prepayments and rental deposit	**26**	21
Other Debtors	**19**	12
Due from trading subsidiary		
- profit for the year (note 8)	**-**	-
- other amounts due	**15**	15
	518	305

10. Creditors: amounts due within 1 year

	2024	2023
	£000	£000
Trade creditors	**13**	20
Commitments to overseas programmes	**531**	742
Taxation and social security	**50**	51
Accruals	**46**	38
Pension creditor	**15**	-
	655	851

11. Analysis of net assets between funds

	Restricted funds	General funds	**2024 Total funds**	2023 Total funds
	£000	£000	**£000**	£000
Tangible fixed assets	-	10	**10**	14
Net current assets	308	651	**959**	558
Net assets at 31 December 2024	**308**	**661**	**969**	**572**

12. Movements in funds

2024	1 January 2024 £000	Incoming resources £000	Outgoing resources £000	Transfers £000	31 December 2024 £000
Restricted funds:					
Grants & donations with programme specific restrictions					
Saferworld CSSF	**(2)**	636	(636)	2	**-**
Players of the People's Postcode Lottery	**1**	1,100	(1,094)	-	**7**
Swedish Postcode Foundation	**17**	(7)	(10)	-	**-**
Multi COs	**57**	-	(55)	-	**2**
FCDO UKISF	**-**	316	(49)		**267**
Grants & donations with geographical restrictions					
Afghanistan	**29**	32	(45)	8	**24**
DRC	**-**	25	(25)		**-**
Nigeria	**(2)**	45	(45)	2	**-**
Rwanda	**2**	310	(310)	-	**2**
South Sudan	**4**	2	(5)	-	**1**
Palestine	**-**	80	(75)	-	**5**
Iraq	**-**	73	(73)	-	**-**
Total restricted funds	**106**	2,612	(2,422)	12	**308**
Unrestricted funds:					
General funds	**466**	2,238	(2,031)	(12)	**661**
Total unrestricted funds	**466**	2,238	(2,031)	(12)	**661**
Total funds	**572**	**4,850**	**(4,453)**	**-**	**969**

2023	1 January 2023 £000	Incoming resources £000	Outgoing resources £000	Transfers £000	31 December 2023 £000
Restricted funds:					
Grants & donations with programme specific restrictions					
Saferworld CSSF	**2**	417	(421)	-	**(2)**
Players of the People's Postcode Lottery	**-**	1,000	(999)	-	**1**
Swedish Postcode Foundation	**95**	-	(78)	-	**17**
Multi COs	**-**	60	(3)	-	**57**
Grants & donations with geographical restrictions					
Afghanistan	**-**	102	(73)	-	**29**
DRC	**-**	29	(29)	-	**-**
KRI	**-**	10	(10)	-	**-**
Nigeria	**12**	75	(89)	-	**(2)**
Rwanda	**132**	34	(164)	-	**2**
South Sudan	**-**	4	-	-	**4**
Syria	**-**	68	(68)	-	**-**
Iraq	**-**	50	(50)	-	
Sahel	**-**	196	(196)	-	
Total restricted funds	**241**	2,045	(2,180)	-	**106**
Unrestricted funds:					
Programme development	**-**	-	-	-	**-**
General funds	**782**	1,678	(1,994)	-	**466**
Total unrestricted funds	**782**	1,678	(1,994)	-	**466**
Total funds	**1,023**	**3,723**	**(4,174)**	**-**	**572**

13. Operating lease commitments

The charity had commitments at the year end under operating leases expiring as follows:

	2024	2023
	£000	£000
Property - less than 1 year	**10**	8
Other- less than 1 year	**-**	2
Other - 1 year to 5 years	**-**	-
	10	10

14. Related parties

Women for Women International (US) ("**WfWI**") is the sole member of Women for Women International (UK) ("**WfWI-UK**").
During the year:

- WfWI collected donation income of £15,239 (2023: £91,137) on behalf of WfWI-UK;
- WfWI charged programme costs of £2,654,689 (2023: £2,179,978) to WfWI-UK in relation to UK grants;
- WfWI charged operating expenses of £47,673 (2023: £32,063) to WfWI-UK;
- WfWI-UK charged operating and programme expenses of £807,200 (2023: £841,137) to WfWI.

At year end the net amount due to WfWI, including commitments to overseas programmes, was £530,925 (2023: £742,264) (see Note 12).
Champa Patel, Paula Gay and Leyla Hussein are Trustees of WfWI-UK and Directors of WfWI.
The aggregate amount donated by the Trustees to WfWI-UK during the year was £11,412 (2023: £16,693).
Expenses of nil (2023: £81) relating to the Trustees were incurred during the year.

Appendix
Additional Information

Strategic Objective 1: Invest in the social and economic empowerment of marginalised women

In 2024, we aimed to achieve the following:

- **Strengthening the Stronger Women Stronger Nations (SWSN) programme** and **increasing our impact** on the lives of women we serve by being data-driven and applying evidence-based strategies derived from internal and external learning mechanisms.
- **Building an Enabling Environment** for women by **addressing social norms**, behaviours and practices and by contributing to changing policies, laws, government services and decision-making processes.
- **Supporting our Country Power Process,** strengthening the capacity in our country offices to lead the work at every level while also strengthening our global organisation with enhanced collaboration across our teams.
- **Achieving impact at scale** by extending our reach to support marginalised women in conflict-affected countries through new entry, funding of partnerships with aligned local organisations in different geographies within our current countries of operation, continuing support of our Sister Organisations, and by providing critical care to women affected by violence in acute conflict settings through our Conflict Response Fund.

SWSN Programme Context

Through our tested and transformative 12-month Stronger Women, Stronger Nations (SWSN) programme, we equip individual women living with the daily realities of poverty and violence with skills, knowledge and resources to build livelihoods and savings, awareness of their rights, family well-being, and support networks. In 2024, the women we serve continued to face challenges from growing restrictions on women in Afghanistan, the rolling back of women's rights in Iraq, continued conflict in Palestine, insecurity in Eastern DRC, soaring inflation in Nigeria, and climate disasters in South Sudan to name but a few.

Impact at Scale

In 2024, WfWI served or reached women across **17 countries**. **More than 26,635 women and girls were *served directly* through our SWSN programme** in 2024 (including through Sister Organisations and partners implementing SWSN). Women were served through the SWSN programme in new locations in Nigeria and Iraq, and for the first time girls aged 16-17 were also served in Iraq and Nigeria with the tailored adolescent-girls SWSN programme. In 2024 our partnership work continued to grow and **a further 25,377 *women were reached*** through targeted interventions via partners.

Photo: Women in Beban, Iraq, in their sewing vocational training as part of SWSN

As part of our Conflict Response Fund (CRF), WfWI partnered with organisations working across seven countries. We renewed our partnerships with several organizations to continue supporting women in crisis-affected regions:

- **Women Now for Development** – to provide support through flexible core funding to our partner as they go through a period of organizational transformation and change, as they continue to learn and adapt from the effects of the 2023 earthquake, and from the impact that the fall of the Asaad Regime in December 2024 has had on their operations and programming.
- **Center for Social Integrity** – to enhance literacy and promote the meaningful participation of women, adolescent girls, and their male relatives, in Myanmar and Rohingya refugee camps in Bangladesh.
- **Andreev Family Foundation –** to provide holistic support to women in Ukraine who have been affected by the war, including through psychological support, medical treatment and crisis psychological support through an emergency hotline.
- **Sudanese Organisation for Research and Development, Zenab for Women Development Organisation** and **Sudan Family Planning Association –** to improve the physical and psychological well-being of women in Sudan, through counselling and the provision of sexual and reproductive health services. In addition, emergency food and dignity kits were distributed to both IDP and host community households.
- Three partners in Mali: Association Munyu des Femmes, Association D'appui d'Eveil Pugsada, Association pour la Promotion Feminine de Gaoua, as well as three partners in Burkina Faso: Femmes et Developement, Assocition Malienne pour le Suivi et l'Orientatiion des Pratiques Trditionnelles, Yam Gitibolo Tumo - successfully completed their grants in 2024. **Together these partners reached 2,850 women in Mali and 2,477 in Burkina Faso** through a range of activities focused broadly on increasing food security, access to protection services and support with income generation for vulnerable and displaced women.

