

Annual Project Narrative Progress Report

**WPHF Secretariat
(Direct costs)**

Reporting Period:
1 January – 31 December 2023

Project Title: Secretariat of the Women’s Peace and Humanitarian Fund Project Number: 00101763	PUNO(s): UN Women
Reporting Period: 1 January – 31 December 2023 Report Submitted by: UN Women as the Secretariat of the Women’s Peace and Humanitarian Fund Name: Sophie Giscard d’Estaing & Matthew Rullo Entity: UN Women Title: Officers in Charge (acting) Emails: s.giscarddestaing@unwomen.org matthew.rullo@unwomen.org	Implementing Partners: N/A
Project Description: This project covers the Secretariat function for the Women’s Peace and Humanitarian Fund (Direct costs), hosted by UN Women’s Peace, Security and Resilience section. The Secretariat has mobilized USD 175.4 million since the launch of the Fund in 2016, and USD 45.8 million in 2023 alone. The Secretariat has been overseeing a portfolio of over 700 projects in 44 countries selected in accordance to the Fund’s ToRs and Operations Manual. The Secretariat’s mandate is also to ensure the achievement of the WPHF’s theory of change through policy support, a strong culture of accountability and transparency and results-based management, reporting and evaluation. The Secretariat manages the Global Learning Hub (L-HUB) aimed at building the capacities of WPHF partners and allow for peer exchange between organizations and countries. The Secretariat also designs and implements innovative communications strategies and partnerships with companies, foundations and high net worth individuals to raise funds and awareness on WPS-HA issues.	Project Locations: Global – Secretariat based in New York and Geneva
	Total Project Cost (2021-2024): \$ 9,501,274 Total Direct Costs (2016-2024): \$11,323,132 Total budget transferred to the Secretariat during the reporting period: \$ 2,994,380
	Project Start Date: January 1, 2021 Project End Date: December 31, 2024 Total Duration (in months): 48 months
WPHF Outcome the Project is contributing to: N/A	
WPHF indicator the Project is reporting on: N/A	

Summary

This report covers the results achieved by UN Women as the host of the Global Secretariat of the United Nations Women's Peace and Humanitarian Fund (WPHF), between 1 January and 31 December 2023. The consolidated report covering the Fund's overall results will be submitted by 31 May 2023, as per the WPHF Operations Manual. Results reached by the Rapid Response Window on Women's Participation in Peace Processes and the Implementation of Peace Agreements (RRW), the Funding Window for Women Human Rights Defenders (WHRDs) and the Global Learning Hub are covered by separate reports.

In 2023, efforts of the WPHF Secretariat led to a continued growth of the Fund with a total of USD 45.8 million of resources mobilized from 18 government donors and the private sector, exceeding the annual target by 10.8 million (31.1%) and representing an increase of 4.8% (2 million) from the previous year - the highest amount mobilized in a given year since WPHF was launched in 2016. Cumulatively, WPHF has mobilized 175.4 million.

WPHF is increasingly recognized as an effective and adaptive funding mechanism to support local women's organizations, women peacebuilders, humanitarian responders and human rights defenders. With a year marked by unrest, the Secretariat has successfully mobilized its partnerships and responded to crisis in Ukraine, Haiti, Syria and Sudan leveraging unique approaches and mechanisms tailored to each context and emergency.

Overall, the Secretariat made significant progress across all output areas fully meeting 19 of 21 of its core targets in 2023 (91%), and exceeding nine annual milestones in various areas, including in resource mobilization, briefs and knowledge product development, capacity strengthening participation, advocacy and visibility initiatives, social media reach, as well as CSOs who participated in capacity building initiatives, and report using new knowledge and skills.

In 2023, the Secretariat continued to provide support to the WPHF Funding Board, chaired by UNFPA, with relevant documentation, information and implementation of the decisions taken. During the reporting period, the WPHF Secretariat organized five virtual board meetings where all decisions were approved, including five new eligible countries and no-cost extensions for NGO partners under the RRW and Window for WHRDs, among others. An in-person Board retreat was also conducted in Geneva 1-2 March 2023.

The Secretariat launched 21 Calls for Proposals (CFPs) under its three funding windows, including 3 Emergency Track CFPs in Haiti and Syria. Under the the Regular Funding Cycle, the Secretariat specifically launched 18 CFPs and undertook the technical review and evaluation of 1,141 proposals. Due to the significant increase in the numbers of proposals received throughout the year, the Secretariat was required to draw on surge evaluation support from external evaluators. The total number of CSOs supported by the Fund since 2016 exceeded 1,200 across 44 countries.

The Secretariat also continued to strengthen its management information system (MIS) and monitoring and evaluation processes, including a new internal information system for resource mobilization, impact and indicator tip sheets in food security, and technical support to country offices and CSOs in feminist, gender sensitive and do no harm approaches.

WPHF launched its fourth Annual Global CSO Survey with previous and active WPHF partner organizations and their implementing partners, highlighting that 66.7% of women's rights organizations feel that their

organization is at risk¹ due to lack of programmatic or institutional funding, and another 85.4% noting that security situation over the past year has significantly impacted their organization's abilities to effectively carry out their mandate in promoting gender equality².

During the reporting period, the Global Learning Hub (L-HUB)³ carried out 24 training and peer exchange webinars involving representatives from 303 unique CSOs focused on feminist approaches to data collection, digital security, research, anti-corruption, advocacy, feminist peace processes and climate change resilience, among others. Overall 82.5% of WPHF CSO partners who participated in capacity building initiatives are actively using new knowledge and skills acquired in their organizations.

2023 also saw a number of advocacy events and visibility campaigns launched by WPHF to amplify the voices of local women peacebuilders and humanitarians to shape policy, advocate for their recognition and mobilize financing for their critical work. This year WPHF facilitated the participation of women's rights organizations and activists in 17 global advocacy events and platforms including the Invest-in-Women Global Campaign and High-Level Summit, the WPHF Inaugural Gala, the Global Refugee Forum the WPHF Global Women's Forum for Peace and Humanitarian Action (GWF), which saw 87 CSOs in attendance.

