

## **Annual Project Narrative Progress Report**

**WPHF Secretariat  
(Direct costs)**

Reporting Period:  
1 January – 31 December 2022

<b>Project Title:</b> Secretariat of the Women's Peace and Humanitarian Fund  <b>Project Number:</b> 00101763	<b>PUNO(s):</b> UN Women
<b>Reporting Period:</b> 1 January – 31 December 2022  <b>Report Submitted by:</b> UN Women as the Secretariat of the Women's Peace and Humanitarian Fund Name: Ghita El Khyari Entity: UN Women Title: Head of the Secretariat, Women's Peace and Humanitarian Fund Email: <a href="mailto:Ghita.khyari@unwomen.org">Ghita.khyari@unwomen.org</a>	<b>Implementing Partners:</b> N/A
	<b>Project Locations:</b> Global – Secretariat based in New York and Geneva
	<b>Total Approved Budget (2021-2023) :</b> \$ 5,979,000  <b>Total budget transferred to the Secretariat during the reporting period:</b> \$ 2,407,500
<b>Project Description:</b> 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 129.5 million since the launch of the Fund in 2016, and USD 43.7 million in 2022 alone. The Secretariat has been overseeing a portfolio of over 540 projects in 32 countries through 26 allocations 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 Community of Practice 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.	<b>Project Start Date:</b> January 1, 2021 <b>Project End Date:</b> December 31, 2023 <b>Total Duration (in months):</b> 36 months
<b>WPHF Outcome the Project is contributing to:</b> N/A	
<b>WPHF indicator the Project is reporting on:</b> N/A	

## Summary

This report covers the results achieved by UN Women as the Secretariat of the Women's Peace and Humanitarian Fund (WPHF), between 1 January and 31 December 2022. The consolidated report covering the Fund's overall results will be submitted by 31 May 2022, as per WPHF's Operations Manual. Results reached by the Rapid Response Window Unit on Women's participation in peace processes (RRW) and the implementation of peace agreements, the Women Human Rights Defenders Window and the Global Learning Hub are covered by separate reports.

As per WPHF's Terms of references, the WPHF Secretariat is hosted by the Peace, security, humanitarian and resilience section (now the Peace, Security and Resilience section) at UN Women headquarters. The Secretariat is based in both New York and Geneva, allowing the team to have direct connections to policy processes relating to both peace and security and humanitarian response, have more efficient coverage of time zones, as well as initiate partnerships with stakeholders in both spaces.

In 2022, WPHF's Secretariat efforts led to a significant growth of the Fund with a total of USD 43.8 million of resources mobilized from 8 government donors and the private sector, exceeding the annual target by 23.8 million and representing an increase of 6.6 million from the previous year - the highest amount mobilized in a given year since WPHF was launched in 2016.

As a result of the WPHF Secretariat efforts, 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 Afghanistan, Ukraine and Haiti, using tailored approaches and mechanisms to each context and emergency.

Overall, the Secretariat has successfully achieved 17 of 21 of its core targets fully for 2022 (81%) and exceeded annual milestones by 57% in various areas including in resource mobilization targets, capacity building, production of information briefs, CSO speakers in events, and relationships with celebrity spokespersons. In addition, the majority of all RRW Review management response decisions were implemented.

In 2022, the Secretariat continued to provide support to the Funding Board of the Women's Peace and Humanitarian Fund, chaired by UNFPA, with relevant documentation, information and implementation of the decisions taken. During the reporting period, WPHF Secretariat organized 5 virtual Board meetings, including a high-level meeting in October where the Funds' extension to 2030 was approved.

The Secretariat launched 21 Calls for Proposals (CFPs) under its three funding windows – the highest number to date, with a total of 2,556 proposals received, and over 1,000 proposals longlisted and evaluated within two weeks of receipt<sup>1</sup>. Cumulatively (since 2016), WPHF has evaluated 6,432 proposals from 54 countries. In 2022, a total of 199 new grants in 29 countries were approved<sup>2</sup>. Overall, 545 projects have been approved since 2016 with 920 CSOs supported, 92% of which are women's rights/led organizations. The Secretariat also revised its CfP procedures and tools in 2022 to ensure continued accessibility and flexibility for CSOs.

