



THE MATCH
INTERNATIONAL
WOMEN'S
FUND

STRENGTH IN NUMBERS

ANNUAL
REPORT
2016-2017

On January 21, 2017, 4.5 million women in nearly 1,000 cities around the globe took to the streets for women's equality. It was a unique moment, not just as a women's movement but at the intersections of multiple movements: environmental rights, LGBT rights, Indigenous rights, and many others. After a U.S. election that left many women feeling powerless, talk about strength in numbers.

We cannot think of a more fitting theme for our Annual Report. When 70 LGBT folks in Uganda protect each other from violence, that's strength in numbers. When hundreds of women in India march to protest rape, that's strength in numbers. And when thousands of Canadians donate their hard-earned dollars to support women-led innovations at the grassroots, that's strength in numbers, too.

As you will see in this report, numbers are powerful. We are proud to share the results of The Fund's first three-year grant cycle:

30 GRASSROOTS PARTNERS AND \$1,000,000 OF SUPPORT.

But the numbers are only as strong as the women behind them (i.e. pretty darn strong.) Consider the two Canadian women who founded The MATCH Fund, the four chiefs who rejected female genital mutilation, and the six hundred girls who were trained in self-defense this year.

It is powerful when women and girls come together to make change. It's why, in 2017, The MATCH Fund moved to a new space in Ottawa—a place where innovators, Indigenous groups, and philanthropic organizations can connect and learn from one another. It's also why we've advocated for an even greater Canadian commitment to women and girls in the years to come.

The MATCH Fund is stronger every year thanks to our donors, our partners, and the millions of women around the world who make transformative progress despite incredible odds. We are just getting started. In fact, we have some very exciting things in the works that we can't wait to share with you. Thanks for getting us this far, and you won't believe what's in store!

We are Canada's one and only global fund for women, girls, and trans* folks driving change at the grassroots.

How many Canadians does it take to change the world for women and girls? In short, *all* of us. But in *one* specific way. The MATCH Fund believes the greatest role we can play as Canadians is to put money directly into the hands of the innovators and change-makers at the grassroots. As a women's fund working at the intersection of women's rights and innovation, we find the edgiest women doing the most critical work. Then we channel Canadian dollars right to them so they can put their ideas into action.



Jess Tomlin
President/CEO



Joanna Kerr
Board Chair



IT ALL ADDS UP

When we officially launched The Fund in 2013, we took a risk: could Canada support a global fund for women and girls? The numbers speak for themselves. Since that time, we have awarded **60 grants to 30 partners** totaling **\$1 million**. In short, we feel like a million bucks. (And we aim to feel like **3.5 million** by the end of 2019.) [SEE PAGE 7 TO READ ABOUT OUR 2016–2019 STRATEGIC PLAN.](#)

Thanks to work supported by The MATCH Fund this year:

- Women and girls had **increased access** to vital services
✦ **200** *Colombian women affected by sexual violence, displacement, and forced disappearance were able to access services and support.*
- Girls demonstrated **increased confidence and curiosity**
✦ **20** *girls in India participated in an innovation lab: attending hacking camp, touring makers' spaces, and being inspired to make ice-cream out of nitrogen gas.*
- Boys reported **more respect for girls**
✦ **Over 5,000** *Nepali girls attended workshops this year to learn about their bodies and to reject child marriage. As the girls learned, so did the boys. In the words of one boy, "now I respect girls more than before."*
- Women **changed laws** that held them back
✦ *A law in the DRC required a husband's permission for a woman to launch a business. But, thanks to our pan-African partner, this law was abolished in July 2016.*

Building Knowledge and Capacity

Since its launch in 2013, The MATCH Fund has provided **14** additional grants to strengthen the capacity of people, organizations, and movements. This is but one example:

- **Just before 9 AM**, our Colombian partner received an anonymous phone call: "Stop agitating about the conflict victims, or there will be trouble." This organization receives many such threats, most of which are not taken seriously by the police. **This year, The MATCH Fund supported this partner to establish security protocols and procedures.**



The Nidhi Initiative: Point of View (India)

Nidhi Goyal is the funniest stand up comedian in Mumbai. And not only is she funny, she's funny for good. A visually impaired women's rights activist, Nidhi uses comedy to change hearts and minds. (And policies and practices.) This year, The MATCH Fund supported Nidhi to build a mobile "matchmaking" app that connects women with disabilities to volunteer caregivers. There's stand up. And then there's *standing up* for women in need. Nidhi does both.