Finally, the Secretariat continued to mobilize new support from various corporations and philanthropists and fostered relationships with a number of celebrities, artists, influencers, and media partners throughout the year, including continued engagement from WPHF Global Advocate Kristen Bell. In 2023, a total of USD \$960,231 was mobilized through WPHF's private sector engagement efforts.

Moreover, the Secretariat saw a growth in WPHF's social media reach in 2023, growing its following to over 37,300 users across social channels – a 27% increase from the previous year - as a result of its consistent development of engaging and unique branded content, including the promotion of new video assets and motion graphics to disseminate key impact and information about the Fund's activities, profiles of local women peacebuilders and WHRDs, and public advocacy messages.

As the size of the Fund continued to grow and the volume of work and operations increased, the Secretariat recruited for and filled new positions during the reporting period, including an Operations Specialist (P3), and a programme associate (G6) to provide travel and administrative support. In addition, a Communications and Advocacy Specialist (P4) was established to further enhance the Fund's visibility, private sector and advocacy partnerships, a junior professional officer (JPO) was recruited to support the programme team, a data and monitoring consultant to support the growing volume of M&E needs, as well as an intern to fill critical needs across the Secretariat. The Secretariat also saw the departure of the Head of the Secretariat (P5) at the end of 2023, and recruitment for her successor has started with the position expected to be filled in early 2024.

¹ CSOs that report high or very high level of risk.

² Full set of results for the Annual CSO survey are forthcoming and will be reported in the WPHF Global Annual Report (2023)

³ A separate Global L-HUB report was produced, outlining progress and results

1. Results and Progress Achieved

Outcome 1: The achievement of the WPHF's theory of change is enabled by efficient and timely technical and policy support, a strong results-based management culture of accountability and transparency, reporting and evaluation, as well as robust knowledge management and communication strategies.

Overall, the Secretariat has successfully achieved 19 of 21 core targets fully for 2023 (91%), and exceeded eight annual milestones in various areas including efforts in resource mobilization, briefs and knowledge product development, capacity strengthening participation, advocacy and visibility initiatives, social media reach, as well as CSOs who participated in capacity building initiatives, and report using new knowledge and skills. Three annual targets were not completely met, including a minor variance in the number of capacity building resources and knowledge products as a result of a shift in focus of the Secretariat to the range of in-person capacity strengthening and knowledge exchange activities of the Global Women's Forum (GWF), a slight drop in the number of CSO speakers briefing at board meetings, and a decrease in the number of proposals technically evaluated within targeted time frame due to the significant increase in the number of proposals received compared to the previous year, as well as the use of external evaluators which lengthened the process.

Output 1.1: Quality, efficient and timely technical support and advisory services to the funding board is provided

Support provided to the Funding Board

During the reporting period, the Secretariat continued to provide timely and quality support to the Funding Board of the Women's Peace and Humanitarian Fund. The Secretariat organized three regular meetings at the working level during the year (namely on 11th May, 31st August and 6th December), two high-level meetings on 27th June and 20th September, 2023, and an in-person board retreat in March 2023.

Key Decisions made by Board in 2023 included:

- Adoption of WPHF's Strategic Plan 2023-2025
- Addition of Libya and Chad as eligible countries for 2024, as well as Guatemala, Honduras and Nicaragua as regional response to the WPHF reserve list of eligible countries⁴
- Approval of funding allocations to Philippines, Burundi (Outcome 2), DRC (Outcome 5), Sudan (Outcome 4), Uganda (Outcome 1,2,5), Yemen (unearmarked), and L-HUB (unearmarked)
- Amendments to the WPHF Operations Manual
- Approval of Secretariat Prodoc and Budget 2024
- Approval of L-Hub Prodoc and Budget 2024
- Approval of current NGO partners of Window for WHRDs cost extensions, and new WPHF NGO partners
- Approval of RRW no-cost extension for Phase I (from March 2024 to 31 September 2024) to support short-term grants (STG) proposals with remaining budget
- Approval of RRW project document for Phase II (45 months) from 1st April 2024 to 31 December 2027.
- Discussion and Approval of new NGO partners for RRW (Phase II): CORDAID, GPPAC, NIMD and Inclusive Peace

⁴ In 2023, 31 countries were on the eligible country list, and four countries on the reserve list (C.A.R, Somalia, Sri Lanka and Venezuela). See Funding Board Induction Package, 2023.

- Approval for re-programming from programmatic grants (RFC) and short-term grants under RRW to institutional funding in Palestine.

Resource mobilization efforts led by the Secretariat

Regarding resource mobilization, the Secretariat continued to engage and target traditional and non-traditional donors in support of the Fund's mission and priorities. In 2023, 18 government donors and a wide range of individuals supported the Fund, including new donors from Cyprus, Albania, Slovenia, Switzerland and Iceland⁵, and concrete conversations were held with multiple additional donors. By the end of 2023, WPHF had mobilized USD 45.8 million, the highest amount mobilized in a given year since the WPHF was launched in 2016, and representing an increase of USD 2 million from the previous year, including USD 960,231 mobilized through private sector engagement. Since 2016, the Fund has mobilized over USD 175.4 million.

Donor mission

In October 2023, WPHF organized a 3-day donor mission to Colombia, which gathered a delegation of eight government representatives, a representative from the UN Multi Partner Trust Fund in Colombia, and colleagues from the UN Women Country Office (WPHF Management Entity). The mission aimed to showcase the initiatives and results of supported CSOs and women activists and to raise awareness on the challenges and needs faced by women and girls across the country. It also provided key donors the opportunities to witness first-hand the critical contributions of local women's organizations to lasting peace and the unique added value of WPHF-supported interventions in Colombia. During the mission, the delegation met with various stakeholders in Bogota and Nariño region, including with the UN Resident Coordinator Office (RCO), UN agencies in Pasto and several governmental entities, including the Presidential Advisor for Women's Equality, Director of the Presidential Agency for International Cooperation, and representatives involved in the implementation of the peace agreement, with whom the donor delegation discussed the challenges and opportunities related to the peace process and the role of women's organizations. Dialogues with WPHF-supported CSO partners were organized, including with the Asociacion Flore de Kinde, which implemented an initiative focused on addressing the economic impacts of COVID-19 on rural women and their families, and an active partner, Corpdesarrollo whose project is focused on conflict resolution.