Working in **partnerships is a growing aspect of our work;** leaning into identifying more programmatic partnerships at every level can help us to enable more of Aziza's needs to be met than we can provide

directly, ultimately amplifying our impact on a larger scale. Towards the end of 2024, we launched two new grants. **In Afghanistan,** funding from The Swedish International Development Cooperation Agency received at the end of year, **will provide flexible funding and strategic capacity-building** for 10 women-led organizations in 2025. **In Iraq,** funding from the Foreign Commonwealth and Development Office, UK Integrated Security Fund supported **13 grassroots, women-led feminist civil society organizations in 2024** (a total of 36 partners will be supported over the lifetime of the grant), helping to advance women's rights, promote gender equality, and strengthen women's participation in decision-making at local and national levels for more inclusive peace and security. In Nigeria, **our partner RISD expanded its delivery of our licensed SWSN programme by enrolling 600 new women in 2024**, with continued support from WfWI-Nigeria. Additionally in Nigeria, **SWSN graduates initiated structured, formal sessions to pass on their knowledge** to other women in their communities and neighbouring areas. This graduate-led effort reached 475 women in remote, high-conflict regions where WfWI-Nigeria could not conduct trainings directly.

The Palestine country office continues to go from strength to strength. The official registration as a local NGO was completed in early 2024 and the office grew into a team of three people (Country Director, Finance and Administration Officer, and Programs and Partnerships Coordinator) with a permanent physical office space. In 2024, **the team worked on 16 grant or subgrant agreements with six partners**.

Our Sister Organisations Kosova–Women 4 Women, Žene za Žene International (Bosnia), and Women for Women Rwanda (WfW-Rwanda), continue to serve women through a variety of activities **including 457 women served through the SWSN programmes in 2024**. We are particularly proud of **WfW-Rwanda** who, in the final year of the three-year Julius Baer Foundation (JBF) grant, **won Project of the Year** against tough competition from other JBF grantees in an online pitch. WfW-Rwanda's Executive Director made a follow up in-person visit to JBF staff in Zurich making great connections and raising an additional c.£40,000 for their graduate female entrepreneurship initiative.

Building an Enabling Environment

In 2024, WfWI, alongside partners and programme participants, worked toward **building an enabling environment for women** by addressing harmful social norms, influencing laws and policies, and strengthening women's participation in decision-making. The **"From Asking to Action"** consultation, launched in **September 2024**, engaged **6,500 women across 14 conflict-affected countries** to identify barriers to women's meaningful participation. Findings were presented at key global forums, including the **UN Summit of the Future**, **Women, Peace, and Security (WPS) Week**, and the **AWID Conference and East African Community (EAC) Forum**, where WfWI advocated for policy changes to promote gender equality and women's leadership.

Alongside global advocacy, WfWI colleagues and participants have actively contributed to legal and policy discussions at national levels. In **Nigeria**, in July 2024, Change Agents in collaboration with Male Champions visited the First Lady's office in Bauchi State to discuss violence against women (VAW). In **South Sudan**, WfWI took part in consultations on the **Commission for Truth, Reconciliation, and Healing Bill,** contributing to survivor-centered policy recommendations. The **16 Days of Activism Campaign** saw Change Agents in **Iraq** organizing awareness sessions on the Personal Status Law, emphasizing its impact on women's rights. In the **DRC**, WfWI collaborated with Change Agents and a media company to produce

a campaign video marking the **30th anniversary of the Beijing Platform for Action**, focusing on how rising conflict increases the risk of violence against women.

Globally, WfWI continued to expand its influence through strategic partnerships. Throughout the year, WfWI coordinated advocacy with the **UK Foreign, Commonwealth & Development Office** to shape policies supporting women's rights organizations in fragile contexts. In the U.S., WfWI worked with **U.S. policymakers** to push for stronger atrocity determinations in Sudan and arms control measures. In **November**, WfWI leadership participated in **Norwegian Afghanistan Week**, engaging in high-level discussions on the current restrictions on women's rights under Taliban rule. In **December**, WfWI was appointed to the **UN Women's Peace and Humanitarian Fund Board**, strengthening its advocacy for feminist funding and policy influence.

Women for Women International's Power Journey

In 2024, **the organisation reaffirmed its commitment to the power journey**. In March 2024, to enhance understanding of the Country Power Process, the Country Power Steering Committee, along with members of the Leadership Team, collaborated to create a visionary **document outlining milestones and sequencing for the Country Power initiative**. This document was presented as an update to orient staff on Country Power during the GSC/SCO all-staff meeting in March 2024. Additionally, **Country Directors compiled a list of proposed Country Power Key Performance Indicators (KPIs)** to help Country Offices (COs) measure progress and to ensure accountability between GSC and Country Offices. Country Directors also **finalized a country compliance checklist** that will provide clear guidance for Country Offices.

In the fourth quarter, the **Country Power Steering Committee focused on collaborating with the Leadership Team to explore ways to "unblock country power.**" Among the recommendations, potential changes include enhancing our compensation philosophy and hiring practices, creating clearer definitions of roles and responsibilities within country offices in relation to the GSC, and potential ways to attract the necessary talent for country offices. Additionally, given the complex nature of the Power Journey, there is a recognized need for a strategy to simplify its concepts and to balance support based on each country's specific needs.

The Country Power Steering Committee recognized the need for broader representation and continued to expand its membership by adding Caroline Kent, Managing Director of the Germany office. **Going into 2025, the membership of the Steering Committee has rotated, allowing us to continue benefitting from multiple perspectives and broaden shared accountability.** The core committee will draw in technical or other expertise from staff as needed. A focus of the work during 2024 was ensuring that GSC functional teams understand that Country Power is not a one-size fits all approach, as well as orienting other COs to the baseline assessment process that they will undertake in 2025. This was done for the South Sudan CO in May and Afghanistan CO during an in-person visit by the DCPO in July. The focus in late 2024 was on synthesizing the learning from the Iraq and Nigeria pilots. This led to an ongoing process to simplify the tool in preparation for other COs to proceed in Q2 2025.

Next year, we will focus on:

- **Strengthening the quality of the SWSN program and increasing our impact on the lives of the women and girls we serve** by being data-driven and applying evidence-based strategies informed by

internal and external learning mechanisms, while fostering continuous learning and knowledge-sharing within and between country offices, as well as with partners.

- **Continuing our Country Power Journey,** through strengthening the capacity in our country offices to lead the work at every level, including finalising the country power baseline assessment process for the remining four country offices.
- **Achieving impact at scale** by extending our reach to support marginalised women in conflict-affected countries. In 2025, we plan to finalise our Partnership Strategy, and continue partnering with aligned local organisations, continuing support of our Sister Organisations, and by providing critical care to women affected by violence in acute conflict settings through our Conflict Response Fund.

Strategic Objective 2: Work with men to change attitudes

Last year, we said we would aim to achieve the following during 2024:

- **Continuing to support the delivery of the MEP** in country offices with five countries completing a pilot of the new curriculum and **continue to improve and expand learning across countries** to find the best approaches and **ways to measure the results** of this work and its link to women's empowerment.

Globally, we reached 498 men with our MEP in 2024. The year also marked the end of piloting the new curriculum and the completion of two important learning and research pieces on the effectiveness of the program – the **WfWI Men's Engagement Learning Paper** and the endline report by **International Center for Research on Women** (ICRW) on the results of a six-year grant looking at the effectiveness of MEP on outcomes for women and men.

