



THE WHITE  
RIBBON  
ALLIANCE

# *Annual Report*

2020

HEALTHY WOMEN. HEALTHY WORLD.



MY ONE REQUEST FOR QUALITY  
REPRODUCTIVE & MATERNAL  
HEALTHCARE SERVICES IS

I want respectful  
behaviour from Health  
professionals.

Swosti 32 Nepal.  
Name Age Location

#WHATWOMENWANT • WWW.WHATWOMENWANT.ORG



# Letter from the CEO

Dear White Ribbon Alliance Supporters,

The year 2020 was uniquely challenging the world over. White Ribbon Alliance planned to commemorate its twenty-years of impact with a celebration and conference with its members and partners from around the world. Instead, we all faced a relentless pandemic and long periods of lock-down. In some ways, however, the Alliance became more united than ever. We sprung to action to ensure that reproductive and maternal healthcare were deemed essential services and that the right to respectful and dignified care was upheld in spite of the dismal pandemic response in so many of the countries where we work. We doubled down on the *What Women Want* campaign and methodology, ensuring that women's voices and demands were heard and acted upon, especially in response to COVID-19. We also held up a mirror to ourselves, reviewing and examining our strategy, operating models, and our commitment to diversity, equity, and inclusion. While we aren't out of the pandemic yet, we are a stronger Alliance. I am so proud and humbled by all that we have and will accomplish as I enter my final months as CEO and offer my sincere appreciation to all who have supported us from our earliest days, and during this challenging year.

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



# What Women Want

## CELEBRATING THREE YEARS OF IMPACT

Since the launch of [What Women Want](#) three years ago, we've steadily built momentum. In 2020, we dug deeper, going "[behind the demands](#)" to launch a report exploring the top five demands and a [global advocacy agenda](#) that translated women's demands into concrete action. We achieved 10 major policy changes across six countries that advanced top *What Women Want* demands, unlocked funding for maternal and reproductive health in Malawi, Nigeria, and Pakistan, and drove improvements in the quality of services at the local level in Malawi and Nigeria.

**But we are not finished.**

**We cannot create a more equitable world for women and girls until every voice is heard, every voice is counted.**

That is why in 2021, *What Women Want* is shining a light on the intimate linkages between health and equality so that women and girls—in all their diversity—realize their rights to quality health and well-being.

# SUSTAINING THE POWER OF *WHAT WOMEN WANT*

*What Women Want* demands made it abundantly clear—**women want to have a say in the health policies and program decisions that affect them.**

They want their health priorities and experiences of care to be understood and know that their feedback will be valued and acted upon. In addition to pushing for women's and girls' specific demands, WRA successfully influenced governments in India, Malawi, Nigeria, and Pakistan to institutionalize community engagement mechanisms into their health systems.

## WOMEN'S DEMANDS DRIVING CHANGE

In India, *What Women Want* demands helped secure the inclusion of a community engagement, accountability and redressal system in a new national health scheme, Surakshit Matritva Aashwasan, known as SUMAN. This will ensure women are defining, shaping and monitoring services to meet their needs.



# RESPECTFUL AND DIGNIFIED CARE

**Nothing is more important to women than being treated with respect and dignity**—even in times of crisis. Amid widespread reports of human rights abuses, ranging from denied access to critical services to forceful separation of new mothers and their newborns, the need to listen to women has never been greater.

Using key approaches such as WRA Pakistan’s “[Listening Sessions](#)” that connected women directly with decision-makers, White Ribbon Alliance amplified women’s voices, influencing governments in India, Kenya, Malawi, Mexico, Nepal, and Pakistan to adopt the [Respectful Maternity Care Charter: Universal Rights of Women and Newborns](#), protecting women’s right to respectful and dignified care in COVID-19 and beyond.



## BRAVE VOICES, BOLD ACTIONS PODCAST

We launched the [Brave Voices, Bold Actions Podcast](#) to bring awareness to women’s and newborns’ rights in childbirth, exploring what respectful and dignified care looks like in practice. During COVID-19, the podcast played an essential role in combatting widespread misinformation, while also equipping listeners with tools and strategies to successfully advocate for their own and others’ rights.



