



DIGGING DEEPER

TOWARDS GREATER ACTION ON
GLOBAL RIGHTS FOR WOMEN AND GIRLS

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The author is responsible for the final version and the recommendations.

Author: Betty Plewes

Betty Plewes is an independent consultant who has a long history working with CSOs in Canada and overseas. Her experience in the voluntary sector includes working in senior management positions, serving on boards, editing a journal on the sector, volunteering and writing on many aspects of sector work.

Editor: Mark Foss

Translator: Traductions Excelsia

Designer: Stephanie Needham

Cover Photograph: Courtesy of Louis-David Lalancette-Renaud.

LIST OF CHARTS

| | |
|---|----|
| Figure 1: Size of program budget..... | 15 |
| Figure 2: Number of organizations that target programs to women and girls | 16 |
| Figure 3: What percentage targeted to women and girls? | 16 |
| Figure 4: Programmatic areas targeted to women and girls..... | 17 |
| Figure 5: What percentage budgeted for women and girls goes to services and what to rights? | 17 |
| Figure 6: Percentage allocated to women's organizations | 18 |
| Figure 7: Organizational documents mentioning women | 18 |
| Figure 8: Does your organization support gender mainstreaming? | 19 |
| Figure 9: How does your organization support gender mainstreaming? | 19 |
| Figure 10: Canadian government support for women's equality organizations..... | 21 |

EXECUTIVE SUMMARY

It is now widely recognized that investing in women and girls is inherently valuable and desirable, and leads to the well-being of families and the broader community. Further, we are learning that women's rights organizations help generate the kinds of changes associated with empowerment — growth in self-confidence, acquisition of new capabilities and consciousness about gender injustice, and capacity to act collectively to demand rights.

Despite this growing awareness, much work is needed to translate understanding into financial support that promotes and sustains the empowerment and human rights of women and girls. It can be even more difficult for women's organizations in other parts of the world to access local or international funds.

In Canada, in January 2013, the Women's Policy Group co-chaired by the Canadian Council for International Cooperation (CCIC), The MATCH International Women's Fund, and Oxfam Canada sponsored a one-day session on Women's Rights, Canadian Policy, and Global Engagement in which 21 civil society organizations (CSOs) took part. Participants agreed more systematic understanding of Canadian support for international women's rights was needed to build a foundation for increased fundraising and strengthened programming. To respond to this concern Karen Takacs of Crossroads International convened a Working Group made up of CCIC, The MATCH International Women's Fund, Oxfam Canada, and Inter Pares that oversaw and funded this study.

This study explores:

- The kinds of programming carried out by CSOs in support of girls and women,
- The trends in international granting of Canadian foundations, and
- The funding trend for gender equality programs by the Canadian International Development Agency (CIDA)¹.

In so doing, it provides a base of information from which to raise questions and promote further conversations, research, strategies, and actions, to strengthen Canadian initiatives in support of global women's rights over the next decade and to increase giving in Canada.

What does empowerment look like?

- Growth in self-confidence;
- Acquisition of new capabilities;
- Consciousness about gender injustice;
- Capacity to act collectively to demand rights.

¹ Since the focus of financial trends in this study pre-dates the merger of CIDA into DFATD, references in this paper will be to CIDA.

KEY FINDINGS

Canadian International Civil Society Organizations

- Over the last 20 years, Canadian international CSOs have made progress in integrating gender equality into their programs. CSOs incorporate references to gender equality in many of their organizational documents and carry out organizational activities such as social audits and staff training to promote gender awareness.
- 58% of the CSOs that answered the survey allocate funds to programs specifically for women and girls, 42% do not.
- 80% incorporate gender mainstreaming into their programs, 20% do not.
- Programs directed specifically to women and girls focus more on basic service delivery than on support for women's rights programming.
- Among organizations with program budgets over \$30m, less than 7% of their overseas budget supports autonomous women's organizations; among smaller organizations, the figure rises to approximately 13%.

Canadian Foundations

- Although foundations are a growing part of the Canadian charitable sector, this has not translated into a significant increase in the size and number of international grants. There has been a levelling off of growth of the numbers of foundations since 2008- 2009, and many of the new institutions are public foundations fundraising for their own institutions and not grant makers.
- Of the 20 largest Canadian foundations (by size of assets), only 8 made international grants in 2011.
- Grants supporting international development made up less than 1% of all foundation grants in 2011.
- A new international foundation based in Canada has had a significant effect on international granting in Canada.
- Canadian foundations generally do not have formal gender policies in their international granting programs.

CIDA

- CIDA spending on programs where gender equality is the primary goal has been 1 – 2% of total program funding over the last five years, while spending in programs where gender equality is one among several goals has risen from 53 – 73% over the same period.
- CIDA devotes little funding to women's equality organizations.

