

2009

ANNUAL REPORT



**Women's Campaign
International**

3701 Chestnut Street, 6th Floor Philadelphia, PA 19104
www.womenscampaigninternational.org

Women's Campaign International

Working in emerging democracies and post-conflict regions around the world, WCI advances opportunities for women to actively participate in public advocacy, market and political processes. In providing the requisite skills, knowledge and culturally-sensitive support, we develop leaders who transform the lives of everyone they serve.

Where We Work

Bosnia- Herzegovina

Romania

Azerbaijan

Afghanistan



Sri Lanka



Sudan

Ethiopia



where we work

Haiti



Colombia



Uruguay



Liberia

Namibia



Malawi



Tanzania



This year proved to be one of great transition and achievement for Women’s Campaign International (WCI).

Our Department of Defense-funded programs in Colombia, Liberia and Sri Lanka came to an end in 2009, but we were ready for the challenge of exploring new horizons for the organization and our programs. WCI held two successful fundraising galas in 2009. The first occurred in Philadelphia and helped us reach out to our local community and support new programs for Philadelphia’s youth. WCI’s “Global Awareness and Leadership Series” for young women will launch in 2010 and we are excited and grateful for the opportunity to share our international experiences with aspiring leaders in our own city. WCI’s second fundraiser took place at the Metropolitan Club of New York in November, and the star-studded list of guest speakers inspired us with their dedication to WCI’s mission and work. These speakers included Vice President Joseph Biden, John Legend, Mariska Hargitay, Sheryl WuDunn and Dina Powell of the Goldman Sachs 10,000 Women Initiative. It was truly a night to remember.

As WCI enters 2010, we take with us the success of this last year and look for ways to strengthen and grow our organization. As we move forward, we’re

looking for long-term partners to help us enhance and expand our international programs. We are also working on creating new program models in Afghanistan and Malawi which we hope to launch in 2010.

WCI is also committed to expanding our presence in Liberia following our Conflict Transformation Programs. After 14 years of civil war, there is much work to be done in Liberia, particularly for the women who have so disproportionately suffered through violent abuse and devastating trauma. In addition, Liberia’s President, Ellen Johnson Sirleaf, is the first democratically elected female head of state in Africa. Her revolutionary stance on protecting and uplifting women on a nationwide level has led WCI to form natural partnerships with various agencies in country. President Sirleaf, or Ma’ Ellen as she is called by the women of Liberia, invited WCI to train women leaders at her International Colloquium in March of 2009. WCI was invited to return to Liberia in the fall of 2009 to conduct a needs assessment for the women of President



Sirleaf’s nascent National Rural Women’s Program. We believe that the relationships we have built and the programs we are planning to implement with local partners will create a new long-term program site for WCI in Liberia.

And lastly, in other exciting news, we have embarked on a new marketing campaign which will tighten our core mission and rejuvenate the WCI brand. We have been working with an amazing team of professionals at Grafik Marketing and we are thrilled with the results. In the new year, WCI is looking forward to an array of new programs and a new look – so stay tuned!

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CONFLICT TRANSFORMATION PROGRAMS



WCI implemented a conflict mitigation program from August 2007 to March 2009 that built the capacity of women in decision-making processes, especially on matters of peace, security, and conflict as a means of reducing political violence, terrorism and extremism. The program worked with civil society groups to create trainings, programs, and media campaigns focused on increasing the number of women leaders, enhancing advocacy skills, increasing their ability to participate effectively in conflict resolution and peace building and providing them with resources to implement these new skills.

Supporting women peace activists in Colombia, Liberia, and Sri Lanka

In 2009, WCI completed its conflict transformation programs in Colombia, Liberia, and Sri Lanka. This program was supported by the Department of Defense.

Colombia

From 2007 to 2009, WCI worked in partnership with five Colombian women's organizations to target marginalized groups that are highly affected by the country's civil war. These groups include internally displaced women and their families, Afro-Colombian women and indigenous women. WCI provided these target groups with such trainings as community planning, public policy analysis, issue-based advocacy, gender and conflict management, micro-entrepreneurship and political and civic participation. In total, WCI trained approximately 1,500 women and 150 men on these topics. In the future, WCI hopes to secure more

funding to continue supporting the collectives it established for internally displaced women.

