



**WOMEN
CHILDREN
FIRST (UK)**

**2021 ANNUAL
SUMMARY**

“Community action saves lives”



“**Welcome.** In 2021 we proudly yet quietly celebrated **20 years** since Women and Children First was established.

Why quietly? We fundamentally believe the last 20 years has not been about us. **It has been about the women, children and young people, who still face daily challenges that can kill, harm or hold them back.**

It has been about the **local communities we work with to overcome these challenges.**

If you've been following us, you will have heard far more about the **12.3 million people** from these rural, remote communities and the **extraordinary activities** they have led. These have **saved the lives of 6,500 women, children and young people and enabled 400,000 to achieve their potential.**

From 2022 we are launching an exciting new strategy. Women, children and young people will remain central to our work as we **position, prepare and power-up** to support even more communities to take action.

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, Chief Executive

ABOUT US: WWW.WOMENANDCHILDRENFIRST.ORG.UK

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



**WOMEN
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**PROJECT SUCCESS
& ACHIEVEMENTS**

2021 Project Summary

Amhara, Ethiopia – Established **60** women's health groups providing local communities access to family planning and sexual and reproductive health services.

Goro Woreda, Ethiopia – Provided **525** pregnant women with personalised health calendars to increase uptake of antenatal, postnatal and child immunisation appointments. Trained **50** Community Health Volunteers to use the innovation to support women during key points of pregnancy, delivery, and infancy.

Mathare and Kibera, Kenya – Supported a participatory research study to understand male engagement in child health and nutrition in urban informal settlements.

Zanzibar, Tanzania – Supported and trained the Ministry of Health and INGO partners to design and implement network of community health groups for maternal and newborn health.

Faridpur, Bangladesh – Established **6** community health groups to test whether they can help address the rates of preventable childhood injuries, such as drowning, electrocution and burns.

Ntchisi District, Malawi – Supported partners to adapt community health groups to improve adolescent sexual and reproductive health.

Small Projects – Equipped over **200** teenage girls in Oyam, Uganda to make reusable sanitary towels, enabling them to attend school. Produced e-learning materials used by **21** organisations in **9** countries including: Cambodia, Somalia, Malawi, Nigeria, Sierra Leone, Tanzania, Uganda, UK and USA.

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**POSITION, PREPARE
& POWER UP**

What We're Doing Next

Our **strategy for 2022-2024** sets out a roadmap for continuing Women and Children First's life-changing work in some of the most rural and remote communities.

Position

We have proven the potential of community health groups to improve maternal and newborn health (the PLA-MNH approach).

We will collaborate with national governments and their partners to **position PLA-MNH for scale-up** in countries, where it can save thousands of lives every year.

Prepare

We have developed **new innovations** with local communities to empower them to take action on their health challenges.

We will **prepare these innovations for scale up** through rigorous testing and evaluation, including:

Alternative models of PLA tackling wider health challenges e.g. adolescent SRHR and childhood injuries

A personalised health appointment reminder system for women and children in remote rural areas (Re-cal-I)

Toys enhanced with health messaging to support stimulating play and responsive caregiving (Play++)

Power Up

We will **secure sufficient funding** to **upskill our team** and **improve our systems** in readiness to **work at scale**.

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**CHALTU SHARES
HER STORY**

"I'm Protecting My Family's Health"

Chaltu, 24, lives in the Goro Woreda, Ethiopia. She suffered the distress of losing her first child. She says, **"I lost my baby boy immediately after birth at home. I bled a lot."** She had no trained medical support on hand to help her.

Chaltu continues, **"Through participating in the women's health group I started to know about complications that may arise during and following my next pregnancy."**

"I managed to attend four antenatal care visits and **gave birth to my baby boy at the health centre** without any problems and with the assistance of the midwife. I also received postnatal care service by the midwives. **I am very happy** for the services that I have received.

"The women's health group helped me to know about personal hygiene, housing and sanitation, and maternal and newborn health problems."

