





WORKING WITH ROSA
YOU FEEL PART OF A
MOVEMENT, GALVANISED
TO THINK RESOURCEFULLY,
COLLABORATIVELY
AND TO INVEST IN YOUR
NETWORKS. WORKING
TOGETHER MAKES US
STRONGER!



Gemma Kauffman
Dream Of Life, Grantee



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10 YEARS OF STRIVING FOR EQUALITY AND JUSTICE FOR ALL WOMEN AND GIRLS IN THE UK

About Rosa

Rosa is the first and only UK-wide fund for women and girls. We mobilise resources for women's equality by generating funds from corporates, industries and individuals and investing in grassroots women's organisations and national campaigns through grants, mentor-matching, training and networking.

We champion women's organisations and the issues they tackle, and encourage others to invest in them. We connect individuals, organisations and sectors to develop leaders and leadership to catalyse change.

Our vision is of gender equality and social justice for all women in the UK across our four key pillars of work:



Leadership and Representation



Safety



Health and Wellbeing



Economic Justice



AS AN AMBASSADOR
FOR ROSA IT IS AN
ABSOLUTE HONOUR TO
BE ABLE TO LOOK BACK
ON THE PAST TEN YEARS
AND SEE ALL THAT HAS
BEEN ACHIEVED.



Forward

Sandi Toksvig

Rosa Ambassador

Rosa is a fantastic organisation. It is the first and only UK-wide women's fund working for equality and justice for all women and girls in the UK and I support it because there is still huge inequality in this world for women and girls. As the co-founder of the Women's Equality Party, I see our battles as equal to Rosa's. Both want to push for equal representation in politics and business, education, equal rights on all matters and to seek an end to violence against women.

We need Rosa on so many fronts. Women's organisations in the UK were underfunded before the recession and they are being hit even harder now. Yet despite the new and continuing challenges faced by women working for equality, progress has been made through investment from new sources in the corporate sector and philanthropy. But there is still a long way to go, which is why Rosa is so critical.

Rosa's mission to support women and girls recognises that women experience oppression in different ways and to varying degrees of intensity. Oppression is cultural and systemic. Where those cultures and systems intersect, the oppressions women experience are compounded.

The world has many problems which could do with being solved. There is no point in only applying half the available brains to do the solving. Gaining equality and justice for women and girls does not just help women, our mothers, sisters and our daughters but our fathers, husbands, brothers and sons. It is in everyone's interest.

Congratulations to Rosa for making it this far. I look forward to the future that Rosa is striving for, for the women's movement and for the individuals that need it the most.

Introduction
Samantha Rennie
Executive Director,
Rosa UK

10 Years, 10 Stories, 10 Challenges



The vote, and indeed every single advance for women in the UK before or since – including property ownership, access to education, equal pay and reproductive rights – has only ever been achieved by bold, brave women becoming informed, organised and taking action to tackle injustice and inequality head-on. Yet injustices and inequalities persist, often hidden or ignored. And this is why Rosa continues to mobilise resources for women and their organisations.



WE'RE REACHING OUT
WHERE OTHERS CAN'T,
MAKING CONNECTIONS
AND CHANNELLING
RESOURCES WHERE
OTHERS HAVEN'T DARED.



Ten years on, Rosa is still the only UK-wide fund dedicated to women and girls: dedicated to the woman who has to choose between feeding her family or buying tampons; to the woman afraid to challenge her parents when it comes time for her younger sister to be 'cut'; dedicated to the girl who's being harassed through social media, and thinks her boyfriend's abuse is her own fault. To the woman whose local bus never stops because of her hijab; and the woman whose nursery closes just when her boss calls her in for a shift. And to all the women held back from being their best selves by structures and systems that keep them down.

In ten years, Rosa has directly touched the lives of over 31,000 women and girls, helped amplify their voices and strengthened their chances of overcoming the barriers put in their way just because they are female. Rosa is also dedicated to the women and men who recognise the inequalities, who want to change the structures and systems, and who want to give something back.

We're reaching out where others can't, making connections where others don't and channelling resources where others haven't dared. Over the next ten years Rosa will keep catalysing this movement for change. And grow our networks of generous, insightful people who want a fairer world for everyone's daughters.