NEW INNOVATIONS IN 2016–2017



Mama Radio (Democratic Republic of Congo)

When women take control of the microphone at this South Kivu radio station, their 15 regularly-scheduled programs bring much-needed attention to the issues women face. But it's not just about who's speaking. It's also about the thousands of people who are listening. As one fan says, "Domestic violence was part of my day-to-day. But since Mama Radio's show about violence against women, things have changed. Just like me, my husband is always listening in." Mic drop.



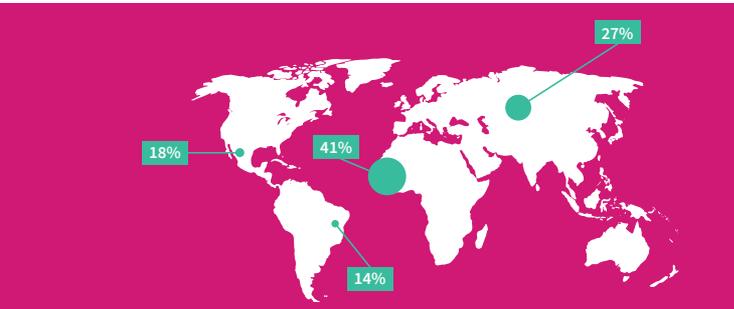
OUR 2016–2017 PARTNERS

Strength at the Grassroots

Donations to The MATCH Fund directly support women, girls, and trans* folks leading change in their communities. That means:

- **Flexible Funding:** Our partners tell us what they need, and we listen (not the other way around.) In 2016–2017, The MATCH Fund's donors supported everything from computers *for* girls to computers *made by* girls.
- **Visibility, Growth, and Protection:** We amplify our partners' voices by plugging into international networks; sharing stories across Canada; and connecting partners to learning opportunities, strategic spaces, and real-time support.

Turn the page to see what happens when The MATCH Fund increases funding and visibility to grassroots partners.



FFC trained **35** women election observers to use and build their social media networks to quickly spread concerns of election fraud and/or human rights violations.

Peer educators in two new schools inspired **130** boys to end rape culture. The program is so successful that RCCTT is partnering with the Western Cape Education Department to replicate the model region-wide.

LGBT filmmakers hosted **10** film screenings this year about women's sexual and reproductive rights. **100%** of the participants, some of whom were men, indicated a desire to continue talking about the issues afterward.

- Akina Mama wa Afrika (Uganda)
- Asociación de Mujeres Migrantes y Refugiadas de Argentina (Argentina)
- Asociación de Víctimas por la Paz y el Desarrollo (Colombia)
- Association Biowa (Benin)
- Boxgirls Kenya (Kenya)
- Corporación Vamos Mujer (Colombia)
- Equifonía (Mexico)
- Fem Alliance (Uganda)
- Feminist Approach to Technology (India)
- Fonds pour les Femmes Congolaises (Democratic Republic of Congo)
- Her Turn (Nepal)
- Asociación de Mujeres Las Golondrinas (Nicaragua)
- Law and Advocacy for Women Uganda (Uganda)
- Mama Radio—Association des Femmes des Medias (Democratic Republic of Congo)
- Nidhi Initiative—Point of View (India)
- Oxlajuj B'atz'—Thirteen Threads (Guatemala)
- Rape Crisis Cape Town Trust (South Africa)
- Resolve Trash 2 Cash (India)
- Studio-Mobile Accent on Action (Georgia)
- Tshwaranang Legal Advocacy Centre (South Africa)
- Women's Advocacy Centre Nepal (Nepal)
- WMW Jamaica (Jamaica)

THE MULTIPLIER EFFECT

In economics, the Multiplier Effect is when an increase in one economic activity causes an increase in another. We say it this way: **investing in women, girls, and trans* people at the grassroots is the best and fastest way to see change.**

Take the examples of Boxgirls (Kenya,) Resolve Trash to Cash (India,) and Las Golondrinas (Nicaragua.) Along with a small group of other funders, The MATCH Fund was one of their first investors. See how our seed investment over three years helped these organizations scale up and out.



