

ORCHID PROJECT

WORKING TOGETHER TO END
FEMALE GENITAL CUTTING





Orchid Project's vision is a world free from female genital cutting (FGC).

In Africa alone, 3 million girls are at risk of being cut every year. 125 million women and girls worldwide are living with the effects of FGC.

We work to foster and accelerate abandonment of FGC. We are supporting an incredible grassroots movement of over 7,000 communities that have already chosen to abandon the practice.

“ I lost seven of my nine children in childbirth. Because of the scarring I sustained I was not elastic enough. All seven of them suffocated inside my womb. ”
Tadeletch Shanko, Ethiopia

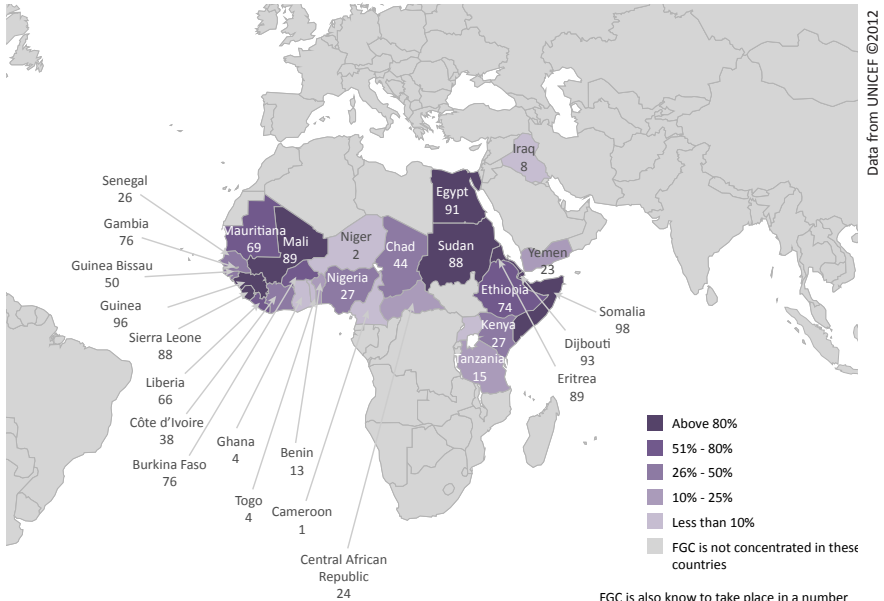
What is FGC?

FGC is a harmful practice involving full or partial removal of a girl's external genitals. FGC serves no medical purpose and leads to many severe impacts throughout life, while it is not required or recommended by any religion.

In half of the countries that practise FGC, the majority of girls are cut before age 5. Elsewhere, cutting occurs between 5 and 14 years of age. Women who have experienced the procedure will be affected physically, psychologically and socio-economically and the practice contravenes human, women's and child rights.

There are 28 practising countries in Africa but many more worldwide, such as Indonesia, Malaysia and Iraqi Kurdistan. Girls living in diaspora communities are also at risk of being cut.

Where does FGC take place?



Percentage of girls and women aged 15 to 49 years who have undergone FGC, by country.

How can FGC end?

It is important to understand FGC as a social norm: parents will have their child cut because they believe it is the right thing to do, and that the community around them believes it is the right thing to do. Pressure from the community throughout life continues to reinforce this, with uncut girls being unable to marry or take part in community life.

It is difficult for individual families to stop the practice on their own, for risk of social sanctions. For a community to abandon FGC there must usually be a collective process of deliberation and discussion about human rights through holistic, non-formal education. This should be followed up with a public declaration of abandonment. Work must be ongoing as those that have abandoned continue to reach out to their family and friends, through their social networks.

Addressing FGC must begin with human rights led education and help build an enabling environment in which abandonment can take place. Recent studies have shown that legislative frameworks are necessary, but not sufficient to ensure FGC is abandoned. Changes in attitudes and beliefs among relevant communities are the most important factor in ending FGC.



Participating in one of Tostan's community empowerment programmes.

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Tostan

Our work

Our strategic goals are to:

- 1 **Shape** the dialogue around FGC and advocate for prioritisation of the issue
- 2 **Communicate** the scale and impact of FGC and how it is ending
- 3 **Support** the efforts of organisations working towards abandonment in practising countries

“A person's family is not their village. The family includes one's entire social network: their relatives in many surrounding villages, in all of the places they marry, even in far off countries like France and the United States ... If you truly want to bring about widespread change ... they must all be involved.”

