



Activity and Financial Report

January – December 2010

Summary

- I. ACTIVITY REPORT..... 4**
- 1. Public visibility..... 5**
 - a. Publication of a twice yearly newsletter.....5
 - b. Visibility in Montpellier..... 5
 - c. Organisation of a photography contest and the grand Gala in Paris6
 - d. Introduction to individuals likely to support the Fund.....7
 - e. Participation in local, regional, and international meetings..... 8
- 2. 3. Fundraising..... 9**
 - a. Institutional donors.....9
 - b. Pursuit of “local” donors.....9
 -12
 - d- Reinforcement of collaborations with other donors in the region.....12
- 3. Support for women’s associations 13**
 - a. Grants..... 13
 - Graph n°32
 -2
 - b. Mentoring associations..... 3
- II. FINANCIAL REPORT 2010..... 4**

I. Activity Report

After operating for nearly three years, the Mediterranean Women's Fund (*Fonds pour les femmes en Méditerranée*) finally is establishing a name for itself: in 2010, the Fund gained greater exposure in France; the Fund increasingly is being solicited by other donors seeking its expertise in the region and recognized by associations as a source of support that goes beyond mere funding.

Eighteen months of experience granting funds enables us now to examine the validity of certain decisions taken at the start regarding criteria, procedures, choices, and evaluation. In addition, and most importantly, this experience allows us to measure the Fund's specific contribution to the work that takes place around projects/actions in discussions with associations, in-country advisors, the selection committee and other donors. The Fund serves as a bridge, a go-between and sometimes a spokesperson, as well as supporting strategy debates and integrating a vision of the entire picture. More specifically, it is facilitating the development of a new vision of feminism, a vision held by the younger generation that is positive and free of complexes, and it wishes to support creative energy that seeks to remain optimistic and joyful.

This valorisation of its unique role, which always was understood by its founders but which is being recognized today in the requests made to the Fund by donors and associations, serves as a rudder steering the Fund's next five-year strategic plan.

The Mediterranean Women's Fund now finds itself at a crucial stage of its development. Increasingly known and recognized, the Fund's assistance, advice, and analysis are in rising demand (even more so since the Arab revolutions) and it must be active at very different levels: in the field, in the public sphere and the media, in forums of policy debate.

The Fund remains, however, fragile; under the current budget, the long term future is not secure and additional staff cannot be hired although there is an increasing amount of work. At the moment, only the director is a salaried employee, she is assisted in her work by the board of directors and some twenty volunteers known as the Friends of the Fund. It is becoming urgent to increase the size of the salaried team and to find a well-structured form of organisation that can integrate all of the volunteers, whose individual availability is limited.

The challenge today is to find the best solutions so that our operations may continue in an efficient and creative manner over the long term. The five-year strategic plan now being developed aims to define the main avenues of activity...but if the various events that have taken place since January 2011 are considered (Arab revolutions, war in Libya and nuclear catastrophe), it is highly likely that we will not be able to follow a strictly defined path...

1. Public visibility

a. Publication of a twice yearly newsletter

A twice-yearly letter presenting the Fund's activities has been produced since January 2010 and is available on the Internet and on paper in both French and English. This primary purpose of the letter is to provide information to donors, particularly small donors who do not receive the annual activity report, regarding the projects financed with their support. The high level of demand from women's associations in the region has led us to broaden our list of recipients, initially to include associations supported, but this shall be expanded again next year.

This four-page letter entails a fairly important amount of work, particularly in collecting information and illustrations, because obtaining simple information and quality photos can be difficult at times (taking into account that we do not wish to use photos without the agreement of the individuals photographed).

Overall, we have received very positive feedback regarding this form of communication. The associations cited in our letter thank us for highlighting the value of their work, and institutional and individual donors often send us very encouraging remarks.

The French version of the first letter was sent to 200 individuals by email and approximately 30 through the post; the English version was received by some 100 people. The second letter was sent over the Internet to 500 people in French and 200 in English. One hundred examples of each version also were mailed or distributed during meetings overseas.

