



THE WHITE  
RIBBON  
ALLIANCE

# *Annual Report*

2019

HEALTHY WOMEN. HEALTHY WORLD.



# Letter from the CEO

Dear White Ribbon Alliance Supporters,

Each day, I am inspired by the commitment of the Global Alliance to make the world a better place for women, girls and newborns. We have so much to be collectively proud of in 2019, which marked 20 years since our founding.

We began the year exceeding our goal of mobilizing responses from more than one million girls and women about what they most want for their health and rights through the *What Women Want* campaign. As the year progressed, we tallied the responses to share with the world. The number one demand – respectful and dignified care – spoke clearly to the efforts of the Global Alliance over the past 20 years to support women to know and demand this basic, yet transformative, right. Alongside mobilization, we advanced the efforts of advocates, policy makers and health care providers to ensure respectful maternity care by expanding the Respectful Maternity Care Charter to include the universal rights of women *and* newborns. This powerful tool has also been used to help educate women and families so they can more effectively advocate for themselves, a central White Ribbon Alliance strategy.

2020 has brought new challenges to the world and to our work. Now, more than ever, our locally led, globally united movement can and must ensure progress for women's health and rights does not regress due to political and environmental forces. Together, I believe we can work toward a more equitable and just world for all and ensure women and girls get what they want and deserve.

In Solidarity,



**BETSY McCALLON**  
CEO | WHITE RIBBON ALLIANCE

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## *Our Vision*

All girls and women realize their right to quality health and well-being



## *Our Mission*

Activate a people-led movement for reproductive, maternal and newborn health and rights



# Global Movement



AFGHANISTAN • BANGLADESH • INDIA • INDONESIA • KENYA • MALAWI • NEPAL • NIGERIA • PAKISTAN  
TANZANIA • UGANDA • UNITED KINGDOM • UNITED STATES • YEMEN • ZIMBABWE

# How We Create Change



We actively work in partnership with women, men, their families and communities, professionals and practitioners from diverse fields and all sectors of government. We use many approaches, all of which put citizens at the center.

## OUR STRATEGIES

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**CONVENE & CATALYZE** action from governments, community organizations and individuals to drive change



**EDUCATE & EMPOWER** people about health and human rights, creating demand for services.



Directly **INFLUENCE DECISION MAKERS;** support decision makers to respond



Use **MEDIA & CHAMPIONS** to amplify voices



**FEEDBACK LOOP** Foster linkages between policy makers, organizations and people for long-term relationship building



Collect and use **EVIDENCE FOR ADVOCACY**

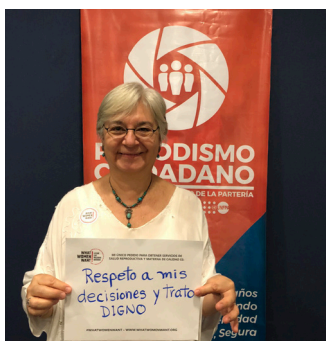
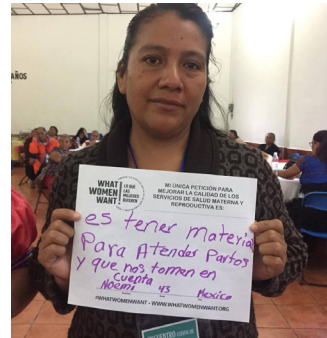
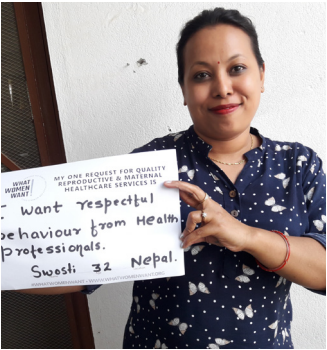
# What Women Want

Through *What Women Want: Demands for Quality Healthcare from Women and Girls*, more than 350 partners collectively asked 1.2 million women and girls across 114 countries about their top priority for quality reproductive and maternal healthcare services. The goal: to generate political commitment, investment and accountability for what women want for their health, as they define it.

