

THE MATCH
INTERNATIONAL
**WOMEN'S
FUND**

2017 – 2018 YEARBOOK

SEISMIC SHIFTS

ACCESS

The MATCH Fund supports women, girls, and trans* people around the world to **test social innovations**, **lead movements**, and **tell powerful stories of change**. We're talking about a fundamental shift in power and money.

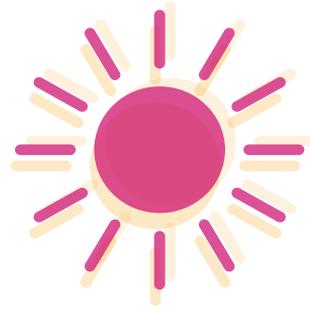
Channeling resources to women, girls, and trans* folks innovating at the grassroots, The MATCH Fund currently supports brave groups in —

- Latin America and the Caribbean
- Middle East and North Africa
- Sub-Saharan and Francophone Africa
- South Asia

SHAKING UP INNOVATION

When did innovation become the playground for the lone, male inventor? To see the social change we crave, we must expand our view to include everyone—from the women in Kenya’s Silicon Savannah to the girls in India’s underground makers’ spaces.

Around the world, innovations are driven by women who have the most to gain and the most to lose. Their brainchildren are the ideas, organizations, and movements that change their communities from the inside-out. The MATCH Fund exists to fund these innovations and the brilliant women behind them.



HACKING CLIMATE CHANGE

Women around the globe may hold up half the sky, but in the Democratic Republic of the Congo, they also harness the sun. As frontline climate defenders, women see that the DRC’s reliance on charcoal has devastated the country’s forests and covered the landscape in oily smoke. This especially impacts women—destroying their land, their lungs, and their livelihoods. **A local women’s rights organization gives women the tools to become experts in alternative energy,** bringing these skills back to their communities. In short, women at the grassroots put the (solar) power in “powerful.”

(FONDS POUR LES FEMMES CONGOLAISES)

NORMS

An hour outside of Nairobi appears a bright pink gate you can't miss. Behind the bright pink gate is a safe space to dispel myths about sex, the body, and a girl's place in society.

Many girls in Kenya's rural areas live a hard life. They fetch water, live through unspeakable violence, and marry young. Their bodies and their struggles are often invisible.

Using unconventional methods, The MATCH Fund's partner behind the pink gate teaches more than 50 girls to speak up (they actually take shouting lessons.) They learn about their right to pleasure (sex toys 101), and how to believe in themselves.

(RESOURCE CENTRE FOR WOMEN AND GIRLS)



IN
2017
—
2018

In the last 5 years,
The MATCH Fund has
awarded 75 grants,
to 32 partners in
26 countries.



The MATCH Fund's
grant-making
portfolio
GREW 60%
from the
previous year

The Fund funded
5 NEW PARTNERS
using innovative
strategies in hard to
reach communities

The average grant size was
\$20,000 CAD

Support to often under-
resourced regions like the
Middle East & North Africa
and Francophone
West Africa

GREW TO 20%
of the overall portfolio.

Enabled 15 women's rights
leaders from around the
world to access key policy
spaces and advocate for:

**Young feminist
leadership**

**Women, peace, &
security**

**Women human rights
defenders**

**Funding for feminist
movements**



**THERE ARE SHIFTS.
THERE ARE
AFTERSHOCKS.
AND THERE IS
BACKLASH.**

For the LGBT community in Uganda, social norms are slow to change. What began as a cheerful Pride celebration two years ago ended with the arrest and violent assault of grassroots activists—for the “crime” of being gay. This year, the Ugandan government cancelled all Pride events saying that “no gay gathering and promotion events” were allowed.

Despite setbacks, The MATCH Fund’s partner continues to travel throughout the country sustaining an underground network of over 200 LGBT folks.

Sometimes breaking new ground means going underground for a while. The seismic shift to come will be all the more powerful.

POLICY





Since 2014, ISIS has killed or kidnapped more than 10,000 Yazidi men, women, and children in a genocide that needs decisive action by the international community. Mothers have been separated from their children. Women were sold as slaves, and many remain captive. Communities have been broken.