The Secretariat also continued to strengthen its management information system (MIS) and monitoring & evaluation (M&E) processes, including the release of the WPHF Monitoring and Evaluation Guide for

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<sup>1</sup> Applicable for Regular Funding Cycle and where less than 100 proposals are received for a CfP.

<sup>2</sup> As of December 31, 2022. Excluding RRW direct support funding and Window on WHRDs.

WPHF partners in Arabic<sup>3</sup> which provides both technical guidance in general M&E concepts and approaches as well as specific M&E guidance and sample data collection tools, using Gender-Sensitive and Feminist M&E and Do No Harm approaches across its six outcome areas.

WPHF also launched its third Annual Global CSO Survey (for 2022) with previous and active WPHF partner organizations and their implementing partners, highlighting that approximately 74.5% of women's rights organizations feel that their organization is at risk due to lack of programmatic or institutional funding, and another 28% noting that funding is not flexible to realities of working in fragile and conflict contexts or processes can be too cumbersome. Findings from the survey will be used for continued advocacy efforts to mobilize more quality funding for local women's rights organizations.

During the reporting period, the new Global Learning Hub (L-HUB)<sup>4</sup> became operational and carried out 33 training and peer exchange webinars were conducted involving representatives from 245 CSOs focused on feminist approaches to data collection, digital security, research, anti-corruption, advocacy, feminist peace processes and climate change resilience, among others. Overall, 82.2% of WPHF CSO partners who participated in capacity building initiatives are actively using new knowledge and skills acquired in their organizations.

2022 also saw an increase in the number of visibility, advocacy events and campaigns launched by WPHF to amplify the voices of local women peacebuilders and humanitarians to shape policy and advocacy for their recognition and mobilize financing for their critical work. Overall, 13 visibility events including those such as WHRDs on the Front Lines of Conflict and Crisis, Feminist Leadership in Displacement, and Women's Leadership in Humanitarian Action on sidelines of UNSC Open Debate on WPS were facilitated, among others.

Finally, the Secretariat continued to mobilize new support from various corporations 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. It also continued to progress towards the goals of the #1000WomenLeaders campaign through continued diversification of its Campaign Steering Committee. In 2022, a total of USD \$473,496 was mobilized through private sector engagement. Moreover, WPHF saw an accelerated growth in its social media presence in 2022 of 54.4% (29,415 followers) from the previous year as a result of the consistent development of unique branded content, including the use of video, motion graphics and animation to disseminate key information about the Fund's activities, profiles of women peacebuilders, and advocacy messages.

As the size of the Fund continued to grow and the volume of work and operations to increase, the Head of the Secretariat position was upgraded from a P4 to a P5 and the recruitment process of the P5 completed in 2022. The new position allows for a better delegation of authority for the Secretariat and strengthens the Head's ability to take on representation functions on behalf of WPHF. New positions were advertised and/or filled during the reporting period, including a Programme Coordinator, a Programme Specialist, a Learning Specialist (P3s) and a Programme Analyst (P1). New consultants were also brought in board to fill in critical needs in terms of communications, resource mobilization and programme coordination.

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<sup>3</sup> Spanish will be available in 2023

<sup>4</sup> 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 17 of 21 its core targets fully for 2022 (81%), and exceeded its annual target by 57% with milestones in various areas including efforts in resource mobilization, capacity building, production of information briefs, CSO speakers in Funding Board meetings, private sector partnerships, social media and visibility events and campaigns. Four annual targets were not completely met, including updates to the WPHF Operations Manual and project number of visits to the WPHF L-HUB digital platform, the latter which does not necessarily reflect the growing engagement of L-HUB members in other digital channels integrated into the platform such as the Facebook group. In terms of projected reporting, fewer results-based reports were disseminated, namely a separate Issues Report due to the decision that it should be integrated into the annual WPHF global report as opposed to a separate document. One target was also partially met – full implementation of all management responses to the RRW Review conducted in 2021.

**Output 1.1: Quality, efficient and timely technical support and advisory 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 five regular meetings at the working level during the year (namely on 2 March, 22 April, 11 May, 27 June and 12 December) and one high-level meeting on 18 October 2022.

