



2013 Annual Report

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Introduction

Throughout 2013, Women Deliver worked globally to generate political commitment and resource investments to improve maternal health and achieve universal access to sexual and reproductive health and rights. President Jill Sheffield and key staff presented at international conferences. Women Deliver held special events during the United Nations General Assembly and the International Day of the Girl. We initiated a social enterprise contest in celebration of International Women's Day. Our corporate forum – the C-Exchange – launched a capacity-building project for young advocates in developing countries in partnership with Women Deliver's 100 Young Leaders program. We began to plan for a refresh of our web site and expanded our youth program to include e-courses and seed grants. Catapult, our new crowdfunding platform, raised \$5 million in its first year of operation and funded nearly 300 projects to benefit girls and women. We launched a campaign – It Takes Two – to generate support at the country and international levels for family planning.

But by far, the highlight of our advocacy efforts in 2013 was Women Deliver 2013, our third global conference, held in Kuala Lumpur, Malaysia, May 28-May 30.

Our Work: Women Deliver 2013

Women Deliver conferences are increasingly where the world meets to talk about the benefits of investing in girls and women and strategize for the future. The Women Deliver 2013 conference brought together more than 4,500 participants from 149 countries. An additional 50,000 individuals watched plenary sessions and press conferences online, extending the reach of the conference like never before. A survey of attendees immediately after the conference found that **92%** would take some action as a result of the conference. Population Services International (PSI) named the conference one of the top ten "global health developments" in 2013.

More than one quarter of the attendees were under the age of 30. We expanded our focus on youth by providing travel scholarships to 350 young people and holding a pre-conference for 100 Young Leaders. The one-day pre-conference sought to build capacity in areas such as using social media to advocate for maternal health and sexual and reproductive health and rights (SRHR). Youth were also featured prominently as speakers on concurrent session panels and in the plenaries.

The Lancet devoted an entire themed issue to Women Deliver. The World Bank wrote a background paper on the benefits of investing in reproductive health. The Women Deliver messages were crisp and compelling - access to health and education and equality for girls and women will lift the world.

All in all, 1,058 participants (speakers, Ministers, Parliamentarians, and scholarship winners) were sponsored to attend the conference, which featured 59 donors and sponsors and 119 exhibitors. Hundreds of partners helped with the planning and conference, including shaping the content, selecting scholarship recipients, staffing special events, and creating new events or programs to extend the reach of the conference.

More than 800 presentations were given at the six plenaries, six presidential sessions and 120 breakout sessions. The Prime Minister of Malaysia, the Crown Princess of Denmark, the former President of Finland, and Chelsea Clinton were just a few of the dozens of speakers in the plenary hall, which also featured Heads of UN agencies and greetings from the United Nations Secretary General.

The concurrent sessions covered twelve themes: youth; maternal and newborn health; technology; safe and legal abortion; family planning; women's health; investing in girls and women; sustainability; human rights; HIV/AIDS; faith; and six data-drive sessions from Countdown to 2015. The most popular theme was youth, with each session consistently attracting large audiences.

Special events during the conference included a career fair, a cinema corner, and a US Congressional Study Tour. A number of international non-governmental organizations coordinated country and state caucuses to provide a platform for civil society delegates and government representatives to address national or state advocacy priorities in a collaborative manner.

Nearly 100 partner-sponsored events before, during and after the conference added to the breadth and depth of the conference. They included focused sessions on cervical cancer, HIV/AIDS, pre-eclampsia, social and new media, and the post-2015 agenda. UNFPA, in collaboration with Women Deliver, organized a midwifery conference, with 200 midwives from around the world, and a Ministers' Forum to accelerate progress on family planning. Finance and health ministers from 15 countries issued a Call for Action immediately after the conference. The European Parliamentary Forum on Population and Development, the Inter-American Parliamentary Forum on Population and Development, and the Asian Forum of Parliamentarians on Population and Development convened 60 parliamentarians to discuss how to accelerate progress towards MDG5.

