

A topographic map with contour lines, a compass, and a pen. The map is overlaid with a semi-transparent orange filter. The compass is in the lower-left quadrant, and a pen is in the lower-right quadrant. The text 'CHARTING THE COURSE' is prominently displayed in the center-right area.

CHARTING THE COURSE

ANNUAL REPORT 2018-2019



THE MATCH
INTERNATIONAL
WOMEN'S
FUND

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,



J. Tomlin
Jess Tomlin
President/CEO

Co-Founder, Equality Fund



Joanna Kerr
Joanna Kerr
Board Chair

ABOUT US

The MATCH International Women's Fund supports grassroots women's rights organizations around the globe. We fund innovative and brave women to dismantle barriers, challenge perceptions, and change the world for women and girls.

ORIGINS

Every journey has a beginning. The MATCH Fund (then known as MATCH International) began in 1976 at the first UN World Conference on Women. What started as an idea in Mexico City became a roadmap for new ways of working around the world.



Read more about the
Equality Fund on page 4

CAMPAIGNS

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.

POLICY WORK

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.



THE MATCH FUND IN WINNIPEG

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 MATCH
INTERNATIONAL
WOMEN'S
FUND



AFRICAN
WOMEN'S
DEVELOPMENT
FUND



COMMUNITY
FOUNDATIONS
OF CANADA



YALETOWN



TORONTO
FOUNDATION



“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

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, 2019, with comparative information for 2018.

STATEMENT OF FINANCIAL POSITION

	2019	2018
ASSETS — CURRENT ASSETS		
Cash	\$ 1,300,800	\$ 77,507
Short term investments	770,846	1,212,149
Accounts receivable	116,134	95,750
Prepaid expenses	24,569	4,115
Subtotal	2,212,349	1,389,521
TANGIBLE CAPITAL ASSETS	20,237	6,884
INTANGIBLE CAPITAL ASSETS	54,649	—
Total	\$ 2,287,235	\$ 1,396,405

LIABILITIES AND NET ASSETS — CURRENT LIABILITIES

CURRENT LIABILITIES		
Accounts payable and accrued liabilities	\$ 164,933	\$ 119,735
Deferred contributions	1,462,763	907,537
Subtotal	1,627,696	1,027,272
Unrestricted net assets	659,539	369,133
Total	\$ 2,287,235	\$ 1,396,405

STATEMENT OF OPERATIONS

	2019	2018
REVENUE		
Bequests	\$ 17,485	\$ 29,344
Donations	468,173	451,385
Events	20,483	29,900
Grants	2,525,963	1,078,642
Other income	30,331	17,790
Project management fees and overhead	346,891	122,650
Total	3,409,326	1,729,711
EXPENSES		
Administration	355,661	189,605
Fundraising	398,184	311,806
Governance	7,651	2,469
Program expenses	2,318,541	1,133,404
Publications	38,883	11,129
Total	3,118,920	1,648,413
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 McArton
- 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 Sexter 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

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).

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

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.



THE MATCH
INTERNATIONAL
**WOMEN'S
FUND**

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 MATCHIntCentre



TROUBLED WATERS

Women, Peace and Security & Violence Against Women

A smooth sea never made a skilled sailor. That's why Women Human Rights Defenders working in conflict are lighthouses in the storm of extremism and violence. These feminist leaders risk their lives in the name of equality, peace and security every single day.

1 CALAM (Coexistence with alternative language and action movement) (Tunisia)

After the 2015 terrorist attacks in Bardo, three brave women of Tunisia's non-violence movement decided to act fast and reclaim their rights peacefully and innovatively in the face of tragedy. Two days later, CALAM was born. The "artist" members of CALAM opt for paint cans over picket signs, and use street art activism and digital campaigns to promote women's rights despite repressive laws, religious fundamentalism, and turbulence after the region's revolution. Sometimes painting a street landscape can revolutionize the feminist landscape.

2 Afghan Women's Skill Development Center (AWSDC) (Afghanistan)

Three decades of war and the constant threat of a Taliban take-over means that Women Human Rights Defenders and their families are at serious risk in Afghanistan. That's why AWSDC provides 23 safehouses, legal services, economic support, and

advocacy to over 10,000 women. AWSDC has even opened Kabul's first ever women-run restaurant — entirely staffed by the residents of their shelters. The restaurant provides a harassment-free space and an opportunity to build skills and economic independence.

3 Association des Femmes des Médias (AFEM) (DRC)

Growing up in the DRC, where hundreds of thousands of displaced people have resettled in South Kivu due to conflict, Gisèle has seen it all. She's travelled around the globe as a journalist and human rights defender with AFEM. Their regularly-scheduled radio programs advocate for gender equality, sexual and reproductive health rights, women's political participation and leadership, and ending gender-based violence. Mama Radio, AFEM's feminist radio station, uses their radio waves to make waves in the community. In just one year, their audience grew from 50,000 to 1 million listeners!