In the meantime, meet some of the inspiring people helping to make this happen. Combined with our review of data and other evidence, their insights are guiding Rosa forward.

2008–2018

Our impact in numbers

Over 10 years, Rosa has made more than 200 grants worth over £2M to organisations run by, for and with women working across one or more of our 4 pillars.

These grants have directly benefited **31,920** women and girls across the UK and achieved the following:

1,554

have benefited from increased representation and leadership



27,147

feel safer from violence and abuse



1,072

have experienced greater health and wellbeing



1,147

women and girls have improved their economic situation



The Case for Investment

From a young age, Maggie has been deeply committed to gender equality. She has decades worth of expertise in women's philanthropy and the development sector, never losing sight of her mission to improve the lives of women. "I'm outraged at the inequality, and always have been – this type of work is in my blood!"

Maggie recognised an urgency to go beyond just supporting women, towards needing to actively invest in women too. She grew frustrated with the lack of funding for women's issues, and identified a gap that needed to be filled in order to change the funding landscape. "I saw the challenges women's organisations faced in getting funding, and a lot of it boiled down to the view that women had 'got it already'", she says. "People presumed that women had achieved equality here in the UK, just because we'd got the vote."

This led Maggie to become a founding member of Rosa, the UK Fund for Women and Girls. Rosa came at a time when there were few options available to women's organisations that needed financial support. A reason for this, she says, is that investors didn't value women's potential to make an impact. To change this, many of her earlier years focused on shifting the language of philanthropy so that women were not seen as victims, but as their own, capable changemakers. "I had to make sure funders saw what women brought to the table," she says.

Women have long been disproportionately affected by funding, funding that often focused on championing a cause, rather than directly supporting women. Rosa has always been different. It took funding for women a step further by bringing money from individuals and the corporate sector directly to women on the frontline, improving the lives of women who needed support the most.



Though this is more common now, Maggie says that a decade ago it helped mark the start of significant change. "I remember ten years ago speaking at a bank event, pitching to women who had money. They told us they wanted to invest in women, but didn't know where to start". "What we've achieved over the years is to enable these women to take a step into an unknown world, making it possible for them to support other women to realise their own potential."

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The Changing Face of Funding

For ten years, Janet worked for the Ministers for Women on a wide range of women's policy issues. Later, she helped found the End Violence Against Women Coalition, and is now a vice chair of the Equality and Diversity Forum. "Women know what the issues are, because we experience them every day," she says. "Women just need their voices heard."

Janet was involved in Rosa's early research and is always thinking of new ways to bring money into the women's sector. Rosa has a key role to play in doing this, she says. "They help give organisations a head start. The public still thinks women can just leave a violent relationship, and that they have plenty of resources, but that has just never been the case. So Rosa helped create a new way to support frontline services."

Whilst Janet has helped shape the UK's funding of the women's sector, she's also seen how women's organisations have worked together to better prepare for the future. "Women's organisations have faced many challenges over the decade," she says, referencing

the loss of the UK Women's National Commission in 2010 (of which she was director until 2007), "but one thing that's been critical is collaboration. People in this sector do not work alone – we all join in on a partnership."

Rosa was launched in the same year as the economic crash, and it aspired to fill a much-needed gap for women's funding at a time of economic uncertainty. Now, ten years later, Janet's biggest fear for women's equality, and funding, is Brexit. "I believe Brexit will pose risks to women's funding," she says. "My fear is the fallout from Brexit will hit the people who earn least, and who are in the most insecure jobs, the most – and women are overrepresented in those areas. If we leave the EU, there will be less money for frontline services for women."

Nevertheless, the next generation of campaigners offers her hope. "It's a particularly difficult time for women, but I've been working in this area since 1997, and we've faced many problems. What encourages me is the young women coming through – the activists

Rosa is supporting, who speak out against issues from female genital mutilation to period poverty to sexual harassment. Girls and women from a wide range of communities are standing up and saying, "Time's up". That gives me a lot of hope for the future – that's the energy and intelligence we must fund."

