A COLLECTIVE STORY OF STRATEGIC PLANNING

The process of deep imagining, planning and co-creating the future of our work as an Africa rooted global hub for girls’ organising and activism.

March 2021

WE’RE DREAMING OF THAT DAY WHEN WE WILL STOP BEING ACTIVISTS BECAUSE EVERYTHING IS SORTED OUT, NOT BECAUSE WE DON’T WANT TO KEEP GOING.
Over the last year we have been engaged in a moment of deep imagining, planning and co-creating the future of our work as an Africa rooted global hub for girls organising and activism. We are so excited to share more about this process and, in particular, to bring to life the powerful reflections and recommendations of the young activists who have powered this journey forward – with deep expertise, with love, care and the kind of political commitment to our collective liberation that has breathed new fire, new life, into our work to remake the world with and for girls.

Despite the immense challenges of this last year, at its heart this has been a moment to reconnect to our core. To reground in the friendship on which we were founded. To be reinspired by the practice of radical imagining that we began together in the years before Purposeful was born. To reaffirm our strong roots on the Continent. To draw down on the knowledge and political practice of the anti-imperialist, liberation movements that run through our blood. And ultimately, most importantly, to recommit to the politics of this work.

In response to this re-grounding, we have re-oriented the way we understand our role and organise our initiative areas. Centering the political power of girl activists and their allies, we will enter all of our work through a power building lens: redistributing power assets, building collective power, organising power holders and transforming power structures. We bring these ideas to life for you in our Purposeful’s new Strategic Plan and the With and For Girls Strategic Framework.

The start of last year brought with it a pandemic that transformed the world in ways we could never have expected. Yet while national lockdowns isolated us from the people around us, we are so privileged to have held space of collective dreaming, imagining and co-creating with a powerful group of girls, trans and young women activists who became our ‘Creative Design Team’.

Together we imagined extraordinary possibilities for the newly relaunched With and For Girls Fund – now the world’s first Africa rooted global fund for girls organising and activism. The Fund will become Purposeful’s primary grant-making vehicle, resourcing girls’ resistance across countries and contexts. We could not be more excited to see what happens when we get resources directly into the hands of the girls who have, for millennia, powered change in their communities, pushing us all a little further towards liberation.

With gratitude and in solidarity,
Rosa Bransky and Chernor Bah Co-CEOs, Purposeful
Purity Kagwiria Director, With and For Girls
Across the globe: What girls and their allies are telling us

**Accessible funding application processes** – diversifying languages, online formats and platforms used.

**Flexible funding** – regular, smaller grants, seed grants and the ability for unregistered groups to access resources.

**Access and dialogue with funders** – connecting girl and trans youth-led collectives to experienced local organisations, INGOs and the donor community.

**Accessible feminist and activist resources, training sessions and learning tools**

**Opportunities for intergenerational networking, mentoring and collaboration**

**Opportunities for peer-to-peer support and exchange**

**Strategies and tools to prevent burnout**

**Spaces for feedback to funders**

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**Creative Design Team**

The Creative Design Team is made up of ten young women, girls and trans youth, between 14–35 years old, from across the world. They stewarded the With and For Girls Strategic Planning process with care and intention, supporting us to connect with movements and be in principled struggle with those who are best positioned to define the future of this work. Together, they reflected on their lived realities, and dreamed up new possibilities and direction for our organisation.

- Oumaima Guezir, Morocco
- Mihaela Iurascu, Moldova
- Melinda Shartini, Malaysia
- Anjene Bodo
- Elisabeth Urielle, Cameroon
- Favour Chukwugolum, Nigeria
- Mariama Sanneh, Pakistan
- Maya Zamaan, Pakistan
- Joshi Leban, El Salvador
- Mariama Sanneh, UK
- Sandie Hanna, Occupied Palestine
- Sontee Davis, Cameroon
- Andjene Bodo
- Elisabeth Urielle, Cameroon
- Favour Chukwugolum, Nigeria
- Mariama Sanneh, Pakistan
- Maya Zamaan, Pakistan
- Joshi Leban, El Salvador
- Sandie Hanna, Occupied Palestine
- Sontee Davis, Cameroon
Diving deep in Regional Consultations

Between June - October 2020, Purposeful and the Creative Design team hosted 9 consultations across the globe. To document these rich and powerful conversations we worked with feminist artists from each region to produce illustrations and graphic recordings.

Asia and Pacific

Sonaksha is a South Asian illustrator, graphic recorder and book designer. They use art to contribute to social justice movements and work with organisations defending human rights and the environment.

https://sonaksha.com/  @sonaksha
Melinda Sharlini  
– Creative Design Team

From the few years of experience I’ve had with feminist advocacy, I often find myself asking how intersectional and inclusive the movement is if there are groups that continue to have lesser access to spaces and resources. But an even bigger issue that has irked me since the start is that of hierarchy and power dynamics – firstly between the State and civil society and then within the civil society scene.

