

ROSA

Rosa

An introduction
for supporters

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Rosa is a grant-making charity that funds and strengthens organisations working to make the UK a safer and fairer place for women and girls.

In 2008, Rosa was formed to address the acute lack of funding for the women and girls sector. Over the years, we have adapted and grown to respond to the pressing issues affecting women and girls' safety and equity across the UK. Throughout our history, we have strived to make as much funding and support as possible available to the organisations that need it most.

Many of the charities Rosa funds exist at the axis of oppression – they are supporting women and girls affected by poverty, inequality, sexism, racism and violence. Much of what they do is undervalued and under-resourced – mirroring the lives of the women and girls they work with and advocate for.

Sadly, the need for Rosa's funding continues to grow. National and global crises have resulted in many women's and girls' organisations facing an unprecedented demand for the work they do and the services they offer. Yet, women's and girls' organisations struggle to access funding for their life-changing and life-saving services.

Less than 2% of all grants recorded on 360Giving in 2021 went to women's and girls' organisations. One third of grant funding for women and girls focussed activity was awarded to organisations which were not women's and girls' organisations – this adds up to £24.7 million¹.

How can we respond to this? The first step is acknowledging the enormous value of the women and girls sector and the profound benefits of the work it does with those in greatest need. Rosa wants to see the sector thrive and flourish rather than simply survive to fight another day. To ensure this happens, the women and girls sector needs more long-term funding to ensure its security and sustainability, and there needs to be a concerted effort to address the barriers to funding for smaller, specialist organisations, including those led by and for Black and minoritised women and girls². Without funding, these organisations simply cannot exist, and women and girls across the UK will continue to experience exploitation, abuse and inequality.

Rebecca Gill, Rosa's CEO

¹ Rosa, Mapping the UK Women and Girls Sector and its Funding: Where Does the Money Go?, 2023.

² At Rosa, we understand that terminology can take away from the different lived experiences of individuals. Throughout this report, we have used the term Black and minoritised, and by this we mean women who are defined in a policy context as Black and 'Minority Ethnic' (BME). We appreciate that this terminology is by no means perfect and there are specific types of discrimination and oppression experienced by women and girls within these broad terms.



About Rosa

Our Vision

Rosa’s vision is of a society in which women and girls are safe, healthy, and have equal opportunities at work, at home and in public life.

Our Mission

We contribute to improving the lives of women and girls by drawing in and distributing funding and resources to the women and girls sector, by strengthening organisations and by using our voice to achieve change.

Our Values

These underpin all our work and everything we do. We are:

Bold

We seize new opportunities, and we are not afraid to take risks in pursuit of our mission and vision.

Agile

We adapt our work swiftly to meet the changing needs of the women and girls sector and the wider context.

Collaborative

We work with and for our partners, constantly identifying ways to collaborate rather than compete.

Inclusive

We value the diversity of the UK women and girls sector, and seek to harness the power of its different perspectives.

Transparent

We recognise our power as a funder and strive to constantly improve our work.

The problem:

- The UK needs specialist women’s and girls’ organisations.
- Persistent neglect of women’s and girls’ rights has meant that these organisations often lack access to the funds they need.
- Women’s and girls’ charities were awarded just 1.8% of all charity income in 2021
- Without funding, these organisations cannot survive, let alone thrive, and women and girls miss out on the services, programmes, and advocacy they need.

We aim to reflect and respond to the diversity of the women and girls sector, engage in conversations with organisations, and seek feedback about our grant-making, capacity building activities, research, and the way we work.

We recognise that women’s and girls’ organisations working on the ground are the experts. They have the knowledge and expertise to make positive change happen. Many organisations have spent years building trust with the women and girls in their communities and have a deep understanding of their lived experiences.



How we measure and evaluate impact

We use a monitoring, evaluation and learning (MEL) framework rooted in feminist theory to achieve change for individual women and girls, organisations, communities and the UK as a whole.



Rosa helps to strengthen women's and girls' organisations

Enabling more effective leadership

Improving connections to the women's movement

Increasing future sustainability

Women's and girls' organisations use this increased strength to...



Meet the needs of the women and girls they work with

Enabling them to access information, resources and services and increase their knowledge and skills

Helping to strengthen their confidence and self-esteem and deepen their connections with others



Influence wider change for women and girls

Shifting attitudes and behaviours of those with influence or in positions of power

Encouraging positive action within communities

These changes lead to...