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Tackling Taboos



Muna (pictured on the left) knew from an early age that female genital mutilation (FGM) was a violation of human rights, and that it was abuse. She helped set up Integrate UK, a youth-led charity best known for its work to tackle FGM by young women who are still in secondary school or higher education. Lisa (pictured on the right) is Director of Integrate UK. Lisa first realised the horror of FGM when she was a teacher and took a group of 13 and 14 year old girls horse riding. She later found out that 11 of the 12 girls had been subjected to FGM. "It made me so angry," she recalls.

Muna is a passionate advocate for change, and says the biggest impact of Integrate UK's work has been to enable young people to be advocates for women and girls worldwide.



WE ARE TRULY
EMPOWERING
YOUNG PEOPLE
TO LEAD CHANGE.





THEY CHANGED FGM FROM BEING A COMPLETELY TABOO SUBJECT, TO NOW BEING SPOKEN ABOUT, EVEN BY BOYS. IT WAS ONE OF THE MOST INSPIRING THINGS I'VE WITNESSED IN MY LIFE.



"I think the fact that schools are not hiding away from the issue and are asking organisations like Integrate UK to come in and do sessions with their pupils is fantastic, and is due to campaigners asking for educational reform," she says. "For me and for all the young people in Integrate UK, the fact that we are leading, we are deciding what to tackle and how to go about it is the key to breaking cycles. We are truly empowering young people to lead change."

Muna says the funding from Rosa made a huge difference, especially with the FGM and media campaigns, which facilitated a number of powerful conversations. The Integrate UK campaigners successfully reached 8,500 people directly through their workshops and about 2 million indirectly through interviews and online videos, including their music video "#MyClitoris" which went viral, and was shared by pop stars like Lily Allen.



Lisa agrees, and says that many years ago it was nearly impossible to get people to talk about FGM, let alone fund projects that tackled the issue. "The funding enabled the girls to engage with young people about FGM. It meant we had a group of empowered, outspoken, positive activists who were making big changes. They changed FGM from being a completely taboo subject, to now being spoken about, even by boys. It was one of the most inspiring things I've witnessed in my life."

4

Rowena Knight

Queer poet, feminist activist and project
lead on Reframe & Rewind

Campaigning for Change



Rowena has always been passionate about representation in the media. She grew tired of how women were portrayed in pop videos and the constant over-sexualised imagery used as entertainment. So when she stumbled onto a Facebook post looking for people to campaign against racism and sexism in music videos, she was thrilled. "I signed up immediately!" she says. "These music videos can be seen everywhere, even just playing in the background of your chip shop. And they impact on the way people treat us."

Funded by Rosa, Rewind and Reframe was a collaboration between three women's organisations – Imkaan, OBJECT and End Violence Against Women – bringing young women together to campaign and lobby the music industry, government and regulators about offending videos and songs. "The funding empowered us to change the message," Rowena says. "It helped make sure our voices were heard." Rowena and the group met to research and discuss examples of racism and sexism in entertainment. "The problem with a lot of music videos is that there's still a lot of hypersexualism of black women, or women who are naked for no reason," she says. From their meetings, they put together a public statement, and began to lobby Parliament to push for age ratings for certain music videos. The campaign persuaded David Cameron to trial age ratings on music videos.

Their priority was to start the conversation, and normalise the discussions about the combined

negative impact of racism and sexism. "We were all young women, and we wanted to tell the people in power, we're not happy with this, this is impacting on our lives, and we're meant to be a key audience for these videos."

Rowena says it's often difficult for projects like 'Rewind and Reframe' to get funding because young women's political groups are not always invested in. "It's a real shame more projects like this aren't funded, because young people have so much passion, energy and optimism to create a different world." Still, she says, projects like 'Rewind and Reframe' make a mark, and help shape the future of campaigning for young women like herself. "It's incredible Rosa funded this project, because it helped encourage young women to make society better. We wanted people to know we can be powerful, and that we have so much to give."



THE FUNDING EMPOWERED
US TO CHANGE THE
MESSAGE. IT HELPED
MAKE SURE OUR VOICES
WERE HEARD.



