

of putting women and children first



Happy Birthday

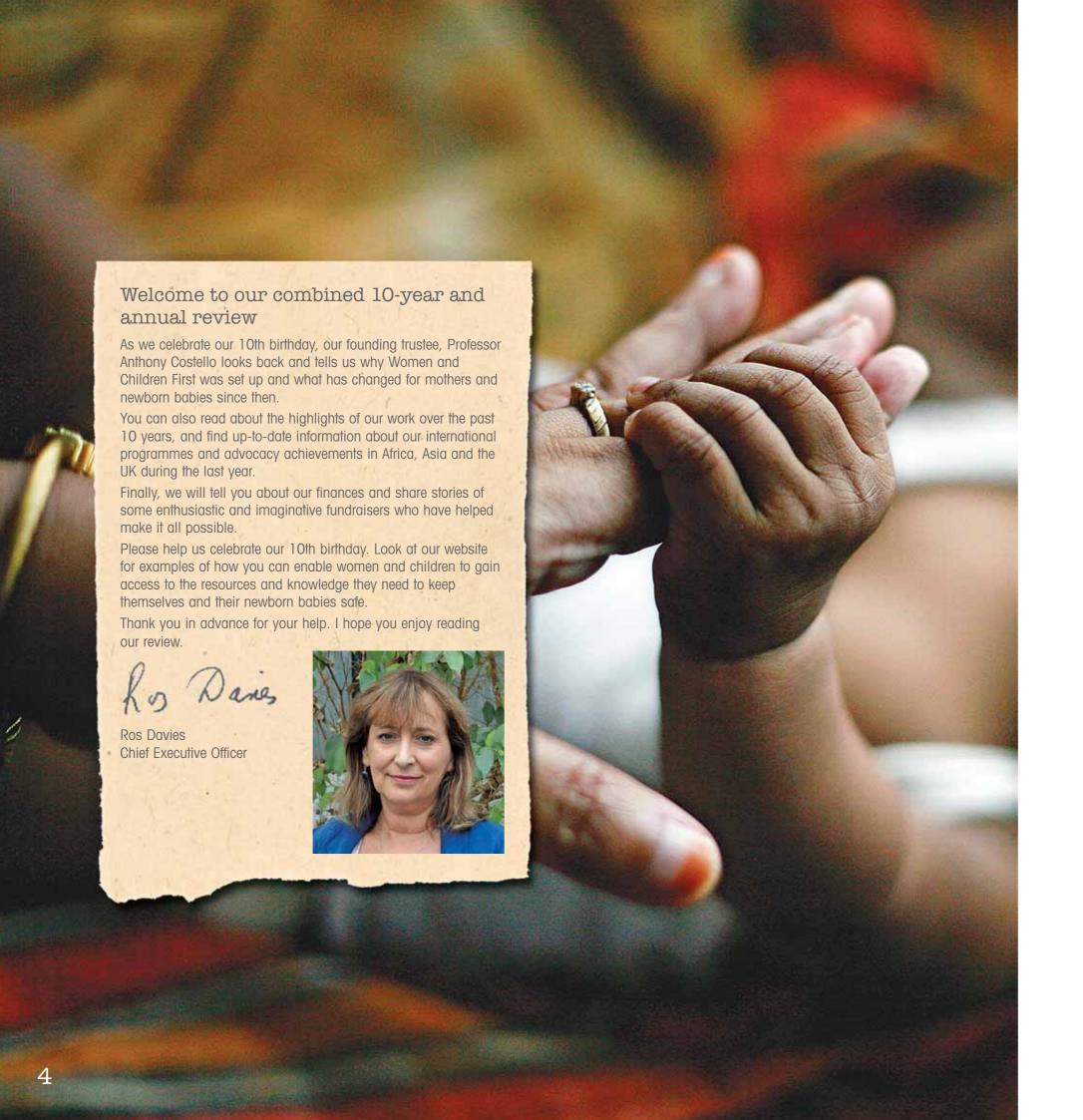
I am proud that over the last 10 years, Women and Children First and our partners in Nepal, Malawi, Bangladesh and India have proved that our way of working with women really does save lives.

We work for safer childbirth to be recognised and funded in those countries where too many babies die before their first birthday for lack of basic resources and knowledge. I thank our patrons, who help to keep safe childbirth on the agenda, and the trustees, for their contribution to governing the charity. Most importantly, I thank the Women and Children First staff, who perform miracles every day to ensure that our partners are funded and motivated, governments are kept on their toes, and women and babies have the chance to live healthy, happy and productive lives.

Hazel Slavin Chair of the Board

Horse Jan





Saving lives and influencing people

In 2001, when most child survival initiatives did little to address the needs of newborn infants, a group of development and health professionals set up Women and Children First. We realised that maternal and newborn health were inextricably linked, and that nearly half of all deaths of under-fives occurred around the time of birth.

We also recognised that many of these deaths could be prevented by low cost interventions.

Our first assignment was a report for Save the Children called State of the World's Newborns. This generated international interest, especially from the Bill and Melinda Gates Foundation, which committed \$50 million to save newborn lives.

