When the status quo does not serve women, it’s time for a new map.

Women at the grassroots have long been the cartographers of change. Throughout history, their marches have turned footpaths into freeways. Their protests have scaled mountains. Their labour has been the compass of a movement.

For over forty years, The MATCH Fund has been one of the few funders bold enough to chart a less-travelled, but much more direct route. **By putting resources directly into the hands of women on the frontlines at the local level, we’ve put women — their ideas, their activism, and their courage — on the map.**

Guided by our core values and by the many brave women who came before us, this feminist map is not the path of least resistance. It is the hard work of recharting harmful norms and beliefs. Navigating rising global tides of fundamentalism and populism. Extending to the farthest reaches of our capacity and imagination to stay the course of equality.

This year, The MATCH Fund unearthed more resources, scouted more partners, and built more partnerships than ever before. We introduced our most expansive and diverse partner cohort ever; united with Nobel Women’s Initiative to advocate for more direct funding to women’s rights organizations and movements; and partnered with Astraea Lesbian Foundation for Justice to further feminist movements in the Caribbean as part of Canada’s Women’s Voice and Leadership program.

**Building to the Equality Fund,** we have done more than create a new map. We’ve unleashed an atlas of possibilities for women and girls.

To all that lies ahead,
This year, The MATCH Fund launched key campaigns to raise awareness and channel more resources to women’s organizations and movements driving change around the world:

Transforming the lives of women and girls requires long-term, flexible solutions — not temporary band-aid fixes. That was the message of our No Quick Fix campaign that debuted during Canada’s first ever Gender Equality Week.

The launch took place at our “Gender Equality in a Millennial World” event, which brought together over 150 feminists to hear a keynote from Hon. Maryam Monsef and a dynamic panel discussion.

Following the sale of a child bride in South Sudan via Facebook, we drew attention to child marriage and the dark side of social media — using it to right its own wrongs.

Our “Until The Cows Come Home” campaign’s message was simple, but powerful: Girls shouldn’t be treated as livestock. They shouldn’t be traded for it either. Campaign highlights included a Facebook Fundraiser that helped us surpass our fundraising goal, a cow-culator quiz, over 14 million impressions, and an op-ed in the Toronto Star.
The saying goes, “If you want to go fast, go alone. If you want to go far, go together.” In our third year of policy work with Nobel Women’s Initiative, we turned commitments to feminist approaches into concrete resources. We pushed for more and better funding for women’s organizations with politicians, government officials and Canadian development organizations. And we’ve covered a lot of ground:

→ We co-organized the W7, a feminist gathering that urged the 2018 G7 leaders’ meeting to put women’s rights front-and-centre.
→ We engaged with members of the House of Commons Subcommittee on Human Rights to do a study on Women Human Rights Defenders – and they did!
→ We met with Members of Parliament, highlighting the importance of direct funding to women’s organizations as part of Canada’s international assistance funding.
→ We testified at the Finance Committee as part of the 2019 pre-budget consultations.
→ We brought the voices of our partners and allies to gatherings of government officials and Canadian development organizations.

Women in Winnipeg have been part of The MATCH Fund’s story since the beginning: championing women’s issues, raising funds for grassroots projects, and supporting us from the start. With renewed energy and the volunteer leadership of Kristie Pearson, The MATCH Fund in Winnipeg expanded its reach:

→ We welcomed our partner, Dr. Leyla Ferman of Women for Justice, to speak about her work collecting testimonies from Yazidi women who have suffered unspeakable violence at the hands of ISIS.
→ Several women hosted home salons to introduce our work to new friends and supporters, including Lila Goodspeed Everett, and Arlene Draffin Jones & Barbara Bilodeau-Shumeley.
→ We hosted an International Women’s Day fundraising event that raised thousands of dollars for women and girls. Special thanks to our Organizing Committee: Michelle Brownell, Kristie Pearson, Sheila Sachvie, Christine Soubry, and Denise Zaporzan!

This year, we acknowledge two amazing women for being longtime champions of The MATCH Fund and the mothers of a movement in Winnipeg: Helen Whetter, Former Chair of MATCH Manitoba and Jo Wright, Former Board Member of The MATCH Fund.
MEET THE EQUALITY FUND

No sector alone can achieve gender equality. Knowing this, The MATCH Fund worked tirelessly this past year to build the Equality Fund — a game-changing collaboration between philanthropists, investors, and government to get unprecedented amounts of money into the hands of women and girls at the grassroots. We are leading a groundswell of new partners, new networks, and new resources for the leaders of women’s movements and organizations globally. Built by feminists for feminists, the Equality Fund is a scalable and sustainable model with a three-part strategy to completely reshape the charity landscape:

→ **A bold philanthropic strategy** that invites government, individuals, families, foundations, and private sector partners in Canada and beyond to build and sustain the Equality Fund.