Raising Intersectional Voices

Eleanor is a leading campaigner for disabled women. When she speaks, people listen and it's her voice that has inspired so many others to speak up and use their own. Yet although she's long paved the way for those often ignored by society, Eleanor was once unsure her voice was being heard by the wider women's movement.

"I realised there was a gap, and disabled women were being excluded by many bigger women's charities," she says. "They didn't often talk about things like disabled women dealing with domestic violence, or sexuality. I knew there was a need to make a change."

Eleanor believed in her mission but didn't see disabled women reflected in the sector and worried that funding opportunities for her type of work would be limited. In 2014, Eleanor set up Sisters of Frida, an award-winning Community Interest Company, and one of the only organisations in the UK that provides a megaphone for disabled

women and campaigns to ensure that women's rights are intersectional. "Intersectionality is the foundation of what we do," Eleanor adds, "because there's a need for all types of role model – if you don't see yourself, you think it's not possible for you."

A grant from Rosa supported Sisters of Frida's first event engaging disabled women with public speaking and how to raise their voices on behalf of other disabled women. "We discussed things such as, if you're invited to speak at an event and you're a wheelchair user, how can you assert the fact that you won't be able to access a podium?" Having the space to discuss both practical and more complex issues faced by disabled women felt groundbreaking.

The organisation has since led critical change in the UK for disabled women's rights, including contributing to UN conventions and participating in panel discussions, not just about disability,



but a wide range of issues. Today, Eleanor is the coordinator for the group and is on the British Council Disability Advisory Panel. She says visibility, and ensuring the voices of every woman are heard remains critical to Sisters of Frida's future, as well as team work and collaboration. "It took time for us to get a track record and to find our place in the sector. When we first started, people still asked us, 'what does intersectional mean?' But today we support all women to build confidence in their communities."

INTERSECTIONALITY
IS THE FOUNDATION
OF WHAT WE DO
BECAUSE THERE'S A
NEED FOR ALL TYPES
OF ROLE MODEL.

Rosa's work is underpinned by our four pillars. Ten years on from the founding of Rosa, the evidence shows there is still much more to be done.

Pillar 1:

Leadership and Representation



Women's participation in public life and decision-making in the UK is at an all-time high but still falls short of an equal voice. Women's rates of participation and leadership both directly in politics, and more widely in the economy, the media, and in social agencies (public services and the third sector) are low, and show that in most key areas of decision-making and influence, men still run the UK.

Over the last ten years, the picture of women's leadership has been uneven but slowly upward: the number of women holding directors' seats in the boardrooms of FTSE 100 companies has more than doubled (Cranfield School of Management, 2017) and the UK Parliament has around 10% more women MPs. However, despite the progress that has been made, women continue to be in a minority in most positions of leadership.

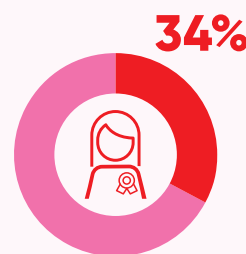
In 2016, although **62%** of secondary school staff were women, only **39%** of headteachers were women.

(Department for Education, 2016)



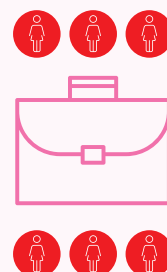
On average only **34%** of political party members are women.

(IPPR, 2017)



In 2016, only **6 of the FTSE 100 CEOs** were women.

(Chartered Institute of Personnel and Development, 2018)



Pillar 2:

Safety

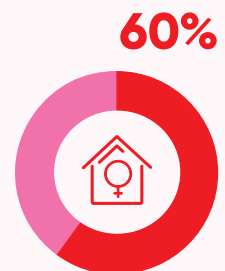


Violence against women, which includes domestic violence, stalking and harassment, rape and sexual offences, forced marriage, honour based violence and female genital mutilation, child abuse, sexual exploitation by human trafficking and prostitution, is a violation of women's human rights and a cause and consequence of women's inequality.