Sri Lanka

WCI's programs in Sri Lanka focused on networking women leaders through media campaigns, leadership and advocacy trainings. WCI conducted nine programs with seven organizations in Sri Lanka between December 2007 and September 2008. WCI helped expand efforts to include women from minority-dominated and conflict-affected areas as well as underrepresented groups, such as the plantation workers in the central region, poor segments of the majority Sinhalese population and Muslims in the South.

Program Successes	Civic Education, Advocacy and Grassroots Organizing	Entrepreneurship and Sustainable Livelihoods	Peace Building and Conflict Mitigation	Political Participation, Campaigns and Leadership
	450 women trained 53 men trained 14,000+ reached through media campaigns	875 women trained	5,200 women trained 50 men trained	1475 women trained 50 men trained

Liberia

As part of the March 2009 International Colloquium for Women's Empowerment, Leadership Development, International Peace and Security held in Monrovia, WCI was active in the planning of the Colloquium, served on the steering committee, and organized a campaign skills training for the Colloquium.

As part of the Liberian launch of a National Action Plan for UN Security Council Resolution 1325 that ensures women's involvement in issues of peace and security, WCI organized a half day training, "How to Run a Political Campaign and Craft your Message." The training focused on creating an honest and strategic assessment of oneself as a candidate and how best to frame one's message to voters. More than 100 participants including men and women attended the session, in addition to current Liberian Senators. The training featured:

- Television and radio campaign examples and campaign strategies from the current United States' Vice President's campaign manager, Valerie Biden-Owens

- Public speaking tips from Former member of US Congress and WCI founder, Marjorie Margolies
- Several important issues were identified during the question and answer portion of the training, including tips for using these skills in a more grassroots context.

WCI partnered with the Sirleaf Market Women's Fund during the Colloquium to train forty market women in Kakata, a city about forty miles to the east of Monrovia. This training offered similar campaign skills to the training WCI conducted as part of the International Women's Colloquium but with a greater focus on strategic planning for the market women, advocating for improvements to the marketplace, and contesting elections within the marketing association. Several participants shared not only their strengths, weaknesses, obstacles and threats as candidates but also their campaign slogans. WCI staff offered suggestions and critiques of example messages.



Members of the WCI delegation to the International Women's Colloquium in Monrovia, Liberia meet with the Liberian Minister of Foreign Affairs.



Valerie Biden-Owens conducts a message-framing training at the International Colloquium



Colloquium co-conveners, Madame President Ellen Johnson-Sirleaf and President Tarja Halonen



WCI training for Sirleaf Market Women's Fund



WCI campaign strategies training

LIBERIA NATIONAL RURAL WOMEN'S PROGRAM ASSESSMENT



In September, WCI, in partnership with the Liberian Ministry of Gender and Development (MoGD) and through funding from the United States Agency for International Development (USAID), conducted an assessment to design a program that will support the recently established National Rural Women's Program (NRWP).

The assessment team consisted of four WCI staff members and two staff from the MoGD. The team went to all 15 counties and interviewed more than 450 rural women and members of local NGOs and government agencies in a span of twenty-four days.

The aim of the assessment was to understand the structure, strengths and weaknesses of the NRWP, to propose program recommendations to build the capacity of NRWP members, and to recommend any necessary changes to the rural women's leadership structure.

The team used focus groups, individual surveys and interviews with key stakeholders to gather the necessary information for this report. While there have been multiple assessments conducted in Liberia on women's leadership, no one has assessed the needs and capacity of the rural women's group. The team travelled to all counties and interviewed the rural women to understand their situation and the organizations' structures. This assessment provides vital information about this group and serves as the foundation on which the Leadership and Economic Empowerment programs recommended in this proposal will be built.