Output 1.2: The Secretariat promotes in its operations a culture of risk management, accountability, and transparency

The WPHF Secretariat continued to update the Fund's Operations Manual to ensure both flexibility and accountability. The Secretariat also monitored risks and mitigation strategies, shared information with donors and the Board and addressed issues related to financial risks (misuse of funds) and limiting of women's rights organizations' (WROs) access to funding in the context of a diminishing space for WROs. A Do No Harm approach continued to be implemented and at the center of the WPHF Secretariat's processes. For example, information on Afghanistan CSO partners continued to be anonymized on WPHF webpages following the takeover of the Taliban in 2021, to avoid reprisals or backlash against these organizations and their staff/beneficiaries.

During the reporting period, five new cases of alleged corruption were identified in Nigeria, Lebanon, Afghanistan and two in PNG with WPHF partners. In these cases, thorough investigations were carried out by Management Entities based on their rules and regulations in close coordination with the WPHF Secretariat, and subsequently contracts were ended where remaining funds were reallocated to benefit other CSOs with the approval of National Steering Committees in country. Finally, during the design of the

⁵ Cumulatively, 23 different government donors have supported WPHF

new WPHF Funding Window for WHRDs, risks specific to individual grant-making were also identified and mitigation measures developed. These were updated and monitored closely with partners during the implementation, on a quarterly basis.

In 2023, the procurement process was initiated to contract external company to carry out the Fund-wide evaluation, which will start in early 2024.

Output 1.3: Results-based monitoring, reporting and evaluation contributes to achieving the outcomes of the WPHF

Proposal reviews and evaluations

During the reporting period, the Secretariat launched 21 calls for proposals (CfPs), including 3 Emergency Track CfPs in Haiti (2) and Syria (1) across all its funding windows. Under the Regular Funding Cycle, the Secretariat specifically launched 18 CfPs and undertook the technical review and evaluation of 1,141 proposals. Overall, proposals were reviewed in 8 languages⁶, with a target to review within two weeks of receipt (when less than 100 proposals received), and within 2-3 days for Emergency Tracks. In 2023, the Secretariat was also required to draw on surge evaluation support from external evaluators due to the significant increase in the number of proposals with an average of 91 per CfP received compared to 34 per CfP in the previous year⁷. This higher number of applications is a result of an increase in resource mobilization efforts and updated and simplified proposal templates making it more accessible for CSOs to apply.

2023	CfPs launched	Proposals Received ⁸	Longlisted/ Evaluated ⁹	Shortlisted ¹⁰
WPHF Regular Cycle	18	1,916	1,141	608
Rapid Response Window	2	457	109	48
Window on WHRDs	1	1,690	980	953
Total	21	4,063	2,230	1,609

Cumulatively (since 2016), WPHF has received 15,570 proposals through 85 calls across all its Windows across 56 countries in 8 languages. Specifically, under the Regular Funding Cycle, 3,749 proposals have been evaluated, with 1,489 proposals shortlisted. Across all its Windows, the WPHF has evaluated 8,674 eligible proposals.

2016-2023	CfPs launched	Proposals Received	Longlisted/ Evaluated	Shortlisted
WPHF Regular Cycle	74	6,242	3,749	1,489
Rapid Response Window	6	1,283	292	122
Window on WHRDs	4	3,272	1,510	1,461
COVID-19 ERW ¹¹	1	4,773	3,123	854
Total	85	15,570	8,674	3,926

⁶ Inclusive of all funding windows. Evaluations took place in English, French, Arabic and Spanish. Under the RRW, evaluations are also conducted in Portuguese and Russian, while under the Window for WHRDs also in Dari and Pashto.

⁷ Regular Funding Cycle only

⁸ Inclusive of concept notes under the short-term grants stream.

⁹ For the Window on WHRDs, longlisting refers to those proposals submitted to the Advocacy Committee (Advocacy Stream) or transferred to INGO partners (Safety Net Stream). The CfPs for the Food Security Initiative in Ethiopia and South Sudan were launched in 2023, however evaluations will take place in 2024.

¹⁰ Shortlisted proposals under the Window WHRDs Safety Net Stream refers to proposals transferred to NGO partners for verification, and is the same as 'longlisting'.

¹¹ The COVID-19 ERW was closed in December 2022 as per Board approval.

Evaluation sheets and shortlisted recommendations were shared with respective UN management entities for the National Steering Committees' (NSC) final selection for the Regular Funding Cycle.

Importantly, lessons learned from previous CfPs and evaluations were integrated into the review and update of application templates, to enhance accessibility and quality for prospective applicants. Indicator Tip Sheets for CSOs applicants were continually made available and shared along with the CfPs and targeted communications, and the Secretariat participated virtually in country-level information sessions to support and guide CSO applicants together with country office colleagues. All of these efforts continue to ensure a demand-driven process and better access to funding for small grassroots organizations, including those who have received financing through the UN for the first time. The Secretariat will continue to review its CfP procedures and tools in 2024 to ensure enhanced accessibility, inclusivity and flexibility for CSOs, and based on the feedback from the WPHF Management Entities Focal Point Retreat in September 2023.

The Secretariat continued to provide programme and monitoring, evaluation and reporting support to Management Entities' country focal points, including participation in onboarding sessions with new CSO partners. Monitoring of country allocation progress, risks and challenges was undertaken on a regular basis.

Annual results-based reports and management of information

During the reporting period, the Secretariat prepared the 2022 Secretariat annual report, covering the results achieved by UN Women in its role as the Secretariat of WPHF, a consolidated WPHF annual report covering results achieved by the Fund, the RRW annual report, the Window for WHRDs annual report, the Global L-Hub annual report, and the Spotlight Initiative annual report covering results achieved under the WPHF-Spotlight initiative partnership on women's coalition building and movements (Spotlight Outcome 6) and protection of women and girls (WPHF Outcome 5). The Secretariat also reviewed 31 country reports for 2022 and provided inputs for various Secretary General Reports, the WPS-HA Compact report, and acted as indicator managers for advocacy initiatives under UN Women's new strategic plan and report, all highlighting key results of the Fund.