The overall prevalence of sexual assault has not changed significantly in the last five years (ONS, 2017) and in 2017, Refuge found that 56% of young women (16–21) had experienced coercive or controlling behaviour from a partner and 39% thought it was the norm. Specialist services which support women who have experienced violence are closing and turning women away due to lack of funding.

60% of all referrals to refuges were declined in 2016–17, normally due to a lack of space.

(Women's Aid, 2017)



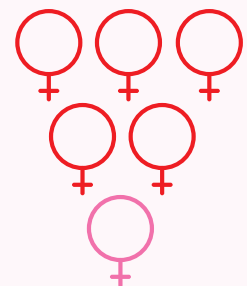
More than half of all women and nearly two-thirds of women aged 18 to 24 said they have experienced sexual harassment at work.

(TUC and Everyday Sexism survey, 2016)



5 out of 6 victims of sexual assault do not report it to the police.

(ONS, 2017)



Pillar 3:

Health and Wellbeing



Women's health and wellbeing is impacted not only by their biological sex, but also by their gender roles. Women are more exposed to poverty than men, have greater responsibility for child and elder care, they often rely on men for household income and experience men's violence. These experiences shape women's health needs, ability to live healthy lives, and access to services.

Research shows that women suffer more from mental health problems than they did ten years ago, and the mental health gap between men and women is widening (Mental Health Foundation, 2017). Research also shows that women now spend a smaller proportion of their lives in 'good health' than they did 5 years ago (ONS, 2017).

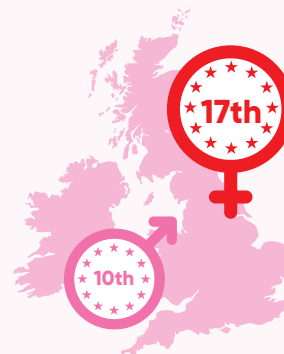
16-24 year old women were **7% more likely** to have symptoms of Common Mental Health Disorders in 2014 than they were in 1993. Men were only **1% more likely** to have symptoms.

(Psychiatric Morbidity Survey, 2014)



Out of 28 countries in the EU in 2015, the UK was ranked: **17th** for female life expectancy and **10th** for male life expectancy.

(Public Health England, 2017)



The **number one** concern girls expressed in the Girl Guides Girls Attitude Survey 2016 was **mental health**.

(Girlguiding, 2016)



Pillar 4:

Economic Justice



Women are more likely to live in poverty in the UK than men. This goes across the lifetime: women earn less than men, have more caring responsibilities and have less income during retirement.

Over the last ten years, austerity has had a disproportionate impact on women's lives. Women use more public services, they make up the majority of the public-sector labour force and they are more likely to make up for lost services through unpaid care work (Women's Budget Group, 2018).

Men earn 18.4% more than women (ONS, 2017), and the requirement for all large employers to publish their gender pay gap has revealed the extent of this inequality.

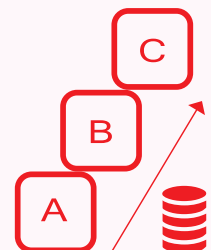
Households headed by women such as lone parents and single female pensioners will be about **20% worse off** in 2020 than they were in 2010 as a result of austerity.

(Women's Budget Group, 2016)



Childcare prices have **risen at about double the rate of inflation** since 2010.

(Childcare and Family Trust, 2018)



In 2017, the gender pay gap for women in their 20s was **five times greater** than it was in 2011.

(Fawcett Society, 2017)



Championing Unpopular Causes

Rachel (pictured on the far right) finds she's always busy. As a mother of two children with a hectic schedule, she's not sure how she finds the time for anything else. Still, she knew she wanted to meet other like-minded feminists and in 2016, she joined Fourth Wave. "I was looking for a feminist group," she says, "and what attracted me to Fourth Wave was how relaxed and accommodating they were. There was no pressure, and they're anti-elitist, which is what made me realise they're my people. They're now my best friends."

It's this close connection that led Fourth Wave to flourish in the UK's feminist scene. Rachel says that it's their bond and collaborative efforts that makes their small group stand out. "We're different. We're from diverse backgrounds, and our politics don't always align with each other's or even with other feminist groups in the country," she says. "But we are a supportive collective, and open to individuality."