→ **Strategic grants and support** to feminist organizations, networks and movements.

→ **An innovative gender-lens investment strategy** that will generate social impact and financial returns to both investors and the Equality Fund.

Now is the time for Canada to demonstrate leadership to the world that is feminist, brave, collaborative, and sustainable. The MATCH Fund is proud to have charted the course for this historic moment.

**LATE BREAKING ANNOUNCEMENT**

Our dreams just came true for women and girls. We are proud to announce a partnership with Global Affairs Canada which will result in an unprecedented $300 million investment in the Equality Fund — the single largest government contribution made to women’s rights in history — in support of gender equality both in Canada and around the world. Stay tuned for exciting things in the year ahead!

“The Equality Fund is a creative partnership between Canadian feminists...and a rare example of aid that doesn’t make women in other countries dependent, but helps them become independent. Thank you from this side of the border for leading us all.”

— Gloria Steinem
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, 2019, with comparative information for 2018.

### STATEMENT OF FINANCIAL POSITION

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2018</th>
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</thead>
<tbody>
<tr>
<td><strong>ASSETS — CURRENT ASSETS</strong></td>
<td></td>
<td></td>
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<tr>
<td>Cash</td>
<td>$1,300,800</td>
<td>$77,507</td>
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<tr>
<td>Short term investments</td>
<td>770,846</td>
<td>1,212,149</td>
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<tr>
<td>Accounts receivable</td>
<td>116,134</td>
<td>95,750</td>
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<td>Prepaid expenses</td>
<td>24,569</td>
<td>4,115</td>
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<td><strong>Subtotal</strong></td>
<td><strong>2,212,349</strong></td>
<td><strong>1,389,521</strong></td>
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<tr>
<td><strong>TANGIBLE CAPITAL ASSETS</strong></td>
<td>20,237</td>
<td>6,884</td>
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<tr>
<td><strong>INTANGIBLE CAPITAL ASSETS</strong></td>
<td>54,649</td>
<td>—</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$2,287,235</strong></td>
<td><strong>$1,396,405</strong></td>
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<thead>
<tr>
<th></th>
<th>2019</th>
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<tr>
<td><strong>LIABILITIES AND NET ASSETS — CURRENT LIABILITIES</strong></td>
<td></td>
<td></td>
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<tr>
<td><strong>CURRENT LIABILITIES</strong></td>
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<tr>
<td>Accounts payable and accrued liabilities</td>
<td>$164,933</td>
<td>$119,735</td>
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<tr>
<td>Deferred contributions</td>
<td>1,462,763</td>
<td>907,537</td>
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<tr>
<td><strong>Subtotal</strong></td>
<td><strong>1,627,696</strong></td>
<td><strong>1,027,272</strong></td>
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<tr>
<td>Unrestricted net assets</td>
<td>659,539</td>
<td>369,133</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$2,287,235</strong></td>
<td><strong>$1,396,405</strong></td>
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### STATEMENT OF OPERATIONS

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<thead>
<tr>
<th></th>
<th>2019</th>
<th>2018</th>
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</thead>
<tbody>
<tr>
<td><strong>REVENUE</strong></td>
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<tr>
<td>Bequests</td>
<td>$17,485</td>
<td>$29,344</td>
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<tr>
<td>Donations</td>
<td>468,173</td>
<td>451,385</td>
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<td>Events</td>
<td>20,483</td>
<td>29,900</td>
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<tr>
<td>Grants</td>
<td>2,525,963</td>
<td>1,078,642</td>
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<tr>
<td>Other income</td>
<td>30,331</td>
<td>17,790</td>
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<tr>
<td>Project management fees and overhead</td>
<td>346,891</td>
<td>122,650</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>3,409,326</strong></td>
<td><strong>1,729,711</strong></td>
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</table>

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EXPENSES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Administration</td>
<td>355,661</td>
<td>189,605</td>
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<tr>
<td>Fundraising</td>
<td>398,184</td>
<td>311,806</td>
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<tr>
<td>Governance</td>
<td>7,651</td>
<td>2,469</td>
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<tr>
<td>Program expenses</td>
<td>2,318,541</td>
<td>1,133,404</td>
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<tr>
<td>Publications</td>
<td>38,883</td>
<td>11,129</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>3,118,920</strong></td>
<td><strong>1,648,413</strong></td>
</tr>
</tbody>
</table>

**Excess of revenue over expenses** | $290,406 | $81,298
To our dedicated donors: you have been with us every step of this journey. Your support gave us the confidence to chart a bold new course to drive more money than ever into women’s movements globally. Together, we’ve made a new map to achieve gender equality in Canada and around the world. Together, we’re making history.

