

GLOBAL WOMAN® P.E.A.C.E. FOUNDATION



2021 ANNUAL REPORT

www.gwpfnd.org

info@gwpfnd.org

Executive Summary

Although the year 2021 brought with it a continuation of the 2020 pandemic challenges, Global Woman P.E.A.C.E. Foundation (GWPF) continued to work tirelessly for young women and girls around the world. We continued to expand the reach of some of our programs by delivering them virtually. We are deeply grateful for our allies, sponsors, donors, and leaders, who continued to support and inspire us throughout the year. Thanks to their help, we are now in our eleventh year of fighting FGM for the benefit of women and girls who are at-risk or are survivors of FGM.

We celebrated on January 5th when the Bill H.R. 6100—the STOP FGM ACT bill presented by U.S. Congresswoman Sheila Jackson Lee—was signed into law and became the new federal law, replacing an older, weaker law.

Because of COVID-19, we continued to hold our meetings, presentations, and our annual fundraising and awards events in virtual formats, but we found that this change made it possible for people from more places in the world to participate. This year we successfully held the annual Walk to End FGM in person in Washington, D.C.

We made it only halfway to our ambitious fundraising goal for the Walk to End FGM this year, but we received enough donations to sustain our programs. We also, for the first time, established our Resource Development Team, and have spent this year planning for year-round donor outreach and fundraising campaigns in 2022.

Our new website, donor and event management software have helped us this year in our fundraising and event planning. We look forward to expanding these resources to work with our Resource Development Team.

In 2021 . . .

- *We continued our partnership with George Washington University*
- *We returned to an in-person Walk to End FGM and had a participant who traveled from Florida just to attend the event.*
- *Forty donors raised \$6,996 in the Walk to End FGM, which represents less than 50% of our goal.*
- *Guinea became the 3rd West African recipient of our sanitary pads drive*
- *We sponsored twenty Liberian girls, paying their school fees, through our Lisa C. Bruch Scholarship*
- *We expanded our internship program to accommodate high schools*
- *We welcomed a new member to our Advisory Board*
- *We had 235 total donors throughout the year*
- *The average donation amount ranged from \$50 to \$200 U.S.*
- *We lost a huge advocate against FGM, Donald A. Strong, who died unexpectedly in October*

Thank you to all the donors, awardees, sponsors, Walk to End FGM participants, partner organizations, and volunteers who helped to make this year a success. We look forward to many more productive years fighting for gender equity and an end to gender-based violence.

About Global Woman P.E.A.C.E. Foundation

Our Mission

Global Woman P.E.A.C.E. Foundation (GWPF) is a 501c3 nonprofit organization established in 2010. Our mission is to empower women and girls through education to help eradicate gender-based violence especially female genital mutilation (FGM).

Our Cause

Female genital mutilation (FGM) is the intentional removal of all or part of the external female genitalia for non-medical reasons. External genitals include the clitoris, labia, pubis, urethral and vaginal openings. We focus on education and advocacy to prevent FGM, and services to help girls and women who are FGM survivors or at risk of FGM.

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2021 Goals & Outcomes

Goal: Launch a new website with online communications and donor management tools.

Outcome: We successfully launched our new website, www.globalwomanpeacefoundation.org, in January this year. It includes software to publish our newsletter, and donor retention and management tools, such as Give Butter, Bloomerang, and MailChimp.

Goal: Establish an effective Resource Development Team to oversee fundraising.

Outcome: We established our Resource Development Team (RDT) with four members, and room for growth to accommodate additional members. The RDT was effective in the planning

and preparation of this year's October events. They created and launched fundraising campaigns and are looking ahead for a productive and successful 2022. The RDT meets monthly, and at times more frequently, depending on their campaigns.

Goal: Develop recurring donors.

Outcome: We were able to establish a few recurring donors this year. Since our RDT spent most of the year organizing and becoming familiar with new software, we did not establish as many recurring donors as we had expected.

Goal: Accomplish program sustainability.

Outcome: We thank our partner George Washington University for the funding assistance to help the sustainability of our programs. Our appreciation goes to partners such as the Rotary Club of McLean, Virginia; Simply Giraffe; and the Northern Virginia Business & Professional Club for donating sanitary pads to keep girls in West African countries supplied.

Goal: Implement an online training program for schoolteachers and school nurses.

Outcome: This is a project in progress. We have already implemented the planning of this program, but the training is scheduled to start early in 2022.

2022 Goals

- Develop recurring donors, to foster program sustainability
- Implement an online training program for schoolteachers, school nurses, and law enforcement
- Expand our lectures to high school students beyond Virginia's Fairfax and Loudoun counties, and increase our number of high school internships
- More actively involve our Advisory Board
- Investigate the possibility of a GWPF presence in Kenya
- Set up an international committee to increase our presence internationally

Update on Activities

GWU Practicum

Since 2017, GWPF has partnered with the Milken Institute for Public Health at George Washington University (GWU). We look forward to another year of successful partnership. This past year, our partnership went beyond hosting practicum students in our internship program.

In partnership with GWU, we have had the opportunity to plan the creation of an integrated community of care model to provide FGM prevention and intervention services. In that model, we are prepared to provide training to law enforcement, nurses, and other medical personnel, through both online training and in-person training, when COVID restrictions permit. We are working with a

team of community experts at GWU to help tailor a prevention program for each community that will engage in the prevention of FGM. GWPF is assisting in preparing training materials for this project, using our expertise in FGM prevention and rehabilitation for survivors of FGM. Here is a video testimonial from one of our practicum students, Anderson Blaisdell, reflecting on her internship with GWPF: https://youtu.be/bW_X-be-tIU.