In addition to the 50 individuals that signed up by email to receive the letter, it is important to note that according to the statistics recorded by our webmaster, C. Buttin, the French and English versions of the two letters from 2010 were downloaded 4205 times.

After the July letter was published on the site, the January letter continued to be downloaded, with the number of downloads representing 10% to 50% of the number of downloads of the July letter. One may understand this to mean that there were 10 to 50% of "new" readers.

This unexpected success is encouraging us to develop tools to collect information and illustrations and for distribution systems in 2011. (See attached letters n°1, 2, and 3).

b. Visibility in Montpellier

In Montpellier, the Fund benefited from a certain amount of publicity thanks to the interview with the Director published in the *Midi Libre*, a regional newspaper, on May 7. It received even more attention thanks to Eve Ensler's *Vagina Monologues* presented for V-Day on April 27. Part of the box office receipts were given to the Fund on the request of the actress Nadia Kaci. The sum was small because the receipts were shared with three other organisations, but these were well known organisations such as Family Planning, the Centre of Information on the Rights of Women, and Amnesty Women.

However, the public event that the Fund had scheduled to organise in its plan of action during the second semester could not take place and was rescheduled for 2011.

c. Organisation of a photography contest and the grand Gala in Paris

The Mediterranean Womens' Fund (MWF) decided to organize its first Gala in Paris for several reasons: the most important undoubtedly is that the people most likely to help the Fund administratively, financially, and in terms of publicity are located in Paris.

However, it would not have been possible if the President of the Fund, Fawzia Baba Aissa, had not devoted herself to ensuring the coordination of the event during the first half of 2010, and if we had not been able to rely on an important network of Parisian artists and militants who gave us open access to their contact lists. An organization committee made up of a dozen people were responsible for organising the event over a two month period, and on the day of the Gala, 36 volunteers were mobilized.

- **Photography contest:** with the intention of advertising the gala, a photography competition was launched in February and the prize was awarded on the day of the Gala. Information concerning the two events also was communicated to dozens of journalists specialized in professional photography, and to daily papers around the Mediterranean, websites concerning Mediterranean culture and women, and to radio stations.

The competition was launched with the theme: "*The Mediterranean of Women: taking a step out of the ordinary*", and involved a jury composed of fairly well known photographers such as Reza, Marie Paule Nègre, Janette Danel Helleu, Elisabeth Sayers, Philippe Grangeau and Souad Belhaddad. About one hundred photographs were submitted from countries around the Mediterranean (France, Spain, Portugal, Morocco, Algeria, Tunisia, Egypt, Libya, Turkey) and beyond (United Arab Emirates, Bahrain, Poland, Romania...). Eight of these were selected to be exhibited on the day of the Gala, and three were given prizes thanks to the advertising agency Adsjut, the network Tv5 Monde, and Fnac.

The Gala's publicity strategy based on the photography competition was a success. Among others, the following organisations covered the competition while giving media coverage to the Gala: Media part, Babel Med, el Watan (Algérie), le Temps (Tunisie), UFal, Spectacles et musiques du Monde, Terra femina, Solidaires du Monde, radio Hchicha, Radio Beur, France culture, Paris hexagone.Tv, Inversalis production, Reportage photo, Femmes sous Lois musulmanes, Femmes-med, the Figaro, Femmes en Communication, TV5monde, Coup de soleil, Planet dz.

- **The Gala** was held on May 7 between 7:30 pm and 1 am in the extraordinary ambiance of a magical setting, the Cabaret Sauvage, which was offered to us free of charge. About 500 guests attended, of whom 60 were invited (political figures such as Secretary of State for Urban Policy, Fadela Amara, and Senator Halima Boumedienne, figures from the media and the arts, and the heads of other foundations for women such as Danielle Markovitch from the Raja Foundation). The fact that the representatives of numerous women's associations from all over France (Lyon, Toulouse, Amiens, Marseille, Dijon, Dole...) were in attendance reflects the recognition given to the Fund by the feminist movement.