Challenging these structures while holding true to feminist values is crucial to preserve the essence of the feminist movement. I also personally promised myself to, nationally, platform activists that represent issues that may often be side-lined or have lesser access to global spaces. I was glad I did that because it opened me to a whole different perspective of the challenges faced by grassroots communities, that I may not have been aware of before that consultation.

What moved me through this entire process was how naturally With and For Girls ensured that the process was as collaborative, horizontal, participatory and comfortable as possible. Naturally dismantling the hierarchical approach that most funders till today hold dear to themselves.

I hope this participatory strategic planning and design process, and the beautiful feminist funding framework will create a larger ripple effect among the funding environment. That funders continue to create spaces for wholesome and honest conversations with girls. And girls, regardless of their various identities and geographical location, continue to occupy spaces and have autonomy of their respective advocacy and activism journey.
When I look in the future, I see a world where girls will have access to all the privileges given to men, and also that WOMEN of the LGBT community should be valued instead of being exposed to violence based on their gender expression.
The Uniqueness of the Framework
Favour Chukwugolum – Creative Design Team

As a fact of life, some cultures in Africa perceive women as property. It’s so bad that once you are a girl, you are automatically fighting to boost your confidence, to be involved in the social and political decision making process and also contesting for a better work position. Gender based violence is no longer news along with child marriage, rape and sexual harassment.

Very little do we see of NGO’s stepping out of the usual elaborate paperwork and taking time to interact with girls and young women in order to really understand the struggles and also track the impact of their project.

The process of creating this strategic framework gave a unique perspective that girls CAN! And their voice truly matters. I found the conversations really eye opening, interactive, educative and fun because we were sharing our unique perspectives, calling out our needs while also learning from each other about our experiences which were similar in so many ways but different in implementation and context, all incorporated into the framework.

The Sub Saharan Regional call was soul lifting. It just proved to me that the Girls Rights Movement and the Sisterhood cuts across borders. I wish that other funders and NGOs will borrow a leaf and understand that the impact of their work lies with the feedback.

“Give flight to her dreams
And let the air carry her voice
Let her grow, live and breathe
We are meant to nurture not weed
She’s got so much to offer so let her lead
Maybe it wasn't time then but this is right now.

Let us now see
Let us now hear.
Yes, she's a girl.

“Girls should take the initiative to speak for themselves and ACT in response to the request. We should not only say we need something without actually working for that”
Founded by Laura Santina Báez, La Cartográfica is the first Paraguayan enterprise specialized in Graphic Facilitation. Laura is coordinator of creative spaces linked to human rights, inclusion, education, innovation, planning and development.

@The_cartographic http://lacartografica.com

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**South America**

**Dialogue with Young Feminist Activists**

"I am Tupinamba, I participate in the Rede de Mulheres Indígenas since 2014. We work on issues related to gender violence because of the existing romanticization of sexism in our communities."

Lais Eduarda

"I study medicine in Altamira and I am a member of both Movimento Estudantil Coletivo Negrete and of Coletivo de Mulheres do Xingó. We work for the rights of children and youth."

Kesia

"I belong to Las Comadres, a network that supports women in issues related to safe abortion. We pursue social yet not legal decriminalization of abortion."

Elizabeth Mesquita

"I live in Belo Horizonte, and am a member of both Coletivo Bloco Das Pretas and Teia. We work with adolescent women in prison."

Grazielle

"I am a high-school student, member of Coletivo de Mulheres do Xingó."

Lara Reis

"I am a law student, member of Coletivo Dignidad Trans. We fight against transphobia in the context of armed conflict."

Maria Victoria

"I am part of Coletivo Negrete. I work in the defence of our territory."

Taulita

"During this emergency period, we delivered kits to girls. We visited them, we encouraged university students to go into the community."

Alice
Dialogue with Young Feminist Activists

What do organizations need?

- Mobility
  - Transportation means to enable women to travel to urban centres from their communities
  - Transportation costs

- Communication
  - Radio programmes about topics such as gender violence
  - Production of educational podcasts to be shared via WhatsApp
  - Training on social media skills

- Equipment
  - Portable ultrasound machine
  - Notebooks
  - Smartphones

- Professionalism/Support in administration
  - Legal expertise on protection of women against violence
  - Legal advice about NGO registration
  - Documentation for transgender people

- Support in accountability processes
  - Job creation to migrants, transgender people
  - Support to complete application process

- Staff support
  - Hiring people to prepare support kits
  - Facilitating spaces for self-care

- Feminist Solidarity
  - Knowledge sorority
  - Diversity
  - Freedom
  - Equity
  - Rights
  - Respect
  - Evolution
  - Transformation
  - Inclusion
  - Empathy
  - Anti-racism
  - Decolonization
  - Love

- Future
Daniela Alejandra Moisa, is a young feminist activist from El Salvador and a member of La Caldera, an anarchist feminist collective, advocating for safe abortion for all girls, teenagers and women in the region. She is a scenic and graphic artist who uses her performance, poetry and illustrations to speak out on injustices against women.
DIALOGUE WITH YOUNG FEMINIST ACTIVISTS

MY JOURNEY AS AN ACTIVIST

I am a migrant and victim of sexual violence. Theatre helped me to confront the situation and share my story to help other girls.