The Secretariat continued to update, improve and expand its management information system (MIS) to provide real-time data across all grants and funding windows, beneficiary numbers, proposals, communications and capacity building efforts, and integrated new tracking of threats for WHRDs. In addition, it regularly produced global dashboards, disseminated at funding board meetings to government donors and for other external advocacy efforts. Finally, the Secretariat continued to provide monitoring and evaluation technical guidance to COs, where relevant, and facilitated various Global Learning Hub (L-HUB) modules on gender-sensitive and feminist M&E, qualitative methodologies, among other topics.

Other results

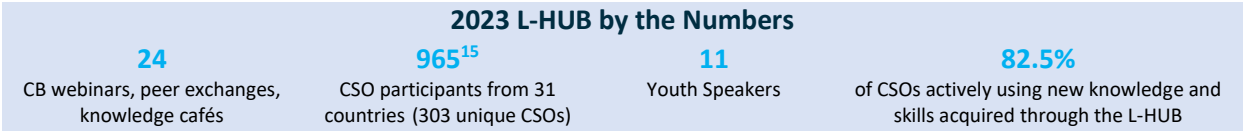
The Secretariat organized the first in-person global WPHF focal point meeting in Ethiopia with representation from WPHF Management Entities of 27 countries, as well as a dialogue with local Ethiopian supported CSOs. This provided the opportunity for WPHF and management entities to discuss challenges, reinforce Secretariat processes, share communications best practices, and provide a platform for WPHF management entities to build a sense of community, ask questions and exchange results and challenges across regions. Regular calls with COs to review progress and address issues also continued throughout the year.

In 2023, the WPHF Secretariat launched its fourth Annual Global CSO Survey with 337 previous and active WPHF partner organizations and their implementing partners from 35 countries, highlighting that highlighting that 66.7% of women’s rights organizations feel that their organization is at risk due to lack of programmatic or institutional funding, and another 85.4% noting that security situation over the past year has significantly impacted their organization’s abilities to effectively carry out their mandate in promoting gender equality¹². Findings from the 2022 [Annual Global CSO Survey](#) were used for continued advocacy efforts to mobilize more quality funding for local women’s rights organizations. In addition, WPHF released the findings from its [first global index](#) aimed as providing a benchmark against 12 core indicators and which will be used to inform funding allocation decision making and contribute to the dialogue and advocacy efforts around WPS-HA globally for increased support and funding channeled to local women’s rights organizations in crisis and conflict settings. Findings from the 2023 comparative Index will be available in March 2024.

Output 1.4: WPHF is a recognized global hub of knowledge and capacity building in the field of women, peace and security and humanitarian action

In 2023, the WPHF Secretariat designed and executed a wide range of capacity building, peer exchange and innovative learning initiatives for civil society partners, further realizing its mandate to serve as a global hub of knowledge and capacity building for women’s rights and women-led organizations working on issues of women, peace and security and humanitarian action worldwide.

A total of 24 webinars, peer exchanges and knowledge cafés were conducted involving 965 participants¹³ from 303 unique civil society organizations (CSOs) and their co-implementing partners from 29 countries, positioning the Global Learning Hub (L-HUB) as a dynamic space to connect women’s rights organizations working on WPS-HA and enhance their capacity development¹⁴. WPHF also featured 21 CSO partners, including 11 youth representatives, and mobilized several institutions and INGOs, including the United Network of Young Peacebuilders, Agir Ensemble pour les Droits Humains, Inclusive Peace, and The Netherlands Institute for Multiparty Democracy (NIMD) who facilitated and moderated capacity building webinars and peer exchanges. According to post-webinar surveys conducted, 73.5% of participants found capacity building webinars useful and relevant to their work, and 82.5% of respondents to the Annual CSO 2023 survey are actively using new knowledge and skills acquired.



In 2023, WPHF developed nine capacity strengthening and knowledge exchange resources ranging from topics such as women’s resilience to climate change, self-protection and care for WHRDs, measuring food security, advocacy in peace processes, and women’s economic empowerment, and disseminated recordings of all online events. The digital platform was retired in February 2023¹⁶ and a digital library was made available through Google Drive to enhance user access. The L-HUB Facebook group¹⁷ also continued

¹² Full set of results for the Annual CSO survey are forthcoming and will be reported in the WPHF Global Annual Report (2023)

¹³ Includes representatives who have attended multiple sessions

¹⁴ More detailed progress and results for L-HUB are presented in a separate report. See also more about the global L-HUB at: <https://wphfund.org/wphfund-community/>

¹⁵ Refers to participants who have attended multiple sessions

¹⁶ Since 2020 to February 2023, the digital platform logged 17,850 visits from CSOs

¹⁷ The Facebook group is for representatives of past and current WPHF CSO partners, Rapid Response Window INGO partners, UN Women country focal points and WPHF Secretariat’s staff.

to be a successful tool to enhance knowledge exchange and solidarity among the CSO partners, reaching 81 new members and cumulatively, a total of 339 members. Increased engagement of WPHF CSO partners has also been noted as civil society leaders regularly posted videos, photos, and success stories with 491 new Facebook impressions during the year.

In 2023, the L-HUB launched three CfPs for its peer learning and mentorship awards with 53 proposals received from targeted countries of Ethiopia, Lebanon, Myanmar, Palestine and Syria aimed at strengthening CSOS capacity in conflict resolution and crisis management, sexual harassment prevention, women's inheritance rights and operational processes, as well as from Afghanistan, Bangladesh, Iraq, Moldova, Nigeria, Pakistan, Tajikistan, Ethiopia, Lebanon, Myanmar, Palestine and Syria under the mentorship scheme aimed at strengthening the institutional capacity of WPHF CSO partners working with displaced women in conflict settings.

Finally, WPHF in partnership with the German Federal Foreign Office (GFFO), convened the Global Women's Forum for Peace and Humanitarian Action (GWF) in Berlin in May 2023 gathering a total of 200 participants, including 89 women peacebuilders from 29 countries, and which culminated in the adoption of the Berlin Declaration 2023¹⁸. The GWF equally provided a space for women's rights/led organizations to exchange challenges and impact, build solidarity, engage in capacity development, practice self-care, and define their priorities to pursue their critical work. Following the GWF, two CSO tandems were selected after the launch of a targeted CfP, to conduct joint advocacy actions to advance the Berlin Declaration's recommendations to strengthen women's influence on the peace and humanitarian agendas. These initiatives will be implemented in 2024, along with new peer learning and mentorship projects through the Global L-Hub.