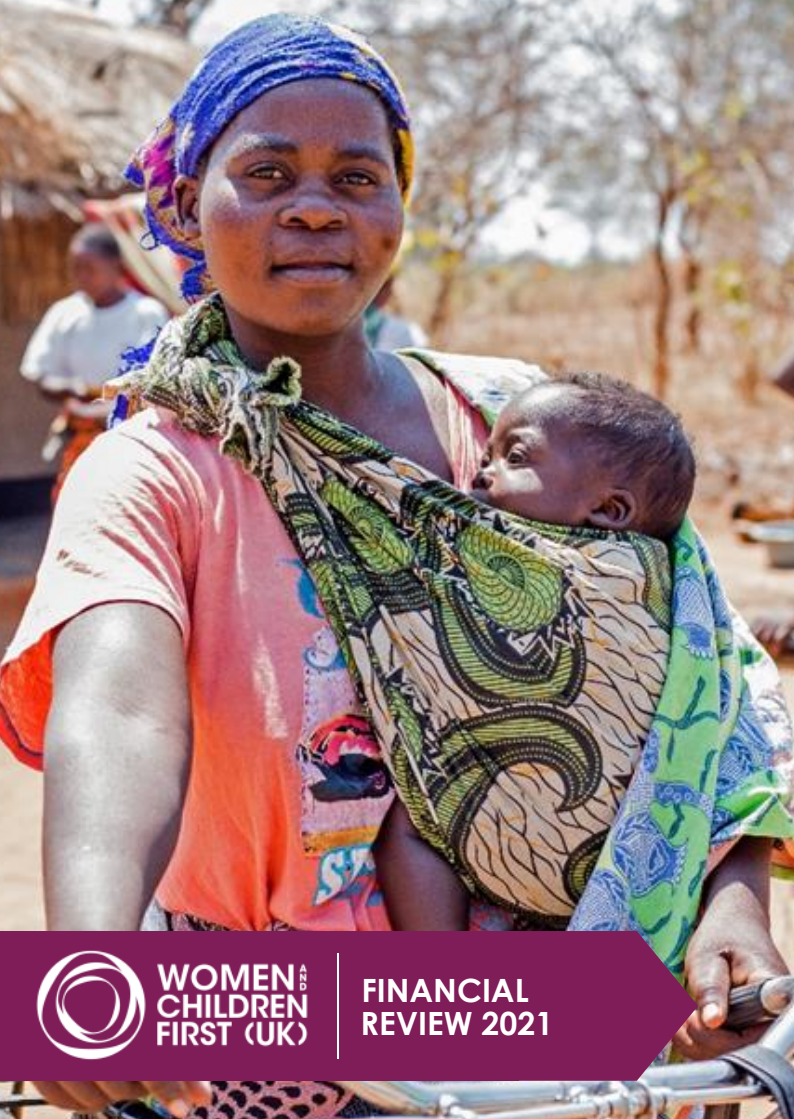
"Previously I had little understanding about these issues, and I did not consider it important. Now I've got a clear understanding about it. I am practicing what I have gained.

"I believe it is very important to continue these meetings, so that I can better protect my health and the health of my family."

These achievements are only possible thanks to our wonderful supporters.

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FINANCIAL
REVIEW 2021

| Statement of Financial Activities | Unrestricted Funds £ | Restricted Funds £ | 2021 Total £ | 2020 Total £ |
|--|-----------------------------|---------------------------|---------------------|---------------------|
| Income From: | | | | |
| Donations | 160,984 | 176,046 | 337,030 | 426,474 |
| Charitable Activities | 26,883 | 35,624 | 62,507 | 41,091 |
| Other income | - | - | - | 532 |
| Total Income | 187,867 | 211,670 | 399,537 | 468,097 |

Expenditure On:

| | | | | |
|--------------------------|----------------|----------------|----------------|----------------|
| Raising funds | 60,813 | 5,898 | 66,711 | 47,775 |
| Charitable Activities | 101,843 | 164,885 | 266,728 | 466,214 |
| Total Expenditure | 162,656 | 170,783 | 333,439 | 513,989 |

Reconciliation of Funds

| | | | | |
|--|----------------|----------------|----------------|-----------------|
| Net income/(expenditure) & net movement in funds | 26,237 | 39,861 | 66,098 | (45,892) |
| Total funds brought forward | 80,411 | 72,150 | 152,561 | 198,453 |
| Total funds carried forward | 106,648 | 112,011 | 218,659 | 152,561 |

Balance Sheet (as at 31 December 2021)

| | | |
|---------------------------------|-----------------|-----------------|
| | 2021 £ | 2020 £ |
| Current and Fixed Assets | 230,784 | 164,874 |
| Current Liabilities | (12,125) | (12,313) |
| Net Assets | 218,659 | 152,561 |

The Funds of the Charity

| | | |
|----------------------------|----------------|----------------|
| Restricted Funds | 112,011 | 72,150 |
| Unrestricted Funds | 106,648 | 80,411 |
| Total Charity Funds | 218,659 | 152,561 |

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.

Too often, they face problems that kill them, harm them or hold them back. Dangers like severe complications in pregnancy and childbirth, deadly diseases and a severe lack of support for their sexual and reproductive health needs.

Local communities have the answers. But too often they are told what to do, treated as the problem or ignored.

Not by us. **We empower local communities to take action to overcome the health challenges they face.**

Our flagship innovation, the community-led Participatory Learning and Action for Maternal and Newborn Health group approach (PLA-MNH) is approved by the World Health Organization.

PLA groups can 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 also currently **testing new models of PLA** and **incubating two innovations** (personalised health appointment calendars - Re-cal-I - and children's toys adapted with important health messaging - Play++) which at scale could contribute to saving the lives of over 2.5 million more women, children and young people per year and enabling millions more to thrive.

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**HOW YOU
CAN HELP**

Get Involved

Donate

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

Your kind donations help more women, children, mothers and babies to survive and thrive.

You can set up a monthly gift via Direct Debit, or make a single donation.

Join Us

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

Take on a Challenge

Save and transform lives by taking part in the Royal Parks Half Marathon, Ride London, or another challenge, with training, fundraising and moral support from our team.

Support Us While You Shop

Help women and children when you buy through Amazon Smile, at no extra cost to you.

Come to Cracking Comedy

Twice a year we run comedy shows at the Leicester Square Theatre. Previous acts include James Acaster, Shaparak Khorsandi and Ed Gamble.

Stay Close to Us

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

See inspiring stories from our projects. Be the first to know about future events, like our comedy night.

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