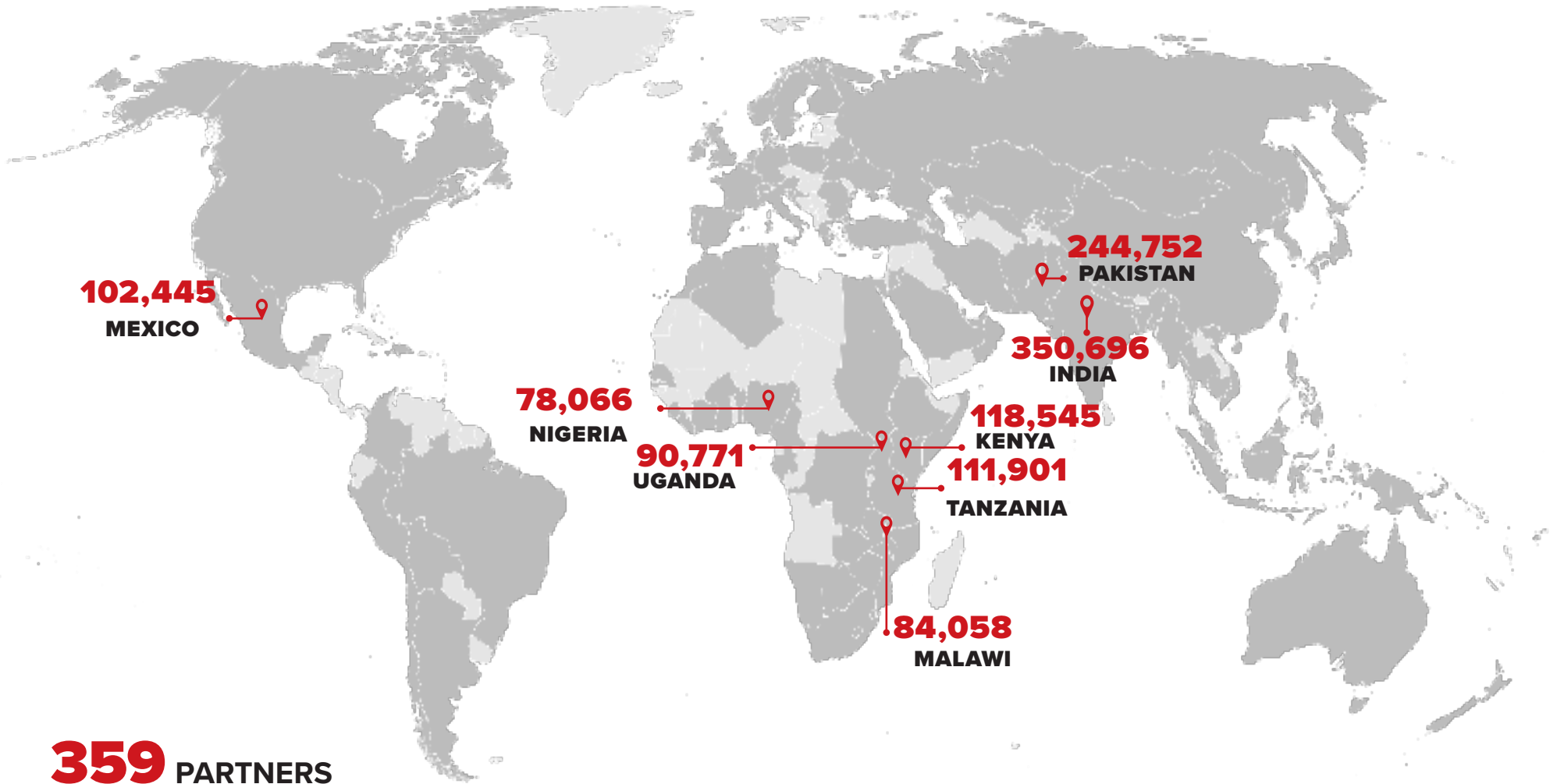
The largest ever survey into women's and girls' opinions of their health needs, *What Women Want* was an inquiry into values; into how women and girls value themselves, how they are valued, how we value the evidence supplied by their voices.

This global campaign mobilized women and girls and engaged policy makers, program implementers, officials and political representatives, so that quality, equity and dignity in healthcare is no longer a distant dream for the women of the world. At its deepest level it is a challenge to the power structures which hinder women's maternal and reproductive health, but most immediately and urgently *What Women Want* is a resounding call for better quality health services.