Key Decisions made by Board included<sup>5</sup>:

- UNFPA elected as Board Chair for the term 2022-2023
- Following a Call for Proposals launched in January 2022, five I/NGOs partners were selected by the Board to support the Window on Women Human Rights Defenders Window (Safety Net Stream)
- Following the Russian invasion of Ukraine, the Board approved the WPHF's Emergency and Regional Response to support women's organizations in Ukraine and Moldova
- Following the endorsement of the WPHF's Country Investment Plan for 2023, approval of allocations on conflict prevention to Palestine (USD 2 Million), Niger (USD 1 Million) and Malawi (USD 1 Million)
- Amendment and approval of the Fund's Terms of Reference (ToR) to align with the Fund's new operations. Approved amendments included i) the addition of Non-UN Organisations (NUNOs) as direct recipients to the Fund along Participating UN Organizations (PUNOs); and ii) the extension of the Fund end date to 2030, aligned with the SDG agenda and Secretary General's recommendation to multiply by 5 the funding that goes to women's organizations in crisis settings by 2030
- Approval of Management Response for the Rapid Response Window on Women and Peace Processes and Implementation of Peace Agreements

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<sup>5</sup> In 2022, 25 countries were on the eligible country list, and four countries on the reserve list (C.A.R, Somalia, Sri Lanka and Venezuela)

- Closure of WPHF's COVID-19 Emergency Response Window and remaining funding re-allocated across the Regular Funding Cycle.

### ***Resource mobilization efforts led by the Secretariat***

Regarding resource mobilization, the Secretariat continued to reach out to traditional and non-traditional donors in support of the Fund's missions and priorities. In 2022, 8 government donors and a wide range of individuals supported the Fund, including one new donor (Italy)<sup>6</sup> and concrete conversations were held with multiple additional donors. By the end of 2022, WPHF had mobilized USD 43,776,883 million, an increase of 6.6 million (15%) from the previous year, including USD \$473,496 which was mobilized through private sector engagement.

In June, WPHF along with the UN Resident Coordinator, UN Women and UNHRC Moldova hosted a donor delegation with five government donors to Chisinau aimed at driving support for local CSOs responding to urgent needs of women and girls at the forefront of the Ukraine refugee crisis<sup>7</sup>. During the two-day mission, the delegation visited WPHF-supported Moldovan CSO partners to discuss the barriers they face in accessing flexible financing and to witness their vital work providing specialized services for women and girl refugees.

### **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 WPHF 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, one new case of alleged corruption was identified in Uganda with a WPHF partner. Finally, during the design of the new WPHF Funding window for WHRDs, new risks specific to individual grant-making were also identified and mitigation measures developed. These will be monitored closely with partners during the implementation, on a quarterly basis.

### **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 2 Emergency Track CfPs in Ukraine. It undertook the technical review and evaluation of 1,098 longlisted proposals from 13 different countries under the Regular Funding Cycle, 26 countries under the RRW, and 24 countries under the Window on WHRDs. Proposals were reviewed in 8 languages<sup>8</sup>, and evaluated within two weeks of receipt, and within 2 days for Emergency Tracks.

<sup>6</sup> Cumulatively, 18 government donors have supported WPHF

<sup>7</sup> <https://wphfund.org/2022/06/27/governments-join-wphf-delegation-to-moldova-witness-impact-drive-support-for-local-csos-protecting-women-girls-at-forefront-of-ukraine-refugee-crisis/>

<sup>8</sup> 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.

2022	CfPs launched	Proposals Received	Longlisted <sup>9</sup>	Shortlisted
WPHF Regular Cycle	18	672	508	226
Rapid Response Window	0	302	72	36
Window on WHRDs	3	1,582	518	496
<b>Total</b>	<b>21</b>	<b>2,556</b>	<b>1,098</b>	<b>758</b>

Cumulatively (since 2016), WPHF has received over 11,500 proposals through 64 calls, and undertook 6,432 technical evaluations from 54 countries in 8 languages.

2016-2022	CfPs launched	Proposals Received	Longlisted <sup>10</sup>	Shortlisted
WPHF Regular Cycle	56	4,326	2,608	881
Rapid Response Window	4	826	183	79
Window on WHRDs	3	1,582	518	496
COVID-19 ERW	1	4,773	3,123	854
<b>Total</b>	<b>64</b>	<b>11,507</b>	<b>6,432</b>	<b>2,264</b>

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. Online video tutorials continued to be developed and posted for each CfP. Indicator Tip Sheets on how to develop indicators 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 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 (46.3%). The Secretariat will continue to review its CfP procedures and tools in 2023 to ensure enhanced accessibility and flexibility for CSOs.