Output 1.5: Visibility of WPHF and its mandate is enhanced among a wide range of audiences through effective communications and innovative partnerships

In 2023, the Secretariat executed a wide range of strategic communications, public advocacy, and private sector initiatives - driving visibility of WPHF's mission, structure and global reach while amplifying the voices and transformative impact of the women civil society leaders it serves around the world. Core communications, advocacy and private sector priorities were carried out, including enhancing WPHF's social media engagement and reach, optimizing and diversifying the content of its website, social and other digital channels, while leveraging innovative partnerships across new markets with key media stakeholders, celebrity advocates, corporations and high net-worth individuals to support WPHF's wider resource mobilization, advocacy and visibility objectives.

Communications strategy

Building on lessons learned and best practices from previous years, the Secretariat continued to focus its global communications efforts on highlighting WPHF's relevance and unique added value as a timely and effective instrument supporting local women's organizations and women human rights defenders in fragile settings across the globe. Leveraging its unique access to the voices and impact of local women's civil society activists, WPHF prioritized the development of dynamic and compelling communications assets targeting a range of audiences and stakeholders, with a special emphasis on video production and personal storytelling. New global systems and updated communications and advocacy guidelines were also enforced to improve coordination with UN country offices and CSO partners at the country level and to streamline the submission, review and approval process of communications and knowledge products aligned with WPHF branding best practices.

¹⁸ Available <https://wphfund.org/wp-content/uploads/2023/05/ENG-Berlin-Declaration-202362.pdf>

Strategic advocacy efforts and visibility events

In 2023, the Secretariat seized opportunities to integrate the voices and critical work of local women peacebuilders, humanitarians and women human rights defenders in a wide range of key opportunities and public events to advocate for their recognition, enhance their visibility and mobilize flexible financing for their critical work. It carried out 31 advocacy initiatives and visibility events, including the second Global Women's Forum for Peace and Humanitarian Action (GWF 2023), the WPHF Inaugural Gala, the WPHF Invest-In-Women High-Level Summit, multiple funding appeals responding to emerging and protracted crises, and a variety of advocacy and visibility events on financing for youth and feminist leadership in displacement, climate security and food security, among others.

Expanding social media reach and engagement

In 2023, WPHF continued to expand its social reach, diversified its following, and enhanced engagement across its global social media channels. Building on growth in previous years, WPHF developed and disseminated a wide range of dynamic content through a series of engaging public advocacy and visibility campaigns, highlighting the impact and added value of its work to support local women civil society leaders on the front lines. Overall, WPHF successfully grew its social media audience from 29,415 followers in 2022 to 37,311¹⁹ at the end of 2023, resulting in a 26.8% net growth in total social media followers from the previous year.

For the second year in a row, LinkedIn was the social media platform that saw the highest growth in 2023, from 2,201 followers in 2022 to 3,605 in 2023, contributing to an impressive 63.8% increase and registering a record average post engagement rate of 6.78% versus 5.94% in 2022. Instagram also experienced notable growth, consolidating itself as WPHF's most followed social media platform with 15,649 followers (36.8% increase from 2022). An outstanding peak in Instagram performance was registered in October 2023 following the WPHF Inaugural Gala on 30 September, with more than 544,000 accounts reached, 6,800 users engaged, and over 1,000 new followers registered on the evening of the event and during the following days.

Facebook and X (formerly known as Twitter), experienced similar growth in 2023. WPHF expanded its audience from 6,243 to 7,333 Facebook followers (17.5% increase) and on X, from 9,534 to 10,724²⁰ followers, registering a 12.5% increase. Despite its modest growth on the X platform, WPHF was able to boost its audience engagement, registering an average post engagement rate of 4.16% compared to 3.66% in the previous year - an increase that showcases the Fund's continued commitment to developing compelling visual content on this platform and across its global channels.

This overall acceleration in social media growth and engagement was a direct result of WPHF's consistent development of unique branded content across its communications channels. On International Women's Day (8 March), WPHF launched its flagship [#InvestInWomen Global Campaign](#), to build momentum, increase online visibility, and drive engagement ahead of key events throughout the year, including the GWF, the WPHF Inaugural Gala (September 2023), and the Invest-In-Women High-Level Summit, held on the sidelines of the UN Security Council Open Debate on WPS in October 2023.

The Secretariat also leveraged key international days and campaigns to highlight the added value of WPHF-supported projects, disseminating new funding opportunities for civil society and promoting relevant resources, including knowledge products and news articles, while tapping into the global

¹⁹ Data for X (previously Twitter) is available up to October 2023.

²⁰ Until October 2023

networks, reach and influence of WPHF partners and celebrity advocates.²¹ Leveraging its increased capacity to develop in-house graphic design and video assets²², the Secretariat continued to define and strengthen the visual identity of WPHF and its various windows across all communications channels through the execution of high-quality videos, infographics, illustrations, and other audiovisual assets to further boost engagement of diverse audiences online²³. A record number of 33 videos (a 94% increase from the previous year) were produced between January and December 2023, leveraging original interviews and footage from WPHF partners and using a variety of techniques, including motion graphics, photo compositing, illustration, and animation.

Website Optimization and Digital Content Curation

During 2023, the Secretariat also continued to increase and diversify traffic to its global web channels. This was achieved through efforts to make its CfP pages more accessible through translation in multiple languages, improving page templates, and optimizing RRW and WHRD landing pages, and the regular updating of WPHF country pages with new project descriptions and content on evolving conflict, crisis and emergency situations.

Between January 1 and July 4, 2023 a total of 45,144 users visited the WPHF website²⁴ with 126,193 webpage views. The United States remained the top country in terms of generating website traffic, followed by the Democratic Republic of the Congo (DRC) attributed to the launch of a new call for proposals in March 2023, sparking interest among local women's organizations across the country. In addition, as a result of the landing page for the WPHF Funding Window for WHRDs, Afghanistan registered as the third country with the highest number of website users, and continued to attract attention from Afghan civil society. Uganda and Malawi, two countries in which WPHF also launched calls for proposals in 2023, completed this top-five list, demonstrating how the Fund's global web channel continues to serve as a resource for civil society in active countries across the globe.