There were 443 journalists from 60 countries attending the conference. The media campaign generated more than 1,100 original news stories. All accredited print and broadcast journalists received complimentary on-site and virtual registration. Women Deliver awarded 50 media scholarships to ensure global representation. The conference also featured a 'Daily Delivery,' an electronic, daily on-site news service, and the renowned US channel PBS filmed and produced a documentary featuring Women Deliver and the conference, which aired in July 2013 to an audience of more than one million.

Women Deliver's Facebook page drew new subscribers and sparked stories from a diverse group. By the end of the conference, 11,349 individuals were Women Deliver fans. Other media included Twitter (57,400 tweets); #WDLive, crowd-sourced live coverage of key conversations and presentations (2,225 unique visitors); Daily Delivery e-mails (20,000 individuals). Women Deliver developed a mobile app for the conference, which helped nearly 3,000 individuals learn about the program, read more about speakers, and track their participation in real time.

WOMEN DELIVER 2013 CONFERENCE GENERAL OVERVIEW

ATTENDANCE

4,524



{2200 organizations represented}

GENDER

70%
FEMALE

30%
MALE



AGE

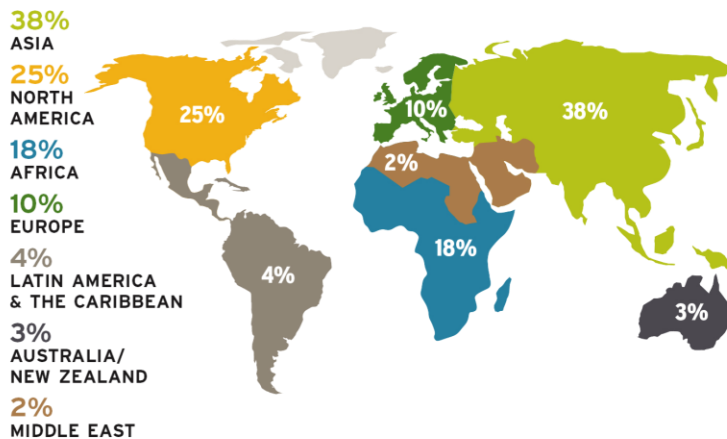
1/4

of attendees
were under
the age of 30

{ 24%
UNDER THE
AGE OF 30 }

{ 76%
OVER THE
AGE OF 30 }

ATTENDEES BY REGION



LARGER AND LARGER IMPACT

Three Women Deliver Conferences

CONFERENCE YEAR	ATTENDEES	COUNTRIES REPRESENTED	TRAVEL SUPPORTED	ORIGINAL ARTICLES	WEBCAST UNIQUE VISITORS	EXHIBITORS
2013	4,524	149	1,058	650+	50,503	119
2010	3,400	146	650	295	15,000	57
2007	1,898	117	200	126	N/A	N/A

WOMEN DELIVER

Our Work: Youth Initiatives

In 2007 Women Deliver launched a program to enlist global youth in advocating for improved maternal health and access to SRHR. From the beginning, the program has been guided by an advisory group of youth-led and youth-serving organizations.

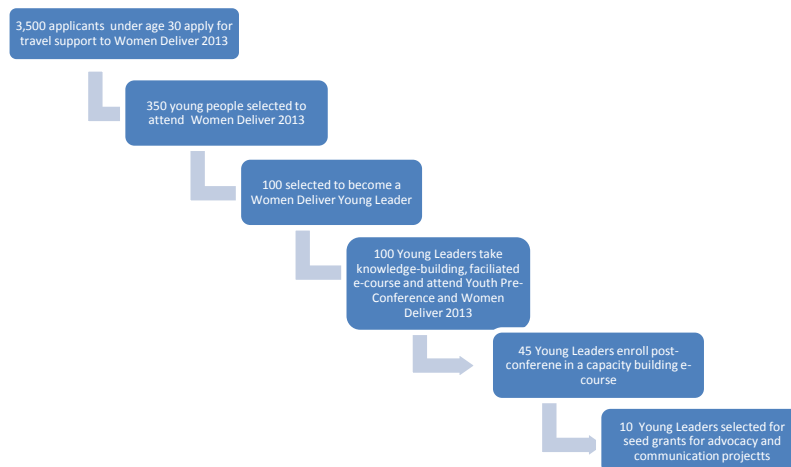
During its six years, the program has expanded, fine-tuning what works and testing new methods of engagement. It now includes a list-serve, robust social media engagement, online and in-person training at regional meetings and the global conference, seed grants, and mentoring. Hundreds of young people under the age of 30 in developing countries have participated in some aspect of the program, using it as a springboard to take action for improved policies and increased participation in decision-making.