The Secretariat continued to provide programme and M&E support to 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 (quarterly) basis.

### ***Annual results-based reports***

During the reporting period, the Secretariat prepared the 2021 Secretariat annual report, covering the results achieved by UN Women in its role as the Secretariat of the WPHF, a consolidated WPHF annual report covering results achieved by the Fund, the RRW annual report, 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 27 country/group of countries' reports for 2021 and contributed to various Secretary General Reports and UN Women's Executive Director's report, highlighting key results of the Fund. In August 2022, the Secretariat also carried out information sessions in English and French on results-based reporting for country offices to review templates and provide guidance on reporting key results and impact.

<sup>9</sup> 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 CfP for Afghanistan CfP4, Ukraine CfP4 and Palestine CfP2 was launched in 2022, however evaluations will take place in 2023.

<sup>10</sup> Ibid.

The Secretariat continued to update and 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 for private sector, refugee-led and first time UN financed organizations. In addition, it produced quarterly global dashboards disseminated at funding board meetings, to government donors, and for other external advocacy efforts. Finally, the Secretariat released the WPHF Monitoring and Evaluation Guide for WPHF partners in both French and Arabic which provides both technical guidance in general M&E concepts and approaches, as well as specific M&E guidance and sample data collection tools, using Gender-Sensitive and Feminist M&E and Do No Harm approaches across its six outcome areas.

In 2022, WPHF was also included in the Secretary General's Peacebuilding Funding Dashboard<sup>11</sup>, developed by the Peacebuilding Support Office (PBSO) of the Department of Political and Peacebuilding Affairs (DPPA) at the request of the Secretary General aimed enhancing the transparency among funding and to help inform the prioritizing of funding dedicated to United Nations peacebuilding activities.

### **Other Results**

The Secretariat organized 2 global online meetings convening WPHF focal points in countries with active grants to share updates on WPHF activities, reinforce secretariat guidelines, clarify procedures, and provide a platform for WPHF managing partners 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 2022, the WPHF Secretariat launched its second [Annual Global CSO Survey](#) with 161 previous and active WPHF partner organizations and their implementing partners from 23 countries, highlighting that 89% of women's rights organizations feel that their organization is at some level of risk due to lack of programmatic or institutional funding, and almost half noting that their organizations continue to face threats as a result of their work in women, peace and security and humanitarian action (WPS-HA). Findings from the survey were used for continued advocacy efforts to mobilize more quality funding for local women's rights organizations. In addition, WPHF piloted 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 WPSHA globally for increased support and funding channeled to local women's rights organizations in crisis and conflict settings.

### **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 2022, 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 33 webinars, peer exchanges and knowledge cafés were conducted involving 918 participants<sup>12</sup> from 245 unique civil society organizations (CSOs) and their co-implementing partners from 31 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 development.<sup>13</sup> WPHF also mobilized 21 WPHF partners who facilitated various capacity building webinars, based on the CSOs priorities identified in the [2021](#)

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<sup>11</sup> <https://www.un.org/peacebuilding/content/secretary-generals-peacebuilding-funding-dashboard>

<sup>12</sup> Includes representatives who have attended multiple sessions.

<sup>13</sup> 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/>



[Annual CSO Global Survey](#)<sup>14</sup>. A total of 11 capacity building resources and knowledge products were also produced and disseminated ranging from topics such as digital safety, coalition building, women’s resilience to climate change, measuring coalition building, and feminist peace processes. According to post-webinar surveys conducted, 77.3% of participants found capacity building webinars useful and relevant to their work, and 82.2% of respondents to the Annual CSO 2022 survey are actively using new knowledge and skills acquired.