At present, we are working with girls because they are the new generation in Honduras.

At university, we organized tales about menstruation, pleasure of the body, feminism. That's when I started my sorority journey.

8 years ago, it was taboo. Today, we are based in Guatemala and connected with other organizations in the region.

It is not easy for a girl from a distant region to belong to a feminist collective. Thanks to a national scholarship, I have other colleagues and we created the structural training to offer political training because knowledge is empowering.

In Nicaragua, we have legal gaps.

We talk about self-care at a political stance.

I began doing voluntary work for children's rights. We learn more from experience.

I am from Nicaragua. Migrant living in exile in Costa Rica. We are there for each other to help other women.

How could their organizations be supported?

More flexible criteria

Legal entity should not be a barrier to access finance

Support to personal initiatives

Promote spaces for training and connection for and between collectives

Support causes in their territories

No imposed agendas

More accessible application forms

More in countries with legal markers

Legal donation

Making it more accessible
Europe and Central Asia

Jozi is a French illustrator with itchy feet, traveling and using her art to spread awareness around environmental and social problems @ici.jozi/

Aleesha Nandhra, Illustrator and sometimes Printmaker with a sweet-tooth based in London. https://aleeshanandhra.com/

FROM EUROPEAN & CENTRAL ASIAN GIRLS

WE'RE DREAMING OF THAT DAY WHEN WE WILL STOP BEING ACTIVISTS BECAUSE EVERYTHING IS SORTED OUT NOT BECAUSE WE DON'T WANT TO KEEP GOING.
Through Zaafaran, Rand aims to capture the intersection of the personal and political spheres of women in the Middle East. Based in Beirut, Rand’s art reflects the challenging realities of womxhood and queerness in a collapsing country.
Reflection on the Process from the Arab World
Sandie Hanna – Creative Design Team

Resourcing girls’ resistance is a political question anywhere in the globe, let alone the Arab world that has been in turmoil for decades because of imperialist projects, proxy or civil wars, dictatorship regimes, and more. In this context and despite the clear facts that young women and girls are among the most affected and that they are relentlessly at the frontlines fighting for justice, their human security is often at risk and their work remains significantly under-reported, under-recognized and under-resourced.

The process of co-creating WFG’s strategic framework came in and intentionally challenged every bit of this status quo. It portrayed harmonized alignment in WFG grant-making policies and the feminist and justice values.

This beautiful collaboration has been a real breeze and a beacon of hope in the midst of crisis and instability. Not only did it lend full ears and open hearts for young women and girls to thoroughly explain their needs and expectations, but immediately incorporated and interpreted a great deal of them on the ground. The framework is largely based on consultations with young frontline activists and change agents, rather than closed meetings with often detached from reality, highly paid consultants. This process is both a learning experience that amplifies feminist strategizing beyond the goal of gender equality, and a warm space of interacting and interconnecting with brilliant activists from the Global South.
We dream of a world in which girls activism and organising is resourced in healthy and sustainable ways that genuinely works for girls at the unique intersections of age, gender and other identities.

Our ambition is to reframe power in philanthropic practice, showing what is possible when girls are put at the centre of resource distribution. We reimagine grant-making practice so that girls can define and determine resource distribution in the service of their own visions, goals and dreams of freedom.

Grounded in feminist principles of solidarity, reciprocity and collective learning, we are reimagining what it means to hold movement resources in deep relationship and with deep accountability to girls.

The With and For Girls Fund brings all of Purposeful’s experimental feminist funding initiatives into one integrated participatory grantmaking hub, resourcing girls resistance from the village to the global and everything in between.

APPRECIATION AND ACKNOWLEDGEMENTS TO OUR COMMUNITY

Thank you to all people that accompanied this journey with us, for staying with this process during such a hard year, through a pandemic. Through so many personal challenges and moments of isolation and thank you for showing up. These collective spaces were a chance to come together and be in community and we are grateful for them. Thank you for trusting the process and for trusting us.

– Ruby Johnson, Gender Justice Consultant who led the WFG SP process
We could not be more excited to see what happens when we get resources directly into the hands of the girls who have, for millennia, powered change in their communities, pushing us all a little further towards liberation.