After a welcome cocktail - which later was deemed as being of little use, complicated, and rather expensive – the event was opened by Souad Belhaddad, writer, journalist and humorist who kindly served as the master of ceremonies. The President and Director

briefly presented the MWF, its main purpose and its projects. They reminded everyone that the evening was part of the fight against violence against women, a national cause in France in 2010. Wassyla Tamzali, writer and honorary member, joined them to advocate for the consolidation of women's movements at a time when conservatives everywhere are restricting the freedoms of women, to the point of threatening their lives.

Numerous artists from different areas of the Mediterranean then entertained the guests, again offering their services free of charge: Angelique Ionatos (singing), Souad Massi (singing), Nassima (singing), Guillaume Méra and the Compagnie Pas d'Ici (drama), the Compagnie un petit Tour de Cirque (circus), Soad Belhaddad (sketches), Lori Larmania (flamenco dance), Samia Diar (singing), Salsa (dance).

The overall assessment of the event was very positive and both artists and spectators were full of praise. The people who participated in the adventure are willing to repeat the experience.

The goals that the Fund had set were achieved: the principal goal was to achieve publicity for the Fund even if the event only broke even financially. Happily, the call for donations in the hall made it possible to collect an amount sufficient to fund a project in France.

For the next Gala, a certain number of mistakes, such as the cocktail, will not be repeated. It should be noted that it was not the event in and of itself that was important for the Fund (although its great success enhanced the Fund's simple, serious image in the eyes of those present), but the accompanying work that it entailed in terms of public relations and communications. This effectively allowed the managers of the Fund to broaden their network of acquaintances and contacts and especially to reinforce their team with a healthy number of enthusiastic volunteers. Repeating the operation every year or every two years is being seriously considered.

d. Introduction to individuals likely to support the Fund

The presence of those in charge of the Fund in Paris provided an opportunity to meet people holding influential positions and individuals likely to offer their knowledge and experience in support of the Fund.

- The work of the Fund was presented to Fadela Amara, Secretary of State for Urban Policy and former president of the association, Neither Whores Nor Submissive (Ni Putes, Ni Soumises).
- Fatima Lalle, the representative of the equality watchdog agency of the Paris City Hall, was met and she offered her assistance.
- A meeting also was organized with Véronique Morali, President of Terra Femina and a trustee on the board of numerous business enterprises in France.
- The Fund President was invited to present the Fund to Club L, which reunites women from the sciences, arts and media.
- A meeting also was held with the communications representative for the collection of funds for the International Federation for Human Rights.

On each occasion, the individuals met were very interested in our activities and expressed their support, either for the Gala, or for the visibility of the Fund.

e. Participation in local, regional, and international meetings

In addition to the numerous meetings and encounters in which the MWF has participated in France, both before and after the gala in Paris, the Fund's Director has made numerous trips to the region to meet other donors and women's associations. These meetings are very important to the Fund because they provide an opportunity to make the Fund's activities known, to exchange information and to elaborate the Fund's future strategies through contacts with donors and associations.

- **March 18-23 in Amman, Jordan**, to meet MENA regional advisors of the Global Fund for Women
- **March 28-April 1** meetings with the new officer in charge of the Algerian UNIFEM programme and with diverse associations.
- **May 17-22 in Ulan Bator, Mongolia**, for the meeting of the International Network of Women's Funds, of which the Fund is a member.
- **June 23-July 6 in Alger, Algeria**: working session with numerous UNIFEM managers and meeting with associations funded.
- **October 3-7 in Geneva, Switzerland**, to accompany Tunisian women's associations presenting their alternative report to the 47th session of CEDAW regarding Tunisia.
- **October 21-23 in Tbilissi, Georgia**: participation in the meeting organized by AWID, "Resource mobilization for women's rights in South East Europe, Central and Eastern Europe and Commonwealth of Independant States". This was an occasion to obtain more information and meet Albanian, Bosnian, and Croatian associations.
- **October 24-28 in Istanbul, Turkey**: meeting with Turkish women's associations, including the association coordinating the coalition for sexual and corporeal rights in Islamic societies.
- **November 20-27 in Algeria**: in Tizi Ouzou on November 21-22, participation in the colloquium, "Gender, Resistance and Negotiations" organized by the English department of the University of Mouloud Mameri with the strong support of UNIFEM; and in Alger on November 25, the day of studying violence against women. Meetings with local entrepreneurs:
- **December 15 – 19 in Cairo, Egypt**: participation in the meeting, "21st Century Feminist Alternatives", organized by the Eypatian associations (Association de Solidarité Femmes Arabes, Fondation Heya, Act) and southern European and international associations such as the European Feminist Initiative, Antigo de Macédoine and others.