Multiplying with Money:

Getting money directly into the hands of innovative women's organizations.



The MATCH Fund's Investment Year 1
women and girls reached in 2014–2015

The MATCH Fund's Investment Year 3
women and girls reached in 2016–2017

% increase



Multiplying with Visibility:

Getting the word out by nominating partners for awards, providing access to new spaces, or sharing their work with other funders.

BOXGIRLS KENYA

- With and For Girls Award, Girl Power in Play Conference, Media training, International Olympic Committee's Sport and Active Society Grant

RESOLVE T2C

- Momentum for Change Award, Scaling Up Award, Gender for Future Detoxification Award, COP21 in Paris

LAS GOLONDRINAS

- 2017 AWID conference

CELEBRATING 40 YEARS

It's been four decades since two Canadian women attended the First UN World Conference on Women in Mexico City. That was the spark of what is, today, The MATCH International Women's Fund. By the numbers, that's: **40** years. Nearly **100** countries. **680** women's organizations. **1,000s** of Canadian supporters. And **1,000s** of locally-led solutions around the world.

✪ *What does it take to turn 40? We polled current staff. Here's what they said: Persistence, Creativity, Passion, Experience, Success, A few good mistakes, Wisdom, Guts, Boldness, Growth, Commitment, Magic, Support, Learning, Every single one of us.*

Remembering our Co-Founder, Suzanne Johnson-Harvor

In June 2016, Suzanne Johnson-Harvor passed away. We remember her as a woman who protested alongside Coretta Scott-King, who built movements around her kitchen table, and who saw a need...then filled it. Suzanne, may your vision last lifetimes.



Mali, 1995

THEN AND NOW

Demanding Justice and Services for Sexual Violence Survivors

THEN: Senegal, 1998—The MATCH Fund's former partner assembled 10,000 women to lobby for the conviction of a public servant who had admitted to raping a 9-year-old girl. Though it seemed he would go free, he was sentenced to 10 years in prison due to the group's efforts.

NOW: Mexico, 2017—Though abortion is legal in Mexico in cases of rape, there's little information and care for women needing support. Advocating for a young woman who was raped, The MATCH Fund's partner played a key role securing the first legal interruption of pregnancy on record for a victim of sexual violence in Veracruz.

Supporting Sex Workers

THEN: Peru, 1983—A hidden industry, sex work was unregulated, which left sex workers without protection. The MATCH Fund's former partner met one-on-one with 40 sex workers in Lima to connect them to healthcare, legal aid, and childcare, also focusing on legislative change to defend the rights of sex workers across the country.

NOW: Benin, 2017—Fearing discrimination, sex workers often avoid going to the doctor. That's why The MATCH Fund's partner brings the doctor to them, providing 140 women with HIV/AIDS screenings this year.

Ending Female Genital Mutilation (FGM)

THEN: Mali, 1995—15,000 people in Mali's eight major regions mobilized against FGM, led by The MATCH Fund's former partner. This group facilitated a ceremony in which women laid down the knife, committing to end FGM.

NOW: Uganda, 2017—The Fund's partner championed a bill—passed in January 2017—to establish a common definition of FGM, to set a minimum penalty for those who practice it, and to treat FGM as a cross-border crime.

