



**WOMEN
CHILDREN
FIRST (UK)**

**2020 ANNUAL
SUMMARY**

“Saving Lives During The Pandemic”



“Welcome. In 2020 we ran a survey of 800 women in Uganda and Ethiopia. **30% reduced their use of maternal and newborn health services during the pandemic.**

“In the world’s poorest communities coronavirus is killing women and their babies not through infections, but its impact on health services.

“**The charity has been mobilising and supporting women and communities to access services,** establishing women’s health groups to support stronger relationships between communities and health-care centres and facilities.

“Groups have been running with social distancing in-place, or via door-to-door visits to provide vital health information, giving people confidence to seek the care they need.

“**We have also been working with health workers to maintain the quality of services,** by sharing information and guidance on Covid-19 and assisting with PPE.

“**Finally we have adapted the way we work.** We have converted our training and guidance materials into electronic resources, providing remote access to our support for the Ministry of Health in Tanzania and partners in other countries.

“In 2020 these efforts enabled us to reach over 200,000 women, children and young people. **Hundreds of lives have been saved. Your support will continue to be crucial.** Together we can help more women and children 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**

2020 Project Summary

Oyam, Uganda Improving maternal, perinatal and newborn health, through 200 women's groups, training adolescent champions, strengthening health services.

43% increase in women attending 4+ antenatal care

43% increase in women attending postnatal care

19% increase in skilled birth attendance

Amhara, Ethiopia Establishing 60 women's health groups and strengthening the quality of sexual and reproductive health and family planning services.

Goro, Ethiopia Testing a new personalised calendar, for women with reminders about their antenatal, postnatal and child immunisation appointments.

Mathare and Kibera, Kenya Developing a community-based intervention to facilitate male engagement in child health and nutrition in urban communities.

Zanzibar, Tanzania Supporting the Ministry of Health and INGO partners in the design, implementation and evaluation of a national network of women's health groups for maternal and newborn health, with potential national reach.

Faridpur, Bangladesh Developing a community-based intervention for groups to take action on accidental childhood injuries, with drowning and road traffic injuries.

Small Projects Equipping young girls to lead on ensuring good menstrual hygiene in Oyam District, Uganda. Also, converting our existing women's health groups training and guidance materials into electronic resources and launching a community of practice.

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**WOMEN
AND
CHILDREN
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**BETTER MATERNAL,
NEWBORN HEALTH**

From Goro Woreda, Ethiopia

1 in 243 births in Ethiopia ends in a woman dying in pregnancy, childbirth or shortly after birth. In the UK it's 1 in 10,000. Women in the most rural and remote communities, such as Goro Woreda, are at greatest risk.

To save lives and improve health, 100 women's groups were established, supported by Comic Relief and the Big Lottery Fund. Over 18,250 women and men participated during 2017-2020, benefitting their wider communities.

345 community health volunteers and 33 health workers are providing high quality services in maternal, newborn and child health, thanks to their training in collaboration with our partner, Doctors with Africa CUAMM.

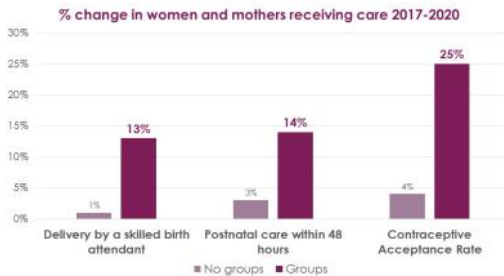
Furthermore, **4 health centers have received medical equipment, supplies and drugs** ensuring communities have access to supplies and services they need.

The project has achieved outstanding results:

13% increase in deliveries by skilled birth attendants

25% increase in use of contraception

29% decrease in unplanned pregnancies



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**ZEBIBA SHARES
HER STORY**

“My baby struggled to breathe”

Zebiba, 26, is a women's health group leader in Goro, part of a project to improve maternal and newborn survival, including by increasing the numbers of babies born at a facility with a skilled attendant.

Zebiba is in a good position to explain why this is so important, with the group raising awareness of issues affecting pregnant women and their health.

During her most recent pregnancy Zebiba visited the health centre for vital antenatal check-ups. **She received a tetanus vaccine and iron supplements to prevent anaemia.**

When Zebiba went into labour, **she felt empowered to ask a project supervisor to use their motorcycle to get her to the health centre, getting her there in 20 minutes.**

This was crucial, as when she gave birth the child was asphyxiated. **“The midwives saved my child's life”** explains Zebiba, through their urgent support and care.

“When we give birth at home we face complications, like bleeding. We do not get any emergency support. The environment is not clean, so we can get infections.”

“Before the groups, most people did not want to stay for postnatal care. After birth we rushed to go home.”

At the health centre Zebiba received postnatal care, including oxytocin to help with her abdominal cramps. Her baby also received treatment for an eye infection.

These achievements are only possible thanks to our wonderful supporters.

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**FINANCIAL
REVIEW 2020**

Statement of Financial Activities	Unrestricted Funds £	Restricted Funds £	2020 Total £	2019 Total £
Income From:				
Donations	119,222	307,252	426,474	322,928
Charitable Activities	16,296	24,795	41,091	55,701
Total Income	136,050	332,047	468,097	378,629

Expenditure On:

Raising funds	39,738	8,037	47,775	69,627
Charitable Activities	73,764	392,450	466,214	482,060
Total Expenditure	113,502	400,487	513,989	551,687

Reconciliation of Funds

Net income/(expenditure) & net movement in funds	22,548	(68,440)	(45,892)	(173,058)
Total funds brought forward	57,909	140,544	198,453	371,511
Total funds carried forward	80,411	72,150	152,561	198,453

Balance Sheet (as at 31 December 2020)

	2020 £	2019 £
Current Assets	164,874	219,821
Current Liabilities	(12,313)	(22,808)
Net Current Assets	152,561	197,013
Net Assets	152,561	198,453

The Funds of the Charity

Restricted Funds	72,150	140,544
Unrestricted Funds	80,411	57,909
Total Charity Funds	152,561	198,453

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 the World Health Organization.

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.

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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, such as our comedy shows, and activities:

[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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