2. 3. Fundraising

a. Institutional donors

i- Positive results

Numerous positive results were noted in terms of fund raising.

- Pro Victimis, which provided valuable support during the feasibility study of the Fund in 2007, renewed its support in 2010.
- Following a fairly in-depth survey, The Sigrid Rausing Trust ultimately decided to finance the MWF for the first time.
- The Rita Fund, a new American fund whose aim is to finance women's funds, granted its first donation to the Fund, and assured us that this support would be repeated in 2011.
- In an assessment of their support for feminist Funds, Mama Cash gave the MWF a very positive evaluation, and the organisation decided to continue its support and to plan collaboration in the Middle East/North African region.
- Fila Frauenschiftung has initiated a form of collaboration with MWF by according a donation to be distributed to projects for young girls, a population that Filia is particularly interested in supporting.

ii- Negative results

Unfortunately, we also received negative responses.

- from SIDA, "Swedish Special Initiative for Democratisation and Freedom of Expression": submission of a project proposal for equality in the North African Middle East region.
- from the European Community: in January, the Mediterranean Fund for Women responded to a call for tenders for a project, "Reinforcement of the capacity of non-governmental actors working for gender equality in countries of the Southern Mediterranean" in the hope of receiving a grant of 100 000 euros to be redistributed to its associations. The result was negative, but this does not rule out renewing a request if there is a new call for tenders.
- from the Open Society Institute, which decided to open an office specifically for women's rights and to hire a program officer who will distribute grants directly to associations in the MENA region.

b. Pursuit of "local" donors

i) Businesses

Since 2009, MWF has been seeking to obtain local donations: this involves convincing entrepreneurs and other potential donors to finance women's projects in their countries. In this case, the MWF is not the recipient but the mediator between two parties and can serve as a guarantee for both.

- In Algeria

The first experiment took place in 2009 in Algeria between an entrepreneur and a network of women artisans: On one hand, the process turned out to be much more complicated than expected -- perhaps due to the surveillance to which companies are subject in Algeria -- and the sum granted was only one quarter of what had been originally promised, which put the beneficiary organization in a difficult position when closing their budget.

We have, however, continued to contact entrepreneurs by meeting with the president of the Association of Women Managers and Entrepreneurs in June. With their agreement, we have circulated information about the Fund, and a request for donations for the Res'art Algerian artisan network project was sent to the 500 members on their email list.

We received a positive response from the Association of Women Entrepreneurs in Setif, who assured us that they would support the Res'art project. However, after numerous telephone conversations in which they reiterated their support, the Association of Women Entrepreneurs made known at the end of several months that they could not support Res'art because the seat of the association was not in its region of action: by then, it was too late to contact other donors.

For the same project, we also contacted an entrepreneur who already made a donation in 2009 and who immediately granted half of the total budget.

- In France

Various attempts to solicit funding from French businesses for the Gala led to fairly similar results: numerous agreements obtained in principle were not fulfilled. The most painful example is no doubt that of Tv5Monde, which verbally committed itself to covering a large portion of the Gala's costs, but which in the end only covered the cost of the photography competition.

- In Morocco

A first attempt was made with three small business entrepreneurs via a Fund supporter who was a manager in an international company. The request, made for the Refam project (network of Moroccan artisans), did not receive a favourable response.