2022 L-HUB by the numbers			
<b>33</b>	<b>918</b>	<b>2,417</b>	<b>74.5%</b>
CB webinars, peer exchanges, knowledge cafés	CSO participants from 31 countries ( <b>245</b> unique CSOs)	Visits on Digital Platform	of CSOs find capacity building/exchanges useful to their work

In 2022, WPHF disseminated 176 key knowledge resources on WPS-HA related topics in Arabic, English, French and Spanish on the L-HUB digital platform, including 11 original capacity building and knowledge exchange resources authored by WPHF and recordings of training webinars. The digital platform registered over 2,400 visits in 2022 and the WPHF L-HUB Facebook group<sup>15</sup> continued to be a successful tool to enhance knowledge exchange and solidarity among the CSO partners, reaching 105 new members and cumulatively, a total of 258 members. Increased engagement of WPHF CSO partners has also been noted as civil society leaders regularly posted videos, photos, and success stories with 293 posts, 138 comments, 1,363 reactions and 6,770 impressions. Finally, WPHF L-HUB digital platform was highlighted at the [Good Tech Fest](#) conference on 11 May, 2022 as a “Tech for Social Good Initiative” and an example of the innovative partnership between WPHF and a private sector entity (Dell Technologies).

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

In 2022, 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.

#### ***Strategic Advocacy Efforts and Visibility Events***

In 2022, the Secretariat seized opportunities to integrate the voices and critical work of local women peacebuilders and humanitarians in a number of key opportunities and public events to advocate for their recognition, enhance their visibility, mobilize financing for their critical work and shape policy. It carried out 13 visibility events, including events on the sidelines of the UNSC Open Debate on WPS on WHRDs on the Front Lines of Conflict and Crisis, Feminist Leadership in Displacement, and Women’s Leadership in Humanitarian Action, among others.

#### ***Expanding Social Media Reach and Engagement***

In 2022, WPHF continued to expand its social reach, diversified its following, and enhanced engagement of its global social media channels. Building on growth in previous years, WPHF developed and

<sup>14</sup> <https://wphfund.org/wp-content/uploads/2022/07/Annual-CSO-Survey-on-WPHF-Global-Learning-Hub-Initiatives-2021.pdf>

<sup>15</sup> 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.

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 19,040 followers in 2021 to 29,415 at the end of 2022, resulting in a 54.4% net growth in total social media followers from the previous year.

For the first time, LinkedIn was the social platform that saw the highest growth this past year, from 1,069 followers in 2021 to 2,201 in 2022, contributing to an impressive 105.9% increase. Instagram also experienced remarkable growth, surpassing the 10K follower milestone and becoming WPHF's most followed social media platform with 11,437 followers (83.2% increase from 2021). A notable peak in Instagram performance (new followers and accounts reached and engaged) occurred as a result of the Kristen Bell's Birthday Challenge campaign in July 2022. Facebook also continued to grow steadily in reach and engagement from 4,361 to 6,243 followers at the end of 2022, contributing to a 43.2% increase from the previous year.

While the number of WPHF followers on Twitter saw a modest growth in 2022 (29.4% increase from 2021) from 7,366 to 9,534 followers, WPHF boosted Twitter's audience engagement in this platform, registering an average post engagement rate of 3.7% compared to 1.5% in 2021. A total of 692 tweets were published in 2022, generating approximately 790,000 impressions and prompting over 202,000 profile visits to further the visibility of WPHF.

This overall acceleration in social media growth and engagement was a direct result of WPHF's consistent development of unique branded content. It leveraged key international days and events to highlight the added value of WPHF-supported projects, disseminating new funding opportunities for civil society, while tapping into the global networks, reach and influence of WPHF partners and celebrity advocates<sup>16</sup>. In 2022, WPHF also increased its dedicated capacity to develop in-house graphic design and video assets, which proved instrumental in articulating and strengthening the visual identity of WPHF and its various windows across WPHF communication channels through the execution of high-quality videos, infographics, illustrations, and other audiovisual assets to boost engagement of diverse audiences online<sup>17</sup>. A record number of 17 videos were produced between April and December 2022, combining original footage from WPHF partners with a variety of techniques, including motion graphics, photo compositing, and animation.

### ***Website Optimization and Digital Content Curation***

During 2022, the Secretariat continued to increase and diversify traffic to its global web channels. This was achieved through concerted effort to make the content of its CfP pages more accessible through translation in multiple languages, including Dari, Pashto and Portuguese, and optimizing RRW and WHRD landing pages, highlighting improved application processes, and the regular updating of all WPHF country pages with new project descriptions and relevant language on evolving conflict, crisis and emergency situations.