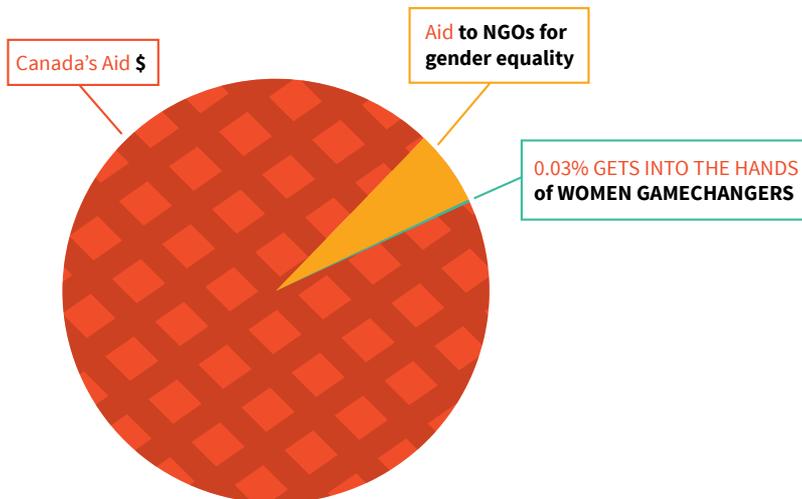
✪ *Now, this partner is focused on ending FGM for refugees. More than half a million refugees came to Uganda this year. Research supported by The Fund shows that 70% of refugee women have undergone FGM.*

STRENGTH IN STRATEGY

Increasing International Assistance to Women's Rights Organizations

Did you think that Pi was infinite? Sadly, not this pi(e). Recently released OECD data indicates that, when it comes to Canadian international aid, women's organizations get only crumbs.

Partnering with the Nobel Women's Initiative this year, The MATCH Fund met with relevant units at Global Affairs Canada, Nobel Peace Laureates, MPs, experts in the women's funding movement and sister civil society organizations to grow the pie for women's organizations around the world. It's time for the Canadian government to walk the feminist talk and put more money into the hands of women and girls outside of our borders.



2016–2019 Strategic Plan

In June 2016, The MATCH Fund launched an ambitious plan to give 10x the grants to women, girls, and trans* folks by the end of 2019. **Why 10x?**

HERE ARE 10 ANSWERS:

- 1 ANTI-VIOLENCE FAIRIES
- 2 TRAVELLING HUMAN RIGHTS TENTS
- 3 SECRET INNOVATION LABS
- 4 LGBT FILMMAKERS
- 5 "NO (CHILD) MARRIAGE ALLOWED" CLUBS
- 6 WOMEN-OWNED RADIO STATIONS
- 7 GIRLS' BOXING PROGRAMS
- 8 FEMINIST CAR WASHES
- 9 APPS THAT MAP STREET HARASSMENT
- 10 HUBS FOR WOMEN ENTREPRENEURS

Who doesn't want 10x more of that?

✦ *The plan also contains a road map to grow The MATCH Fund's fundraising and internal capacity. The full plan is available on our website and upon request.*

A+ in Excellence

In 2016–2017, The MATCH Fund received Imagine Canada accreditation for excellence and compliance across 73 standards within: Board governance, Financial accountability & transparency, Fundraising, Staff management, and Volunteer involvement.

The MATCH Fund is one of only 211 Canadian charities to receive this distinction, making The Fund an excellent choice for Canadians looking to support women around the world.



TEST OF STRENGTH

The MATCH Fund's corporate partners—Cairns O'Neil Strategic Media, Citizen Relations, The Colony Project, and Fish Out of Water Design—won't rest until women's rights are human rights. Test your knowledge of this work below.

How many digital quizzes has The MATCH Fund launched since 2013?

- a. One
- b. Two
- c. **Three** ⇒ *The Women's Rights Quiz (2015), the Lottery of Life (2016), and the Why are We Still Protesting this Sh*!?! Quiz (2017). If you haven't taken them, you can find them at matchinternational.org.*

How many people took the quizzes?

- a. 5,500
- b. 55,000
- c. **550,000** ⇒ *And counting!*

How many awards have these campaigns won?