Empowerment of women and girls in the UK



Strengthening leadership and representation



Increase safety



Improving health and wellbeing



Achieving economic justice

Ultimately, the empowerment of women and girls leads to...

Positive social, political & economic impact for the UK

Recent funding programmes

Rosa provides funding to tackle some of the most pressing issues affecting women and girls in the UK. Through research, evaluation, and stakeholder engagement, our grants respond to the immediate, emerging, and long-term needs of women and girls.

Voices From the Frontline

Since 2016, Rosa's Voices from the Frontline programme has funded 120 organisations led by and for women and girls and helped them to campaign on a range of issues, including abortion access, flexible working, support for survivors of domestic and sexual abuse, maternal health care for Black and minoritised women, and better representation for women in politics. Our funding also helped organisations to advocate for change, spread their message and build communities of influence.

120

grants awarded

£515k+

distributed

60+

campaigns initiated

25+

events organised

200+

workshops held

We plan to run this programme annually, from 2022.

Stand With Us Fund

The Stand With Us Fund launched in 2022 and was set up to support the many organisations run by and for women and girls who stand up and take action every day to address violence against women and girls (VAWG). The fund aims to empower and strengthen frontline VAWG organisations to build safer futures for women and girls.

£700k+

raised, including over half a million pounds raised and donated by Reclaim These Streets following the murder of Sarah Everard.

25 organisations were chosen to receive grants of up to £25k.

"There is an epidemic of violence against women, which is why it's so important to see the money raised going towards organisations that work tirelessly to support and protect women and girls from gender-based violence. This will impact women's lives for the better and bring us one step closer to eradicating VAWG in the UK."

Jamie Klingler, Co-founder of Reclaim These Streets

Rise Fund

The Rise Fund is a funding programme being delivered by Rosa in 2022, which invests in the future of organisations led by and for Black and minoritised women and girls across the UK. The fund aims to ensure organisations are able to survive, thrive and grow in the future.

35

grants awarded

£940k+

distributed

£30,000

average grant

COVID-19 response

During the pandemic, we launched two emergency response funds to meet the needs of women’s and girls’ organisations. Our Covid-19 Emergency Response Fund and our Emergency Response Fund for BME Women’s Organisation raised over £2.2 million and reached 110 organisations across the UK.

Rosa’s Covid-19 Emergency Response Fund (small grants)

72

grants awarded

£1.6m

distributed

41

organisations led by and for Black and minoritised women and girls supported

54

organisations with an income of less than £100k supported

46,800+

women and girls directly supported

Rosa’s Covid-19 Emergency Response Fund for BME Women’s Organisations*

38

grants awarded

£600k+

distributed

16

organisations addressing violence against Black and minoritised women and girls supported

11

organisations led by and for Black and minoritised women and girls supported

3,100+

women and girls directly supported

Women Thrive Fund

The Women Thrive Fund, delivered in partnership with the Smallwood Trust, supported organisations working to tackle issues compounded by Covid-19, such as declining mental health, heightened risk of emotional trauma and increased poverty. With our support, grantees were able to address the critical needs of women and girls during the pandemic.

70

grants awarded

£1.9m

distributed

40,000+

women and girls directly supported

Justice and Equality Fund

Launched in 2018 from a hugely successful crowdfunding campaign that raised nearly £3 million, the Justice and Equality Fund aimed to tackle the culture of sexual harassment, abuse and impunity in the UK by resourcing a network of advice, support, and advocacy organisations. With our funding, grantees were able to deliver innovative projects to address sexual harassment in workplaces, communities and in public spaces.

59

grants awarded

£2.5m

distributed

33

organisations led by and for women and girls supported

"We were inspired to invest in Rosa, because of its mission to both support women's and girls' organisations at the grassroots and also create long term change for women and girls across the UK. Now, four years on, we are delighted that our funding is helping to empower women and girls to find their voice, connect with others and get laws changed. It's incredibly rewarding to see what we envisioned, years ago, come to fruition."

Avril Schutte, Global Engagement Director, Cummins Inc. 2022

Rosa's impact

Since Rosa's formation in 2008, we have awarded nearly **£9 million** in more than **600 grants**, reaching over **115,000 women and girls**.

We've gathered information from more than 360 funded organisations about their experiences as Rosa grantees.