**Listening to women is a radical act.  
But acting on what we hear  
is revolutionary.**



# By the Numbers



**359** PARTNERS

**1,197,006** DEMANDS

**114** COUNTRIES

 **NUMBER OF DEMANDS FROM COUNTRIES WITH THE MOST RESPONSES**  
 **PARTICIPATING COUNTRIES**



# Top Requests

There is no greater evidence than women and girls speaking directly about their needs, in their own words. By listening to women and letting their self-articulated needs lead the way, we will make investments that ensure health systems are responsive now and into the future. Too often, women's and girls' needs are relegated to the bottom of the list of priorities, and their voices go unheard. **It is time to listen, and act.**

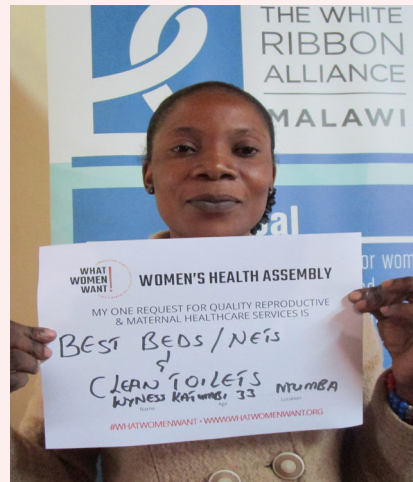
**1.** Respectful and dignified care:  
**103,584**

**2.** Water, sanitation and hygiene:  
**90,625**

**3.** Medicines and supplies:  
**82,805**

**4.** Increased, competent, and better supported midwives and nurses:  
**65,028**

**5.** Increased, fully functional and closer health facilities:  
**59,388**



Country after country, women said they want health providers to listen to them, to be kind to them, to not make them feel small or to dismiss their opinions and personal decisions.

Women are fed up with giving birth in dirty and disgusting conditions. They want working health facilities, clean toilets in maternity wards, a clean bed without having to bring or wash their own sheets.

Women want supplies—ranging from blood to gloves to unexpired drugs, and so much more—to be available when and wherever they seek care.

Supporting midwives to carry out their duties is what women want. Midwives fill a vital role in healthcare systems, particularly in underserved areas.

Women shouldn't have to walk long distances to reach health facilities. Women want closer facilities that are equipped to meet their needs.





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## CONVENE & CATALYZE

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*What Women Want* brought WRA's global convening power to new heights, bringing together more than 350 partners across 114 countries to reach an incredible 1.2 million women and girls. But it would not have been possible without the trusted leadership from **WRA India, WRA Kenya, WRA Malawi, CPMS Mexico, WRA Nigeria, WRA Pakistan, WRA Uganda and WRA Tanzania**, who galvanized their communities to collect the majority of responses.

**WRA Nigeria** citizen journalists continued their tradition of asking about and amplifying the needs of women in their communities and schools. In Mexico, students thronged university campuses with clip boards, each one gathering statements from hundreds of their peers; others visited rural villages home to indigenous communities. **WRA Kenya's** youth advocates mobilized women and girls during church meetings, self-help groups and social occasions.

**WRA Uganda's** citizen mobilizers visited antenatal clinics, health facilities and settlements of refugees and the internally displaced. In Washington, D.C., **WRA Global Secretariat** staff mobilized women and girls at the "Women's March."



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## APPROACH IN ACTION

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In Pakistan, approximately 5,000 community health volunteers led by **WRA Pakistan** and the Rural Support Programmes Network (RSPN), mobilized demands from nearly 250,000 women and girls in Pakistan. The mobilizers brought the *What Women Want* campaign into tens of thousands of homes, sitting with neighbors, sisters, cousins and friends, sharing intimate conversations about marriage, pregnancy and childbirth.

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## EDUCATE & EMPOWER

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What began as a simple question led to an empowering revelation for some women. The simple act of being asked for their views was a first for some women. The conversations that followed sparked new awareness in women and girls—that their individual experiences of healthcare are important, that they have the right to quality, safe and decent care. *What Women Want* helped women and girls to understand the power they have to advocate for themselves and demand their rights.

**WRA Uganda’s citizen mobilizers heard from women in communities to members of parliament**, visiting women in antenatal clinics, health facilities and settlements for refugees and the internally displaced.

**“I am excited about this campaign because it gives me the confidence to stand up and advocate, when I know that what I am advocating for is what women and girls need and want.”**

Hon. Jova Kamateka, Member of Parliament



### APPROACH IN ACTION

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As part of the LaQshya program in 2019, WRA India trained 230 obstetrics and gynecology staff in respectful maternity care standards. The trainings spanned across 12 facilities in Rajasthan, West Bengal, Orissa and Chhattisgarh states, ultimately impacting the quality of care for millions of women across the country.