A total of 75,958 users visited the WPHF website in 2022, contributing to a 32.4% increase from 2021, when less than 58,000 users were recorded. The number of webpage views also saw a slight but important increase, from 158,762 views in 2021 to 203,870 in 2022, representing a 28.4% from the previous year.

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<sup>16</sup> Some of the most successful campaigns include Kristen Bell's Birthday Challenge, Refugee Week, World Youth Day, International Day of Peace, the 100 Day Countdown to WHRDs Day, and Giving Tuesday and Year-End Giving.

<sup>17</sup> See example at: <https://www.youtube.com/watch?v=BV6QgdQVoTw> . Other video productions are found on WPHF social media channels.

While the United States remained the top country in terms of generating website traffic for another year, Afghanistan was the second largest source of traffic (replacing Nigeria from 2021) as a result of the response to the Afghanistan crisis in August 2022. This is consistent with the launch of new web pages for the WPHF Funding for Women Human Rights Defenders, which sparked great interest among Afghan civil society and resulted in a spike in site visits across the region. Ethiopia, Pakistan and Uganda completed the top 5 countries in terms of driving website traffic, demonstrating how this global web channel continues to serve as a resource for civil society in active countries and fulfilling its initial aim.

### ***Private Sector***

In 2022, The Secretariat mobilized a total of \$473,496 USD of private sector funding, continuing 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 received 170 donations throughout the year. It also mobilized new grants from corporations and foundations, such as Wiley Publishing and the Clementine Fund, and renewed its partnerships with Visionary Women 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 Birthday Challenge Campaign successfully raised \$216,275 USD alone in July 2022.

In addition, WPHF continued to diversify and engage its #1000WomenLeaders Campaign Steering Committee – a network of philanthropists and high net-worth individuals with high levels of influence and capacity for giving — to help WPHF meet its campaign goals. The Committee contributed to the success of two visibility and donor-cultivation events, including a webinar on women peacebuilders in partnership with the Network of Engaged International Donors (NEID), and an exclusive resource mobilization event for philanthropists and industry leaders at the Cosmopolitan Club in New York City.

Finally, with new emergencies occurring in 2022, WPHF leveraged opportunities to rapidly mobilize support from the general public through the launch of emergency fundraising appeals in Ukraine, Haiti and the DRC. WPHF also continued to expand its reach by increasing its mailing list of digital constituents with over 2,000 unique 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**

- [Annual Global CSO Survey Brief \(2021\) – WPS-HA](#), August 2022
- [Annual Global CSO Survey Brief \(2021\) – Global Learning Hub Initiatives](#), May 2022

### ***Knowledge Products citing WPHF***

A total of 5 research and knowledge products citing WPHF were released in 2022 :

- Report of the Secretary General on Peacebuilding and Sustaining Peace
- Report of the Secretary General on Women and Peace and Security (S/2022/740)
- Investing in Equity: Creating Equitable Funding for Women Peacebuilders, University of San Diego-Kroc School Institute for Peace and Justice

- Outcome Document from the Multi-Stakeholder Dialogues Series on Innovative Solutions for Feminist Financing for Peacebuilding, Global Network of Women Peacebuilders
- UN Women's 49th Session of the Human Rights Council

### 3. Planned 2023 Priorities

In 2023, and subject to the availability of Funds, the Secretariat will prioritize the following:

- Launch of external WPHF Global Evaluation
- WPHF Strategic Plan 2023-2025
- High Level Replenishment Conference
- Food Security, Climate Change, Youth as cross-cutting issues
- L-HUB Global Women's Forum for Peace and Crisis Response (convening of WPHF CSO partners)
- Donor Mission to Colombia
- Annual WPHF Focal Points Global Meeting

### 4. Appendices

Appendix A: WPHF 2022 Advocacy Brochure

Appendix C : WPHF Capacity Building Strategy (2021)