There are two types of lessons to be learned from these experiences:

- 1) Opportunities undoubtedly exist but pursuing them requires great interpersonal investment;
- 2) Verbal engagements must be interpreted very carefully – as long as the agreement is not formally established, one must accept that they will not be fulfilled as such.

ii) Individual donors

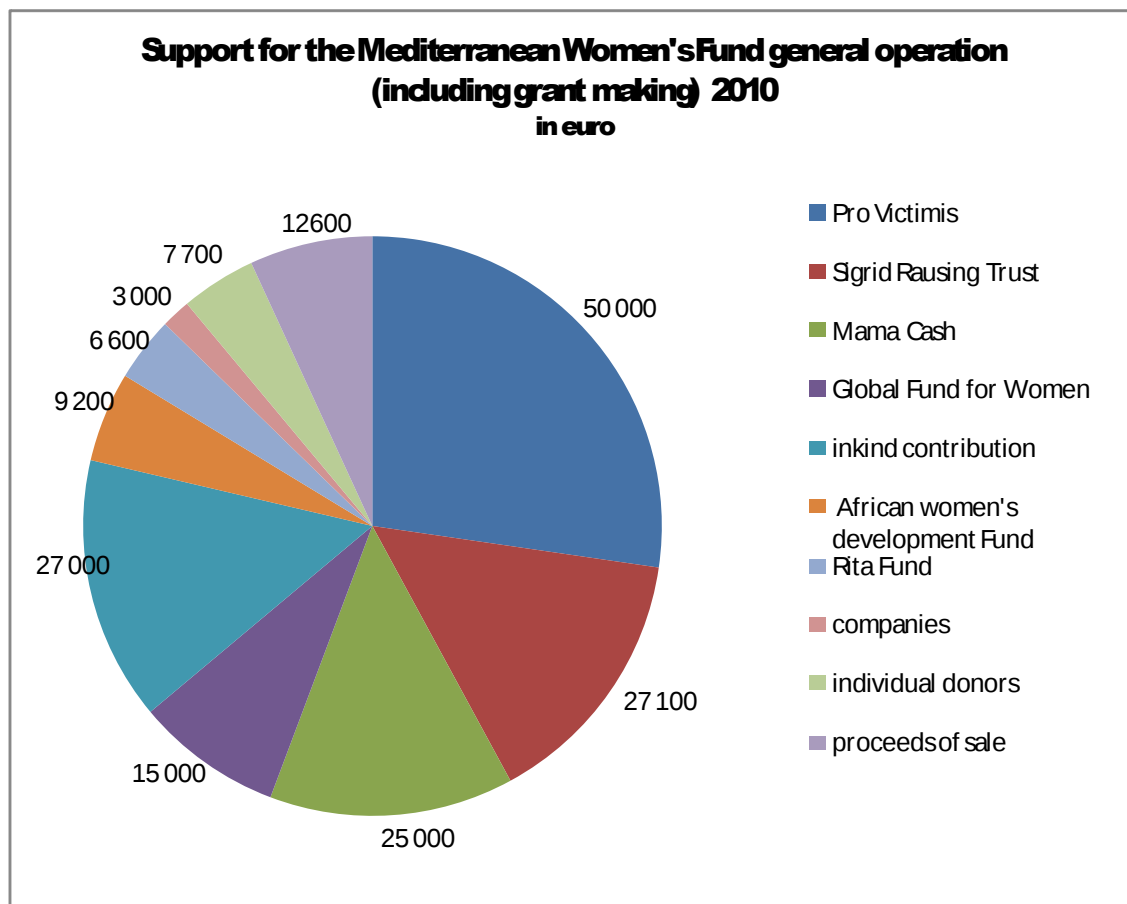
- The MWF at last received authorization from the French tax authorities to deliver tax reductions to donors in France.
- This allowed the Fund to broaden its fundraising campaign to potential donors outside the circle of friends solicited in 2009. The campaign, launched in November, a month generally considered to be propitious for donations, contacted 500 individuals in France through the post and several hundred by email (the exact number is difficult to evaluate as numerous friends of the Fund shared the campaign request with people on their personal contact lists). Despite an effort to communicate information regarding the potential for a tax reduction and concerning current projects and future needs (a copy of the letter sent is attached), the results of the fundraising campaign fell far short of our hopes (see Table 1).