LEADERSHIP
- Amany Alhadka
- Anonymous
- Barry and Carol McArtton
- Carol Ann Borody-Siemens and Peter Siemens
- Carole “Kye” Marshall
- Carolyn McAskie and Sylvia Spring
- Clark Johnson
- David Chernushenko and Marie-Odile Junker
- Durga and Arun Ogale
- Helen Whetter
- Hunter McGill
- Isabel Gordon
- Jackie Claxton
- Janice Sutton
- Jess Tomlin and Simon Pomel
- Jo Wright, O.M.
- Joanna Kerr and Ellen Sprenger
- John Tillner
- Julie Jai
- Kathryn Babcock
- Lisa Colnett
- Marcia Cardamore
- Margaret Pratt
- Maxine Ifill
- Nancy Ruth
- Nuala Nazarko
- Raffi Fiorentino
- Richard and Mary Scott
- Sandra and Harvey Secter Family Fund at the Jewish Foundation of Manitoba
- Sarah Hendriks
- Soubry Community Fund
- Susan Lewis, C.M., O.M., LL.D.
- Susan Stout

VISIONARY
- Anonymous
- Diana Rivington
- Kristie Pearson and Doug Pollard
- Linda Plumpton and Krista Hill
- Robin Howlings
- Shirley Westeinde, C.M., HCol

CATALYST
- Marissa Wesely
- Ruth Mandel

PATRON
- Shirley Greenberg, C.M., O.Ont., D.U.

FOUNDATIONS
- At The Kitchen Table
- Canadian Federation of University Women (CFUW) and National Council of Women Canada (NCWC)
- Chimp: Charitable Impact Foundation
- Elementary Teachers’ Federation of Ontario
- Foundation for a Just Society
- Gupta Family Foundation
- Leacross Foundation
- McLean Smits Foundation
- NoVo Foundation
- Oak Foundation
- Philanthropy Advancing Women’s Human Rights (PAWHR)
- Red Butterfly Foundation
- Sisters of St. Joseph of the Diocese of London Foundation
- Terrace Women & Development Collective
- The Canado Foundation
- The Houssian Foundation
- The William and Flora Hewlett Foundation
- Tri-S Women’s Group St. John’s United Church
- Wellspring Philanthropic Fund

FOUNDING MEMBERS
- Gail Asper, O.C., O.M., LL.D.
- Marjorie Blankstein, C.M., O.M., LL.D.
- Marcia Cardamore
- Shirley Greenberg, C.M., O.Ont., D.U.
- Ruth Mandel
- Margaret Newall, C.M., LL.D.
- Diana Rivington
- Janice Sutton

STAFF
Thank you to The MATCH Fund staff who supported us this year.

IN MEMORIAM
A very special recognition to two of our donors who supported us from the beginning and who were extraordinary contributors to the feminist movement:
- Ann B. Denis
- Phyllis Gunn
**STAFF MEMBERS**

- Alessia Matsos
- Alexandra Leslie
- Amany Alhadka*
- Amina Doherty
- Anna Baguio*
- Beatriz Gonzalez Manchon
- Beth Woroniuk
- Bonnie Shepherd
- Bruna Llakmani*
- Dana Sakalla
- Erika Gates-Gasse
- Erin Edwards
- Francesca D’Ambrosio
- Jess Tomlin
- Josiane Gomez*
- Juana Diaz-Montejo*
- Nada Ghania
- Natalya Sharapova
- Nuala Nazarko
- Paola Gonzalez
- Sarah Pisonero
- Sumaiya Mir*
- Susan Snider
- Wariri Muhungi

* The MATCH Fund and Cov(HER) staff

**BOARD MEMBERS**

- Joanna Kerr *(Chair)*
- Katharine Im-Jenkins *(Board Secretary)*
- Maxine Ifill *(Treasurer)*
- Alana Couvrette
- Diana Rivington
- Linda Plumpton
- Marcia Cardamore
- Marissa Wesely
- Mebrat Beyene
- Nick Cowling
- Peggy Antrobus
- Robin Howlings
- Susan Lewis

Feminist innovation doesn’t just mean supporting our partners — it also continues at home. This year, we continued to offer our vital corporate services, such as finance and HR, to three additional women’s rights organizations through our social enterprise Cov(HER).

With profound gratitude, we recognize our outgoing board members Barbara McInnes and Nancy Gordon — and thank them for their unwavering support for The MATCH Fund throughout our journey.
A smooth sea never made a skilled sailor. That’s why Women Human Rights Defenders working in conflict are lighthouses in the storms of extremism and violence. These feminist leaders risk their lives in the name of equality, peace, and security every single day.