# WATER, SANITATION AND HYGIENE

**It is not possible to provide quality reproductive or maternal healthcare which respects women and their dignity without clean health facilities, safe water, decent toilets, and sanitation.** Yet the issue of cleanliness—which deeply matters to women—is being widely ignored.

Thanks to advocacy by WRA Nigeria including elevating women’s overwhelming demands for clean toilets, primary healthcare centers in Niger State will install additional toilets in every facility, in direct response to *What Women Want* demands.



*Every voice counted, every voice heard*

**At the heart of women’s demands is a core desire to be heard, to have what they say be valued and responded to practically, meaningfully, and urgently.**

In Niger State, the local government provided water and electricity in some communities in response to women’s demands. When Maymona\*, whose request was for water, saw her demand realized she said, *“You told me that my voice would count. This is incredible because my voice really did count.”*

\*name changed to protect privacy





# MEDICINES & SUPPLIES

**Even before the COVID-19 pandemic, women were sounding the alarm on critical supply shortages, demanding basic supplies like blood, gloves, and cotton.**

One key request was for access to contraceptives. This need was particularly acute during the COVID-19 pandemic which caused service and supply chain disruptions of family planning services for millions of women around the world. WRA Pakistan harnessed the power of women's demands to secure a 5% budget increase for family planning in Sindh province to support women choosing if, when, and how many children they have.

## MAMA KITS FOR MOTHERS

In many public health facilities in Uganda, women must bring or purchase their own medical birthing supplies to deliver, or risk being turned away. Mama Kits, all-in-one supply packs with everything needed for a clean and safe birth, were not included in COVID-19 response funding. Thanks to successful advocacy from WRA Uganda, these essential kits were supplied to health facilities in Yumbe and Adjumani Districts.



## NURSES & MIDWIVES

**The availability of nurses and midwives—alongside other healthcare workers—often means the difference between giving birth scared and alone or while safe and secure, between quality care or a poor outcome, between life or death.**

Leveraging *What Women Want* demands, WRA Malawi secured the recruitment approximately 1,550 nurses and midwives in Malawi in 2020. More midwives and nurses mean meeting more women's and newborns' needs and more lives saved.



*Defenders of respectful care*

**Midwives stand with women at every stage of life to ensure their needs are met.**

When Malawian midwife Luseshelo Simwinga heard women had asked for increased privacy—a key demand under respectful and dignified care—she successfully advocated to install curtains in Queen Elizabeth Central Hospital, where more than 4,000 women give birth each year. With more midwives like Luseshelo in leadership positions, we can accelerate the priorities and concerns of women everywhere.





**WHAT WOMEN WANT!**

**WOMEN'S HEALTH ASSEMBLY**

MY ONE REQUEST FOR QUALITY REPRODUCTIVE & MATERNAL HEALTHCARE SERVICES IS

*Referral hospitals should have all supplies to manage complications.*

*Aseru Betty*

*Uganda*

[WWW.WHATWOMENWANT.ORG](https://www.whatwomenwant.org)



# Strengthening Our Movement

For more than 20 years, the White Ribbon Alliance movement has been fueled by the power of citizens' voices. We embrace accountability and continually evolve our practices to drive inclusive, sustainable change within our movement, our sector and the world. This past year was no exception, as we strengthened our efforts to address gender inequality and actively transform White Ribbon Alliance into an anti-racist organization.

## **We believe change begins within.**

That's why we've undergone strategic transformations to how we operate to ensure our practices align with our advocacy. In 2020, we reformed our internal structures to support our belief in shared power and decentralized leadership across the movement. Through an alliance-wide consultative process, we developed a diversity, equity, and inclusion action plan. This involved establishing a new Global Alliance Strategy Group, creating one global governance structure, and adopting new affiliation models. The new models will allow us to welcome more and diverse groups into the movement, especially those that are tackling inequalities, in all geographies, to further advance our mission for all women's health and rights.

In line with this vision, WRA Global is transforming its role and composition. As part of these efforts, we look forward to establishing a new WRA Global hub in Kenya in 2021 and welcoming new leadership as Chief Executive Officer Betsy McCallon steps down to enable WRA to progress and grow with new voices and talent across the globe.