We then began work in very poor communities through an integrated women's group programme, first in Nepal and Bangladesh, later in Malawi and India. Rigorous evaluation of these women's groups shows they can bring about remarkable transformations. Where there were groups, newborn deaths fell by 30% in Nepal and 45% in India.

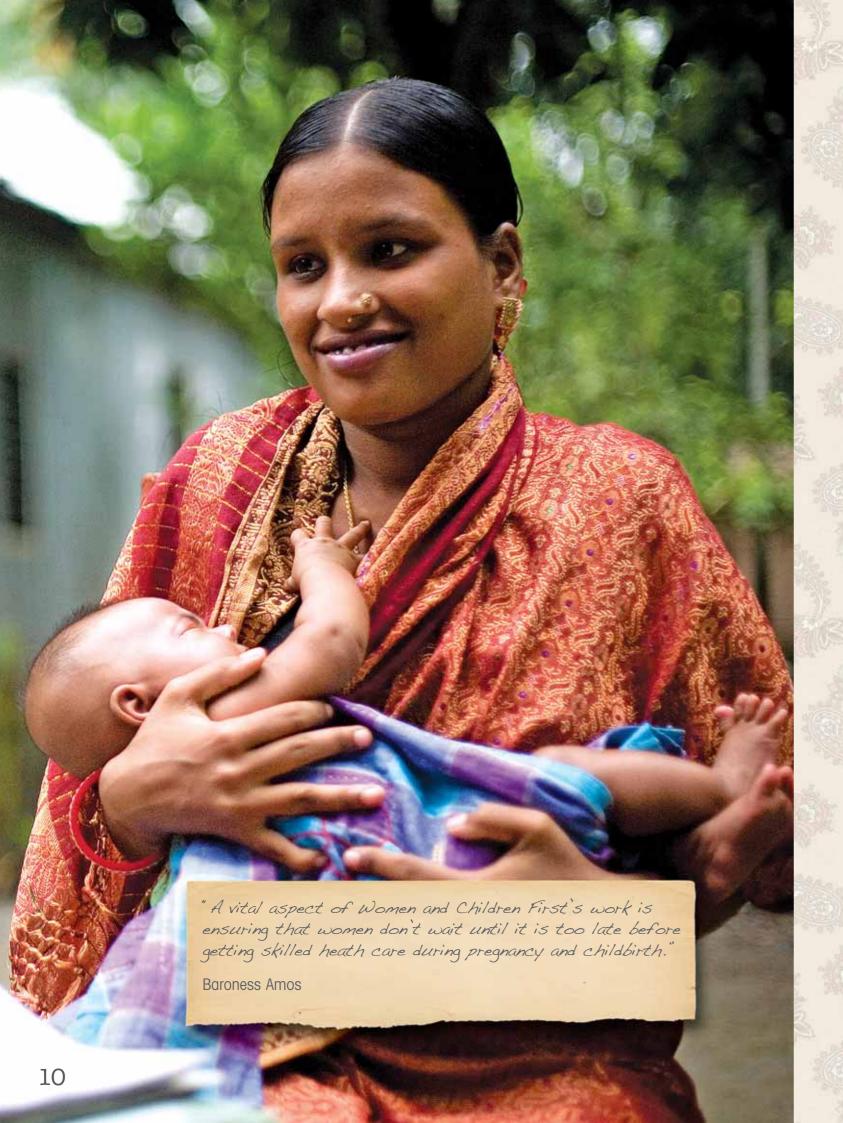
Ten years on, we are proud that our work, which is based on local partnerships, communities implementing their own solutions, and an emphasis on measuring the results, is saving lives and influencing policymakers.

Anthony Costello Honorary Secretary









Our work in the UK

Through our policy analysis and advocacy work, we target public institutions and policymakers to ensure that policies, programmes and resource allocation improve the health and wellbeing of women, girls and children in poor and marginalised communities. All our programmes include an element of influencing decision makers and fund-holders, whether at grassroots, national or international level.

In the run-up to the 2010 UK general election, WCF led a collaborative effort to increase political and financial support from politicians and policymakers for maternal, newborn and child health and survival by producing the Manifesto for Motherhood. This garnered cross-party support in parliament - a real milestone for taking our work forward with the new government.

We also helped the Department for International Development (DFID) develop its new Framework for Results, Choices for Women: Planned pregnancies, safe births and healthy newborns. This cited key recommendations from WCF and the Manifesto group, as well as recognising our role as a key civil society partner for the UK government.











Statement of financial activities Income Expenditure £676,908 Grants £673,600 **Project Costs** Donations £74,690 **Governance Costs** £2,339 Investment Income £287 Fundraising & Publicity £34,714 Total £748,577 £713,961 Total Balance Sheet Assets Funds **Fixed Assets** £3,389 £62,279 Restricted Funds **Current Assets** £308,640 £57,394 **Unrestricted Funds** £192,356 **Total Funds** £119,673 Less Creditors The figures presented above are drawn from our Net Current Assets £116,284 audited annual accounts for the financial year ending 31st December 2010. A full version is available from the Charity Commission website or Total £119,673 by request.