Key findings of the assessment:

Status of Rural Women:

There is an overall consensus that rural women face extreme hardship. There is a significant increase in female-

headed households after the war. The women of the South were affected mainly by the first wave of violence from 1989-1996, while the women of the North were significantly affected by the recent war from 1999-2004. Most women believe that they understand their rights better now than in the past; more women are empowered and are attending adult literacy classes. Awareness and information about gender based violence (GBV) has increased, and women are more organized. A significant number of women reported that their lives deteriorated after the war, but most of the women viewed the Ministry of Gender and Development as their ally. However, women in areas that are extremely remote and difficult to reach by vehicle, like Grand Kru, felt that they have been cut off from the development

process and have no allies to champion their causes.

Barriers for Development:

The three most frequently cited barriers to economic development were:

- access to finance, including micro-loans,
- lack of education,
- and lack of marketable skills.

Most of the women in the southern counties listed poor infrastructure, specifically road conditions and lack of public transportation, as a major impediment for their development. The majority of the northern counties listed traditional beliefs as a major obstacle for rural women to run for public office. Only two counties in the South mentioned cultural beliefs as a hindrance. The majority of respondents acknowledge that the government is aware of their problems; however, they do not think that enough has been done to address the issues.

Political Participation:

Seventy-five percent of the interviewed women want to run for local or national public office. Lack of education, training, resources and negative cultural biases were cited as factors inhibiting women’s political participation. Respondents in all 15 counties believe that women can lead just as well as men can, and all of the respondents in the seven northern counties believe that women are better leaders than men



because they are the care-takers for their families and are more apt to address the needs of the community.

Livelihood:

Rural women heavily rely on subsistence agriculture for their livelihood and women shoulder most of the farming burden. Most women reported the men mainly help a small amount to prepare the fields but have a limited role in other farming activities. Nearly half of the women reported owning the land they farm on and a good percentage of the women are engaged in the informal sector. Very few women are engaged in the formal sector (government, NGOs, or schools) and almost all of the women reported that they are not involved in cash crop production. The majority of women primarily farm rice and cassava, in addition to other vegetables. Limited food processing and preservation techniques are used by the women to store their harvest. Most women only process cassava and there is an imbalance of supply and demand in the rural market. Many women trek long distances to sell their farm products. Many women expressed interest in expanding their farms or starting a business if they had access to more



“Yes - I would run for office. I want to be in a position that works for women and children; they will lift Liberia up! Town Chief is the best position for me.”
 -Anita, NRWP Survey Participant from Montserrado county

resources, including loans.

The NRWP:

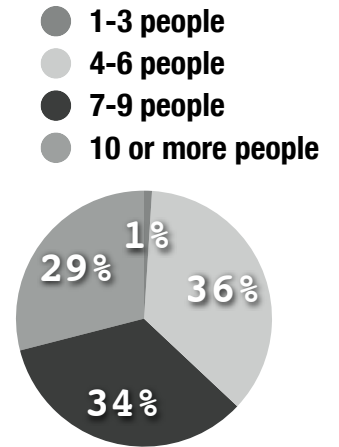
The majority of the women joined the NRWP to empower other women in their counties, help their communities engage in the development process, and change the lives of women and families in their counties. While all of the NRWP in the 15 counties reported to meet frequently, those in the Southeast did not meet as often due to bad road conditions, high transportation cost, and long distances to the county capitals from the districts.

Most of the members were not able to clearly articulate the structure of the NRWP beyond the fact that the NRWP held elections. Members of the NRWP hope that the organization will help to empower, organize and unite women.

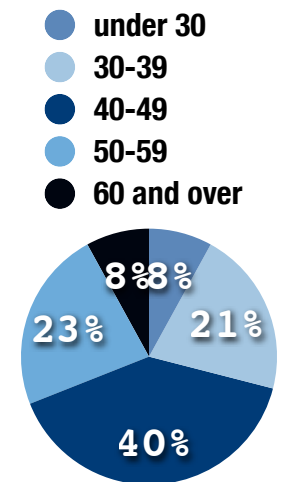
Capacity Building Needs:

In surveys given to the leadership of the NRWP, most women prioritized receiving technical assistance over receiving agricultural resources and tools. Most women ranked leadership training as the number one training needed and a high number of women highlighted the desire for more skills training in areas such as tie-dyeing, pastry-making, baking, farming techniques, preservation techniques, etc. Many women felt that there are limited or no opportunities for advancement and self-development and most women reported that they are not receiving any training or technical support at the present time from any international or local organization. Most of the women have been or are currently involved in community development projects and community farming/gardening were the most cited.