One of The MATCH Fund's newest partners documents and archives the stories of unspeakable violence endured by Yazidi women and girls.

The purpose is threefold: to highlight the experiences of women survivors of sexual violence and the scale of the crimes committed against the Yazidi people; to bring the perpetrators to justice, possibly through action by the International Criminal Court; and to fight tirelessly on behalf of the Yazidi people still in danger.

MOVEMENTS

REYNA IS FREE

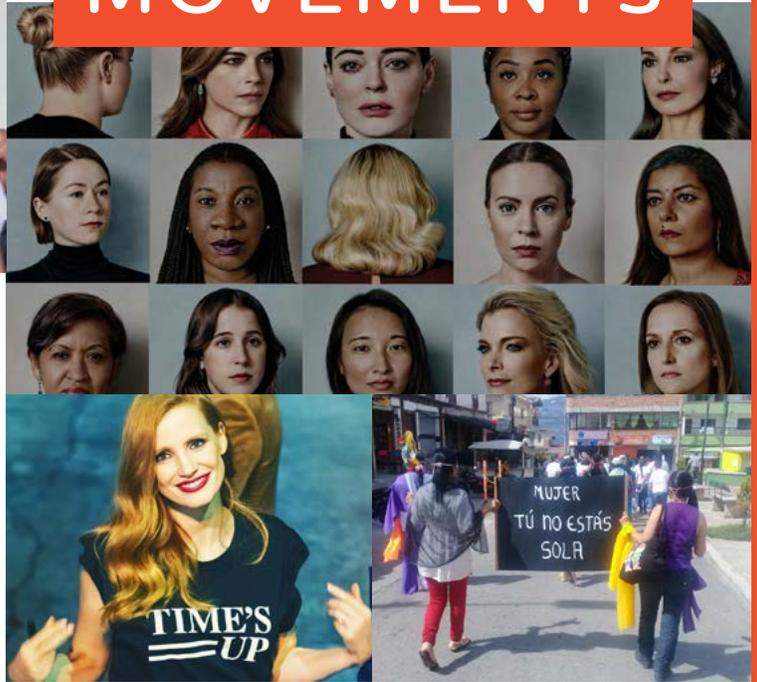
Reyna Panzo spent 11 years in prison for having a miscarriage. She'll never forget the fear she felt when, in the early morning hours, she started bleeding. Even more terrifying: she was charged with murder and sentenced to 35 years. A young, Indigenous mom, Reyna was not provided with a translator during her trial. She was completely alone.

But Reyna wasn't forgotten. She walked free this June thanks to the efforts of The MATCH Fund's partner in Mexico. Restrictive implementation of abortion laws in Mexico means that more women like Reyna are still imprisoned for the



same "crime." The MATCH Fund's partner strives to change the laws, ensure that women receive the reproductive services to which they are entitled, and to seek justice.

(EQUIFONIA A.C.)



This year, we saw women's rights activists on the red carpet and "Silence Breakers" on the cover of TIME. The Golden Globes told us #TimesUp. Tarana Burke and hundreds of thousands of women around the world said #MeToo. Crowds of Black and Indigenous women marched in Sao Paulo against racism, sexism, and oppression. **A massive groundswell of women exposed the men who had been harassing, abusing, exploiting, and silencing women for years.**

This is the story of our time—a story that is built on the courage of survivors and amplified by the voices of women and girls supporting each other and taking a stand.

#METOO IN THE MOUNTAINS OF NEPAL

Sabita's male teacher liked to pinch her cheek. He'd lean in close. He'd kiss her. Caress her. And not just her. He'd do it to all the girls in her class.

It wasn't until attending a workshop with The MATCH Fund's Nepali partner that Sabita realized her teacher was wrong.

Very wrong.

She reported him to the principal. Nothing changed except the teacher's attitude toward the girls. He got mean.

So Sabita and her friends got loud. They got so loud that the teacher was forced to resign from the school. **Seeing the power of a movement in action, Sabita now has increased confidence to speak out against violence and to stand up for her rights.**

(HER TURN)

STRONGER TOGETHER

Movement building starts from the inside-out. This year, The MATCH Fund launched an initiative to enable women's funds to share vital services such as human resources and finance. **Known as Cov(Her), this initiative embodies the feminist belief that, when we work together, we can go farther.** This is how to build movements instead of fortresses.