**CALM** *(Consistency with alternative language and action movement)*

After the 2015 terrorist attack in Paris, two young women of Tunisian national origin were decided to act and raise their rights officially and irreversibly in the face of tragedy. Two days later, the “Calme” movement was born. The “actions” members of Calme action focus on the voices, and are street art and digital campaigns to promote women’s rights despite oppression laws, religious restriction, and violence towards the entire body of women. The movement’s followers believe women can revolutionize the feminist landscape.

**Afghan Women’s Skill Development Center (AWSDC) (Afghanistan)**

Three decades of war and the constant threat of a Taliban take-over mean that Women’s Rights Defenders and their families are at extreme risk in Afghanistan. That’s why AWSDC provides 23 shelter, legal assistance, economic support, and assistance for 130,000 Afghan women. The organization works to empower Afghan women by providing opportunities for education and economic independence. The restaurant provides a harassment-free space for the rehabilitation of over 300 girls, growing a feminist movement from the ground up.

**Association des Femmes des Mille et Une Vérités (AFEM) (Tunisia)**

Growing up in the DRC, where hundreds of thousands of displaced people have faced conflict, Sadia has seen it all. She founded the Women’s Rights Program to advocate for violence against women, and to spread the word about the movement. Today, the program is working to defend women’s rights. To protect women’s rights, the organization schedules regular radio programs that advocate for gender equality, women’s political participation and leadership, and ending violence against women. Whose voice? Our voices!. The internet is the city’s new radio station. We use the radio’s power to speak to our community. It is just one year, their audience grows from 30,000 to 40,000 listeners.

**Cellule Nigérienne des Jeunes Filles Leaders (Niger)**

Young women and girls felt left out of sustainable development goals, even though they are the most affected by climate change. Gender violence, resource competition, and lack of educational education. With the support of Cellule, more women and girls are speaking up and demanding their voices back on the map. We worked with 17 partners in 28 countries.

**Osukuru United Women Network** *(OWN) (Uganda)**

Within the last decade, the rural region surrounding Osukuru has been the hardest hit by unpredictable climate disasters. Osukuru has been the hardest hit by unpredictable climate disasters. Women, girls, and youth are speaking up and demanding their voices back on the map. We worked with 17 partners in 28 countries.

**Forenses des Femmes Pour la Gestion des Ressources Naturelles (FORDIRN) (DRC)**

The world relies on the DRC for the minerals that power electronic products, solar panels, and cars. But the state’s lack of sustainable governance means that demand for minerals is out of control. The climate crisis is a women’s issue. Women are 14 times more likely to die during a natural disaster — and they just last year. The world is more likely to be vulnerable to conflict due to climate and conflict due to climate, the current situation of the land restoration is even more critical. The world is more likely to be vulnerable to conflict due to climate and conflict due to climate, the current situation of the land restoration is even more critical.

**Reaching the Margins** *(Underepresented Groups)*

Women, girls, and trans* people with disabilities

**Women in Front Cameroon (WIFC) (Cameroon)**

WIFC has witnessed the daily threats that Women Human Rights Defenders face to their safety first-hand. As an emerging organization, they have been imperative to reach communities to report violence and to protect women’s human rights. They have been imperative to reach communities to report violence and to protect women’s human rights.

**North West Association of Women with Disabilities (OWN)** *(Cameroon)**

Women are not leaders. Rather, they are the leaders of their communities. Women Human Rights Defenders and their organizations are deeply scarred in Francophone West Africa. Women Human Rights Defenders face to their safety first-hand. As an emerging organization, they have been imperative to reach communities to report violence and to protect women’s human rights.

**Gouvernance des Ressources Forestières du Cameroun** *(OWN) (Uganda)**

Resources — especially for feminist LGBTQ+ led organizations — are deeply scarce in Francophone countries. This new map puts LGBTQ+ groups and women with disabilities at the forefront.

**Our Partners**

In 2019, The MATCH Fund announced our most extensive and diverse group of partners ever — adding eight new countries including Morocco, Mali, Burundi, Iraq, Senegal, Togo, Niger, and Malawi. For the first time in its history, we announced a funding strategy to fund women and movements in the hard-to-reach places. Each year our partners grow and their focus is centered on communities that scale opportunities to promote women’s economic independence. Women’s economic independence. Women’s economic independence. Women’s economic independence. They are the leaders of tomorrow.

**Witness to Hate** *(Our Partners)*

In 2021, The MATCH Fund announced our most extensive and diverse group of partners ever — adding eight new countries including Morocco, Mali, Burundi, Iraq, Senegal, Togo, Niger, and Malawi. For the first time in its history, we announced a funding strategy to fund women and movements in the hard-to-reach places. Each year our partners grow and their focus is centered on communities that scale opportunities to promote women’s economic independence. They are the leaders of tomorrow.

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