And it was Rosa that first supported the launch of Fourth Wave's campaign about period poverty in the UK. "We saw girls were missing school for being on their periods and found it appalling. We discussed it as a group, and through our networks, we helped draw attention to it with a petition." The petition was a huge hit, and got thousands of signatures. Period poverty is often seen as a taboo subject, but Rachel said because people were shocked, it helped galvanise the cause.

Rosa's grant enabled the group to talk at events and conferences about the issue, connect with girls across the UK and raise awareness. Rachel says as a self-funded collective, people underestimate how expensive it can be to campaign for a cause. "Costs add up – from tickets to events, to the time and money to run a stall all day, to t-shirts and campaign materials. There are so many hidden costs."



Rachel is grateful for the support in helping get the campaign off the ground, and for the media buzz it caused. Still, she only wishes that more support existed for other groups out there. "We were able to do all of this because we had a budget behind it – Rosa was amazing for this campaign, but there isn't enough funding out there for small collectives like ours to just exist."

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7

Toyin Ayedun-Alase
Director of
WomenAfterGreatness

Challenging Stereotypes



Toyin was born in Hackney, East London, and as a trained actress and singer, she's performed on West End stages and appeared on television. She has always been driven to speak out against injustice. "I had and still have the gift of the gab," she jokes. "As a young woman I thought about becoming a lawyer, but then I discovered I could advocate for young people in other ways."


What drew Toyin to this area of work was her own background. "At school I was labelled as a disruptive child. I came from a single-parent family, struggled to manage my emotions and pushed the boundaries both at home and at school."

It was the guidance of two key teachers at school that helped Toyin challenge the label she'd been given. "They mentored me at a really key moment in my life, and went out of their way to help me see that I could make choices about my future." It was this mentoring that inspired Toyin to support young people. "I see so many young women struggling with the problems I had. They've been labelled as difficult young people, and schools don't have the time to find out what the underlying reasons are for their behaviour."


After delivering confidence-building workshops in local community centres and schools, Toyin developed WomenAfterGreatness, an initiative to encourage, empower and equip women and girls through mentoring and skills development. The organisation is based in Hackney, and helps women and girls in low-income families from black and

minority ethnic backgrounds. "Having positive mentors helps these young women write a new story, it helps them challenge stereotypes and build up their resilience."

Rosa gave WomenAfterGreatness a grant to fund workshops and mentoring throughout 2017, which helped the organisation grow at a crucial stage in its development. Through access to mentors, young women gained confidence and have gained access to opportunities that they otherwise would have missed out on. "One of our participants was a young woman who had a history of depression, anxiety, low self-esteem and confidence," Toyin explained. "She found it difficult to make and develop positive relationships. But we linked her with a mentor for five months who supported her in making friends and managing anxiety levels. She's since gone on to become an ambassador for the work we do."



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Reimagining Philanthropy

Cath has seen many changes in women's philanthropy over the last decade but one thing that has remained consistent is how giving to women's causes is still seen as a "minority" issue. "It's a systemic problem" she says. "Giving to women's causes has stagnated at around 2% over the decade. As austerity has impacted services, we as a society haven't responded with more giving." The only way to tackle this is to look at all aspects of life through a gender-lens, from finance, to health, to the environment. "We need to stop seeing women as a separate cause, and start seeing the role of women in all causes."

Cath believes Rosa, where she was appointed Chair in 2017, has helped change this problem. She was particularly drawn to its clear mission: "You get an understanding of what happens on the frontline of women's issues and for those who are more privileged, we may not see that everyday. Rosa is where women can come together to learn from each other, and understand how they can move women's issues forward."

One of the other challenges is that the philanthropy 'community' often lacks focus, because givers don't work together to give strategically to causes. "From a philanthropy point of view, I think there are dangers of working in isolation. On the one hand, individuals focus on causes they are passionate about and that is a powerful driving force. On the other hand, you are most likely to make mistakes when you are working on your own. When individuals come together they can learn from each other, it's more effective and strategic. Also, isolation often results in a lack of confidence among philanthropists, they are less likely to form networks, and achieve their full potential."