Support Group

Our monthly Support Group met every month this year except October (because of conflicts with our annual events) and December (because of winter holidays). We did not host an in-person Thanksgiving feast for survivors this year as we did prior to COVID restrictions. This year our November meeting had a guest speaker, Mary Bowser of Lifetime Wellness Associates, who shared a holistic approach to wellness for the women in our group.

We have continued virtual meetings while COVID remains an issue. We are still planning to provide a hybrid in-person/virtual format once the pandemic is entirely over.

Newsletter

We have had success with our monthly newsletter this year. The newsletter readership continues to grow this year, and we are retaining our original readers.

Kids Reach Shield

Under our Kids Reach Shield program this year, despite the restrictions of COVID, we took our training program to an online model. In January, we hosted the Family Life Education Curriculum Committee of Fairfax County Public Schools in an online training. It was attended by more than 45 members of that committee, and two students invited to observe.

We extended our internship program to include high school students this year. In March 2021, we hosted the senior class of Freedom High School in Loudoun County in Virginia in an online lecture. The students fully participated in the question-and-answer session and were engaged in the discussion on FGM.

We gave a lecture to the senior class of Chantilly High School in Fairfax County, Virginia, in May 2021. We used our training program designed especially for high school students.

In July of this year, we conducted a training session with the class of Dr. Nicole Warren of Johns Hopkins University School of Nursing. We engaged in a question-and-answer session following the training.

We introduced the practice and dangers of FGM in a presentation to the National Council of Negro Women in June 2021, which resulted in several of their members becoming supporters of GWPF and our cause.

Our Teacher’s Manual and Lesson Plan was completed this year and has been accepted by George Washington University to be included as part of their educational toolkit. This manual will also be available on our website.

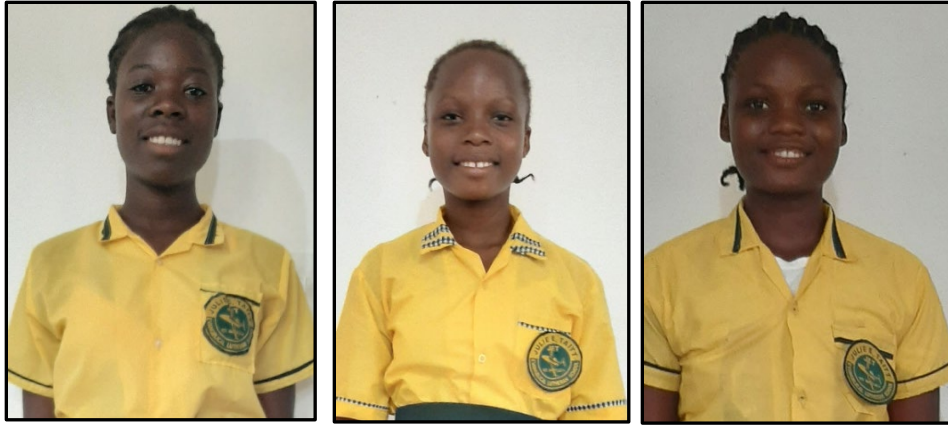


In addition to our training manual for teachers, we also published several brochures which were distributed to the public on October 16th this year at the Walk to End FGM.



Just4You

Since August 2020, our Lisa C. Bruch Scholarship Fund has successfully provided 20 girls at the Julie E. Taitt School in Liberia with tuition to remain in school and out of the FGM Sande Bush, where FGM is often performed. We were able to help prevent one of our scholarship recipients from being kidnapped to the FGM Sande Bush this year.



We were successful with our sanitary pads drive again this year. Guinea became our third country to receive sanitary pads. We shipped 2000 pads to Guinea in February, and 4000 pads to Liberia in May. We appreciate our partnerships with the McLean Rotary Club and the Northern Virginia Business & Professional Women’s Club for their support with our sanitary pads drive.

Simply Giraffe, a producer of reusable sanitary pads in Northern Virginia, became our newest partner and donor in our drive. At this year’s Walk to End FGM, Simply Giraffe donated 250 sanitary pads toward our drive. In addition, they donate a pack of 10 pads for every 10 packs of 10 they sell on their website. www.simplygiraffe.com



Global Woman Awards

We hosted our seventh annual Global Woman Awards on Friday, October 15, 2021. Due to the COVID restrictions, we held a virtual event, as we did last year. We recognized and honored 11 people in nine categories; two 2021 high school graduates and a university master’s graduate shared the Student Ambassador Award this year. To watch the recording of our 2021 Global Woman Awards, please click on this link: <https://www.youtube.com/watch?v=wTFkDymWPgQ>

Walk to End FGM

We returned to an in-person event for the eighth annual Walk to End FGM. We also made history on October 16 in Abuja, Nigeria, this year. We partnered with the WAVE Foundation in Abuja to host the first Walk to End FGM ever on the continent of Africa. Due to the difference in time zones, we did not walk simultaneously in Washington, D.C., and Abuja, but the Walks occurred the same day, and the Abuja walkers wore the same purple and pink shirts as their counterparts in Washington, D.C.

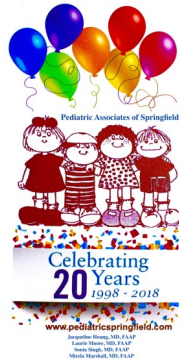


We took another step forward this year when we had the name of the walk, “Walk to End FGM™” and the logo trademarked to protect our mark and brand of this event.

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Conclusion

We are thankful for a successful 2021 despite the continued uncertainty and hardship of the pandemic. To our leaders, partners, donors, supporters, and allies, we extend our heartfelt gratitude for your efforts to fight FGM.

We are hopeful for a safe, healthy, and productive 2022!

This report was approved by the GWPF Board of Directors.