The lynch pin for the program is the triennial Women Deliver global conference. Nearly one quarter of our 4,500 attendees at the 2013 conference were under age 30. Many young people presented in concurrent sessions and plenaries. As part of the conference materials and at the request of *The Lancet*, Women Deliver in collaboration with DSW produced a booklet on young people's hopes for the future, entitled *Dreams*.

3,500 young people competed for a scholarship to attend Women Deliver 2013. Young people, in their competitive applications, described how they would take the information learned at the conference and apply it when they returned home. The reviewers (staff from Women Deliver and other NGOs) were amazed at the caliber of young people seeking support and dismayed that they could only select one in ten applicants for funding – 350 young people.

Out of this pool, Women Deliver selected 100 young people as Young Leaders to take a pre-conference e-course on maternal health and SRHR and to attend a one-day training meeting the day before the conference. During the meeting and the conference, many young people were linked with mentors to guide their experience during and immediately following the conference.

After the conference, about half of participants from the 100 Young Leaders program enrolled in a second facilitated e-course sponsored by Women Deliver's corporate forum, the C-Exchange, and designed to build capacity in developing and implementing advocacy or communication projects. In early 2014, Women Deliver will award seed grants funded by its corporate partners and a Catapult project to 10 Young Leaders, who have completed the capacity building course.



Women Deliver remains in contact with all the young people who have applied for scholarships, inviting them to participate in its Deliver for Youth listserv and to use its tools to advocate for improved policies and programs. CSOs and corporations frequently asked Women Deliver for suggestions for young people to present at conferences and participate on task forces and commissions. Young people also advocate in their own countries with their peers and government leaders.

It is clear to us that there are thousands of talented young people, who given the opportunity, could be passionate advocates for maternal health and SRHR issues. We have a tested formula for finding, training, and supporting incredibly talented young people, who can help shape the future of their countries. We have the platform – the Women Deliver global conference– and we have developed tools that build knowledge and capacity. And finally, we have the history and the mandate in our creation to be a convener and partner.

Our Work: C-Exchange

The C-Exchange is Women Deliver’s private sector forum that aims to inform, engage and support members in their efforts to improve the health and well-being of girls and women. C-Exchange members are a select group of companies that share a proven track record of investing in programs and activities that have direct positive impacts for girls and women. Comprised of corporations that play a key role in improving the lives of women, the C-Exchange provides both a forum for exchange and a nexus for private-private sector and public-private sector collaboration.

This was a busy and productive year for the C-Exchange. Members participated in the Women Deliver 2013 conference by speaking at high-level plenary and concurrent sessions, networking with key partners, and announcing the launch of the C-Exchange Youth Initiative. The Youth Initiative is an 18-month-long project designed to improve maternal and reproductive health (MDG 5) by empowering young leaders with seed-grants to advocate with policymakers and educate their communities about selected maternal and reproductive health issues.

Our Work: Catapult

Catapult is Women Deliver’s crowdfunding platform for girls’ and women’s human rights and development around the world. Catapult seeks to significantly increase funds and public support for girls and women, and brings new solutions to the challenges of girls’ and women’s rights fundraising and engagement. As a digital platform, Catapult has the potential to scale rapidly and play a key role in reshaping the global funding landscape for girls and women.