After piloting the new MEP curriculum across South Sudan, DRC, Iraq, and Nigeria from 2023 to early 2024, **the pilot phase concluded** with its final implementation in the DRC. A mix of qualitative and quantitative data was used to write **a learning paper which outlined the effects the revised MEP is having on participants, breaks down successes of the curriculum delivery, and makes recommendations for ongoing work on the programme**. The paper reports positive results such as improved collaboration with spouses, increased sharing of health-related information, a better understanding by men of women's rights and freedoms, a reduction of household resources being mishandled and improved financial skills by men, as well as reduced levels of violence. Recommendations made included the need for new content to adapt to the men's needs and context, a refined selection criteria and participant recruitment, more purposeful engagement to move from attitudes to behaviours and further MERL tools adaptions.

The **endline evaluation of the six-year Cartier grant in Rwanda** assessed the impact of the MEP by comparing two groups: a control group, where women completed the SWSN program without their spouses' participation in MEP, and a treatment group, where both women and their spouses participated in the two programmes. ICRW conducted the evaluation, producing a comprehensive endline report based on both **quantitative and qualitative findings**. At the end of 2024, WfWI and WfWI-Rwanda held **five learning sessions** to critically analyse and discuss the results. Insights from these discussions, along with findings from the recent MEP pilot, will inform programme improvements in 2025.

Next year, we have adjusted objective 2 to focus on our complementary programmes that build an enabling environment for women, including MEP and advocacy work, that bolster SWSN outcomes:

Objective 2: Invest in an enabling environment, addressing social norms, to support the sustainability of the results Aziza achieves in the SWSN programme

- **Continuing to support the delivery of the MEP** in country offices and any interested partners, as well as **continue to improve and expand learning across countries** to find the best approaches and **ways to measure the results** of this work and its link to women's empowerment.
- **Building an Enabling Environment** for women by **addressing social norms**, behaviours and practices and by contributing to changing policies, laws, government services and decision-making processes.

Strategic Objective 3: Support marginalised women survivors of conflict so that they can influence decisions

Last year, we said we would aim to achieve the following during 2024:

- **Global Policy and Advocacy Retreat in Kigali:** The Global Policy and Advocacy Team hosted a brilliant Global Policy and Advocacy workshop in Kigali in June 2024. This brought together advocacy leads from across the organisation. The last time we did this was in 2019 and, in the last five years, our team has changed a lot. In our global team, we are now distributed across different offices and regional hubs. Each country office also has an advocacy lead who coordinates national advocacy and the implementation of the Change Agent programme. We came together as a group of around 10 to connect, learn and strategise.
- **Enhancing the additional resources for the Change Agent curriculum:** In 2024 we prioritised an important programme quality review of the Change Agent programme, conducing a full audit of our processes and resources around the programme ahead of adding some new and additional resources. In close coordination with country office colleagues and the global MERL team we have refined the tools for the Change Agent programme including our pre and post-test, registration guidelines, the timeline of the programme and context around motivation and drivers for participating in the programme.
- **Conducting similar strategic workshops to those we delivered in DRC and Iraq** to develop context-specific policy and advocacy strategies in South Sudan and Nigeria. However, due to the evolution of our Change Agent designed consultation project detailed below (From Asking to Action) and some staffing changes in the Country Offices, these country specific advocacy strategy workshops have been postponed to 2025/6.
- **Working in partnership with the global MERL Team** to develop monitoring indicators and measuring tools to align with the Theory of Change and help us better monitor our impact. We incorporated aspects of this into our Change Agent audit process and the broader process is ongoing for 2025/6. In 2025, we are excited to be streamlining our processes for tracking our policy and advocacy impact.

From Asking to Action: Ensuring the Voices of Women Affected by Conflict are Actually Heard

In the last annual report, we shared an update on our Change Agent designed consultation project. In September 2024, in the sidelines of the United Nations Summit of the Future taking place in New York, we launched this project, titled: 'From Asking to Action: A global consultation ensuring the voices of women affected by conflict are heard'. 'From Asking to Action' is our most ambitious policy and advocacy project of this kind to date and so we've included additional information on the consultation

and our plans for dissemination throughout this report as the practice and approach will be embedded into our policy and advocacy work over the next few years (2024-2026).

What is 'From Asking to Action'?

- The UN Summit of the Future kickstarted a series of significant global milestones throughout 2024 and 2025, including the 30th anniversary of the Beijing Declaration and Platform for Action and the 25th anniversary of the Women, Peace, and Security Agenda.
- To ensure that the voices of women affected by conflict are heard during these processes, Women for Women International facilitated a consultation with over **6,500 women** in more than **14 conflict affected countries** through surveys, focus group discussions and workshops – including all 6 of our Country Offices and 8 of the countries where we have engaged through our Conflict Response Fund. **54 partners** were also engaged through either co-designing the consultation, leading on the data collection or participating in key informant interviews.
- To ensure the process was participatory, inclusive and meaningful, we partnered with Change Agents and women's rights organisation partners to define the consultation's scope and tools – deciding who should we ask, how and where – and conduct the actual data collection. The findings varied from context to context, but across the board, women were clear in their responses: asking is just the first step, and what they want to see next is action.

Highlights from our external engagement and communications around the project in 2024:

- **WfWI panel event in the sidelines of the Summit of the Future:** We hosted a breakfast event in New York, where Paivi Kannisto – Chief of Peace, Security and Resilience at UN Women – gave introductory remarks and commended our efforts to ensure the voices and experiences of women affected by conflict were being brought to the UN. This was followed by a panel discussion between Laurie Adams, Amani Mustafa (Country Director for Palestine), and Grace Dorong Nailo Mayo (from Root of Generations, one of our partners in South Sudan). This was moderated by NBC News Correspondent Zinhle Essamuah who posted this reel on Instagram to over 16,000 followers. The event was well attended by a variety of stakeholders including government representatives, board members, corporate partners and the media – including ABC News who filmed video interviews with Amani and Laurie for two upcoming segments.
- **UN Office for Partnerships 'We the Women' Campaign Launch**: Laurie spoke on a UN panel of impressive women's rights leaders - alongside Amina Mohammed (UN Deputy Secretary-General), Sara Sabry (Astronaut and CEO of Deep Space Initiative), Ons Jabeur (Professional Tennis Player) and others - where she was able to share more about 'From Asking to Action' and WfWI's work. You can watch a recording on UNTV here: SDG Lounge - We The Women: Film Screening | UN Web TV
- **BBC Radio 4 Woman's Hour**: UK Managing Director Sara Bowcutt was interviewed, giving a fantastic overview of the project, our call to action for decision-makers and an insight into what is to come over the next year. You can listen here: Radio 4 Woman's Hour Asking to Action Interview. This led to increased policy and advocacy influencing opportunities within the UK civil society spaces in 2024.

- **WPS week event - "From Words to Action: Investing in the Transformative Power of Women's Civil Society at the Forefront of Peacebuilding and Humanitarian Action":** During UN WPS Week in New York City, Steph and Nisha from the Global Policy and Advocacy Team attended WPS Week with Kavin Mirteekhan (Advocacy Programme Manager, Iraq) and Dorong Grace (Executive Director, Root of Generations - South Sudan, one of our Resourcing Change partners). Kavin and Grace both spoke on a side event that WfWI co-hosted on the occasion of the UN Security Council Open Debate on WPS with the UN Women's Peace and Humanitarian Fund (WPHF) and the Governments of the UK and the Republic of Korea. The event was titled: "From Words to Action: Investing in the Transformative Power of Women's Civil Society at the Forefront of Peacebuilding and Humanitarian Action". Kavin and Grace spoke alongside women civil society leaders from Afghanistan and Sudan in a panel moderated by Mavic Cabrera Balleza (Founder, CEO of the Global Network of Women Peacebuilders - GNWP) with remarks from the new Head of Secretariat of WPHF, Tonni Brodber; the Deputy Director of Gender and Children in Conflict department at the UK FCDO, Sonia Farrey; and the Deputy Permanent Representative of the Mission of the Republic of Korea, Sangjin Kim.

What's next?