## 5. Indicator Based Performance Assessment

Results	Indicators	Progress Achieved against Targets	Reasons for Variance	Source of Verification
<b>Project Outcome</b> 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%	In 2022, the Secretariat made significant progress across all output areas and fully met 17 of 21 targets (81%) and exceeded 12 annual targets (57%), including resource mobilization, participation of women activists in Funding Board meetings, capacity building initiatives, visibility events and campaigns, new private sector partnerships.	Exceeded overall 2022 target of 80%. 1 target was also partially met (full implementation of all RRW Review management decisions)	WPHF Annual Reports, Funding Board Meeting Minutes, Emails, WPHC-Data Analytics, Information Briefs
	1.2 Amount of funding raised by WPHF Baseline: \$50 million Target: \$ at least 20million/year	In 2022, WPHF mobilized 43.8 million USD from 8 government donors and the private sector, an increase of 6.6 million (15%) from the previous year. An additional \$746,349 was mobilized from private sector. Since 2016, WPHF has mobilized 129.5 million from 18 government donors.	Exceeded annual target by 23.8 million.	
<b>Output 1.1.</b> 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 five meetings were conducted in 2022.	One additional meeting was conducted in 2022 (high level working meeting)	Emails, Project Documents
	Indicator 1.1b: Percentage of funding board decisions implemented Baseline: 100% Target: 100%	Seven core funding board decisions were made in 2022. 86% (6 of 7) were implemented in full, including the election of new board chair, approval of INGOs selected for the Window on WHRDs, Ukraine regional response, closure of COVID-19 ERW, 2022 country investment plan, the WPHF Fund ToR and extension of the Fund. Several recommendations of the RRW management response have also been implemented.	Variance of 1. The RRW management response has several recommendations for implementation which will be carried out over the course of 2022-2023.	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	3 woman activists from Ukraine briefed the Board in 2022	Exceeded target by 1	Funding Board Minutes/Presentations

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<b>Output 1.2.</b> 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	No updates made. The Operations Manual approved by the Board in 2016 was further amended and updated each year in 2017, 2018, 2019, 2020 and 2021.	Updates to the WPHF Operations Manual will be done in 2023.	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 2022 for the Window on WHRDs.	Updates to the risk management matrix for the WPHF Operations Manual will be carried out in 2023.	Risk Management Matrix
<b>Output 1.3.</b> 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 <sup>18</sup> ) Baseline: 25 (as of 2020) Target: N/A	A total of 21 CfPs were launched (16 for WPHF regular cycle, 3 for Window on WHRDs, 2 for L-HUB). A total of 2,501 proposals were submitted by CSOs and/or WHRDs.	Not Applicable	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%	100%. 487 longlisted CSO proposals were evaluated for 16 CfPs under the Regular Funding Cycle. All technical evaluations were completed within two weeks, with exception to CfPs which received more than 100 proposals.	No variance	Emails/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. A new dashboard feature made available to provide real-time snapshot data about grants across all funding windows, proposals, capacity building, and new variables capturing refugee-led, and first time UN financed organizations. The WPHF M&E guide available in English and French, was also translated into Arabic in 2022 and disseminated for new partners in all three languages.	No variance	Management Information System
	Indicator 1.3d: Number of annual results-based reports produced and disseminated Baseline: N/A Target: 5 per year <sup>19</sup>	4 annual reports produced (1 Secretariat annual report, 1 WPHF annual report, 1 Spotlight Initiative annual report, 1 RRW annual report)	Variance of 1. A fifth report was not required in 2022, and previous Issues Report was appended to the WPHF annual report as opposed to a separate document.	Annual Reports/MPTF Website

<sup>18</sup> Types of CFPs include WPHF Regular Funding Window, Spotlight Initiative, Rapid Response Window, COVID-10 Emergency Window, or other emergency windows that arise

<sup>19</sup> These include WPHF Secretariat Annual Report, WPHF Annual Progress Report, Spotlight Initiative Africa Report and Spotlight Initiative HTI/AFG/PNG Annual Report (combined), RRW Annual Report, and Annual Issues Report.