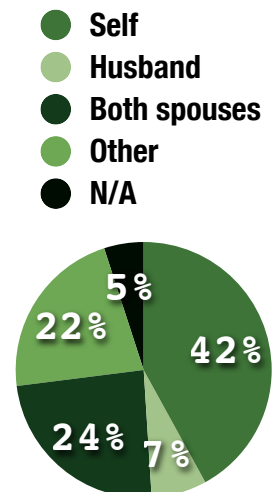
Household Size of Survey Participants



Age Breakdown of Survey Participants



Land Ownership of Survey Participants



Above: MoGD staff member interviews a traditional woman leader outside of Nimba county.

WCI's New Look

WCI chose Grafik Marketing Communications, the DC/Metro area-based marketing communications shop to redesign our logo and marketing materials. WCI chose the Grafik Team because of their ability to compassionately get to the heart of the brand, creating an identity and communications platform that commands market share and increases awareness in a highly-competitive sector.

"In a short time, Grafik has not only become experts on WCI, our work and our peers - but has been able to get to the essence of our brand and help us see how to distinguish ourselves to our supporters, donors and governmental grant-making bodies," says Marjorie Margolies, President of WCI. "They understand cause-branding and we look forward to working with them."

Since its founding in 1998, WCI has focused its passion and resources on increasing the participation of women in political and democratic processes worldwide. Even as successful initiatives are fulfilled, the need and opportunity for new programs continues to grow. And after 11 years of operating on boundless conviction, WCI's leadership has concluded that building a larger, broader base of support and funding is essential. At their major events in NY, WCI honored many well-respected luminaries such as Hillary Clinton, Katie Couric, Geraldine Ferraro, Dinah Powell, Gloria Steinem and Sheryl WuDunn to name just a few.

"Grafik has always been concerned with doing important work, and as a woman-owned company, we are particularly committed to working with WCI," says Grafik founder and CEO, Judy Kirpich. "We believe that working with WCI will not only make them more effective, but it will make Grafik a stronger company, keeping us close to our founding mission and contributing to making the world a better place for us all to live in."

Grafik has redefined the brand identity and strategy, from logo to interactive presence. Additionally, Grafik has assisted with PR messaging. WCI's redefined mission statement is, "Working in emerging democracies and post-conflict regions around the world, WCI advances opportunities for women to actively participate in public advocacy, market and political processes. In providing the requisite skills, knowledge and culturally-sensitive support, we develop leaders who transform the lives of everyone they serve."



USAID-Sponsored Assessment in Ethiopia

WCI conducted a month-long assessment to better understand the status of women professionals working in Ethiopia's Executive Branch of government in five regions and two city administrations. Research consisted of meetings with office supervisors and focus group discussions with women civil servants. Prior to the meetings, a pre-designed questionnaire was administered to better understand the capacity, challenges, limitations and strengths of these women professionals. To better understand the strategies and policies used by these regional executive offices, a study of the status of women in government laws, policies, and reports was also conducted.

The main findings include:

- Affirmative action policies in recruitment and hiring are in place; however, the policies are not as beneficial to the women as anticipated because most women do not meet the minimum level of qualification to be hired or promoted.
- Opportunities for women in civil service positions, such as secretarial or clerical jobs, are expanding horizontally and don't have much prospect for upward mobility.
- According to most men and women interviewed for this study, women face obstacles in achieving promotions and acquiring managerial positions due to the lack of advanced education and managerial experience.
- In general, the women staff members have a limited capacity and don't get sufficient support in areas such as technical support and training. The overall support and trainings the government provides for staff development are weak, ad hoc, and fragmented.
- There are virtually no trainings offered specifically for females, so they can develop leadership, management skills, self-confidence, and assertiveness; as a result, women's professional advancement and promotion has been hindered.
- Although one-third of scholarship opportunities available to bureau employees should be offered to women to advance their education, few meet the minimum requirement (most of the women are concentrated in clerical and secretarial jobs) which further limits their chances of promotion.