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## MEDIA CHAMPION

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More than one million women made their voices heard in their own unique way. The collective power of their voices became powerful leverage for advocates, reaching new heights through media interviews and high-profile events. **WRA Kenya paved the way to elevating their voices to those in power through conducting more than 15 major interviews on *What Women Want*.**

Leading up to the 25th International Conference on Population and Development, **WRA Kenya launched the *What Women Want* Kenya results** at a standing-room-only event filled with media outlets and partners. The results were well received, and many in the audience felt like they validated what they had experienced and worked on across the country. After the event, **WRA Kenya's Executive Director Angela Nguku appeared on BBC World News** to discuss the results.

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## INFLUENCE DECISION MAKERS

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Many women saw the *What Women Want* campaign as an opportunity to make sure that health planners and policy makers heard their stories so they could provide the services women need near their homes.

**WRA UK held a “Parlay Parlour” panel discussion at the Glastonbury Festival** to discuss equality and politics, which featured Member of Parliament Jess Phillips, Glastonbury Festival co-organizer Emily Eavis, author and female genital mutilation activist Nimco Ali, and WRA CEO Betsy McCallon.

During a session at the 25th International Conference on Population and Development, **WRA Global Secretariat challenged development professionals to commit to acting on women's self-articulated priorities** rather than their own. In front of upwards of 300 attendees, Honorable Muhammad Pate, the Global Financing Facility (GFF) Executive Director, committed on stage to partnering with WRA to institutionalize processes to integrate *What Women Want* into the GFF investment cases.





## FEEDBACK LOOP

*What Women Want* is based on the *Hamara Swasthya Hamari Awaaz* or “Our Health, Our Voice” campaign, which grew from WRA India’s work of listening to women and making their voices heard in their homes, communities and throughout the corridors of power. To reduce needless deaths in pregnancy and childbirth, **WRA India works with communities to demand their rights to Respectful Maternity Care (RMC)** and ensure health systems are equipped to support health workers to provide RMC as standard practice.

Respectful and dignified care was the top response from women and girls, further supplying evidence for WRA India’s continued advocacy on this most basic right. **As a result of their advocacy, the Indian Ministry of Health and Family Welfare asked the Alliance to support the LaQshya Initiative, a labor room quality improvement initiative** that is transforming government guidelines into the quality services that women say they want and need.



## EVIDENCE FOR ADVOCACY

There is no greater evidence than women and girls speaking directly about their needs, in their own words. *What Women Want* supplied the evidence to hold ourselves accountable to women and girls’ self-expressed needs and to show partners what women want most.

Building on the 2017 Bedside Midwives report that identified a critical shortage of midwives in Malawi, **WRA Malawi leveraged evidence generated by *What Women Want* to advocate for more midwives.** Spurred in large part by WRA Malawi’s evidence-based advocacy, the Department of Human Resources Management and Development recruited 1,457 midwives, nearly doubling the number of practicing midwives in the country. WRA Malawi also launched What Midwives Want, a supplement to *What Women Want*, to better understand what midwives and clinicians need in order to provide quality, equitable, and dignified care to women and girls.





## OTHER HIGHLIGHTS

- **WRA Bangladesh hosted a national dialogue to advance maternal health measurement capacity** to inform global standards and encourage the adoption of those indicators through targeted engagement and support to countries.
- **As a result of PPI/WRA Indonesia's incredible ability to mobilize thousands of grassroots activists, the newly re-elected President of Indonesia, Joko Widodo, has included maternal, newborn and child health in his top five agenda.**
- In partnership with Amplify Change, **WRA Nepal/SMNF worked to ensure the rights included under the new Safe Motherhood and Reproductive Health Rights Law** are extended to disadvantaged minority groups of women at the provincial level.



# Respectful Maternity Care

**3** NEW ARTICLES

**5** LANGUAGES

ENDORSED IN **33** COUNTRIES

## LAUNCH OF UPDATED RESPECTFUL MATERNITY CARE CHARTER

The Global Respectful Maternity Care Council, convened by White Ribbon Alliance, launched the updated **Respectful Maternity Care Charter: Universal Rights of Women and Newborns** in October 2019, further advancing the number one request from the *What Women Want* campaign.

**The updated charter is grounded in human rights principles and recognizes the rights of both women and newborns while receiving maternity care within a healthcare facility.**

The charter was also expanded to include the addition of three new articles: the right for newborns to be with their parents or guardians; the right to an identity and nationality from birth; and the right to adequate nutrition and clean water. The expansion of rights makes clear that every woman and newborn deserves the human rights protections afforded by international human rights law.