MORE THAN EVER, YOUTH
ARE LEADING POWERFUL
MOVEMENTS FOR CHANGE
AROUND THE WORLD.



BOUBA'S STORY: CAMEROON

“Indigenous women need to hear their own voices,” says Bouba, the founder of a grassroots group for Mbororo women. In a place where Boko Haram regularly uses girls in suicide bombings, Bouba has her work cut out for her. Mbororo girls are denied an education, forced to marry much older men, and taught that they don’t matter. Bouba’s idea—to create an Indigenous girl-led organization in this far-flung community—has taken off. She has already helped 1,200 girls escape child marriage, access mental health services, and learn to read and write.

(FORUM DES FEMMES AUTOCHTONES
DU CAMEROUN)

BOUBA AND ATONG
INSPIRE US.

ATONG'S STORY: SOUTH SUDAN

Meet Atong: former child bride, survivor of violence, and tenacious leader of an organization for women and girls. South Sudan is the world’s youngest country, but its youth are forced to grow up fast. More than 19,000 children have been recruited as child soldiers during the bloody civil war. The girls among them are all but invisible. Atong’s battle is one for visibility, justice, and hope. Her organization works with hundreds of women and girls to bring back childhood to South Sudan.

(ALIAB RURAL
DEVELOPMENT
AGENCY)





“HE ONLY TEASES YOU
BECAUSE HE LIKES YOU.”

“WOULD IT KILL YOU TO SMILE?”

How many times have you heard these phrases?
How many times have you said them?

Like grandma’s cross-stitch, these are sayings that we pass down from one generation to the next. And they won’t go away until we dust them off, examine them, and change the pattern.

On International Women’s Day 2018, The MATCH Fund launched the campaign #RestingStitchFace to expose the patriarchy hiding in plain sight. The campaign had over 10 million media impressions and was featured in places such as the Toronto Star, Fashion Magazine, on the pages of mommy and lifestyle blogs, national radio and social media.

“HE WON’T BUY THE COW IF HE GETS
THE MILK FOR FREE.”



Several of The MATCH Fund’s staff members remember hearing this growing up. The irony: in some countries around the world, cows actually get more respect than women do.

PERSPECTIVES



Three “Anti-Violence Fairies” with their magic wands

MY PERSPECTIVE

“I am a woman like all of you. In one way or another, we have each been violated, but we’ve given ourselves the opportunity to release our burdens, to forgive, to love, to unlearn and to open ourselves to freedom.”

— **Tatiana Serna Cossío** (Anti-Violence “Fairy”)

In January–March of 2018, more than 3,000 women in Colombia reported domestic violence. That’s nearly 50 women per day. And those are only the cases that are **reported**.

The MATCH Fund’s partner in Colombia trains “anti-violence fairies” to combat this reality. “Fairies” go through extensive training to accompany women from the community who are experiencing violence. They listen and help survivors claim their rights, access services and seek justice.

(CORPORACIÓN VAMOS MUJER)

POWER



Joanna Kerr (Board Chair of The MATCH Fund), Rita Morbia (InterPares), Kate Kroeger (Urgent Action Fund for Women's Human Rights) and Justine Nkurunziz (Mouvement des Femmes et des Filles pour la Paix et la Sécurité) speak at Global Affairs Canada in Ottawa in January 2018.

#SHIFTTHEPOWER

To our core, The MATCH Fund believes a seismic shift in power is possible. That means channeling even more resources to the grassroots. Even (and especially) as women see a global rollback on rights, Canada has emerged as a progressive and feminist voice.

In June 2017, Global Affairs Canada launched its Feminist International Assistance Policy, including a program to invest \$150 million in women's rights organizations in the global South: **the single largest investment of its kind from any country.** Our joint efforts with Nobel Women's Initiative were a catalyst for this decision.