WCI developed a program recommendation for short term and long term strategies to overcome these challenges that is under review at USAID.

GALS PROGRAM

FOR PHILADELPHIA ADOLESCENT GIRLS



In May of 2009, WCI held a Philadelphia-based fundraiser to help launch its Adolescent Outreach program for local youth. The event showcased an outpouring of generosity from elected officials, local businesses and individual supporters who donated an array of auction items, international cuisine and their time to such an important cause. This fundraiser helped lay the foundation for WCI's program in Philadelphia, which was further supplemented by a grant awarded in December of this year by the Valentine Foundation of Lansdowne, PA. With these combined funds, WCI has reached our goal of creating a local program for young women leaders in Philadelphia. This program will be called the Global Awareness and Leadership Series or "GALS". Through board member Amy Gavin, WCI reached out to partner with Freire Charter School on this dynamic program. Freire has proven to be a perfect partner for this endeavor, as the school maintains "a focus on individual freedom, critical thinking, and problem solving in an environment that emphasizes the values of community, teamwork, and nonviolence."

WCI will work with Freire in 2010 as we tailor our successful advocacy and skills-building workshops to the needs of 20 high school sophomores who seek to become more active in their communities.



Participants will attend a series of Saturday workshops that build leadership skills with a focus on global awareness, advocacy, community activism, social media, networking and financial literacy. These workshops will run from January through May of 2010, culminating in a final conference to be held at Philadelphia's International House. The conference will allow participants to present their advocacy campaigns and activism projects to the community while also being showcased as part of the International House's Centennial Anniversary which will highlight the critical role of women leaders worldwide. The partnership with Friere will also allow WCI to maintain a relationship with the participants and revisit the group in September to assist them in applying their leadership roles in the 2010-2011 school year.



NEW INITIATIVES, STRATEGIC PARTNERSHIPS, AND FUNDRAISING

International

ACT ON 8 and Women's Campaign International launch a campaign to build the capacity of women leaders in Afghanistan and Liberia

In the fall of 2009, WCI partnered with ACT ON 8 to launch campaigns in both Afghanistan and Liberia.

In Afghanistan, the goals are to increase the capacity of 600 women to effectively articulate and advocate for social issues and to run for public office. A media campaign that will reach approximately 5,000 voters will serve to inform the general public of the important role that women politicians can play in the future of Afghanistan.

In Liberia, the goal is to institute an urban agriculture program to train women in

the skills necessary to start their own urban garden sites to better feed their families and create income-producing opportunities while protecting the environment. In addition, the women will attend a series of training workshops to develop their capacity to serve as community leaders.

The fundraising goal of each campaign is \$100,000. ACT ON 8 is committed to match each dollar donated to the Afghanistan campaign up to \$25,000.



**Women's Campaign
International**



WCI's Commitment to the



CLINTON GLOBAL INITIATIVE

In September 2009, Women's Campaign International made a commitment to the Clinton Global Initiative (CGI) to develop and support the National Rural Women's Program in Liberia beginning with an assessment in 2009. CGI, a project of the non-partisan William J. Clinton Foundation, convenes global leaders annually to devise and implement innovative solutions to some of the

world's most pressing challenges. President Marjorie Margolies, along with Director of New Initiatives & Strategic Partnerships, Cathleen Zurbach, attended CGI in September meeting with non-profit, government, corporate, and philanthropic leaders to create partnerships which enhance the implementation of WCI's new programs.

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Domestic

“GALS” A Night of Global Tastes, Sounds and Conversation in Philadelphia



On May 28th over 150 people gathered at University of Pennsylvania's Hall of Flags to support WCI's work around the world and the launch of its Global Awareness and Leadership Series (GALS) for young women in Philadelphia. The evening included international food stations, Afro-Cuban entertainment, a silent auction, and the presentation of

awards to Honorees Massa Washington, Tamela Edwards, Honorable LeAnna Washington, Honorable Rosita Youngblood, and Julia Brooks. Massa Washington, Truth and Reconciliation Commissioner of Liberia, was the keynote speaker and television anchor Tamela Edwards was the evening's Emcee.