In its first year of operation, Catapult raised \$5.5 million for partner NGOs and made grants to more than 300 projects in 81 countries. As it prepared for launch, Catapult placed a priority on selecting high-quality NGO and network partner organizations that are solution-focused and prepared to report transparently on the successes and challenges of achieving their goals. As part of current strategic planning, Catapult is aiming to significantly sharpen the theory of change around achieving maximum impact, which will guide the selection of partners and projects. With over 400 organizations currently on the waiting list, this is key strategic work.

One of Catapult’s core goals is to reach new audiences, and that includes a business audience. In 2013, Catapult helped Gucci, P&G Perfumes, Johnson & Johnson, Ubisoft’s “Just Dance” and Glamour

Magazine to achieve their Corporate Social Responsibility goals while bringing new sources of revenue to girls' and women's organizations. More major brands will be following suit in 2014.

Through an innovative partnership with Gucci's Chime for Change, Catapult powered the first benefit concert in which attendees could choose exactly where their ticket revenue went, by using gift cards to direct their donations to individual projects on Catapult.org. The concert event, which took place at London's Twickenham Stadium, was broadcast to approximately 1 billion people globally in six continents, and brought together some of the world's most talented artists and internationally renowned activists to raise awareness of the issues affecting girls and women. The Sound of Change Live provided funding for 210 projects in 81 countries, and featured performances by Beyoncé, Florence + The Machine, John Legend, Jennifer Lopez, Madonna and other artists.

Chime for Change brought musicians and celebrities to curate projects on Catapult, encouraging online donors and concert-goers to join them in crowdfunding causes about which they feel passionately. Curators include Beyoncé Knowles-Carter, Salma Hayek Pinault, Frida Giannini, Olivia Wilde, Jada Pinkett Smith, Sarah Brown, Julia Roberts and Madonna.

Catapult's innovative reporting prioritizes ongoing communication of results and impact with donors, and fosters long-term engagement with girls' and women's rights. Success stories started pouring in with the 90-day reports from funded projects last year; the first one-year reports arrived at the end of 2013 and many more are on the way in 2014.

Catapult received coverage in a wide variety of publications, including The New York Times, the Wall Street Journal, The Huffington Post, Forbes, Fast Company, Time.com, the Guardian, the Telegraph, International Business Times, the Daily Beast, Town & Country, Elle, Wired, Womens eNews, Hello Giggles and Teen Vogue. Catapult staff participated in and spoke at various events, such as Women Deliver 2013, to spread awareness of the new crowdfunding platforms, develop and strengthen partnerships, and elevate interest in girls' and women's rights.

During Catapult's first year of operation, it added new features that support and enhance its role as a digital funding platform that has utility for the whole sector. These features included Project Feeds (a way of sharing Catapult projects on other sites), Gift Cards, Matching Campaign functionality, externally accessible Donation Forms, and enhanced tracking and reporting for partners. Catapult continues to seek new ways to raise revenue, including partnerships with the private sector. Its success has led to the conclusion that Catapult should form its own organization. Separation will likely happen in 2014. Women Deliver is proud to have launched this groundbreaking project.



Our Work: IT TAKES TWO

Women Deliver and the Global Poverty Project, with the goal of promoting family planning and gender equality, created the “It Takes Two” campaign in 2013. Using an online platform (www.ittakestwo.org) and mobile application, the campaign makes advocacy both fun and relevant to young people’s social lives by tracking activities and awarding points that translate into entertainment events. It Takes Two demonstrates that the nexus of digital entertainment, grassroots organizing, and social media opens up tremendous opportunities for young people to gain vital information and participate in civil society. An advisory group of international non- governmental organizations guides the work.



Currently in its first phase of implementation, the campaign is aimed at youth living in urban centers in African countries. The website has already generated 200,000 actions from people in 27 countries. The actions range from customizing condom wrappers online to voicing support for family planning programs.