Christmas coming up, the end of the year, a busy schedule, putting off everything that was not urgent, the feeling that attending the Gala was a donation: all of these reasons -- and no doubt others -- explains this partial failure. Regardless, it was decided to repeat the operation in 2011 at a different time during the year.

Table 1 Individual donations

	2009	2010
Fund raising letter	<p>July</p> <p>Sent to 140 people 24% responded average donation 70 euros (plus two donors who gave 1000 euros)</p> <p>5000€</p>	<p>November</p> <p>Sent to 500 people 10% responded average donation 40 euros</p> <p>2000 €</p>
Gala		<p>May</p> <p>500 participants 60 donors average donation 50 euros and restaurant receipts</p> <p>6000 €</p>

Graph n°1



d- Reinforcement of collaborations with other donors in the region

The fact that numerous collaborations have been proposed to the MWF demonstrates that the Fund's expertise and knowledge of the women's movement in the region gradually are being recognized.

- The Director's participation in the meeting organized in Jordan in February by the Global Fund for Women with all of the advisors of the MENA region was very important for the Fund: this allowed us to assess the needs in the southern Mediterranean region and to develop a funding strategy by taking into account the recommendations of the advisors.
- Working sessions with the Director of the Fund and those in charge of UNIFEM-Maghreb (March, June, and November) were held in Alger to study the difficulties encountered by donors (difficulties raised by the Global Fund for Women and Mama Cash) in communicating with women's associations. The proposal made by the Fund to co-organize a meeting to invite the associations to debate this question was retained by the heads of UNIFEM: a meeting is expected to be held on this topic in 2011.

- The meeting of the network of feminist funds IWFN in Mongolia in May also was an opportunity for working sessions with Filia Frauen Schtiftung of the Urgent Action Fund, who proposed, under different conditions, to provide a grant to the Fund to redistribute the money in the region.
This meeting was an occasion for the Fund's manager to benefit from the experience of more experienced funds and it reinforced our conviction that the women's movement absolutely must be supported and reinforced around the world.
- During a dinner organized by Terra Femina, the Director of the Fund was seated at the table of the guest of honour, Nathalie Pilhes, who was there to present the Foundation for Mediterranean Women that was created by countries of the Mediterranean Union in November 2009.
Following this meeting, a working session was held with Nathalie Pihles and Corinne Hirsh to study possible partnerships between the two structures whose work, each in a different way, concerns the status of women. A follow-up to this discussion is scheduled in 2011.

3. Support for women's associations

a. Grants

Of the 48 grant requests received in 2010:

- 28 were rejected, of which 16 were from outside the region, 7 did not meet our criteria (most often, personal artistic projects), 5 came from organizations that proposed a project that was not a priority for the Fund or that local advisors advised against.
- 18 projects were chosen by the selection committee: 12 were financed directly, 3 were introduced to local donors, and 3 that had been accepted by our selection committee finally did not receive a grant due to reasons related to accreditation (and therefore bank accounts), internal accords, or the availability of individuals responsible for establishing the final request. These were postponed to 2011. (see Table 2).

Requests come from the entire Mediterranean region, although most often from countries to the south. A particularly high number emanate from Israel and Palestine, which may indicate that the associations in these two countries are more familiar with grant request procedures. They are followed by Algeria, then Egypt. With regard to southern Europe, requests come especially from France, with increasing numbers from the Balkans.

Some requests are listed in the report as "Mediterranean" because they come from networks gathering women from several countries in the region.