Private Sector

In 2023, The Secretariat mobilized a total of USD 960,231 of private sector funding, and continued to demonstrate the potential of engaging non-traditional donors to support local women's organizations and their contributions to crisis response and sustainable peace.

The Secretariat cultivated relationships with diverse actors in the private sector, including corporations, foundations, celebrities and high net-worth individuals, and strengthened its relationships with the Clementine Fund, Cremily and Women Have Wings. WPHF also continued to foster relationships with celebrities, artists, influencers, and media partners throughout the year, including WPHF Global Advocate Kristen Bell, whose social media campaign helped raise over USD 50,000 in support of local women's organizations responding to the earthquake that struck Syria and Türkiye on February 6.

Kristen Bell also served as the General Chair of the WPHF Inaugural Gala, "Portraits of Strength and Resilience", held in Los Angeles, United States on September 30. The Gala convened over 300 guests, including UN leadership, civil society and high-profile celebrities, and raised over USD 1 million from 13 new corporations and family foundations. The evening featured WPHF civil society partners from

²¹ Other notable activations included Refugee Week, World Food Day, Youth Day, International Day of Peace, International Day of Women Human Rights Defenders, 16 Days of Activism, and Giving Tuesday and Year-End Giving.

²² https://www.youtube.com/channel/UCb_AyXI_4Fp1HBLaAZ8xaig

²³ See the videos produced by the Secretariat for the [Invest-In-Women Global Campaign](#), [World Refugee Day](#), [COP28](#), and the [Window for Women Human Rights Defenders](#). Other examples can be found on WPHF social media channels.

²⁴ Universal Analytics, Google's cross-platform analytics tool, stopped processing new data from its properties, including the WPHF website, on July 4, 2023. For comparability of the same time period, this represents a 9.2% increase from 2022 for webusers and and 21.3% increase of webpage views.

Afghanistan and Libya and included guest speakers Ted Danson and Sharon Stone. Additional high-profile guests of the evening included celebrities Ed Norton, Elizabeth Banks, Rachel Bilson, Jesse Tyler Ferguson, Sean Hayes, Dax Shephard, Robert Mcelhenney, Mary Steenbergen, Jay Shetty and Sara Bareilles, who concluded the evening with a powerful vocal performance and helped to raise awareness of the event and WPHF's mission across their social media channels.

In addition, WPHF continued to engage its Resource Development Steering Committee – a network of philanthropists and high net-worth individuals with influence and capacity for giving - to help WPHF meet its resource mobilization goals and diversify its reach within the private sector. Together with the WPHF Gala Committee, comprised of high-profile community and corporate leaders and philanthropists, these committees contributed to success of the Gala through outreach efforts in Los Angeles and across the country.

Finally, with new emergencies occurring in 2023, WPHF rapidly mobilized support from the general public through the launch of emergency fundraising appeals in response to the Earthquake in Syria and Turkey, to the escalating conflicts in Sudan and Palestine, and in the fight against food insecurity and climate change. WPHF also expanded its reach with over 2,550 digital constituents and contacts now registered from around the world, a channel through which quarterly digital newsletters, advocacy and visibility event invitations, donor appeal emails and other key updates and information on WPHF impact and activities are regularly disseminated.

2. Assessments and Knowledge Products

Knowledge Products produced by WPHF

- [WPHF Pilot Index](#), March 2023
- [Annual Global CSO Survey Brief on WPS-HA](#), April 2023
- [Annual Global CSO Survey Brief on Global L-HUB](#), 2023

Knowledge Products citing WPHF

A total of ten research and knowledge products citing WPHF were released in 2023, including:

- Why Wait? How the Humanitarian System Can Better Fund Women-Led and Women's Rights Organizations, International Rescue Committee²⁵
- Empowering Young Palestinian Women in Peace Negotiations, GPPAC²⁶
- Defending the Women Who Defend Human Rights, UN Women²⁷
- African Women Leaders Urge the World to Accelerate Support to Women and Girls Fighting against Hunger, UN Office for the Coordination of Humanitarian Affairs (OCHA)²⁸
- Financing for Gender Equality and the Implementation of the WPS Agenda, UN Women²⁹

²⁵ <https://www.rescue.org/sites/default/files/2023-03/Why%20Wait%20-%20Full%20Report%20-%20English.pdf>

²⁶ [Empowering young Palestinian women in peace negotiations | GPPAC](#)

²⁷ <https://www.project-syndicate.org/magazine/international-community-must-protect-women-human-rights-defenders-by-sarah-hendriks-and-pauline-brosch-2023-06>

²⁸ <https://reliefweb.int/report/ethiopia/african-women-leaders-urge-world-accelerate-support-women-and-girls-fighting-against-hunger>

²⁹ <https://www.unwomen.org/sites/default/files/2023-03/Financing-for-gender-equality-and-the-implementation-of-the-women-peace-and-security-agenda-en.pdf>

- The Failure to Fund Refugee-led Organisations: Why the Current System is not Working, and the Potential for Change, Overseas Development Institute (ODI)³⁰
- Hope and Resistance go Together: The State of Women Human Rights Defenders 2023, Kvinna till Kvinna³¹

3. Planned 2024 Priorities

In 2024, and subject to the availability of Funds, the Secretariat will prioritize the following:

- Launch of WPHF Evaluation and dissemination of results
- Implementation of WPHF Strategic Plan across funding windows
- Reinvesting in countries that are running out of funds, including more funding for peacebuilding and conflict prevention
- Developing a WPHF-wide feedback mechanism strategy
- Annual WPHF Global CSO Survey
- Continuing to work towards the WPHF Invest in Women Campaign Goal of 300M USD by end of 2025

4. Appendices

Appendix A: [WPHF #InvestInWomen Campaign Brochure](#)

Appendix B: [WPHF Capacity Building Strategy](#)