COMPASSES FOR TODAY AND TOMORROW

Young Women & Girls' Leadership

Experiencing life as a girl comes with violent realities. Around the world, 130 million girls of school age are out of school. Before the age of 18, 1 in 5 girls become mothers and 12 million girls globally each year are married. Our resilient partners aim to change that, proving that girls and trans* youth are not the leaders of tomorrow, they're the leaders of today.

4 Crown The Woman (South Sudan)

Never underestimate youth. Just ask Riya of Crown The Woman — a 100% young woman-led organization working with girls in the world's youngest country. In a place where 52% of girls are married before age 18, Crown addresses child marriage, violence against women, discrimination, and girls' lack of access to quality education. Through digital advocacy, popular education, filmmaking, comic books and silent protests, Crown has already impacted over 6,000 students, 300 community members, 60 teachers, and 500 parents — and they're just getting started.

5 Cellule Nigérienne des Jeunes Filles Leaders (Niger)

Young women and girls in Niger felt left out of Sustainable Development Goals talks, even though they are the most affected by child marriage, violence against women, terrorism, and a lack of formal education. With the support of Cellule, more women and girls are speaking up and demanding their voices are heard. Through workshops on blogging, public speaking, social media, artistic expression, and entrepreneurship, Cellule strengthens the capacity of over 300 girls, growing a feminist movement from the ground up.

Our Partners

In 2019, The MATCH Fund announced our most expansive and diverse group of partners ever — adding eight new countries including Morocco, Mali, Burundi, Iraq, Senegal, Togo, Niger, Madagascar. For the first time in our grantmaking history, we designed a scouting strategy to fund women and movements in the hardest-to-reach places.

Every good journey has many intersections. This year, we strategically focused on intersections in feminist work, such as the rights of women with disabilities and women in rural communities, LGBTQ+ people, young women's leadership, environmental justice, and women working in conflict areas.

Hidden in Plain Sight

The MATCH Fund is proud to support organizations that must operate under-the-radar to avoid violence and government crackdowns — groups who would likely otherwise have no access to funding.



LEGEND
 ● The MATCH Fund's partners' countries*
 ● The MATCH Fund Partner Stories
 *since 2013



PROTECTORS OF THE TOPOGRAPHY

Climate Justice, Environmental Rights, Women in Rural Communities

A map without topography is not a very effective map. Every day, our topography is threatened by flooding, drought, fires, cyclones, earthquakes, and other disasters brought on by climate change. The climate crisis is a women's issue. Women are 14 times more likely to die during a natural disaster — and that's just the beginning. Women are more likely to be displaced, experience food insecurity, health issues, rape, and human trafficking — all accelerated by climate disasters. Our partners are working to protect the earth's topography and put rural communities and women's issues back on the map.

6 Osukuru United Women Network (OWN) (Uganda)

Within the last decade, the rural region surrounding Osukuru has been the hardest hit by unpredictable floods and periods of drought. Osukuru United Women Network is led by rural women farmers that implement innovative farming practices, agroforestry techniques, and strategies to launch green businesses that scale opportunities to promote women's economic independence. They even run a pre-school, giving new meaning to the idea of planting seeds for Uganda's future.

7 Forum des Femmes Pour la Gouvernance des Ressources Naturelles (FFGRN) (DRC)

The world relies on the DRC for the minerals that power cell phones, computers, and cars. But the incessant rainfall caused by climate change and the constant extraction of the land's resources for tech are destroying the country. FFGRN is mobilizing women's agency and leadership. Their strategies — advocacy, movement building, training, research and lobbying — take women from minefields to natural resource management.

REACHING THE MARGINS

Underrepresented Groups

Maps represent the biases of the map-maker. Historically, maps have been colonial, patriarchal, and exclusionary. Our partners, who work at the margins to provide resources to traditionally under-represented groups, are making a new map. This new map puts LGBTQ+ groups and women with disabilities at the forefront.

LGBTQ+ human rights

8 Women in Front Cameroon (WIFC) (Cameroon)

Resources — especially for feminist LGBTQ+ led organizations — are deeply scarce in Francophone West Africa. WIFC works in formal and informal spaces providing legal, health, and economic support to LGBTQ+ youth survivors of violence. WIFC has witnessed the daily threats that Women Human Rights Defenders face to their safety first-hand. As an emerging organization, they have inspired hard-to-reach communities to report assaults and violence, which WIFC documents for strategic research advocacy.

Women, girls and trans* people with disabilities

9 North West Association of Women with Disabilities (NWAwwD) (Cameroon)

"Women are not leaders." Ruth, a leading activist for disability rights in Bamenda, was tired of hearing those words. She founded NWAwwD to prove the world wrong. Violent conflict in the area has left women with disabilities hiding in forests and vulnerable to violence. NWAwwD advocates for the well-being and needs of these women. Ruth's leadership has created a ripple effect in the region, and has expanded her small idea into a growing movement that spans 7 regions with over 50 members.

THIS YEAR...



We worked with 47 partners in 28 countries.

21 existing partners had their grants renewed.

26 partners received their first-ever grant from The MATCH Fund.



In the past 2 years, we dispersed over \$1M in grants + accompaniment.