The requests coming from France generally are met by individual donations made in France. Requests coming from Algeria are divided according to logistical needs (for which it is possible to involve an entrepreneur) and activities involving advocacy or more political training (covered by the Fund). We hope to be able to do the same in Morocco in 2011.

During this first complete funding year cycle, it is important to demonstrate the position of the Fund through the projects supported.

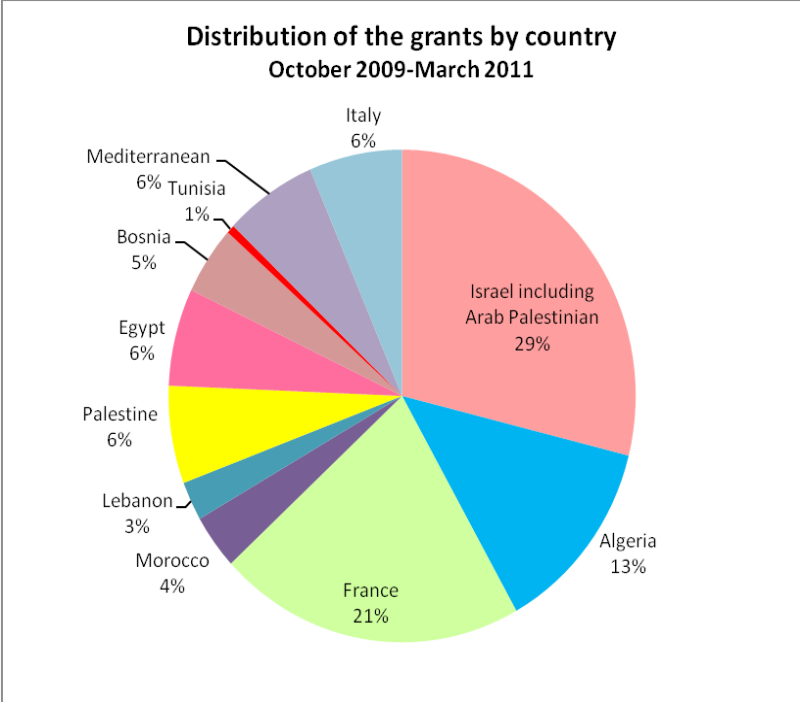
The decision was taken to highlight the Mediterranean character of the Fund by providing grants to projects around the entire region. (see Graph 2).

In the same spirit, the selection committee chose projects that illustrated the diversity of support that we wish to contribute (see Graph 3).