**KNOW YOUR RIGHTS,  
DEMAND YOUR RIGHTS**



To reduce needless deaths in pregnancy and childbirth, **WRA India, WRA Tanzania, and WRA Zimbabwe worked with communities to demand their rights to Respectful Maternity Care** and ensuring health systems are equipped to be supportive of health workers to provide Respectful Maternity Care as standard practice.



## MIDWIFERY CURRICULUM

**WRA Zimbabwe** helped to establish a core group of trainers to integrate respectful maternity care principles and practices into the undergraduate midwifery curriculum.

80

## TANZANIA FACILITY ENDORSEMENTS

Through the efforts of **WRA Tanzania**, 80 health facilities in Tanzania adopted the government's Client-Provider Service Charter, based on the RMC Charter, for public information on their rights and responsibilities.



## PROVIDER TRAINING

**WRA India** invited to develop the National RMC Implementation Guidelines & Training Package for training of service providers of public health facilities in India, ultimately reaching millions of women.

90

## ENDORSEMENTS

Endorsed by individuals and organizations including pediatricians, midwives, doctors, midwives societies and associations, international NGOs, universities and colleges of nursing and midwifery, trusts and hospitals.

"The University of Lubumbashi plays an important role in training human resources for health. Quality of care and person-centered care are currently major areas of training and research. We endorse this charter because it embodies the values for which our university has always been committed to the training of this staff and the provision of patient care."

- **University of Lubumbashi, Democratic Republic of Congo**



MY ONE REQUEST FOR QUALITY REPRODUCTIVE & MATERNAL HEALTHCARE SERVICES IS

Respect!

Faehat Ahmed 19 ISb  
Name Age Location

#WHATWOMENWANT • WWW.WHATWOMENWANT.ORG





# Thank You to Our Donors

From governments, private foundations, corporate partners and individuals, our diverse donors and supporters – including those providing pro-bono products and services – make it possible for White Ribbon Alliance to advocate for a world where all women and girls realize their right to quality health and well-being. 2019 saw increased support for our approach of bringing citizens and their governments together for sustainable change, lasting generations. Thank you!

38%  
INCREASE

## END OF YEAR DONATIONS

WRA saw an increase of 38% more donations over 2018 during the end of year giving season.

\$290  
AVG GIFT

## AVERAGE DONATION

The average donation to White Ribbon Alliance in 2019 is \$290.

## RUNNING FOR A CAUSE

**For the third year, board member Lynn Altman led a team on a 125.6 mile relay run through the woods support of White Ribbon Alliance.**

Motivated by the top response in the *What Women Want* campaign, the team ran to raise funds and awareness for respect and dignity.

Thank you runners!



\$

## MATCHING DONATIONS

As a young midwife, White Ribbon Alliance's Founder Theresa Shaver, and other founding mothers, watched too many women die in pregnancy and childbirth from preventable causes. When the White Ribbon Alliance movement began 20 years ago, a woman died every minute of every day. Since then, we've fought to prevent these needless deaths by ensuring that every woman understands her right to quality healthcare and receives it. For two decades, White Ribbon Alliance has amplified brave voices and taken bold actions to help women be heard and assert themselves as experts in their own healthcare. **That is why she and her husband matched \$10,000 in donations during the end of year giving season.**

## 2019 FINANCIALS

YEAR ENDED DECEMBER 31, 2019 | AUDITED

### ASSETS

#### CURRENT ASSETS

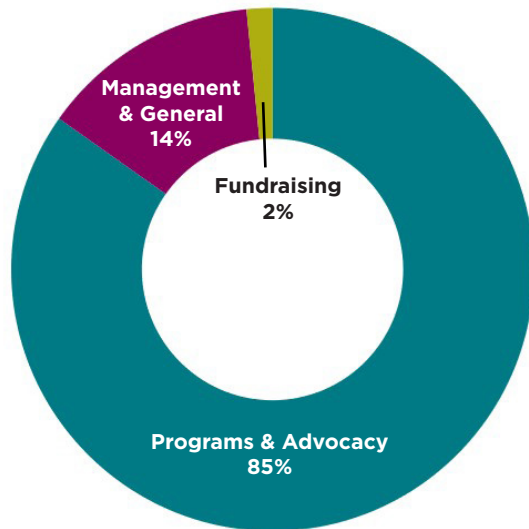
Cash and cash equivalents	\$ 2,600,538
Grants and contributions receivable	\$3,069,948
Other receivables	\$6,612
Subgrantees advances	\$103,576
Prepaid expenses	\$43,199
Security Deposit	\$14,694