These initial launch activities are just the beginning. Now the preliminary findings of the consultation are published on our microsite - including a global overview and a snapshot for each of the 14 countries – we are working internally to disseminate the findings further. As we continue to build on this analysis, we are excited to work with our colleagues to share these findings back with Change Agents and partners, develop additional resources to support our ongoing advocacy, identify new and exciting opportunities to spotlight this work externally – and much more. You can read more about our approach and process, as well as our findings and recommendations from the consultation, on our dedicated microsite here. You can also watch the impactful video which provides an overview of the project and our findings, and features Amani Mustafa and Poni Abraham (Advocacy and Communication Coordinator, South Sudan) here.

Sexual Violence Research Initiative Forum: Putting Survivors at the Centre & 2025 Global Funding Climate

In October 2024, a group of colleagues made up of those leading the implementation of the Putting the Survivors at the Centre project - Joseph (Jeff) Habamungu and Marie Marthe Munyangi from the DRC, Sunday (Manuela) Cosmos from South Sudan - as well as Annastacia Olembo from the Programme Design and Development Team and Anna Jarrett Rawlence from the Global Policy and Advocacy Team attended the Sexual Violence Research Initiative (SVRI) Forum in Cape Town. The conference was an opportunity to connect with researchers, practitioners and advocates working in solidarity to end gender based violence.

Colleagues were at SVRI to represent findings from WfWI's "Putting Survivors at the Centre" project, a research initiative in partnership with the Global Women's Institute (GWI) and funding from USAID's Bureau for Humanitarian Affairs (BHA). The project's goal is to strengthen the capacity of non-GBV specialist organisations to receive disclosures from GBV survivors, meet survivors basic and immediate needs and facilitate access between GBV survivors and response services in accordance with best practices and local realities. The team hosted a poster session with highlights from the research at the conference, which you can see here. It was a great opportunity to communicate the importance of

integrating a survivor centred approach into referral pathways influencing academics, researchers and programme implementers and made lots of connections with organisations leading similar work.

This project was our only USAID funded project and whilst the funding cuts took place in 2025 we wanted to share a brief update with how we responded to the March 2025 funding cuts given the global impact to our sector:

- **USAID Cuts**: Following the inauguration of the Trump administration, the US government abruptly slashed nearly all foreign aid programmes. This decision means that critical programmes supporting women and girls in conflict-affected countries have been dismantled overnight. This includes our above-mentioned USAID-funded project 'Putting Survivors at the Centre'. In response, the Global Policy and Advocacy team collaborated with the communications and marketing teams to release a statement with the message that US foreign aid is a lifeline for women and families rebuilding their lives after war.
- **UK Aid Cuts**: In February, UK Prime Minister Keir Starmer announced that the UK would further cut its aid budget to 0.3% of GNI starting from 2027 in order to raise defence spending. This follows 2021 cuts to the aid budget from 0.7% to 0.5%. At WfWI we know the devastating impact that cuts have on the women we work with. We have been coordinating response to the cuts which has included:
    - A statement on our UK social media channels from UK Managing Director Sara Bowcutt. We collaborated with the Global/US/UK Communications and Marketing teams to share campaign actions with our supporters for both the US and the UK – these have included a 'call your representative' campaign in the US and a 'write to your MP' campaign in the UK.

Kigali Advocacy Workshop June 2024

In the last annual report we shared that we were planning for an internal global policy and advocacy workshop for June 2024. The workshop went ahead with advocacy leads from Iraq, South Sudan, the DRC and Nigeria. As mentioned at the beginning of this report the objective of this workshop was to refresh on key ongoing processes such as the Change Agent audit, to work through challenges for implementing advocacy together and to hold space for discussions on strengthening and cultivating partnerships. The workshop was a huge success as we were able to make progress on finalising changes to our Change Agent audit, our approaches for partnerships and our approaches for ongoing communication as a broader team.

NISAAM - Integrated Security Fund Iraq Launch

In 2024 we received UK Government-funded flexible to launch Nisaa wa Al Salam (NISAAM), a flexible resourcing project built on our learnings from the Resourcing Change project. This multi-year funding will support more than 40 grassroots, women-led CSOs and WROs to advance a localised WPS agenda that strengthens women's participation in decision-making at both the local and national levels, promotes women's rights, and ensures the protection and promotion of women's rights throughout 19 governorates in Iraq and the Kurdistan Region of Iraq. The launch event, hosted by WfWI-Iraq, featured opening remarks from the British Embassy in Iraq, our technical partner Gender Action for Peace and Security (GAPS), and representatives from the Women's Rights Organisations (WROs) we are partnering with through the project. With an audience of over 100 attendees, the event aimed to:

- Showcase NISAAM's role in promoting women's rights and gender equality
- Build collaboration between WROs, grassroots organisations, and government stakeholders
- Mobilise support for feminist funding and the Women, Peace, and Security agenda

Next year we will focus on:

- **Continuing to verify and connect with Change Agents and partners on the dissemination of From Asking to Action:** 2025 will be a major year for verifying the findings and continuing to disseminate recommendations from the "From Asking to Action" consultation at major milestone events at the national and international levels.
- **Enhancing the additional resources for the Change Agent curriculum** by producing a participant handbook, integrating a new peacebuilding module and working on an adaptable climate change module. In addition to these module developments, we will also be rolling out the tools developed as part of the Change Agent audit and confirming these with colleagues across country offices. We will work with an external consultant who previously supported us on the Change Agent illustrations for the participant handbook.
- **Conducting similar strategic workshops to those we delivered in DRC and Iraq** in 2023 to develop context-specific policy and advocacy strategies in South Sudan and Nigeria. We will also continue working to sensitise the wider organisation to our Theory of Change for policy and advocacy. This is budget dependent, but we will continue to invest in strategic regional and national advocacy opportunities.
- **Working in partnership with the global MERL Team** to develop monitoring indicators and measuring tools to align with the Theory of Change and help us better monitor our impact. This will be rolled out with our new Change Agent audit process. We will also work to strengthen our policy and advocacy impact tracking at national and global levels, we will lead this internally within GPAT tracking back against our impact for 2023 and 2024 before proactively tracking ongoing impact for 2025.
- **The implementation of new transformative partnership projects:** with funding from the UK's Integrated Security Fund (ISF), United Nations Trust Fund (UNTF) and Swedish International Development Cooperation Agency (SIDA) in Iraq, South Sudan and Afghanistan.

Strategic Objective 4: Use advocacy to transform the enabling environment for women's rights at the grassroots, national and global levels to drive systemic change on gender equality for the most marginalised women affected by conflict

Last year, we said we would aim to achieve the following during 2024:

- **Commission on the Status of Women:** Launching new research in March, the Global Policy and Advocacy Team (GPAT) will travel to New York to attend the 68th Commission on the Status of Women (CSW). We were joined by members of the Global Programs Unit and two of our advocacy colleagues from Iraq and Nigeria – Kavin Mirteekhan and Zainab Gbobaniyi.
- **Continuing to expand our regional and national visibility:** With strengthened partnerships with GIMAC, the NGO WG on WPS and the WPS-HA Compact we continued to strengthen our advocacy partnerships with these organisations throughout 2024.
- **Continuing to build our visibility as an evidence-based organisation:** We used our environment, conflict and gender policy briefs alongside our women's participation and leadership research to strengthen national partnerships with our country offices and shared these resources in key forums such as the AWID.

- **Continuing to advocate and implement with partners from the Resourcing Change consortium:** With learnings from the successful convening of 5 WROs as part of WPS week in October 2023 we continued with regional and global advocacy opportunities with our partners from the consortium.

Our advocacy and engagement at the 68th Conference on the Commission on the Status of Women (CSW) at the United Nations in New York: March 2024

The Listen to Women Project: Understanding the barriers to women's participation and leadership in Iraq and Nigeria

In the last annual report we shared about the implementation of the Swedish Postcode Lottery funded project "Listen to Women". As part of the project, Women for Women International has developed two new research reports based on survey and focus group discussion data collected to better understand the opportunities and barriers to women's participation, voice, and leadership in Nigeria and Iraq. This research has been developed in partnership with Baghdad Women's Association (BWA) in Iraq and Women Advocates Research and Documentation Centre (WARDC) in Nigeria.