Organisation and infrastructure



reported that support from Rosa had given them more effective leadership



reported that Rosa has made their organisation more sustainable



reported that Rosa helped them to secure additional funding

Impact on women and girls



reported that Rosa's funding improved women's and girls' access to information



reported that funding enabled women and girls to expand their networks



reported that Rosa helped women and girls to be more confident

Influence in the wider community



reported that Rosa's funding influenced local communities



reported that Rosa helped to influence service providers



reported that funding helped to influence government

About our grantees

Rosa uses expertise and knowledge to deliver equitable and participatory grant-making. Our funding goes where it is needed most, this includes:

Smaller charities led by and for women and girls

Since 2020, the majority of Rosa's funding (62%) has been distributed to organisations with an annual income of £100,000 or less.

Frontline organisations addressing violence against women and girls

Since 2008, we have awarded 222 grants totalling over £4 million to support the many organisations run by and for women and girls who stand up and take action every single day to address violence against women and girls.

We also prioritise organisations that:



Work with women with no recourse to public funds



Support women and girls who are homeless



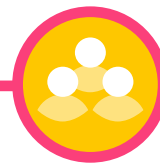
Are led by and for Black and minoritised women and girls



Work in areas of high deprivation



Are working with disabled women and girls



Work with LBTQ+ women and girls

"It is fantastic to find a fund that promotes activism and the voices of people with lived experience. The funding came at the right time, it allowed us to continue our work to challenge misogyny and let survivors know they are not alone. The funding means we can support the empowerment of survivors, using their lived experience to make positive and real change in their communities."

Rape and Sexual Abuse Highland, Voices From the Frontline grantee 2023

Opportunities to invest in Rosa's work

Rosa is entirely dependent on charitable donations because, unlike many grant-makers, we do not have an endowment. Our work is made possible thanks to investment from our generous donors, including charitable trusts and foundations, corporates, and individuals.

Where we need investment:

Funding programmes

Rosa aims to distribute grants to organisations across the UK through the three main funding programmes.



Strengthening organisations

Investing in organisational development, capacity building and infrastructure benefits the women and girls sector by strengthening the organisations delivering frontline work. We need support to fund these activities, which include training, networking opportunities, and hosting Rosa's annual conference.

Investing in Rosa

Rosa employs a small but highly skilled team of eight staff who develop, manage and deliver our various funding programmes. Funding is also needed to cover core costs such as office space, governance, IT, finance, HR, and administrative support, which are vital to delivering our mission.

Rosa's value to donors

Trust

We ensure our donors' funding is spent effectively on causes they care about and on organisations whose missions they believe in.

Reach

We reach organisations many donors wouldn't be able to fund directly without building up a significant grant-making infrastructure.

Expertise

We understand the context in which women's and girls' organisations operate. We have the expertise and a robust due diligence process that ensures funding goes where it is most needed and is well spent.

Impact

Through a single donation to Rosa, donors can reach a wide range of organisations, issues, and regions. Rosa will provide donors with material which clearly demonstrates the impact of their grants.

Help us empower and strengthen organisations to build safer futures for women and girls across the UK.



How to support Rosa

If you would like to support Rosa, there are several ways to get involved:

Donate

Making a donation to Rosa will enable us to provide vital funding to organisations working to make the UK a safer and fairer place for women and girls by partnering with Rosa.

You can donate simply and securely by visiting our Just Giving page: www.justgiving.com/rosa-uk-fund or through your preferred bank. We'll keep you up to date with the impact of your donation via our newsletter, direct to your inbox.

Regular donation

If you can, please consider setting up a monthly donation to Rosa. We rely entirely on charitable donations, so your ongoing support will help to strengthen organisations to campaign for change, run their support services and be there for women and girls who need them most.

Maximise your donation

If you are UK Tax Payer, we can claim Gift Aid on your donation at no additional cost to you, meaning for every £1 you donate, the government will add 25p. Simply tick the gift aid box on Just Giving or fill out our gift aid form, which can be found on our website here: rosauk.org/support-us

You could also:

- Nominate Rosa as your employee's next Charity of the Year
- Spread the word about Rosa and our work with your professional networks
- Fundraise in memory of a loved one or an inspirational woman in your life
- Remember us in your will by leaving Rosa a legacy gift

To discuss any of these options, please get in touch with the fundraising team on fundraising@rosauk.org

Rosa would like to thank all the charitable donors who have supported us since 2008. Thank you for making our work possible.

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