³⁰ <https://odi.org/en/publications/the-failure-to-fund-refugee-led-organisations-why-the-current-system-is-not-working-and-the-potential-for-change/>

³¹ <https://kvinnatillkvinna.org/wp-content/uploads/2023/11/The-Kvinna-till-Kvinna-Foundation-The-state-of-women-human-rights-defenders-2023.pdf>

5. Indicator Based Performance Assessment

Results	Indicators	Progress Achieved against Targets	Reasons for Variance	Source of Verification
Project Outcome The achievement of the WPHF's theory of change is enabled by efficient and timely technical and policy support, a strong results-based management culture of accountability and transparency, reporting and evaluation, as well as robust knowledge management and communication strategies.	1.1 Percentage of WPHF's Result Framework targets met: Baseline: 0 (December 2021): At least 50% (December 2022): At least 80% (December 2023): At least 100% (December 2024): At least 100%	In 2023, the Secretariat made significant progress across all output areas and fully met 19 of 21 targets (91%) and exceeded 9 annual targets, including resource mobilization, briefs and knowledge product development, capacity strengthening participation, advocacy and visibility initiatives, and social media reach, as well as CSOs who participated in capacity building initiatives, and report using new knowledge and skills.	Fully achieved 91% of all targets (19 of 21). Variances are due to the significant increase in the number of proposals received compared to the previous year and use of external support (Indicator 1.3b), CSO speakers at board meetings (Indicator 1.1c) and focus on GWF (2024) (Indicator 1.4a)	WPHF Annual Reports, Funding Board Meeting Minutes, Emails, WPHC-Data Analytics, Information Briefs
	1.2 Amount of funding raised by WPHF Baseline: \$48.4 million (2020) Target: At least 35 million/year, or 299 million by 2024	In 2023, WPHF mobilized 45.8 million USD from 18 government donors and the private sector, an increase of 2 million (4.8%) from the previous year. Included in this, \$960,231 was specifically mobilized from private sector. Since 2016, WPHF has mobilized 175.4 million from 18 government donors.	Exceeded the annual target by 10.8 million.	
Output 1.1. Quality, efficient and timely technical support and advisory to the funding board is provided	Indicator 1.1a: Percentage of Funding Board meetings for which relevant documents have been circulated at least one week in advance Baseline: 4 meetings at 100% (as of 2020) Target: 100% each year	Yes-100%. Additional information and documents requested by the Board during the meetings to help with decision-making were also shared in a timely manner with additional time for consideration and comments following the meeting. A total of six meetings were conducted in 2023, including an in-person board retreat.	Two additional meetings were conducted in 2023 (high level working meeting and board retreat)	Emails, project documents, Funding Board minutes
	Indicator 1.1b: Percentage of funding board decisions implemented Baseline: 100% Target: 100%	Eleven core funding board decisions were made in 2023. 100% were implemented in full, including the approval of WPHF window project documents, amendments to operational manual, addition of five eligible countries, and no-cost extensions for NGO partners under WHRD and RRW, among others.	No variance	Funding Board minutes
	Indicator 1.1c Number of CSO/Women activists who present to the Funding Board on WPS and humanitarian issues and priorities and/or results of WPHF funded projects Baseline: 2 Target: A minimum of 2 per year	No CSOs briefed the board during in 2023.	No CSOs were invited to board meetings in 2023. A focus on the GWF where 87 CSOs attended.	Funding Board minutes/ presentations

Results	Indicators	Progress Achieved against Targets	Reasons for Variance	Source of Verification
Output 1.2. The Secretariat promotes in its operations a culture of risk management, accountability, and transparency	Indicator 1.2a: Availability of an updated WPHF operations Manual Baseline: Yes Target: At least once a year	The Operations Manual approved by the Board in 2016 was further amended and updated each year in 2017, 2018, 2019, 2020, 2021, and 2023.	N/A	Minutes of Funding Board
	Indicator 1.2b: Periodicity of risk mitigation matrix and risk monitoring table updates Baseline: Every 2 years Target: At least once a year	The risk management matrix was reviewed in 2023, including for the Window on WHRDs.	No variance	Risk Management Matrix
Output 1.3. Results-based monitoring, reporting and evaluation contributes to achieving the outcomes of the WPHF	Indicator 1.3a: Number of calls for proposals launched (by type of CfP) Baseline: 25 (as of 2020) Target: N/A	A total of 21 CfPs were launched (18 for WPHF regular cycle, 1 for Window on WHRDs, 2 for RRW). Cumulatively, the WPHF has launched 85 proposals.	N/A	Emails/Proposal Documents
	Indicator 1.3b: Percentage of proposals reviewed and/or evaluated within two weeks of receipt by the Secretariat (applicable to less than 100 proposals received) Baseline: 100% (as of 2020) Target: 100%	Almost one quarter (21.4%) of technical evaluations under the regular funding cycle were completed within two weeks, with the exception of CfPs which received more than 100 proposals (four). Under the RFC, 1,141 proposals were evaluated. Cumulatively, a total of 8,674 proposals have been evaluated under all Windows.	Variance of 78.6%. The Secretariat witnessed a significant increase in the number of proposals being received compared to the previous year (average of 91/per CfP in 2023 compared to 34/per CfP in 2022, and a 119% increase under the RFC), as well as the use of external evaluators which increased the time required to evaluate and finalize files to ensure quality of the process. In 2024, the Secretariat will have more capacity for the evaluation process to ensure it meets the target.	Management Information System, Proposal Documents
	Indicator 1.3c: Functioning and use of Management Information System (MIS) Baseline: N/A Target: Regularly maintained	The WPHF MIS was regularly updated and maintained. Monthly dashboards were developed for use with various stakeholders. The WPHF M&E guide was disseminated for new partners.	No variance	Management Information System
	Indicator 1.3d: Number of annual results-based reports produced and disseminated Baseline: N/A Target: 5 per year	5 annual reports produced (1 Secretariat annual report, 1 WPHF annual report, 1 Spotlight Initiative annual report, 1 RRW annual report, 1 Global L-Hub report) and contributions to multiple Secretary General Reports and UNW Strategic Indicators	No Variance	Annual Reports/MPTF Website