But we didn't stop there. **We continued to advocate for more and better feminist funding for women's movements:** we introduced activists to politicians and officials, highlighting the effectiveness of their work, facilitating discussions, and noting how much more could be done with increased funding. We were

published in the Globe and Mail, iPolitics, and the Toronto Star. We explored solutions with Global Affairs Canada officials, co-hosting a strategic convening in January.

As the Canadian government further defines its Feminist Foreign Policy, The MATCH Fund will continue to #ShiftThePower in the years to come.



Shifting the power also means shifting the narrative. **Women with disabilities in India, led by The MATCH Fund’s partner, came together to rewrite (and modernize) popular fairy tales in a magical world where Beauty and Rapunzel are visually impaired.**

RAPUNZEL:

“In our beautiful world, every single person has a unique quality of his or her own. But one thing which connects everyone, is communication. [...] The thoughts in her mind, and her views, are her truth. **Even without seeing, we can often identify a person by the truth of their ideas.** [...] But there is one voice struggling to be heard, to express her tale. That’s the voice of Rapunzel, who can hear and express herself. But does anyone want to listen?”

(RISING FLAME)

Excerpts:

BEAUTY AND THE BEAST:

“He asked me, “What’s wrong Beauty? What is hurting you so badly?” I told him everything. [...] He said, “Shift your focus on things that are totally in your control, **stop focusing on things that are not in your control anymore.** Life has many things to offer, just open yourself to newer ideas.”



#NOWOMANSFAIRYTALE.



This year, The MATCH Fund released a digital storybook, juxtaposing childlike text and images with the harsh realities of child marriage, rape, and female genital mutilation—realities faced by millions of girls around the world. That’s #NoWomansFairyTale.

MONEY

Thanks to our fearless donors we've more than **tripled growth for the coming year**—channelling more resources to the women's organizations and movements driving change around the world. **To them, we say: when the ground shifts, you hold us. When the mountains rise, you climb with us. When we emerge, we're standing on your shoulders.**

FOUNDATIONS

- Anonymous
- At the Kitchen Table
- Canadian Federation of University Women
- Chimp: Charitable Impact Foundation
- Elementary Teachers' Federation of Ontario
- Foundation for a Just Society
- Gupta Family Foundation
- Leslois Shaw Foundation
- McLean Smits Foundation
- New Venture Fund
- Oak Foundation
- Prospera International Network of Women's Funds
- Red Butterfly Foundation
- TD Canada Trust
- Terrace Women & Development Collective
- The Cloverleaf Foundation
- The William and Flora Hewlett Foundation
- Travelers Support Center
- Tri-S Women's Group St. John's United Church
- VanCity Savings Credit Union

FOUNDING MEMBERS

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

LEADERSHIP

- Kathryn Babcock
- Carol-Ann Borody & Peter Siemens
- David Chernushenko & Marie-Odile Junker
- Jackie Claxton
- Monika & Colin Cloutier
- Ann Denis
- Isabel Gordon
- Nancy Gordon
- Phyllis Gunn
- Sarah Hendriks
- Maxine Ifill
- Alison Jeffrey
- Joanna Kerr & Ellen Sprenger
- Jim Lewis
- Susan Lewis
- Carol McArton
- Carolynn McAskie & Sylvia Spring²⁵

- Debbie McCue
- Hunter McGill
- Barbara McInnes
- Kristie Pearson & Doug Pollard
- Margaret Pratt
- Chief Justice Richard J. Scott & Mary Scott
- Christine Skene
- Susan Stout
- Beverley Welsh
- Gail Wylie & David Wright

STAFF

- The MATCH Fund's staff reached 100% participation.

VISIONARY

- Robin Howlings
- Durga & Arun Ogale

- Linda Plumpton & Krista Hill
- Diana Rivington
- Nancy Ruth
- Janice Sutton
- Marissa Wesely

CATALYST

- Gail Asper, O.C., O.M., LL.D.
- Roslyn Bern, The Leacross Foundation
- Ruth Mandel - WHO GIVES Fund
- Margaret Newall

CHANGE MAKER

- Marcia Cardamore

PATRON

- Shirley Greenberg



THE MATCH
INTERNATIONAL
WOMEN'S
FUND

THE WINNIPEG
FUND

SEISMIC SHIFTS IN WINNIPEG

Winnipeg has long been a trailblazer for women's rights. Launched this year by Kristie Pearson, The Winnipeg Fund honours this legacy, tapping into a growing network of Winnipeg's women who believe that a better world is possible.