- Soft Launch at the 68th Commission on the Status of Women (CSW) conference

The final reports were soft launched during CSW in New York on Thursday 14th March at a panel event, co-hosted with UN Women, and the Canadian Mission to the UN with Zainab Gbobaniyi (Advocacy Coordinator in Nigeria) and Kavin Mirteekhan (Program Manager in Iraq) who have played leadership roles, with support from many of their colleagues, in the implementation of the "Listen to Women" project. The findings from this research illustrate how interconnected political, legal, social, and economic barriers create or entrench barriers for women's participation at the household, community, and civic levels. The panellists discussed how women navigate the formal and informal barriers to women's full and meaningful participation, providing context-specific examples of the intersecting challenges and opportunities facing them and the women that they work with.

Key outcomes from this launch event included:

- **Strengthened high-level relationships:** This was an opportunity for us to leverage existing and new partnerships with UN Women and the Canadian Mission to the UN. We have previously coordinated high level roundtables with UN Women so this was a great opportunity to strengthen that relationship with a slightly different audience. The new partnership with the Canadian Mission to the UN will enable new entry points at future global events.
- **Increased visibility and thought leadership:** We had over 50 attendees of the panel event. The room was packed and had a fantastic buzz and was well attended by donors, partners and CSOs who engaged in discussion around how this research is a foundation for much broader conversations for meaningful participation for WROs and women in FCAS.
- **Opportunities for future advocacy:** Both Kavin Mirteekhan and Zainab Gbobaniyi were sought after by the audience after the event which has led to multiple future advocacy opportunities. One of these came UN Women who have offered to support us in coordinating the national level roundtables in Nigeria and Iraq to launch the Listen to Women research in national contexts.

- National dissemination of the Listen to Women reports

As part of the grant deliverables both the Nigeria and Iraq CO have been coordinating national level roundtables to share the findings of the report with key decision makers and partners in their regional

contexts. The Nigeria roundtable took place in early May bringing together Change Agents involved in the research, national level media representatives and decision-makers to discuss the barriers and opportunities for women's participation in Nigeria. This work was featured by the media in Nigeria and can be viewed here and here. The Iraq roundtable took place in June with global dissemination continuing throughout the year.

Further Opportunities at the 68th Commission on the Status of Women Conference

Whilst the primary objective for being together in New York was to launch the Listen to Women project and engage global audiences in our national Iraq and Nigeria advocacy, we also took the opportunity to develop new partnerships, increase our visibility and conduct targeted advocacy through bilateral meetings. See our social media coverage of the event here.

- Developing partnerships and increasing our visibility

As CSW brings together a broad network of donors and partners, we co-hosted a reception with our international board member Dr Rima Salah to mark the beginning of CSW 68. We hosted around 60 board members and partners (both existing ones and new ones). This was a great way to reach a new audience of partners and donors, making the most of people being in New York. We framed this under the #SheDares campaign – giving out #SheDares bracelets to attendees. It created energy around the campaign and our work, enabling us to increase our visibility and creating opportunities one on one follow up with some key potential partners and donors.

In addition to the reception, we also coordinated a high level closed briefing on the gendered impact of the crisis in Gaza for the UN Security Council with our advocacy partner in Palestine - the Women's Centre for Legal Aid and Counselling (WCLAC). We knew that there has been a gap in terms of UN Security Council members hearing directly from Palestinian women, especially since the latest crisis began. We worked closely with WfWI Palestine CD Amani Mustafa and utilised our relationships and connections to propose a collaboration with the NGO Working Group on WPS and approached three supportive UNSC members – Slovenia, Malta and Guyana. This event was originally going to be a civil society event but gained so much traction that it essentially turned into a closed UN Security Council briefing. The UN Security Council members that we had met with on the morning of March 11th went into an open formal meeting of the UN Security Council during the afternoon of the same day. This was to specifically to address the release of a report from the Special Representative on Sexual Violence in Conflict following a visit she had done to Israel and the West Bank. In that meeting, many of the messages that had been shared during the closed morning meeting were repeated and reiterated by member states. For example, the Swiss Ambassador to the UN framed her remarks specifically around the gendered impact of the situation in Gaza. This closed briefing has opened opportunity for follow up and future advocacy with WCLAC who are a key actor on women's rights in Palestine.

- Targeted advocacy through bilateral meetings

In addition to the public engagement, we always aim to organise bilateral meetings so that we can do targeted advocacy to tailor what we are sharing with who we are talking to and explore future opportunities for collaboration. There were quite a few examples of this across the week. This included meeting with the Women Peace, Security and Humanitarian Action (WPS-HA) Compact and the UK Mission's to the UN. With the WPS-HA compact we mapped out moments for future partnership and were

referenced significantly within their 2024 Monitoring and Accountability report for WPS. With the UK Mission Kavin and Zainab both discussed synergies between their national advocacy implementation and the UK Government's priorities.

Joint Advocacy with Networks and Coalitions

- Contributing to the Gender Action for Peace and Security (GAPS) network's annual report for monitoring the implementation of the WPS agenda

Through the Global Policy and Advocacy Team's role in co-chairing the Gender Action for Peace and Security network's Policy and Advocacy Working Group, we coordinated GAPS's 2023 report that monitors the first year of implementing the UK Government's 5th National Action Plan on Women, Peace and Security. This report - which incorporates four case studies co-created by women's rights organisations (WROs), women human rights activists and GAPS member organisations - considers the progress and learnings for the UK Government to take forward into the proceeding years of NAP implementation, highlighting the WPS focus countries of Afghanistan and Ukraine, and the non-focus countries of Sudan and the Occupied Palestinian Territories. This report builds on previous GAPS publications (including annual shadow reports) which include analysis of, and recommendations for, the UK Government's work on WPS. Read the report here.

- Contributing to a joint briefing on the situation in the DRC with GAPS partners

The Global Policy and Advocacy Team contributed a joint briefing on the situation on the DRC which was coordinated by the Gender Action for Peace and Security (GAPS) network. After consulting with our DRC team and integrating recommendations from Change Agents we set up a brief intervention around the impact to our programme in Shasha and how WROs have been coordinating in response to this crisis. Members of the UK Government's Women Peace and Security team joined the meeting as well as the UK Government team based in Kinshasa and we followed up bilaterally after the session. The other organisations that joined the meeting included Peace Direct, International Alert, Oxfam's Kinshasa based team and Mercy Corps Goma team who covered ongoing regional risks of the conflict and questions around the UK's response to the conflict which has since significantly escalated across eastern DRC.

- Joining a new network: the Alliance for Peacebuilding

Women for Women International applied in 2023 and was approved in 2024 as new members of the Alliance for Peacebuilding, with a generously waived membership fee for this year. The Alliance for Peacebuilding (AfP) are a "nonprofit and nonpartisan network of 200+ organizations working in 181 countries to prevent and reduce violent conflict and build sustainable peace. AfP cultivates a network to strengthen and advance the peacebuilding field, enabling peacebuilding organizations to achieve greater impact—tackling issues too large for any one organization to address alone." They are based out of Washington DC but have members around the world. Read more at their website here.

While Amani Mustafa (WfWI Palestine Country Director) was visiting Washington DC from Palestine in September, we partnered with the Alliance for Peacebuilding (AfP) to host a closed civil society roundtable to discuss the gendered impacts of the conflict in Gaza and the West Bank. Nisha coordinated the discussion and it was well attended from across AfP's membership, with lots of engagement and excellent questions - a great opportunity to share the preliminary country snapshot findings of "From Asking to Action" and raise our profile in the US as experts on the situation in Palestine.

