



**WOMEN
CHILDREN
FIRST (UK)**

**2019 ANNUAL
SUMMARY**

The Struggle Just Got Harder



“Welcome to our annual summary. In 2019 our work reached nearly **500,000 people** living in poor rural communities in Africa.

“We supported over 600 community groups, where nearly **40,000 people** identified and developed solutions to address the health challenges facing them. We also trained over **700 health workers** and deployed **200 adolescent champions.**

“As a result, we are seeing considerable improvements in the health and wellbeing of women, children and young people. Hundreds of lives have been saved.

“But the celebrations are behind us. Our team is continuing to work in poor rural communities in Africa and Asia, where women, children and young people will be disproportionately affected by the coronavirus.

“Even where they are lucky to escape infection, they will experience even more significant barriers in accessing critical health services. There's even greater risk of gender-based violence and even higher rates of teenage pregnancy. Women, children and young people's struggle to survive and thrive just got harder.

“Your support will be vital, so we can support new direct responses to the pandemic and continue our work helping to ensure that women, children and young people do not get left behind. Together, we can continue our work with communities to ensure people can survive and thrive. Thank you.”

Mikey Rosato, Chief Executive

ABOUT US: WWW.WOMENANDCHILDRENFIRST.ORG.UK

Registered Charity No. 1085096. Registered with the Fundraising Regulator.



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**PROJECT SUCCESS
& ACHIEVEMENTS**

2019 Project Summary

Salima District, Malawi Provided technical assistance to support local communities to come up with the answers to problems relating to maternal and newborn health, family planning and HIV prevention during pregnancy, delivery and after birth, via 120 women's health groups.

50% increase in use of contraception

20% increase in uptake of antenatal care in first trimester

10% increase in uptake of HIV testing

Goro Woreda, Ethiopia Improved maternal, perinatal and newborn health, reducing mortality, through 100 women's health groups.

19% increase in children breastfed within 1 hour of birth

17% increase in use of contraception

9% increase in delivery with a skilled birth attendant

Oyam District, Uganda Improving maternal, perinatal and newborn health, reducing mortality, through ongoing training and support of 200 groups.

10% increase in uptake of antenatal care in first trimester

9% increase in uptake of 4+ antenatal care sessions

6% increase in delivery with a skilled birth attendant

Malga Woreda, Ethiopia See 'Better Maternal, Newborn Health' section for further details

Small projects Equipping a youth corner in Oyam to help teenagers discuss health issues and assessing a family planning outreach programme in Tanzania.

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**BETTER MATERNAL,
NEWBORN HEALTH**

From Malga District, Ethiopia

In Ethiopia, 1 in 283 births end in a woman dying from preventable and treatable diseases. That's a rate over 36 times higher than the UK.

To save lives and improve health, 174 women's groups were created. These groups identify the most pressing health problems and find answers to overcome them. **Over 12,300 women and men joined these groups.**

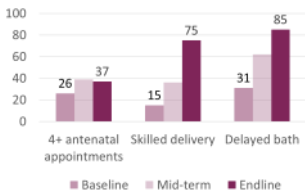
These groups developed a number of localised solutions, including emergency transport funds, constructing pit latrines, and awareness raising of diseases like malaria.

Additionally, **over 450 health workers received important training**, an ambulance was provided, along with solar power and wells, to vastly improve local health services.

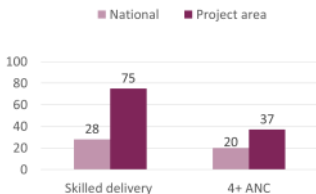
The project's successes were remarkable - **111 lives were saved.** There were large increases in care-seeking, with a **25% increase in babies delivered by skilled birth attendants**, helping more mothers and babies survive.

Improved family planning services has resulted in 88% of all pregnancies being planned, a **28% increase** from 2015, helping families with their decision-making.

Change in care, care-seeking practices



National comparison



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**BIRKINESH SHARES
HER STORY**

“I Was Given Lots of Support”

In Ethiopia, where Women and Children First have been supporting community groups, many health facilities are very far away. This problem is made worse by uneven roads, making transport challenging.

Birkinesh could not get to her local health centre for the birth of her first child. She says: “I didn't have anyone to support me during my very long labour. I lost a lot of blood. I had no way to get there, **it was a 2 hour walk.**”

Birkinesh's women's health group **came together to take action** and make sure this would not happen again.