*Imam Demba Diawara,
Senegalese Village Chief*

Shaping the dialogue through advocacy



By briefing parliamentarians and NGOs, we ensure that the issue of FGC remains a priority. We contribute our knowledge on FGC and build relationships with other organisations. We attend and organise high level events, developing an understanding of FGC globally and supporting others to do likewise, by sharing information that we currently have and following new research as it emerges.

We focus on building relationships with bilateral donors, including the UK's Department for International Development, as well as multilateral agencies. We have played a key role in ensuring that the UK is leading investment in ending FGC internationally.

ADVOCACY

6th Feb
reception
in Denmark
with
US Ambassador

Briefed 60 UK
Parliamentarians
since 2011

Wide outreach
to private sector

DFID programme
starts with
UNJP in
17 countries

DFID
announce
£8m research
programme

Supported UN
General Assembly
Resolution on FGC

OP goes
to CSW
for third year

DFID Sudan
invest £12m
in ending FGC

Visit Somalia
to help
operationalise
work on FGC

Give evidence to
the Human Rights
Council
on Indonesia

Co-ordinated
NGO letter to
DFID Ministers

Input FGC into
DFID maternal and
newborn health strategy

Helped FGC Donor
Working Group
to come to London

DFID announce
£35m investment
to end FGC globally

Arranged for two
DFID Ministers
to visit Senegal

Held dinners
for corporate
supporters

6th Feb
reception
in House
of Lords

6th Feb
reception
in House
of Commons

2013/14

2012/13

2011/12



Communicating for change

We continue to support Senegalese hip-hop artist and Orchid Project ambassador, Sister Fa. Her 'Education without Cutting' tours have reached over 15,000 people in Senegal and Guinea.

Our website provides resources, news stories and blog pieces on FGC and we have developed infographics that explore the issue. We have also generated positive media coverage about how FGC can end, in outlets such as the Evening Standard, The Sunday Times, The Guardian, BBC Radio and the World Service.

“ The work of Orchid Project has been invaluable in showing, with great clarity, the reasons, history and arguments surrounding female genital cutting. For anyone learning about this issue, Orchid Project is the first and best place to go. ”

Bidisha (Journalist)

COMMUNICATIONS

Website views
of over
15,000 per
quarter

271 blog posts
about FGC and how it
ends since 2011

Develop resources
about FGC
beyond Africa

Use series of
infographics

The Evening
Standard

Washington Post

DR News

Cosmopolitan US

The Backbencher

Sky News

BBC World

Service Newday

Thomson Reuters

Huffington Post

The Evening Standard

The Daily Beast

All Africa

Urban Times

ITV News

Deutsche Welle

BBC World News

BBC Radio Scotland

Press coverage generated by Orchid
Project appears in these publications

The Sunday Express

The Daily Observer, the Gambia

The New York Times

Voice of America

Evening Standard
launches campaign

OP take Evening
Standard to Senegal

The Times goes with
Minister to Senegal

Performs at
Evening Standard
Power 1000

Sister Fa appears
on CNN

Speaks at House
of Lords & in
The Observer

Brief press
widely that FGC
is ending

Sister Fa on BBC
Woman's
Hour &
World Service

The Observer

The Big Issue

Spear's

The Independent

The Herald

The Guardian

Børsen

Politikken

Use "Big Picture"
to tell story
FGC is ending

Set up "one stop shop"
website on FGC

Short film
"The Right to
Remain Uncut"

Interactive
website
map goes live

@OrchidProject
"trends" in UK
top 10 most RT

2013/14

2012/13

2011/12



Supporting partners

Our partner Tostan pioneered the model of communities abandoning FGC through social networks. We support Tostan's social mobilisation work in Senegal, supporting volunteers from communities who have previously abandoned FGC to leave their own communities and travel along their social networks. They talk with others about FGC, their personal experiences and why they have chosen to stop practising. In the past year, this work directly reached over 10,000 people and led to 58 communities publicly declaring abandonment.

We have also supported Tostan's work in Mali, helping fund the completion of a three year programme that led to a declaration of abandonment near the capital city, Bamako.