- African Union Convention with GIMAC

Following the announcement of the development of a proposed African Union Convention on Ending Violence Against Women and Girls, Maryline Njoroge, Global Policy and Advocacy Manager for GPAT, attended the first CSO consultation which was held on 5th September, organised by the Gender is My Agenda Campaign (GIMAC) Network. Participants were briefed on the progress of the draft Convention, and then divided into groups representing the various regions of Africa where they shared their recommendations for a robust and effective Convention.

- Statement on Foreign Secretary RT Hon David Lammy MP's discussion of the term 'genocide' in relation to Palestine and Gaza

We shared concern with civil society organisations in the UK around Foreign Secretary David Lammy's comments regarding the definition of genocide and so coordinated to sign on to a joint statement drafted by the Gender Action for Peace and Security (GAPS) Network. The statement calls on the Foreign Secretary to reaffirm the Government's commitment to respecting the ICJ's orders and its obligations under the Genocide Convention and the Rome Statute by elaborating on the positive measures it is taking to prevent genocide, including those steps identified in the latest report by the UN Special Rapporteur for the OPT (paragraph 91). The statement includes 37 signatories comprising of humanitarian agencies, development organisations, human rights-based organisations, legal justice groups, religious-based organisations and global health organisations, many from the GAPS Network.

Continued Advocacy on Meaningful Partnerships with WROS

- International Development Committee enquiry into the FCDO and Civil Societies

In addition to joining closed door advocacy opportunities like the FCDO Listening Session we have also continued to advocate externally to the FCDO on the principles for meaningfully engaging and partnering with WROs. We led a joint submission to the International Development Committee's (IDC) inquiry into partnerships between the FCDO and civil societies with ActionAid UK and Womankind. The submission to the IDC includes an overview of the key challenges and opportunities we see for implementing the FCDO's commitments to partnering with and strengthening civil society as set out in the White Paper for International Development and the International Women and Girls Strategy. It has now been published online as part of the inquiry and can be accessed here.

- CRF partner Sudan Family Planning Association (SFPA) (Dr. Limiaa Ahmed) briefs the UN Security Council

During 2024 we worked closely in partnership with our CRF partner - the Sudan Family Planning Association (SFPA) - to prepare a statement to brief the UN Security Council (UNSC) during its open briefing on the situation in Sudan in June. The statement focused on issues relating to the current crisis, its gendered impacts (including pervasive GBV, CRSV, lack of protection of women's rights), and how civil society organisations – including SFPA – are delivering services on the ground. This opportunity for Dr. Limiaa came about as a result of our membership of the NGO Working Group (NGO WG) on Women Peace and Security, who put out a call to its members for nominations of briefers from national Sudanese NGOs. We personally recommended her, and our nomination was accepted by the Republic of Korea (South Korea) who held the Presidency of the UNSC in June. We've been intentional about deepening our relationships with CRF partners by doing more joint advocacy, so we're really pleased that

we have been able to seize this opportunity for one of our partners doing such important work in the face of a rapidly deteriorating situation.

- The Association for Women's Rights in Development:

The AWID International Forum was both a global community event and a space of radical personal transformation. A one-of-a-kind convening, the Forum brings together feminist, women's rights, gender justice, LGBTQI+ and allied movements, in all our diversity and humanity, to connect, heal and thrive. The 15th AWID Forum took place in Bangkok, Thailand from December 2nd-5th 2024. Women for Women International proudly collaborated with partners on two events that took place during the Forum:

- **Cultivating a more enabling environment: Strengthening women's resilience in conflict-affected and climate vulnerable communities'.** The session built on research developed in 2023 and brought together women civil society leaders and activists to share effective strategies, opportunities challenges and tested solutions to prevent and end environmental degradation and conflict while strengthening the resilience of women and communities living at the intersection of both. We shared about our participation widely on social media widely: https://www.linkedin.com/feed/update/urn:li:activity:7270052286238781440/
- '**How We Heal: A Feminist Approach to Art Therapy for Women Living in Conflict**' in collaboration with Beregynia (CRF partner) and Women Now for Development. The session highlighted art therapy as a method of healing for women living in conflict zones. Facilitated by Kateryna from Beregynia with a story telling session from Yamamah from Women Now for Development on the impact of the Syrian earthquake and an intro into our approach at WfWI from Harriet Gimbo (Director, Programme Design and Development). The session was at max capacity and Kateryna did a fantastic job of connecting her context and praxis into a very active art session.

New Report: Afghan Women Excluded from UN Meeting in Doha "Lost in Consultation"

Ahead of the third UN-convened meeting of Special Envoys and Special Representatives on Afghanistan from June 30th - July 1st 2024 in Doha, Qatar ('Doha III'), WfWI collaborated with partners to highlight the significant deficit in the international community's commitment to upholding Afghan women's rights. "Lost in Consultation" brought concerns from a diverse group of Afghan women to the forefront through consultation with 213 women-led organisations inside Afghanistan from across all 34 provinces. The consultation was conducted during a two-day period of consultation in February ahead of the second UN-convened meeting of Special Envoys and Special Representatives on Afghanistan in Doha, Qatar ("Doha II"). Although we shared a private letter with the UN Under-Secretary-General Rosemary DiCarlo and all Special Envoys at that time to connect the survey inputs to concrete demands for the Doha process, we decided to share this more publicly and develop this report ahead of the 'Doha III' meeting which took place on June 30-July 2nd.

Next year we will focus on:

- **The 25th anniversary of the WPS Agenda - upscaling the dissemination and verification process of findings of "From Asking to Action:** As mentioned under strategic objective 3, we will continue to transform the enabling environment for women's rights with critical recommendations and insights from our global consultation.

- **Responding to the external crisis climate: funding cuts, ongoing conflict, protracted crises: T**he first few months of the 2025 have been increasingly unstable for our sector and for women's rights in conflict affected contexts. We have seen huge reductions to global funding for development, including in both the US and the UK. Our Global Policy and Advocacy Team will be sharing and disseminating about the impact of these cuts with our networks, partners, coalitions and global audience as well as collaborating with teams internally to scale up our messaging with major donors on the impact of these interconnected crises to our work.

Continuing to expand our regional and national visibility: Now that we have built partnerships with GIMAC, the NGO WG on WPS and the WPS-HA Compact we'll continue to strengthen our advocacy partnership with these organisations throughout 2025.

Strategic Objective 5: Raise £6 million from grants, corporate partnerships, grassroots contributions, major donors and events and sponsorships

Last year, we said we would aim to achieve the following during 2024:

- **Raise £2.4M in restricted funds** from Institutional, Trusts and Foundation and Corporate donors by 31st December 2024
- **Raise £2.306M in unrestricted funds** from Major Donors, Special Events, Sponsorship and Individual Giving, Community Fundraising, and Corporate Partnerships by 31st December 2024
- Use targeted marketing and communications campaigns and activity to inspire and engage individuals to support the creation of a sustainable fundraising ecosystem developing 3 different levels of support.

Grants

Restricted grants, providing resources for programming, totaled £2,612 million this year, which was above our target income. Our particular thanks go to players of People's Postcode Lottery for their continued support via Postcode Justice Trust.

Corporate partnerships

Unrestricted income from corporate partnerships in 2024 was £964k (2023: £475k), which is up from last year.

Our Global Charity of the Year Partnership with A&O Shearman continued successfully throughout 2024. Women for Women International and A&O Shearman are partnering between September 2023 – August 2025 to help women survivors of war to rebuild their lives and create lasting change in their communities. In 2024 our partnership raised over £590,000 - which will be invested in supporting displaced women in Iraq and responding to critical conflict situations globally.

For International Women's Day this year, we were proud to have 14 partners take part in our campaign collectively raising £151,680 – highlights included ME&EM sample sale donation of £70,000 and a new partnership formed with Poetry Fashion who continue to support our efforts in 2025.