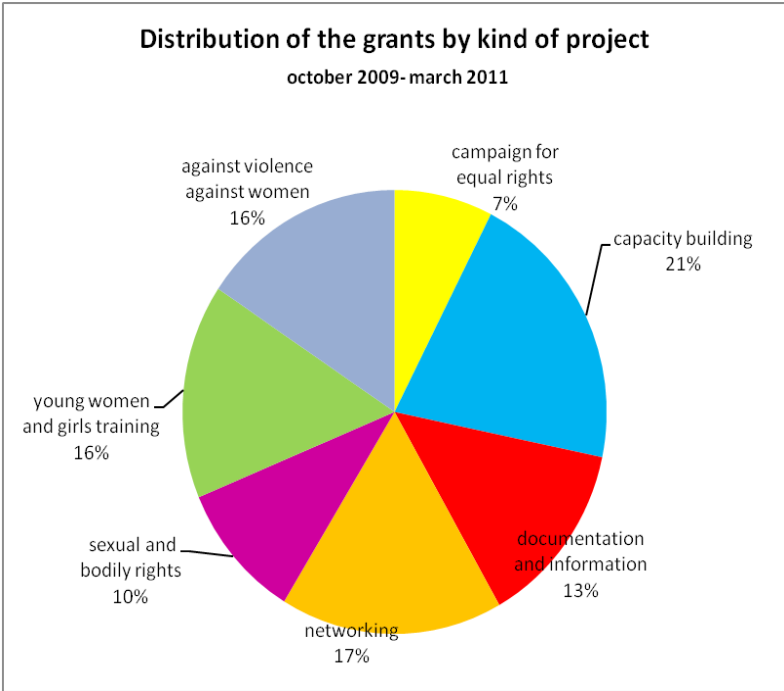
Grant Recipient Name	Country	Amount	Grant/Program Description	Year	Kind of activities
Indy-ACT	Lebanon	2000	Support to foreign domestic workers	2010	Campaign for equal rights
Association Democratique des femmes du Maroc	Morocco	2500	Participation to the CEDAW conference in New York	2010	capacity building
Collectif Kif kif	Algeria	4000	Campaign for equality before the law	2010	campaign for equal rights
Infoteka	Bosnia	3500	information and documentation center for women	2010	documentation and information
Women and Their Bodies	Israel	4000	Arabic translation of the book our bodies ourselves	2010	sexual and bodily rights
Africa-93	France	5000	Training on feminist principles in popular suburbs	2010	young women training
Women Development Cent.	Palestine	5000	Girl teenagers camp	2010	young women training
Assiwar	Israel	5000	Training for volunteers	2010	capacity building/violence against w
Informelles	France	4000	Website Equality	2010	documentation and information
Egyptian center for W R	Egypt	5000	Campaign against sexual harassment	2010	Sexual bodily rights/ violence against women
Association tunisienne des femmes démocrates	Tunisia	440	Participation to women's day against violence in Algiers	2010	networking
European Feminist Initiative	France	3000	Organization of the international feminist meeting in Cairo "Women and strategies"	2010	networking
Femmes en communication	Algeria	1600	Organization of handcraftwomen network event	2010	capacity building

Table 2 – List of projects funded between January 2010 and March 2011

Graph n°2



Graph n°3



b. Mentoring associations

- Assistance in seeking funding

When the selection committee was interested in a project but the Fund could not finance it or only in part, we systematically provided the association with the addresses of other donors likely to provide a grant. The Fund introduces associations to donors and helps them make contact with them. This was the case with local businesses, as well as with private foundations such as Raja in France, and even the local offices of UNIFEM.

To be able to respond in this way, the Fund updates its information on grant donors in the region, maintains and cultivates relationships with donors, and continues its collection of information on donors that have not yet been clearly identified.

- Support for reflection and formulating requests

The Fund plays a support role at two levels:

- when a project is approved, in order to help the association consider how to valorize and publicize its work (approval is not contingent on the final decisions of the association).
- when the project is being put together in order to help associations formulate their grant request according to donors' specific formats.

It should be noted that the Fund's "mentoring" work with associations has brought it unexpected publicity. A consultant who surveyed the funding of women's associations in Algeria for UNIFEM reported that the Mediterranean Fund for Women was frequently cited by associations, although only two associations had received grants, both of modest amounts.

II. Financial report 2010

Contributions non comptabilisées 2010	
Valorisation du bénévolat	
Gestion du site internet	
Webmaster (Honoraires 500€/mois pour 11 mois)	5 500,00
Organisation gala	
1 salarié temps plein 1 mois et 1 salarié mi temps 2 mois salaires bruts	5 092,90
Charges patronales sur salaires brut	2 047,39
1 journée au smic pour 30 personnes (8,86€ x 8 heures x 30 personnes)	1 670,10
Charges patronales pour 30 personnes	301,50
Salaires de 2 personnes en quart temps smic (38 heures x 2 x 8,86)	673,36
Charges patronales pour 2 personnes	95,64
1 mois hébergement Paris pour 1 personne (nuit d'hotel 60 € x 30 jours)	1 800,00
TOTAL BENEVOLAT	17 180,89
Dons d'entreprises pour concours et gala	
Adjust (prix concours photo)	600,00
Fnac (mise en cadre concours photo)	280,00
TV5 monde (prix concours photo)	600,00
La bague de Kenza (pâtisserie bar gala)	2 000,00
Le Cabaret Sauvage (prêt de salle)	8 000,00
TOTAL DONS Entreprises	11 280,00