Our partnership with Feed the Minds and Education Centre for the Advancement of Women furthers the abandonment of FGC in the Kuria region of Kenya, through awareness-raising programmes. We have previously partnered with Sponsored Arts For Education, also in Kenya, reaching over 4,500 people.

PARTNERSHIPS

2013/14
Support SAFE in
Loita Hills Kenya,
reach over
4,500 people

Support Feed the
Minds and ECAW in
Kuria, Kenya

Second year social
mobilisation
reaches 13,000

2012/13
Met five
organisations on
visit to Kenya

OP commits to
support FGC
free Senegal

Social mobilisation
project begins
in Senegal-
reaches 7,000

2011/12
Attended Nairobi
conference
launching
FGC Centre

OP supports
abandonment
declaration in
Bamako, Mali

OP part of Tostan's
"Generational Change"
pooled fund

Partnered
with Tostan

Second tour
reaches 9,000 in
Senegal & Guinea

First tour reaches
6,300 in Senegal

Support Sister Fa
to hold workshop
with artists
in Senegal



Financial Information

Accounts 2011 – 2014

Orchid Project				
Statement of financial activities April 2013 – March 2014		2012-2013	2011-2012	
INCOMING RESOURCES				
General funds	£36,130	£110,915	£86,542	
Restricted funds	£384,178	£106,532	£170,594	
Earned income	£2,425	£5,312	£13,123	
TOTAL	£422,733	£222,759	£270,259	
EXPENDITURE				
Charitable expenses	£344,634	£237,273	£181,980	
Governance	£4,645	£1,140	£780	
TOTAL	£349,279	£238,413	£182,760	
BALANCE SHEET				
Current assets	£149,290	£72,619	£135,736	
Creditors	(£4,200)	(£1,192)	(£48,864)	
Total fixed assets	£209	£418	£627	
Net assets	£145,299	£71,845	£87,499	

Donors

The Allan and Nesta Ferguson Charitable Trust, The Chillag Family Charitable Trust, The Clemens Family Corporation, The Eleanor Rathbone Trust, Det Obelske Familiefond, Funderbirds, The Funding Network, The Funding Network Strategic Funding Group, The Hintze Family Charitable Trust, Joffe Charitable Trust, Lauritzen Fonden, The Lego Foundation, London Communications Agency, Lush, Network for Social Change, Orchid Project Denmark, The Paragon Trust, Pravera Ltd, The Staples Trust, Wallace Global Fund and the Zoe Miller Fund.

Supporters

We are deeply grateful to all our supporters. We have also been lucky to secure support from organisations that have helped with everything from producing materials to office space, through to intellectual capital and hosting events: Alicia Field Photography, Aviva, Bijou Collective, Delta 7, Great Portland Estates, Hogan Lovells and M&C Saatchi World Services.

Orchid Project is a Company Limited by Guarantee (7467568), registered with the Charity Commission (1141057). Our Trustees are: Elisabeth Paulson (Chair), James Drummond, Robin Gorna, Giselle Hantz, Emma McGuigan, Michael Ritto and Sarah Wigley.

Acknowledgements

We are extremely grateful for the incredible support that has been given to us. We would like to especially extend our thanks to Julian Burton, Angela Jameson, Amanda Mackenzie, Jeremy White and Jo Valentine.

Orchid Project has an incredible team of volunteers, advisers and four and a half staff, without whom our achievements would have been impossible. In the past year alone, almost 50 people have volunteered for Orchid, including over a dozen in-office volunteers and advisers. Thank you!

How you can help

With your support we can continue to make an impact. Your donations help us to work with local partners, raise awareness about FGC and support a movement to end the practice.

You can help us by raising awareness, funds or both. Visit our website or contact us for more information.

Orchid Project believes an end to FGC is entirely possible within the next generation. With your involvement, we can make this happen.



Participating in one of Tostan's community empowerment programmes.



www.orchidproject.org

info@orchidproject.org

Engage with us on social media to end FGC:

Find us on Facebook: [facebook/orchidproject](https://facebook.com/orchidproject)

Follow us on Twitter: [@OrchidProject](https://twitter.com/OrchidProject)

Find us on YouTube: [channel Orchid Project](https://channel.orchidproject.org)

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Orchid Project is a UK registered charity, number 1141057