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	Indicator 1.3e: Number of information briefs produced Baseline: 5 Target: at least 4 per year	30 information briefs produced, including 12 country level briefs, 12 donor briefs, WPHF advocacy brief, Food Security brief, Window on WHRDs brief, Global CSO Survey on WPS-HA brief, briefs on Outcome 5 and Outcome 6	Exceeded target by 26. The Secretariat has increased the dissemination of key information on countries and thematic areas for donors and other stakeholders.	Information briefs
<b>Output 1.4</b> 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/or knowledge products produced by WPHF in multiple languages (type of product) Baseline: 16 (as of Oct 2020) Target: 10 per year	11 capacity building resources and knowledge products produced and disseminated, of which five are capacity building resources in four languages: i) Tip sheet on 'Ensuring Young Women and Men's Participation for more Inclusive Peacebuilding and Humanitarian Action'; ii) Resources on climate change and WPS-HA; iii) Tip Sheet on Creative Approaches to Empower Displaced Women and Conflict-Affected Communities; iv) Tip Sheet on Digital Safety and Security for Women's Rights Organizations and Defenders; v) Peer Exchange infographics on key steps to coalition building and advocating for women's rights, advancing peace, ending violence against women and girls; vi) Peer Exchange Brief on Building Women's Resilience to Climate Change in Fragile Contexts (Colombia and Mali); vii) Peer Exchange Brief on Responding to Conflict-Related Sexual Violence (DRC and Iraq); viii) Liberia and Nigeria Peer Exchange Brief on Practicing Coalition Building with Grassroots Women's Groups to EAWG; ix) Malawi and Uganda Peer Exchange Brief on Practicing Coalition Building with Grassroots Women's Groups to EAWG; x) Monitoring and Evaluation Tip Sheet: Measuring Coalition Building for Women's Movements; and xi) Feminist Peace processes in Action: Insights from Libya and Syria	Exceeded target by 1. The contents of the trainings (PowerPoint slide decks) were also made available in Arabic, English, French and Spanish to complement the capacity building resources.	Capacity Building Strategy/ WPHF-C platform
	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 <sup>20</sup>	918 CSO representatives (245 unique CSOs) from 31 countries were engaged in 33 capacity building webinars, peer exchange sessions and knowledge cafés.	Exceeded target by 468 CSO representatives participating in capacity building webinars and exchanges.	Webinar and Video data analytics

<sup>20</sup> Does not represent the unique number of CSO grantees/partners, but participants that may have participated in multiple sessions.

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	Target: 450 participations per year	526 YouTube views of WPHF capacity building webinars and Knowledge cafés were registered in 2022 (an increase of 190 from 2021).		
	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 were highlighted as speakers (5 for capacity building webinars and 16 for peer exchange and Knowledge café sessions).	Exceeded target by 5	WPHF-C platform data 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	2,417 visits were registered to the L-HUB Digital Platform. In addition, the L-HUB Facebook group has a total of 258 members (105 additional members in comparison with 2021) with 293 posts, 138 comments, 1363 reactions and 6770 impressions <sup>21</sup> .	The number of visits to the L-HUB Digital Platform does not reflect the growing engagement of L-HUB members in other digital channels integrated into the platform such as the Facebook group.	WPHF-C platform data analytics
	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%	74.5% of CSO partners who participated in capacity building initiatives report using new knowledge and skills	No variance	Annual WPHF partner survey
<b>Output 1.5</b> 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 <sup>22</sup> established Baseline: 6 (as of 2020) Target: 11 by 2023	2 new private sector partnerships secured in 2022, including corporate donors to the #1000WomenLeaders campaign and 2 continued partnerships with Dell and Women Have Wings. Cumulatively, The Secretariat has secured 9 partnerships since 2021. <sup>23</sup>	Exceeded overall target by 2 new private sector partnerships	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 by 2023	\$473,496 USD was mobilized through private sector engagement. Cumulatively, \$1,578,270 has been mobilized.	Exceeded overall target by \$78,270.	UN Foundation accounting

<sup>21</sup> January 11- December 31, 2022

<sup>22</sup> Private sector includes businesses, high net worth individuals, foundations, family offices, influential private sector organizations.

<sup>23</sup> 2021: Starbucks, Dell, TripAdvisor, Samsung, 180LA, Omaze. 2022: Wiley Publishing and Clementine Fund, Dell, Women Have Wings



Results	Indicators	Progress Achieved against Targets	Reasons for Variance	Source of Verification
	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. Cumulatively, since 2021 6 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	29,413 social media followers across WPHF social channels, for a 54.4% growth from 2021. Largest growth with LinkedIn (105.9% increase).	Exceeded target for year by 29.4%.	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 18 visibility events hosted and campaigns launched (13 visibility events and 5 campaigns)	Exceeded annual target by 13 and cumulative target by 3.	Project Documents/ Campaign Material