The campaign also seeks to increase corporate commitments to family planning. By the end of the year, it had commitment from four condom companies to donate a percentage of profits from products sold to further international family planning initiatives.

In preparation for launching a country-level campaign in Uganda in 2014, Women Deliver and GPP started to develop relationships with key influencers and African celebrities. It also conducted Skype interviews with Ugandan stakeholders and partners (a family planning consortium) to discuss how to supplement and complement their efforts. It also conducted a mapping of organizations and initiatives that are focused on family planning, community mobilization, and advocacy to get a sense of programs and initiatives that are ongoing and to identify gaps.

Women Deliver and GPP staff traveled to Uganda in November to meet with local partners, including mobile cellular phone companies, Parliamentarians, members of the Ministry of Health, and members of the media. Funding for Uganda is expected in early 2014 with the country-level launch in March 2014 around the International Day of Women.

Changes in Women Deliver during 2013

In late 2013, Women Deliver appointed a Chief Executive Officer, Katja Iversen, who will join Women Deliver in March 2014. Katja is a development and communication professional with more than 20 years of experience in NGOs, corporations and United Nation agencies. She was most recently the Chief of Strategic Communication and Public Advocacy with UNICEF, a position she came to after almost 6 years with UNFPA, where she headed the team responsible for communication and advocacy on reproductive health and MDG 5.

Katja, who is Danish, holds a Master's degree in Communications, Bachelor's in Public Administration and certificates in Management, Conflict Resolution and International Development. Katja has a heart that beats for sexual and reproductive health and women’s rights. She has worked in global health for a decade and has an extensive network within the UN and development communities. She was on the Advisory Board of Women Deliver from December 2006 to May 2012, and has participated in all three Women Deliver conferences.

Two new members joined the Board of Directors: Sandra Pelletier, President and Chief Executive Officer of WomanCareGlobal, and Imane Khachani, a physician and noted advocated for SRHR. Frederick Sai retired from the Board as a Director and was named as an Emeritus Director in fall 2013.

Finances

The following gave funds to Women Deliver for 2013 for the conference, programs, and Catapult:

Foundations

- Bill and Melinda Gates Foundation
- David and Lucile Packard Foundation
- Foundation for a Just Society
- New Venture Fund
- William and Flora Hewlett Foundation
- WK Kellogg Foundation
- John D. and Catherine T. MacArthur Foundation

Governments

- Australia
- Canada
- Denmark
- Finland
- The Netherlands
- Norway
- Sweden
- United States

UN Agencies

- UNAIDS
- UNFPA
- World Health Organization

Corporations

- Bayer
- Gucci
- HRA Foundation
- Johnson & Johnson
- MSD
- Pfizer
- WomanCare Global

Other

- Partnership for Maternal, Newborn, & Child Health

The following provided in-kind funds:

- European Commission

- World Bank

Board of Directors

Linda Alexander, Chair
Imane Khachani, MD
Dame Billie Miller
Saundra Pelletier
Frederick Sai, MD
Jill Sheffield, President

Staff as of 12/31/2013

Jill Sheffield, President

Program

Vanita Gowda, Senior Director, Advocacy and Communications
Janna Oberdorf, Director, Advocacy and Communications
Lindsay Menard Freeman, Manager, Advocacy and Communications
Joanna Hoffman, Manager, Special Projects
Alyssa Mahoney, Manager, Events and Projects
Sara Pellegroni, Campaign Assistant

Catapult

Maz Kessler, Founder, Creative Director
Robby Kilgore, Chief Technology Officer
Laura Larimer, Director of Development
Tyler LePard, Senior Strategist
Rati Bishnoi, Program Manager
Isabel Garcia, Program and Platform Funds Associate

Administration

Louise Dunn, Vice President, Operations and Development
Scarlet Macas, Manager, Finance and Office
Roger Pagano, Administrative/Office Assistant