**TOTAL CURRENT ASSETS** \$5,838,567

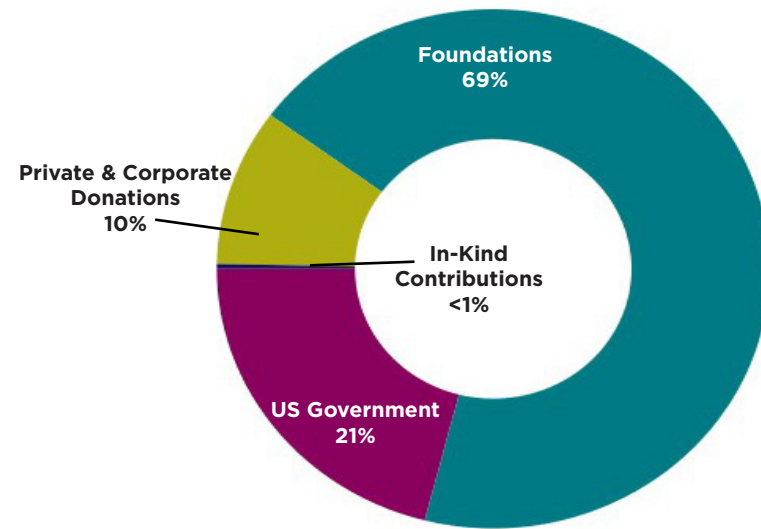
**TOTAL ASSETS** \$5,838,567



### 2019 EXPENSES BY CATEGORY



### 2019 SOURCES OF REVENUE



## GOVERNANCE

The National Alliance Council and the Global Secretariat Board of Directors govern and shape the work of White Ribbon Alliance and offer the organization guidance to achieve its mission.

### 2019 NATIONAL ALLIANCE COUNCIL

Dr. Nanna Bali Chidi, Board Chair, WRA Nigeria  
 Dr. Amanullah Khan, WRA Pakistan  
 Betsy McCallon, CEO, WRA Global Secretariat  
 Caroline Maposhere, WRA Zimbabwe  
 Dr. Jotham Musinguzi, WRA Uganda  
 Iwo Gibu Rubainto, Board Chair, WRA Indonesia  
 Aparajita Gogoi, WRA India  
 Sunil Shrestha, WRA Nepal

### 2019 GLOBAL SECRETARIAT BOARD OF DIRECTORS

Lynn Altman, President & Founder, Brand Now  
 Nora Connors, Director of Federal Affairs, Novartis  
 Steve Crom, CEO, Valeocon (Chair)  
 Ronald Geary, Vice President and CFO, Jhpiego  
 Betsy McCallon, CEO, White Ribbon Alliance  
 Tim Thomas, Global Health and Development Consultant  
 Yasmina Zaidman, Chief Partnerships Officer, Acumen



## LIABILITIES AND NET ASSETS

### CURRENT LIABILITIES

Accounts payable and accrued liabilities	\$53,467
Sub-grants payable	\$666
Accrued employee benefits	\$74,270
Deferred rent	\$20,583

**TOTAL CURRENT LIABILITIES** **\$148,986**

### NET ASSETS

Unrestricted net asset	\$5,588
Temporarily restricted	\$5,683,993

**TOTAL NET ASSETS** **\$5,689,581**

**TOTAL LIABILITIES AND NET ASSETS** **\$5,838,567**



# Looking Forward

**To realize our vision of a world where all girls and women realize their right to quality health and well-being, we must begin by listening to women and girls.**

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The need to listen to women is as great as ever, as we continue to challenge ourselves with questions like, “How can we better help women get the quality healthcare they so much want and to which they have a right? How can we make women’s demands the basis for our actions?” Women and girls have spoken. If we truly want to see progress in 2020 and beyond – we cannot ignore what they have told us.

Help us turn women’s demands into actions by donating today. Thank you for your continued support.

[whiteribbonalliance.org/donate](http://whiteribbonalliance.org/donate)





THE WHITE  
RIBBON  
ALLIANCE

*Join the movement*  
SO THAT ALL GIRLS AND WOMEN  
CAN REALIZE THEIR RIGHT TO  
QUALITY HEALTH AND WELL-BEING

FOR MORE INFORMATION EMAIL US AT [INFO@WHITERIBBONALLIANCE.ORG](mailto:INFO@WHITERIBBONALLIANCE.ORG) OR VISIT [WHITERIBBONALLIANCE.ORG](http://WHITERIBBONALLIANCE.ORG)