Results	Indicators	Progress Achieved against Targets	Reasons for Variance	Source of Verification
	Indicator 1.3e: Number of information briefs produced Baseline: 5 Target: at least 4 per year	33 information briefs produced, including 18 country level briefs, 9 donor briefs, WPHF advocacy brief, Global CSO Survey on WPS-HA, WPHF Index Brief, Global CSO Survey on L-HUB initiatives, Window on WHRDs: Sudan, and RRW brief.	Exceeded target by 29. The Secretariat has increased the dissemination of key information on countries and thematic areas for donors and other stakeholders.	Country, donor and window briefs
Output 1.4 WPHF is a recognized global hub of knowledge and capacity building in the field of women, peace and security and humanitarian action	Indicator 1.4a: Number/types of capacity building resources and knowledge products produced by WPHF in multiple languages (type of product) Baseline: 16 (as of Oct 2020) Target: 10 per year	Nine capacity building resources and knowledge products produced and disseminated : i) Berlin Declaration; ii) CSO Peer Learning Awards 2021 iii) Peer exchange brief on Haiti and DRC ; iv) Increasing sustainable women's economic empowerment in Nigeria and Palestine ; v) Impactful communications and advocacy tools to enhance women's influence in peace processes: learning from experiences in Cameroon and Coombia ; vi) Integrating a climate lens in women's organizations' work in conflict and crisis settings ; vii) self-protection and self care for WHRDs and CSOs in conflict and crisis affected contexts ; viii) WPHF annual CSO survey brief (L-Hub) ; ix) Food security indicator tip sheet	Variance of annual target by 1 as a focus on GWF under the Global L-Hub. Contents of all trainings were also made available in various language to complement the capacity building resources.	Global L-Hub and WPHF knowledge products
	Indicator 1.4b: Number of CSO grantees that have accessed capacity building webinars and videos each year (by type) Baseline: 9 webinars/video with 247 participants ³² Target: 450 participations per year	908 CSO representatives (267 unique CSOs) from 31 countries were engaged in 23 capacity building webinars, peer exchange sessions and knowledge cafés. 883 YouTube views of WPHF capacity building webinars and Knowledge cafés were registered in 2023 (an increase of 68% from 2022).	Exceeded target by 458 CSO representatives participating in capacity building webinars and exchanges.	Webinar and video data analytics
	Indicator 1.4c: Number of CSO grantees that are featured speakers at WPHF exchange opportunities Baseline: 1 (as of Oct 2020) Target: 15 per year	21 CSO leaders participated as speakers in capacity webinars (5 for capacity building and 16 for peer exchange and Knowledge café sessions), including 8 youth CSO representatives.	Exceeded target by 6	Webinar analytics
	Indicator 1.4d: Number of visits to the WPHF-C platform each year Baseline: 9,960 (as of October 2020) Target: 16,000 per year	Cumulatively, 17,850 visits were registered to the L-HUB Digital Platform which was retired in February 2023. At the same time, the L-HUB Facebook group registered 81 new members (339 cumulatively) with 491 new impressions, demonstrating continued engagement of CSOs.	The digital platform was retired in February 2023 and replaced with the more accessible Google Drive librerare. The indicator is no longer relevant and Facebook	WPHF-C platform data analytics

³² Does not represent the unique number of CSO grantees/partners, but participants that may have participated in multiple sessions.

Results	Indicators	Progress Achieved against Targets	Reasons for Variance	Source of Verification
			engagement will be monitored for 2024.	
	Indicator 1.4e: Percentage of WPHF grantees that report using new knowledge and skills from the WPHF Capacity Building Programme Baseline: N/A Target: 75-80%	82.5% of CSO partners who participated in capacity building initiatives report using new knowledge and skills	Exceeded target by 2.5%	Annual WPHF partner survey
Output 1.5 Visibility of WPHF and its mandate is enhanced among a wide range of audiences through effective communications and innovative partnerships	Indicator 1.5a: Number/types of new private sector partnerships ³³ established Baseline: 6 (as of 2020) Target: 11 by 2023	Continued partnerships with Women Have Wings, Wiley and Clementine Foundation, including corporate donors to the #1000WomenLeaders campaign Cumulatively, The Secretariat has secured 11 partnerships since 2021 ³⁴ .	No variance	Emails/Project Documents
	Indicator 1.5b: Amount of funds generated through private sector and general public engagement Baseline: \$300,000 and \$450,000 in-kind (as of Oct 2020) Target: \$1.5 million	\$960,231 USD was mobilized through private sector engagement. Cumulatively, \$2.5 million USD has been mobilized.	Exceeded overall target by \$1 million USD.	UN Foundation accounting, MPTFO
	Indicator 1.5c: Number of active relationships with celebrity spokespeople to support WPHF mandate Baseline: 2 (2018-2020) Target: 4	Relationships with celebrity partner Kristen Bell continued. Since 2021, six relationships have been established.	Exceeded overall target by 2.	Emails/Project Documents
	Indicator 1.5d: Number of social media followers across WPHF channels (Facebook, Twitter, Instagram) by type Baseline: 13,533 Target: 25% increase each year	37,311 social media followers across WPHF social channels, for a 26.8% growth from 2022. Largest growth with LinkedIn (63.8% increase). Cumulatively, 95.9% growth since 2021 across social media channels.	Exceeded target for year by 1.8%.	Social Media data analytics
	Indicator 1.5e: Number/types of visibility events hosted and/or digital campaigns launched to enhance awareness of WPHF and WPS and humanitarian issues (by type [events/campaigns]) Baseline: 11 (as of Dec 2020) Target: 15 digital campaigns/events (at least 5 per year)	A total of 17 visibility events hosted and campaigns launched (9 visibility events and 8 campaigns), including the Invest in Women Campaign, Global Women's Forum, Inaugural Gala, Global Refugee Forum, among others. Cumulatively, since 2021, a total of 43 events/campaigns have been conducted.	Exceeded annual target by 12	Project Documents/ Campaign Material

³³ Private sector includes businesses, high net worth individuals, foundations, family offices, influential private sector organizations.

³⁴ Starbucks, Dell, TripAdvisor, Samsung, 180LA, Omaze, Wiley Publishing, Clementine Fund, Dell, Women Have Wings