They lobbied and pressured the local government to improve the road from the village to the health centre.

The group educated officials about the problems the women faced. They were soon successful and officials rebuilt the road, **reducing the journey time to the health centre from 2 hours to just 15 minutes.**

When Birkinesh went into labour for the second time, she was able to get to her local health facility.

She says, “The project provided us with an ambulance. I was given lots of support during labour and my baby was vaccinated.”

75% of babies in the Malga District, Ethiopia are now born with a skilled birth attendant, up from 15% before the Women and Children First project.

These achievements are only possible thanks to our wonderful supporters.

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**FINANCIAL
REVIEW 2019**

Statement of Financial Activities	Unrestricted Funds £	Restricted Funds £	2019 Total £	2018 Total £
Income From:				
Donations	128,785	194,143	322,928	502,075
Charitable Activities	-	55,701	55,701	63,935
Total Income	128,785	249,844	378,629	566,010
Expenditure On:				
Raising funds	67,330	2,297	69,627	61,754
Charitable Activities	87,611	394,449	482,060	627,157
Total Expenditure	154,941	396,746	551,687	688,911
Reconciliation of Funds				
Net income/(expenditure) & net movement in funds	(24,964)	(148,094)	(173,058)	(122,901)
Total funds brought forward	82,873	288,638	371,511	494,412
Total funds carried forward	57,909	140,544	198,453	371,511

Balance Sheet (as at 31 December 2019)

	2019 £	2018 £
Current Assets	219,821	443,616
Current Liabilities	(22,808)	(74,985)
Net Current Assets	197,013	368,631
Net Assets	198,453	371,511

The Funds of the Charity

Restricted Funds	140,544	288,638
Unrestricted Funds	57,909	82,873
Total Charity Funds	198,453	371,511

Full accounts are available on request.

FUND US: WWW.WOMENANDCHILDRENFIRST.ORG.UK

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**WHO WE ARE,
WHAT WE DO**

Our Vision and Mission

We want a world where all women, children and young people can survive and thrive.

In Africa, Asia and Latin America, they face problems that kill them, harm them or hold them back. Dangers like severe complications in pregnancy and childbirth, deadly diseases and unacceptable violence.

Local communities have the answers. They come up with life-saving ideas like home-made emergency stretchers, sourcing mosquito nets, and cleaning water sources.

But too often they are told what to do, treated as the problem or ignored. Not by us. We are pioneers at empowering local communities to take the lead in coming up with their own answers. **Our world class approaches are effective and recommended globally.**

Our flagship innovation, the community-led Participatory Learning and Action (PLA) group approach is approved by WHO. **PLA groups reduce maternal and newborn mortality by 49% and 33% respectively.** At scale, PLA could save the lives of 350,000 mothers and newborns per year.

We are developing two new early stage innovations, which at scale could contribute to saving the lives of a further 2.5 million women, children and young people per year and enable millions more to thrive.

By 2022 we aim to save the lives of 10,000 women, children and young people and enable 1,000,000 more to live the lives they choose.

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**HOW YOU
CAN HELP**

Get Involved

Donate

Help the world's poorest communities find answers to their health problems with your kind donations. You can set up a regular monthly gift via Direct Debit, or make a single donation: **[womenandchildrenfirst.org.uk/donate](https://www.womenandchildrenfirst.org.uk/donate)**

Take on a Challenge

You can save or transform lives by running a marathon or half-marathon, or attempting another challenge in your home or local area, with training, fundraising and moral support from our team:

[womenandchildrenfirst.org.uk/challenge](https://www.womenandchildrenfirst.org.uk/challenge)

Support Us While You Shop

Help women, children and young people whilst going about your shopping, at no extra cost to you.

Our supporters include Isabella Oliver, who sell pre-loved maternity clothing to raise much needed funds for the charity. You can also help ensure we benefit with a donation when you buy through Amazon Smile:

[womenandchildrenfirst.org.uk/shop-and-support](https://www.womenandchildrenfirst.org.uk/shop-and-support)

Stay Close to Us: Get More Inspirational Stories

The newsletter brings you closer to the work in action. See photos, videos and the latest stories, as well as being the first to know about new and upcoming events and activities: **[womenandchildrenfirst.org.uk/newsletter](https://www.womenandchildrenfirst.org.uk/newsletter)**

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