Once again, we leveraged both the holidays and Giving Tuesday to raise money and our profile at the end of the year. This campaign remains a strong touchpoint for corporate partners in Q4. In 2024 the campaign

saw increased partner participation from 6 current partners (with 3 fundraising for the campaign and 3 involved in communications) in 2023 to 7 in 2024, including 3 current partners and 4 new business - all of which raised a total of £78,646 compared to £36,600 in 2023. That's 145.3% growth which we are very proud of.

Grassroots

In 2024, our community once again showed their generous support with over 1,149 supporters donating to one or more of our campaigns with a combined number of 1,301 donations – that marked a 15.5% increase on the number of gifts in 2023.

Once again, our crisis appeals were especially successful. Most notable among these was the response to our work in Palestine and the West Bank, which through the year received 317 donations, totalling over £16k, including gift aid.

Away from crisis appeals, our matched giving appeal to mark the launch of the new Adolescent Girls Programme, received 105 donations helping to raise more than £4k. We also had success trialling new giving incentives, our John Lennon “Give Peace a Chance” LP raffle raising over £1,000 with over 200 tickets sold. While, our first ever physical Women for Women International calendar was a great success, supporting our end of year fundraising, supporter retention and engagement, plus cold prospect cultivation.

Our #SheDares Squad also welcomed over 20 new members in 2024. From the Hackney Half marathon to hikes, bake sales and drum performances our community came together to help raise over £23k through a variety of fun and imaginative fundraising activities.

Sponsorship and Regular Giving

2024 was a landmark year for sponsorship as we launched the official rebranding under Stand With Her. The rebrand looked to move away from the dated terminology of sponsorship and its inherent power imbalance. As part of the roll out we also introduced a new more accessible giving level with our Stand With Her Classroom supporter tier. We launched the rebrand with all new supporter comms, a new Stand With Her video and for the first time tested Spotify advertising voiced by our Ambassador Helen Mirren, which received over 806k listens globally (459k in UK). Our Back to School campaign in September looked to build on our new Classroom giving tier with our first physical mailing to supporter in several years, which welcomed a dozen new classroom supporters.

During the course of 2024, we were able to match over 1,200 Stand With Her sister supporters with more than 1,500 sisters in our Stronger Women, Stronger Nations programme. At the end 2024 we had 1,227 active Stand With Her sister supporters with the addition of 27 new classroom supporters too. In addition to our Stand With Her supporters, we closed 2024 with 539 regular monthly givers.

We had great success in 2024, with corporate partners supporting Stand With Her on behalf of their staff and clients. Addleshaw Goddard continued their partnership for a second year, supporting 120 sisters for clients as part of the Flourish programme, while Jimmy Choo supported 30 sisters for staff.

Events and Philanthropy

Major Donors and Events

In 2024 we raised £652,878 of unrestricted income through events and major donors (2023: £549k), a year-on-year increase of 15.93%.

Our flagship live event, the #SheInspiresMe Car Boot Sale once again took place in Selfridges car park in central London and brought together a huge range of brands and fashion icons. Our 2024 #SheInspiresMe Car Boot Sale raised just over £375,000. We sold 2,012 tickets, raising £29,089 from ticket sales and with press and VIP guests we welcomed over 2,200 guests in total. We had 32 boots, with the Women for Women International Boutique bringing in the most income, raising £42,366. We had 15 pieces of coverage and key titles included The Standard, The Glossary, Because London, WhoWhatWear and GQ.

Our Leadership Circle membership remained stable, with three members renewing at Champion Level (£5,000/year) and two at Supporter Level (£1,000/year). Leadership Circle members attended a number of bespoke cultivation events, including a panel conversation and lunch at Bicester Village, a webinar on our Iraq programme, and an exclusive dinner co-hosted by Selfridges and Alex Eagle.

In June, we hosted a special screening of Women for Women International Ambassador and award-winning director Waad al-Kateab's film *We Dare to Dream* for Leadership Circle members, major donors, Ambassadors, and corporate partners. The screening was followed by a conversation and Q&A with Waad and Wael Al-Farraj, one of the athletes featured in the film, chaired by Women for Women International Ambassador Basma Khalifa.

Communications

We received over 2,046 UK sign-ups to our mailing list through Women's History Month activities including a downloadable Women's History Month calendar, colouring page and events in March. 14 corporate partners also took part globally in the #SheDares campaign. In addition, we ran a global #SheDares Art competition on social media, with 160 entries, helping us increase reach and awareness of our work.

We were also pleased to invite Ambassador Basma Khalifa, Champion Sara Wahedi, and Amani Mustafa, our Afghanistan Country Director for Palestine, to join a panel moderated by Marie Clarke on 7th March. This virtual event brought 582 members of our global community online – with 257 sign ups coming from the UK.

For World Refugee Week we also brought back our #ServingUpSisterhood campaign, celebrating the power of food to bring us together. This was another very successful lead generation activity with our digital cookbook receiving 1,791 downloads.

In 2024, we were mentioned in 203 pieces of press, which gained 16.2m estimated views. Titles included BBC Radio 4 Woman's Hour, ABC, Sky News, Metro, Stylist Magazine and Cosmopolitan.

Our marketing and communications work has helped us grow our audience of supporters seeing an increase in our priority social media following across all channels, including Instagram (10% increase, +6,168), Facebook (+511) and TikTok (+451). We also saw our mailing list grow by 6,000 new subscribers.

Ambassadors

Our Ambassadors play a key role in helping women survivors of war rebuild their lives, using their platforms to raise the voices of the women we serve, and we are so grateful for their ongoing support.

In 2024, Dame Helen Mirren supported our work by recording a voice-over, used as part of a Spotify ads campaign, resulting in 806k listens. In partnership with Waad al-Kateab, we hosted an in-person screening of her film, We Dare to Dream, with a Q&A moderated by Basma Khalifa. This included an event to mark the first anniversary of the war in Ukraine with Clarissa Ward and a virtual event to celebrate Women's History Month with Basma Khalifa. Finally, our Ambassadors also took to social media to support our campaigns throughout this year, including Helen Mirren, Mick Elysee and Tina Daheley who supported our Women's History Month campaign and Jasmine Hemsley who posted in support of our Serving Up Sisterhood campaign for World Refugee Week.

Next year, we will aim to:

- Raise £3,846k in Restricted funds from Institutional, Trusts and Foundation and Corporate donors by 31st **December 2025**
- Raise £2,560k in Unrestricted funds from Major Donors, Special Events, Sponsorship and Individual Giving, Community Fundraising, and Corporate Partnerships by 31st December 2025
- Use targeted marketing and communications campaigns and activity to inspire and engage individuals in our target audiences to take action with and/or donate to Women for Women International.

Strategic Objective 6: Use targeted marketing and communications campaigns and activity to inspire and engage individuals to support the creation of a sustainable fundraising ecosystem developing 3 different levels of support. 1) foundation level of donors that see our work, signing up to our mailing list. 2) developing those supporters to take their first action to become one-off donors 3) further development and nurturing of those donors to progress their support up to regular giving.

Last year, we said we would aim to achieve the following during 2024:

- Increasing number of people who make a one-off donation by 12% from 868 to 974 raising a total of £111,200 across all of community fundraising. Raise a further £494,336 via recurring gifts via recruiting a combined 456 donors across sponsorship and regular giving, while maintaining an average retention rate of 81.5%. 20% of recurring recruitment via cultivation and upgrading of one-off cash donors.
- Increasing the email mailing list to 27,000, visits to our website by 20%, social media reach (Instagram, Facebook and TikTok by 5% and Twitter by 2%) and press mentions (by 5%) by 31st December 2024.
- Maintaining high email open rates above sector average of 26%, increase donation pages sessions, organic traffic, social media traffic by 10% and increase engagement on social media (Instagram 4%, Twitter: 2%, Facebook: 3%, TikTok: 5%) by 31st December 2024.