Women and Children First wall of fame

Great thanks are due to all the following who have contributed to the success of Women and Children First over the last 10 years:

Partners

Ekjut (India), Institute for Health Improvement (USA), Institute of Child Health (UK), Liverpool Associates in Tropical Health (UK/Malawi), Liverpool School of Tropical Medicine (UK), MaiKhanda (Malawi), Ministry of Health (Malawi), Mother and Infant Research Activities (Nepal), Perinatal Care Project (Bangladesh), Society for Nutrition, Education and Health Action (India).

Trustees

Peter Clokey, Prof Anthony Costello, Patricia Croll, Ron Finlay, Ann Girling, Jenny Goodwin, Fiona Hunter, Paola de Leo, Claudia McConnell, Anula Nikapota, Imogen Sharp, Hazel Slavin, Mary Walsh, Tony Williams.

Patrons

Baroness Afshar of Heslington, Baroness Amos, Prof Sir Sabaratnam Arulkumaran, Prof David Latchman, Kathy Lette, Baroness Massey of Darwen, Surina Narula, Juliet Stevenson.

Staff

Ros Davies, Ruth Duebbert, Dorothy Flatman, Sheela George, Alex Kosieniak-Madejski, Rosey McDonald, Vicki Pollit, Caroline Rogers, Suzanne Taunton, Cassie Williams, Helen Young.

Consultants

Chris Anders, Kathy Attawell, Lian Bradley, Susan Crane, Frances Greig, Giles Meyer, Fionnuala Murphy, Karen Newman, Alice Schmidt, Jo Talbot, Izabela Seabrook

Volunteers

Laura Barton, Judy Bastyra, Simone Brummelhuis, Janine Chin-Saunders, Bill Daeche, Jessica Freeman, Zoe Gallagher, Alex Helfet, Eleanor Hutchins, Andrea McDonald, Rosa Nicholson Ellis, Bridie Phillips, Liv Solvar Nymark, Sam Strickland, Ruth White, Hayley Wright.



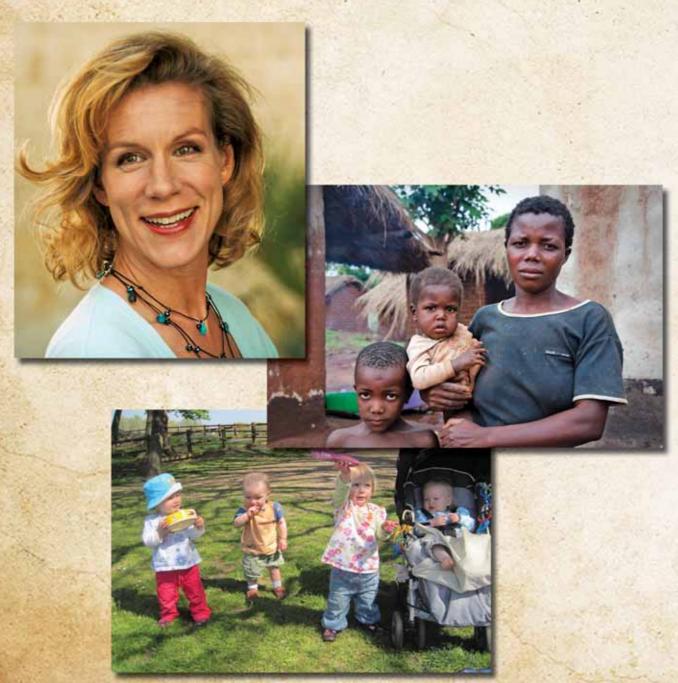
In the public eye

In 2010 we were thrilled to be selected for a BBC Radio 4 Appeal, which was delivered by actress, Juliet Stevenson. We were also delighted that Comic Relief and the BBC chose our project in Malawi as a location for filming 2011's Red Nose Day.

These raised the public profile of our projects by explaining how women's groups make a difference and describing the immense challenges that face medical staff making life and death decisions.

The response has been fremendous, and more people than ever want to support our work in many imaginative ways. Some have set up fundraising pages on Virgin Money Giving; others have raised money by dedicating a wedding or birthday gift list or running the London Marathon. One family requested donations in memory of their baby daughter who had died.

In 2011, Storksak, who produce fashionable parenting bags, are dedicating some of their profits to us as a Mother's Day gift, and a group of Portsmouth mothers are planning a sponsored toddle with their under-2s!



How you can help

£5 can pay for one woman to attend a women's group for a year £50 can pay for a women's group facilitator for a year £100 can save a mother's life in Nepal

£210 can save the life of a newborn baby in rural Bangladesh

In 2011 and beyond, we will continue to support our existing partners in Bangladesh, India and Malawi, and plan to add some exciting new projects in other African countries. Please help us to save the lives and improve the health of mothers and babies in some of the poorest communities of the world.

Every pound you give will have an impact. Your donation could make the difference between life and death. Please help.

You can make a donation today by completing the enclosed form and sending it to us or by visiting www.wcf-uk.org and clicking 'Donate'.

Or, celebrate 10 years of saving newborn lives by texting BABY10 to 70070 to donate £10



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Saving the lives of mothers and babies



















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