- a. 0
- b. 1
- c. **2** ⇒ *Not only are individual Canadians paying attention, but these disruptive campaigns have also caught the eye of the International Association of Business Communicators and the Canadian Council on International Co-Operation, winning an award for Communications Management (2017) and Innovation (2015).*

How many media and social media impressions have these campaigns received (so far)?

- a. 1 million
- b. 25 million
- c. **50 million** ⇒ *This is strength in numbers. One becomes we. A couple becomes a crowd. The masses become a movement. If you wondered what the resistance looks like, this is it.*

FINANCIAL HIGHLIGHTS

The financial highlights below are provided for information.

Readers are encouraged to obtain the official audited financial statements, which are available on our website or upon request.

Year ended March 31, 2017, with comparative information for 2016

Statement of Financial Position		
	2017	2016
Assets		
Current Assets		
Cash	\$ 383,726	\$530,621
Accounts receivable	22,214	13,559
Prepaid expenses	4,618	4,589
	410,558	548,769
Capital Assets		
	6,610	—
	\$ 417,168	\$548,769
Liabilities and Net Assets		
Current Liabilities		
Accounts payable and accrued liabilities	\$ 99,944	\$ 87,420
Deferred revenue	29,389	25,177
	129,333	112,597
Unrestricted Net Assets		
	287,835	436,172
	\$ 417,168	\$548,769

Statement of Operations		
	2017	2016
Revenue		
Donations	\$ 476,274	\$ 886,481
Grants	433,940	175,907
Project management fees	60,535	—
Events	35,661	15,960
Interest income	659	735
Bequests	—	99,066
	\$ 1,007,069	\$1,178,149
Expenses		
Program expenses	\$ 653,815	\$ 698,287
Fundraising	233,914	155,226
Administration	115,788	108,179
Management fee	135,000	147,131
Governance	5,283	4,644
Publications	11,606	14,534
	1,155,406	1,128,001
Excess (deficiency) of revenue over expenses	\$ (148,337)	\$ 50,148

Statement of Changes in Net Assets		
	2017	2016
Net assets, beginning of year	\$ 436,172	\$386,024
Excess (deficiency) of revenue over expenses	(148,337)	50,148
Net assets, end of year	\$ 287,835	\$436,172

OUR DONORS KEEP US STRONG.

Special Thanks:

World University Services of Canada

Foundations

Canadian Federation of University Women
Elementary Teachers' Federation of Ontario
Foundation for a Just Society
Institute for International Women's Rights—Manitoba
LesLois Shaw Foundation
McLean Smits Foundation
Sisters of St. Joseph of the Diocese of London Foundation
Terrace Women and Development Collective
The Red Butterfly Foundation
The Cloverleaf Foundation
University of Winnipeg Foundation
Wellspring Advisors
Women's Executive Network Foundation

Corporations

Cairns Oneil Strategic Media Inc.
Citizen Relations

The Colony Project
Eastern Ontario Women in Finance
Fish Out of Water Design, Inc.
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Shirley Greenberg

Change Maker

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Catalyst

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Roslyn Bern, The Leacross Foundation
Ruth Mandel—WHO GIVES Fund
Margaret Newall
Marissa Wesely

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Robin Howlings
Debbie McCue
Linda Plumpton & Krista Hill
Diana Rivington

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Joan Gillespie
Isabel Gordon
Nancy Gordon
Jennifer Guerard
Sarah Hendriks
Maxine Ifill
Kye Marshall
Carol McArton
Caroline McAskie & Sylvia Spring
Hunter McGill
Barbara McInnes
Marge Pratt
Carol-Ann & Peter Siemens
Christine Skene
Susan Stout
Janice Sutton
Elizabeth Taylor



**The MATCH
International
Women's Fund was
made possible by the
incredible generosity
of these Founding
Members:**

Gail Asper OC, OM, LLD, Marjorie Blankstein, Marcia Cardamore, Shirley Greenberg, Ruth Mandel, Kye Marshall, Margaret Newall, Diana Rivington, and Janice Sutton.

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Bel Angeles—Eric Pires—Erin Edwards—Fatou Jammeh—Julie Ma—Kathryn Babcock
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