Cath says there is a long-held gender stereotype that giving is less important than earning, and as a result, she thinks women often lack confidence about their role as philanthropists. But today, Cath believes there's a generation of women who are coming forward as confident, strategic givers – and with this, she's seen how gender role stereotypes have shifted, too.



WE NEED TO STOP
SEEING WOMEN
AS A SEPARATE
CAUSE, AND START
SEEING THE ROLE
OF WOMEN IN ALL
CAUSES.

"Now," she adds, "there are women who are independent philanthropists, and equally as good as men on the frontline. And the more we celebrate female philanthropy, the more it will encourage women givers to be more open and involved."

Rethinking Collaboration

Since its founding, Cummins, an engineering company, has believed that building more prosperous communities isn't just better for the people who live there. It's also better for business and society at large. Antonio Leitao, Vice President – Europe at Cummins, is committed to diversity and inclusion, especially in an industry where only 10% of employees are female. "Cummins has always been grounded in the belief that wherever we operate, we will leave our community stronger than we found it. We've seen first-hand the positive transformation that happens when we ensure diversity and inclusion within our organisation. We are committed to bringing more women into our business at every level."

Antonio notes that the recently launched Cummins Powers Women programme is a landmark community initiative, representing the next phase of Cummins' commitment to large-scale community impact. Antonio says this women's advancement programme is a top level initiative for the company that unites Cummins' leaders globally

to engineer solutions to the problem of gender inequality. "We looked for ways to make a difference that had global applicability and leveraged our company skills sets. Partnering with NGOs in the women's equality space was a natural fit. We chose to support Rosa because of its strong track record in advancing women and girls."

Antonio says Cummins' regional leadership teams will work closely with non-profit partners around the world to help accelerate the advancement of women and girls. What drew him to Rosa was their shared values, and from their first meeting, Antonio said it was clear they'd have a great relationship.

"Rosa's vision and values align so well with the Cummins Powers Women programme and with our own vision and values," Antonio says. "For example, that all women and girls should experience equality of opportunity in the UK. I believe in investing in economic justice, and this is important to my leadership team here, too."



In the future, Antonio says Cummins will continue to use its skills to help support individual programmes, and also the team at Rosa. "We believe that this will be a great partnership where we can both champion funding for grassroots programmes, and work together to spearhead this global effort in our local communities. The opportunities are huge for all involved."

PARTNERING WITH
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10

Sam Smethers

Chief Executive, Fawcett Society

Building New Alliances



Sam Smethers, Chief Executive of Fawcett Society, always knew the alliances between women's groups in the UK would grow. But reflecting on the last ten years, she is especially proud of how women's groups have reached out and brought women together from outside the sector.

Sam points to the campaign which resulted in large employers publishing their pay gap data as an example. "We didn't have this pay gap push ten years ago. And what's important with this is that it's galvanising advocates in new places. We're opening up and bringing people with us on this journey, including corporate leaders and employers. We're finding allies in unusual places and new sectors, which is creating a dynamic, growing movement."

Ten years ago, Sam says, the women's movement wasn't inclusive enough, but that it's taken steps in the right direction to ensure there is diversity of voices in the movement. "A decade ago, intersectionality wasn't so strong, but today we are committing ourselves to issues to help all women, not just some women. That's really important, and being inclusive is much more central now to the movement than it's ever been before. It could still be better, but it's positive that this has changed."

One of the key challenges the movement faces is that there's a demand for frontline services for women that's never been greater, but because of funding failures, providers are being forced to close.

Sam believes the reason for this is that no government has ever fully recognised the importance of these services. "They've never seen them as a strategic service that needs to be run, and as a result we have a vulnerable funding system. Governments have failed to recognise the fundamental importance of specialist women's services. They're always at the margins, and those services shouldn't be treated that way."

Despite women's organisations facing many challenges, the women's movement has come a long way. "And this will continue to grow strong moving forward," she adds. "We have to build on our successes with new alliances and pragmatic solutions, and we're in a strong position to do this. It's not short term – we won't get bored or move on. We will sustain it, generation after generation, because we all really want this change."



