



**WOMEN
CHILDREN
FIRST (UK)**

**2018 ANNUAL
SUMMARY**

Never Standing Still



“Welcome to our annual summary. In 2018 our work has reached over 850,000 people living in poor rural communities in Africa and South Asia.

“We have supported over 1,000 community groups, where 60,000 women and men have identified and developed solutions to address their global health challenges. We have also trained over 2,100 frontline health workers.

“As a result, we are proud to report improvements in the health and wellbeing of women, children and young people and that hundreds of lives have been saved.

“But we don’t want to stand still. We know we can achieve more and want to build on this success. From 2019 we will be launching an ambitious new strategy seeking to accelerate our impact and **save the lives of 10,000 women, children and young people and enable 250,000 more to achieve their potential by 2022.**

“Key to this will be **transforming** the organisation, **expanding** our toolkit to include new and innovative approaches, and **amplifying** our impact by reaching more women, children and young people in need.

“Your support will be vital and we look forward to working together to ensure all women, children and young people can survive and thrive. Enjoy our report.”

Mikey Rosato, CEO

ABOUT US: WWW.WOMENANDCHILDRENFIRST.ORG.UK

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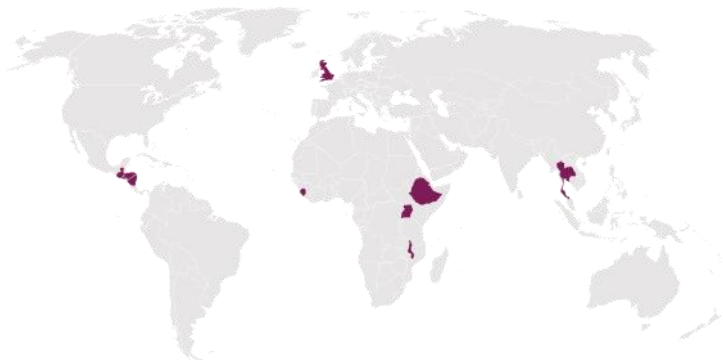


**WOMEN
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**FACTS AND
FIGURES**

Key Facts and Figures

In **2018** we have reached communities in **10 countries**: El Salvador, Ethiopia, Guatemala, Honduras, Malawi, Myanmar, Nicaragua, Sierra Leone, Uganda, the UK.



We reached over **850,000 people**, supported over **1,000 community groups** where **60,000 women and men** have designed solutions to their health challenges and trained **2,100 frontline health workers**. This has saved over **250 lives of women and children** by improving health, access to resources, quality of health services and empowering women to challenge harmful cultural norms.

Since **2002** we have worked in **13 countries**, including Bangladesh, India, and Nepal. We have delivered over **40 international projects**, establishing **5,000 community groups** with **150,000 members**, and training **5,250 health workers**. We have reached over **12,000,000 people** and saved over **6,250 lives of women and children**.

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**BETTER MATERNAL,
NEWBORN HEALTH**

From Nkhotakota District, Malawi

Malawi has a high newborn mortality rate: **1 in 45** births will end in a baby's death. Furthermore, **1 in 196** births results in the mother dying in labour, or shortly after.

Working with The MaiKhanda Trust, financed by the Big Lottery Fund, Women and Children First established **268 community groups** with **over 11,000 members**, who worked hard to design and deliver impressive local solutions to improve mother and child health.

These included health education via wall messages and community campaigns; income generation for crisis and transport funds; vegetable growing, sale and distribution.

We also supported the delivery of high quality maternal and newborn health services at 20 facilities.

The project led to large increases in knowledge, changes in care seeking practices and improvements in the quality of services.

Figure 1: Knowledge of danger signs

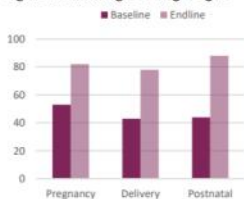
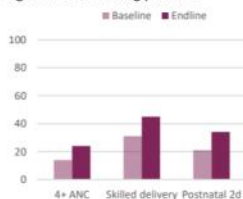


Figure 2: Care-seeking practices



A male community member commented on the impact of the project: *“Sometimes women could die on their way to the maternity ward – both the woman and the baby. But these days, the death rate has decreased”*.

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**ADESI TELLS
HER STORY**

Photo: Corrie Wingate

“The Most Useful Things I’ve Learnt”

Women and Children First’s support of community groups in Malawi has seen women and men come together to discuss the most important health issues facing them.

Adesi, an expectant mother, talks about the solutions her local group has found: **“The most useful things I’ve learnt are about couples counselling for HIV testing and the benefits of hospital deliveries.** We write messages on the walls of our houses to encourage women to go to the health centre to give birth.”

“It’s a long way from the village to the health facility. Because it was difficult to get to, we had a lot of stillbirths in the community. **We lobbied for a bicycle ambulance to take us there.** Our campaign was successful. We make monthly contributions to maintain the bicycle.”

Adesi continues; **“Joining the group made me aware of the danger signs of complications during pregnancy.** The Village Head encourages women to go to the health centre when pregnant. **My husband has accompanied me on the four visits I’ve made to the antenatal clinic.**”

Adesi has not only learned the importance of attending health clinics throughout her pregnancy, but other useful information too: “I’ve learnt about the six food groups, to prevent malnutrition and anaemia, and we keep fit by playing netball together.”

Women and Children First’s support for these community groups in Malawi has offered vital lifelines, enabled by our kind donors and supporters.

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**FINANCIAL
REVIEW 2018**

Statement of Financial Activities	Unrestricted Funds £	Restricted Funds £	2018 Total £	2017 Total £
Incoming Resources				
Voluntary Income	99,556	441,664	541,220	927,060
Charitable Activities	24,790	-	24,790	17,239
Total Income	124,346	441,664	566,010	944,299

Resources Expended

Raising funds	60,389	1,365	61,754	54,964
Charitable Activities	69,289	557,868	627,157	930,990
Total Expenditure	128,678	559,233	688,911	985,954

Reconciliation of Funds

Net income/(expenditure) & net movement in funds	(5,072)	(117,829)	(122,901)	(41,655)
Total funds brought forward	87,945	406,467	494,412	536,067
Total funds carried forward	82,873	288,638	371,511	494,412

Balance Sheet (as at 31 December 2018)

	2018 £	2017 £
Current Assets	443,616	506,070
Current Liabilities	(74,985)	(13,902)
Net Current Assets	368,631	492,168
Total Assets Less Current Liabilities	371,511	494,412

The Funds of the Charity

Restricted Funds	288,638	406,467
Unrestricted Funds	82,873	87,945
Total Charity Funds	371,511	494,412

Full accounts are available on request.

FUND US: WWW.WOMENANDCHILDRENFIRST.ORG.UK

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WOMEN
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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, climbing a mountain, trekking or attempting another challenge, with support from our team: [womenandchildrenfirst.org.uk/challenge](https://www.womenandchildrenfirst.org.uk/challenge)

Fundraise in your Community

Set up and organise your own fundraising event or activity with friends, family or work colleagues. You could sell delicious cakes and bakes or organise a pub quiz: [womenandchildrenfirst.org.uk/fundraise](https://www.womenandchildrenfirst.org.uk/fundraise)

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 retailers selling toys, jewellery and socks: [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: [womenandchildrenfirst.org.uk/newsletter](https://www.womenandchildrenfirst.org.uk/newsletter)

SUPPORT US: [WWW.WOMENANDCHILDRENFIRST.ORG.UK](https://www.womenandchildrenfirst.org.uk)

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