**By evolving, WRA will become a more equitable and inclusive organization that is better able to deliver on our mission into the future.**



# Governance

## GLOBAL BOARD OF DIRECTORS

Amanullah Khan  
Aparajita Gogoi  
Betsy McCallon  
Caroline Maposhere  
Jane Griffiths  
Jotham Musinguzi  
Lynn Altman  
Mariam Claeson  
Nora Connors  
Ronald Geary  
Steve Crom  
Sunil Shrestha  
Timothy Thomas  
Yasmina Zaidman





# *Our Community of Supporters*

**ACCESS TO QUALITY, RESPECTFUL REPRODUCTIVE  
AND MATERNAL HEALTHCARE STARTS WITH  
SUPPORTERS LIKE YOU.**

# Protecting the Progress

In the face of a global pandemic threatening hard won gains in reproductive, maternal and newborn health and steady progress toward gender equality, our community remained resolute, uniting behind the power of women's voices. Around the world, women's voices resonated in halls of power and led COVID-19 response efforts, protecting women and girls for generations to come.

**And here's the good news: you can help protect the progress made by donating today.**

**[For as little as \\$5, you can help White Ribbon Alliance harness the power of many voices pushing for better health around the world for years to come.](#)**





# 2020 Financials

## ASSETS

Cash and cash equivalents	\$4,228,953
Contributions and grants receivable	\$253,010
Sub-recipient advances	\$233,355
Prepaid expenses	\$78,688
Other receivables	\$14,807
Noncurrent Assets	\$76,158
<b>TOTAL ASSETS</b>	<b>\$4,884,971</b>

## LIABILITIES

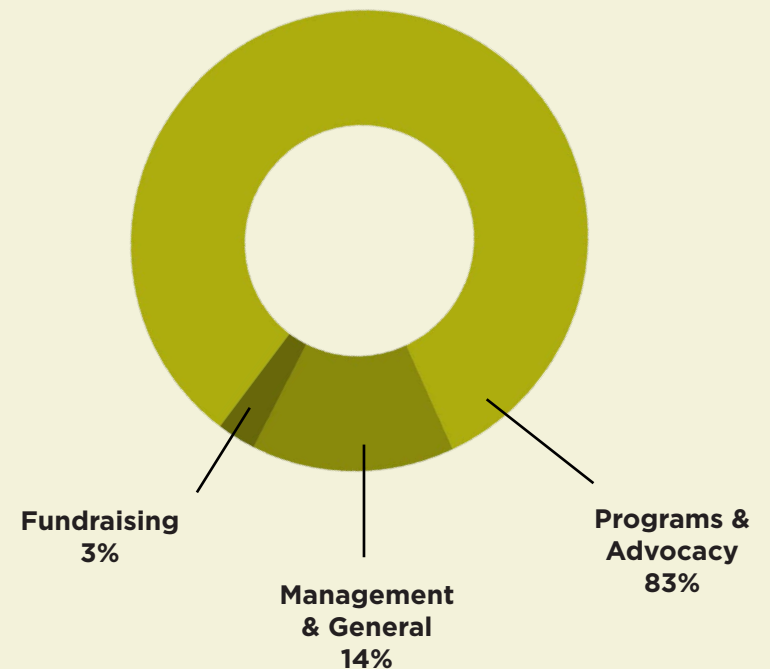
Accounts payable and accrued liabilities	\$48,778
Accrued employee benefits	\$46,455
Noncurrent Liabilities	\$114,095
	<b>\$209,328</b>

## NET ASSETS

Net assets without donor restrictions	\$117,239
Net assets with donor restrictions	\$4,558,404
	<b>\$4,675,643</b>

**TOTAL LIABILITIES AND NET ASSETS** **\$4,884,971**

## 2020 EXPENSES BY CATEGORY



# Looking Forward

## **THE YEAR 2020 WAS A BIG ONE FOR US, BUT WE BELIEVE THE BEST IS YET TO COME.**

Since 1999, White Ribbon Alliance has amplified the voices of millions of women and girls demanding their human right to healthcare. Our work has increased resources, improved policies, and provided greater accountability for communities around the world. And it is only the beginning of what we believe we can accomplish together.

We are determined to see the day when all women and girls have access to the quality care they deserve—when women everywhere finally realize their right to health and well-being.

**We can't wait to celebrate that day with you.**





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

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