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Ten challenges for the next ten years

Rosa has made significant and vital changes to the women's movement over the last ten years. However, there is still work to do. Below are ten challenges we believe still need to be overcome. These are drawn from the ten stories and an evidence review:

1

We're still fighting the same old battles

The misapprehension that women now 'have it all' tenaciously prevails. While 'Feminism' is a topical talking point for some, it's still a dirty word for too many. We know that applying a gender-lens to old problems can deliver new solutions, so why stay blind?

2

The movement has to be more inclusive

The women's movement today is still seen as stereotypically white and middle class. The voices of working class, women of colour, those with disabilities, LGBT, older women and other intersecting communities are still too often missing. How can we make the movement more relevant to more women?

3

Mental ill-health is a gender issue

From virtually nowhere ten years ago, mental health is now a key issue, especially for girls. Greater awareness is good, but the 'gendered' nature of symptoms means it's frequently overlooked in women. How can we tackle issues when so many think "equal" treatment means "the same"?

4

Violence is rife - and a key lens for change

The UK is still one of the most violent countries in Europe for women. We need to end this once and for all. How do we move beyond viewing women as victims to celebrating them as agents of change?

5

Taboos will remain if our focus stays narrow

Rosa has brought several taboos out of the shadows, including FGM and period poverty. While donors seek out 'the next big issue', the groups where taboos and solutions typically emerge are stifled. How can we best champion the intrinsic value of community-based women's groups?

6

Social media is a double-edged sword

While often used as another tool for abusing women, social media can be a force for good. It galvanises people and shines a light on injustice in new ways. In the last year, #metoo and Time's Up have amplified women's voices. How best can we tip a high-profile moment into a stronger, long-term movement?

7

Young people are the future – but not alone

Across different generations of women we have new energy, fresh ideas, wisdom and experience. How can we better connect with each other so the sum is greater than the parts?

8

Funding is changing for good

The state-roll-back shows no signs of slowing and will not likely reverse. Meanwhile corporate diversity, inclusion and the corporate social responsibility agenda are racing ahead. Can new allies for the movement help reinvent female philanthropy as new activism?

9

Connecting is key

Competition for funding is damaging women's groups and the women they serve. We need new models of collaboration to join up the movement across sectors. Might we even move beyond the 'new normal' of post-Brexit Britain to build high level alliances, re-building fractured communities with a gender-lens?

10

How do we change these challenges into opportunities?

Women's organisations are still tackling these issues and more. Rosa is still standing alongside them and we expect to be doing so for the next decade and beyond. We look forward to finding and championing new solutions, connecting up new allies, and to catalysing more rapid progress on the challenges ahead.



Thank you

Many, many people have helped Rosa over the last ten years, and indeed before it was founded.

Rosa would like to say an enormous thank you to everyone who has so generously given their time, expertise, moral support, sponsorship and donations. Without you, Rosa would not have been able to have the impact it has had so far.

Rosa exists to mobilise resources for women and girls in the UK, and that means we are always looking to build relationships with organisations and individuals who share our values. Please do get in touch if you are interested in discussing this further.

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centrica

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IT'S AMAZING TO THINK THAT IN THIS DAY AND AGE WOMEN AND GIRLS STILL FACE SO MANY PROBLEMS AND INJUSTICES IN THE UK. THAT'S WHY I'M PROUD TO SUPPORT ROSA'S WORK. NOT ONLY IS SHE FUNDING WORK AROUND ISSUES THAT MATTER TODAY (BODY IMAGE, ALTERNATIVES TO PRISON FOR WOMEN OFFENDERS) BUT SHE IS ALSO DOING EXCELLENT WORK TO ENCOURAGE OTHER FUNDERS TO SUPPORT MUCH NEEDED PROJECTS FOR WOMEN AND GIRLS.



Juliette Stephenson

Actress, Rosa Ambassador





THE VOTE'S BEEN WON,
BUT THE STRUGGLE
CONTINUES. ROSA
SUPPORTS THE
WOMEN WHO BATTLE
TODAY'S INJUSTICES
AND IS NEEDED MORE
THAN EVER.



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CELEBRATING 10YRS