* The MATCH Fund benefited from a number of generous donors in 2017-2018. Those listed here have given their express permission to appear in the annual report.

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, 2018, with comparative information for 2017

Statement of Financial Position

	2018	2017
Assets — Current Assets		
Cash	\$77,507	\$383,726
Short term investments	1,212,149	—
Accounts receivable	95,750	22,214
Prepaid Expenses	4,115	4,618
Subtotal	1,389,521	410,558
Capital Assets	6,884	6,610
Total	1,396,405	417,168
Liabilities and Net Assets — Current Liabilities		
Accounts payable and accrued liabilities	\$119,735	\$ 99,944
Deferred revenue	907,537	29,389
Subtotal	1,027,272	129,333
Unrestricted Net Assets	369,133	287,835
Total	1,396,405	417,168

Statement of Operations

	2018	2017
Revenue		
Bequests	\$29,344	—
Donations	451,385	476,274
Events	29,900	35,661
Grants	1,078,642	433,940
Other income	17,790	659
Project management fees	122,650	60,535
	1,729,711	1,007,069
Expenses		
Administration (schedule 1)	189,605	115,788
Fundraising (note 5)	311,806	233,914
Governance	2,469	5,283
Management fees	—	135,000
Program expenses (note 4)	1,133,404	653,815
Publications	11,129	11,606
	1,648,413	1,155,406
Excess (deficiency) of revenue over expenses	81,298	(148,337)

Statement of Changes in Net Assets

	2018	2017
Net assets, beginning of year	\$ 287,835	\$ 436,172
Excess (deficiency) of revenue over expenses	81,298	(148,337)
Net assets, end of year	369,133	287,835



Staff

Jess Tomlin-President & CEO
Amany Alhadka
Kathryn Babcock
Annabelle Baguio
Francesca D'Ambrosio
Erin Edwards
Catherine Fortin LeFavre
Beatriz Gonzalez Manchon
Bruna Llakmani
Sumaiya Mir
Wariri Muhungi
Nuala Nazarko
Dana Sakalla
Beth Woroniuk

Board List

Joanna Kerr (Chair)
Nancy Gordon (Vice Chair & Secretary)
Maxine Ifill (Treasurer)
Marcia Cardamore
Alana Couvrette
Nick Cowling
Robin Howlings
Katharine Im-Jenkins
Susan Lewis
Barbara McInnes
Linda Plumpton
Douglas Tanton

Sometimes, the earth shifts beneath you. Other times, you create a crack, a rumble, or a roar that irreversibly changes the global landscape for the better.

2017–2018 saw seismic shifts—both from within and from without. Women, girls, and trans* people are holding ground and breaking ground for a better world. And they need our support more than ever.

The women’s marches of 2016 might be old news, but they created fissures and openings for a global groundswell that is just beginning. #MeToo was born. “Feminism” was Merriam-Webster’s 2017 word of the year. Women in Saudi Arabia won the right to drive. Millions of women took to the streets for pay equality in Spain, chanting, “If we stop, the world stops!”

In Canada, we celebrated the government’s announcement of \$150 million for women’s organizations outside our

borders. And we anticipate even greater commitments that, aligning with Canada’s Feminist International Assistance Policy, will create a new model for cross-sector collaboration and channel funding directly to the grassroots.

Yet, we are rocked to the core by the genocide of the Rohingya people. An earthquake displaced thousands of people in Mexico, with women leading the relief efforts. Human rights activist, feminist, and openly gay Brazilian politician, Mareille Franco, was gunned down in her own car.

The MATCH Fund supports the brave women holding the line and the bold women innovating to change the very structures and patterns that hold them back. We cannot stop. We will not stop. Seismic shifts can take generations. Or they can occur overnight. When the ground shifts, The MATCH Fund will be at the ready.



Jess Tomlin,
President/CEO



Joanna Kerr,
Board Chair