- Be data lead and focused by continue to build on our use of tools such as Dataro to more effectively target supporter ask, as well as implementing new tracking and reporting mechanisms to monitor ROI of our comms.
- Updating our fundraising offers and frequency. In 2024 we will move away from monthly campaigns, instead to focus on larger quarterly activity. This is to support capacity, protect against donor fatigue and create space for emergency appeals. We will also be relaunching sponsorship and its new tiered giving structure under Stand With Her (Q1), launching our first Lottery product (Q2) and continue to build on the new evergreen campaign #SheDares.

1) foundation level of donors that *see* our work, signing up to our mailing list.

In 2024 we saw our mailing list grow from 23.3k to 29.3k, marking a 25.75% increase. This was supported by some stand out activities such as our Women's History Month calendar and art competition (2,046), Car boot sales early bird promotion (2,131) and the World Refugee Week cookbook (1,791). Additionally, we were mentioned in 203 pieces of press, which gained 16.2m estimated views. Titles included BBC Radio 4 Woman's Hour, ABC, Sky News, Metro, Stylist Magazine and Cosmopolitan.

2) developing those supporters to take their first *action* to become one-off donors

In 2024 we saw a marked increase in the number of one-off donations. In total we received 1,301 from 1,149 donors during the course of the year, which is a 15.5% increase on 2023. Of the 1,149 donors, 678 (59%) were brand new contacts, while a further 136 (12%) were cultivated existing contacts who were making their first donation in 2024. We have also been developing a new strategy and work with our digital agency through 2024 to optimise our paid ads (Google and Meta) with the objective of increasing one-time gifts.

3) further development and nurturing of those donors to progress their support up to regular giving.

Our focus for this area was the development of Stand With Her through which we targeted reactivating lapsed supporter, upgrading existing regular donors and converting one-time donors to regular, while also producing the new more accessible classroom tier. We also continue to use AI to better target our mailing list based on their propensity to convert from one-off to regular, so to curate their cultivation more efficiently.

KPI 1: Increase the Email mailing list to 27,000, visits to our website by 20%, social media reach (Instagram, Facebook and TikTok by 5% and Twitter by 2%) and press mentions (by 5%) by 31st December 2024.

Our mailing list grew from 23.3k to 29.3k, marking a 25.75% increase. While on social media we saw growth across all channels in 2024, including; Instagram (10% increase, +6,168), Facebook (+511) and TikTok (+451). Our website saw (Jan-July) an average increase from 2023 of 46.77%

In 2024, we were mentioned in 203 pieces of press, which gained 16.2m estimated views. Titles included BBC Radio 4 Woman's Hour, ABC, Sky News, Metro, Stylist Magazine and Cosmopolitan.

KPI 2: Maintain high email open rates above sector average of 26%, increase donation pages sessions, organic traffic, social media traffic by 10% and increase engagement on social media (Instagram 4%, Twitter: 2%, Facebook: 3%, TikTok: 5%) by 31st December 2024.

Our average email open rate for 2024 was 51.68% - vastly above sector average. This was supported by implementation of a new “unopened” suppression process, removing those contact who had not opened any emails in over 180 days – to target them for winning back. This does effectively reduce our mailing list by approx. 10k but better supports deliverability.

In 2024 we saw a 90% increase in website sessions and organic traffic also increased from 33,460 to 63,206 (89% increase).

Most of our social media channels saw a reduction in engagement through 2024, however our primary channel Instagram saw a 31.7% growth compared to a target of 4%.

Facebook - decrease 94.2%
Twitter - decreased 59.4%
Instagram - increased 31.7%
TikTok - decreased by 35.8%

Next year, we will focus on:

- Increasing the email mailing list by 20%, while decreasing the number of unsubscribes from 1.59% to 1.00% per month.
- Increasing our website visits by 20% year on year.
- Growing our social media followers monthly across all platforms (Instagram 0.8%, Facebook 1.4%, Twitter 0.2% & TikTok 2.6%), while increasing reach by 5% annually across Instagram, Facebook and TikTok.
- Achieving 1 influencer engagement per month
- Increasing press mentioned and views by 3% annually.
- Maintaining high email open rates above sector average of 26%, while increasing the Click Through Rates (CTR) on newsletters and other general emails to 2.7%.
- Increasing website donation pages sessions, organic traffic by 10%.
- Increasing social media engagement across all platforms (Instagram 4%, Twitter: 0% (maintain), Facebook: 3%, TikTok: 5%) and Instagram saves by 5% by 31st December 2025. For paid digital averts, achieve a base CTR of 2.1% per impression.
- Continuing to develop our digital advertising strategy and for lead generation maintain an average cost per sign up at £4.00, while increasing the ROAS from £0.24 to £0.75.
- Increasing organic social media shares annually by 2% on Facebook and 5% on TikTok.
- Increasing online cash donations by 10% (50% from first time donors), while increasing conversion rate for donation page visits by 50%.
- Raising a total of £119,050 split between one-time gifts (£91,050 supported by 60% gift aid rate) and community fundraising (£28,000) with 20 organic fundraisers and 10 challenge participants.
- Raising a further £494,062 in recurring giving recruiting a combined 488 donors across Stand With Her sister, classroom and regular giving, achieving an average retention rate of 86%. 20% of total recruitment sourced from cultivation of OT cash donors to regular.

Strategic Objective 7: Run an effective and financially sustainable organisation

Last year we said we would aim to achieve the following during 2023:

- **Running an effective, well governed and financially sustainable organisation, providing a supportive, effective, and impactful business partnering relationship to UK stakeholders** and sharing the expertise with GSC through collaboration and teamwork. Ensuring that the organisation has a robust control environment and appropriate compliance frameworks in place; adopts best practice in carrying out its operational and governance responsibilities and is well prepared to be responsive to prolonged uncertainty, risk and opportunities. Ensure that the UK Board and sub-committees of the Board meet sector best practice.
- **Align with Global PCC initiatives to ensure a good employment experience for all UK and UK hosted staff** through the delivery of our People Programme and manage risk as per Global Risk Framework promoting and monitoring compliance with internal policies and procedures and ensuring compliance with external laws and regulations.

We have provided a stable platform through effective and efficient financial, and people processes which has allowed our teams to take informed decisions and carefully considered risks to achieve more for the women we serve.

We struggled to deliver Our People Programme in 2024 (the programme that guides comprehensive staff development across various threads) due to budget constraints however, all our staff were able to attend the Uncharitable Festival produced by JMB Consulting which was hugely appreciated. All our staff attended online training on Fostering a Positive Work Culture which considered behaviours aligned with our code of conduct and discussed how to respond to ethical dilemmas.

We continued to deliver robust risk management throughout 2024, maintaining a comprehensive Risk Register and ensuring we moved forward on necessary actions identified to mitigate these risks.

We continue to work closely with our colleagues throughout the Women for Women International Movement globally to ensure that our staff can work seamlessly to deliver the responsibilities of their role and our resources are utilised efficiently and for the highest impact.

We reviewed our Board Committee structure to better align this with organisational needs, reducing our committees from four standing committees to two standing committees plus one as-needed committee (Nominations Committee focused on recruiting new trustees when necessary). We appointed a People Focal Point on the Board, removing the need for a People & Culture Committee of the Board.

Next year, we will focus on:

- **Continuing to run an effective, well governed and financially sustainable organisation, providing a supportive, effective, and impactful business partnering relationship to UK stakeholders** and sharing the expertise with GSC through collaboration and teamwork. Ensuring that the organisation has a robust control environment and appropriate compliance frameworks in place; adopts best practice in carrying out its operational and governance responsibilities and is well prepared to be responsive to prolonged uncertainty, risk and opportunities. Ensure that the UK Board and sub-committees of the Board meet sector best practice.

- **Continuing our work to align with Global PCC initiatives to ensure a good employment experience for all UK and UK hosted staff** through the delivery of our staff development plans and working through the Management Action Plan developed in response to our recent global staff survey.
- **Continuing to manage risk** as per Global Risk Framework promoting and monitoring compliance with internal policies and procedures and ensuring compliance with external laws and regulations.