Above: Massa Washington, Truth and Reconciliation Commissioner from Liberia, accepts WCI's International Women's Leadership award.

Community Outreach through Film

On June 18th, Women's Campaign International (WCI) hosted 200 guests at the Bridge Theater in Philadelphia for a preview film screening of M Power Productions' *The Stoning of Soraya M.*, a film adaptation of the sobering true story of an Iranian woman who was unjustly accused of adultery and stoned to death in 1986. The film demonstrates how quickly a lack of a fair trial, legal transparency and respect for women's human rights can spiral into a horrifying fate that is impossible to forget.

Following the screening, WCI was honored to host the star of the film, Oscar-nominated actress Shohreh Aghdashloo, and University of Pennsylvania professors Dean Richard Gelles, and Professor Susan Sorenson for a post-film discussion panel. The panelists touched on the topics of international women's rights, domestic and gender-based abuse, secondary traumatization and mob violence. Guests then were invited to a reception where they could speak to the panelists and WCI staff more in depth on these topics. The entire event was free to the interested public and generated overwhelming support for WCI.



Above: Oscar-nominated actress and star of *The Stoning of Soraya M.*, Shohreh Aghdashloo, poses with WCI President and Founder, Marjorie Margolies

ANNUAL GALA

all the difference in the
WORLD

Honoring Vice-President Joseph Biden, Sheryl Wudunn, Goldman Sachs 10,000 Women Initiative, and John Legend



On November 2nd, an enthusiastic crowd gathered once again at the elegant Metropolitan Club in New York to support WCI at its second annual New York fundraiser and the empowerment of women across the globe and the difference women can make in the lives of everyone they serve.

The evening began with a cocktail hour and a lively performance by the Impact Repertory Theatre, a Harlem-based youth group that starred in *August Rush* and performed at the Academy Awards. Mariska Hargitay, Emmy Award Winning actress and star of NBC's *Law & Order: Special Victim's Unit*, then took over as Emcee extraordinaire for the evening.

Honorees at this year's event included: US Vice President Joseph R. Biden, Jr., author of the landmark Violence Against Women Act; John Legend, six-time Grammy Award winner and founder of the Show Me Campaign; Sheryl WuDunn, Pulitzer Prize-winning author and co-author with her husband Nicholas Kristof of the new book *Half the Sky*; and Goldman Sachs' 10,000 Women Initiative, a five-year campaign to foster greater shared economic growth by providing 10,000 underserved women around the world with a business and management education.

The Vice President was introduced by his sister and WCI trainer, Valerie Biden Owens and discussed the invaluable importance of women to families and community development worldwide, as well as the Obama administration's commitment to women's empowerment both in the United States and around the world. Of WCI's work worldwide, he said, "Because of your efforts, more women are realizing their value in their communities, more women are finding their voice, more women are leading the world. The empowerment of women will be the defining issue of the 21st Century." A spirited live auction following Vice President Biden's remarks raised \$53,000 in ten minutes for women's causes worldwide.

The evening's activities were a testament to the generosity and social consciousness of its honorees and sponsors. Honoree John Legend said, "I am a true believer in the work that you're doing... and I'm humbled and I'm honored to be in the presence of people who work so hard and do so much; it makes me feel I do so little... you really are doing such great work and I'm just honored to be among you. A lot of work is going to be done in the coming years, the coming decades, and sign me up, to be your friend, or anything else that you need, sign me up to be a part of it."

FINANCIAL STATEMENTS

Revenue and Support	
Federal government contracts	\$326,168
Corporate support	\$59,125
Foundation support	\$22,750
Individual support	\$339,261
Other revenue	\$311,771
Total revenue and support	\$1,059,075



WCI Board

as of February 2010

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Adelaide Ferguson	Kathleen Murphy
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Lynne Gold-Bikin	Walter Rolf
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 Emebet Bekele, Program Assistant - Ethiopia
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Karol Wasylyshyn
Claire Wilson
June Wolfson

WCI staff and board are committed to diversifying the funding base of the organization. New partners have joined the WCI circle of donors and WCI has received continuing support from several area foundations.

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