RECOMMENDATIONS

The time is right for a large-scale Canadian collaborative initiative in support of women's rights, which includes joint programming, fundraising and awareness-building, and which draws on the interest of women philanthropists, CSOs, government, and foundations.

In the shorter term, we recommend that CSOs undertake a number of actions to help explore the dimensions of a larger initiative.

1

Encourage CSOs to consider devoting a larger percentage of their funds to support autonomous women's organizations and movements.

2

Develop a case for supporting women's rights that CSOs and foundations could use in fundraising and communications.

3

Continue to explore policy options on women's rights with the development stream at DFATD and build for the longer term.

4

Strengthen networks of people interested in these issues by creating more spaces for foundations and CSOs involved in international granting to share experiences and explore approaches to supporting women's rights. Hold some key events to build relationships and explore issues with women philanthropists and others involved in the foundation sector to build the case for international philanthropy and support for women's rights. Continue to build relationships with Philanthropic Foundations of Canada in this area. Strengthen links with AWID and other international networks to increase financial support for women's rights organizations.

5

Design a larger study of international programming and granting of Canadian foundations and their approaches to gender issues to build our knowledge about the foundation sector.

6

Develop a strategy to inform lawyers and financial advisors about the options for charitable giving and international programming, and the strategic importance of supporting the rights of women and girls.

CONCLUSIONS

Within the Canadian scene, there is a lot of change. The government is cutting its aid budget and many CSOs are facing the loss of funding. A growing foundation sector has not significantly increased funding to international development activities.

Nevertheless, there are some positive signs. CSOs have significant experience in promoting gender equality. While CIDA's new funding mechanisms are reducing support and creating a lot of uncertainty and instability, many CSOs are searching for new ways of working, opening the possibility for new forms of collaboration.

There is potential in a new generation of philanthropists — women and men who have more interest in global issues — to create foundations that support international programming (including granting). The high-profile Canadian philanthropists working in the international field also provide models for others to follow. Some foundations are interested in finding ways for increased sharing of information on international issues.

There is widespread recognition in the development community of the strategic importance of supporting the rights of women and girls in and of themselves, and as a key factor in broader social, political, and economic development. The Association for Women's Rights in Development (AWID) has raised the profile on funding for women's rights organizations and movements, generating interest among several countries in increasing funding for women's rights.

There is increased public understanding of many issues relating to equality and rights for women and girls. Although concrete projects are still preferred, there is a growing understanding of the barriers experienced by women and girls and the need for targeted support to autonomous women's organizations as a key factor in ensuring women's empowerment. Media stories about the brutal rapes in India and the shooting of student Malala Yousazai and her friends have touched many people and underlined the importance of supporting women's rights.



Photo credit: Crossroads International

“There is widespread recognition in the development community of the strategic importance of supporting the rights of women and girls in and of themselves, and as a key factor in broader social, political, and economic development.”



Photo credit: Louis-David Lalancette-Renaud

TABLE OF CONTENTS

DIGGING DEEPER

TOWARDS GREATER ACTION ON GLOBAL RIGHTS FOR GIRLS AND WOMEN

1.0 INTRODUCTION 9

2.0 APPROACH..... 10

3.0 PATHWAYS TO CHANGE: PRACTICES AND CONCEPTS 10

4.0 THE CANADIAN CHARITABLE SECTOR..... 12

5.0 THE SURVEY..... 13

6.0 THE CANADIAN LANDSCAPE 21

7.0 RECOMMENDATIONS 22

SELECTED BIBLIOGRAPHY 23

APPENDIX 1 24

APPENDIX 2 25

APPENDIX 3 26

DIGGING DEEPER: TOWARDS GREATER ACTION ON GLOBAL RIGHTS FOR GIRLS AND WOMEN

BY BETTY PLEWES

1.0 INTRODUCTION

The Economist states: “Forget China, India and the internet: economic growth is driven by women”. A UNDP official asserts that investing in women is the breakthrough strategy for achieving all the Millennium Development Goals. The UK’s Department for International Development (DFID) says, “The benefits of investing in girls and women are transformational”.¹

These three examples highlight the now widely-held belief that investing in women and girls is inherently valuable and desirable, and leads to the well-being of families and the broader community.² Further, we are learning that women’s rights organizations help generate the kind of changes associated with empowerment — growth in self-confidence, acquisition of new capabilities and consciousness about gender injustice, and capacity to act collectively to demand rights.³

Despite this growing awareness, much work is needed to translate understanding into financial support that promotes and sustains the empowerment and human rights of women and girls. In the United States, only 7.3% of total private foundation dollars are given to programs that address the rights of women and girls.⁴ A recent study found that 58% of European foundations allocated less than 10% percent of their grant monies to programs benefiting women and girls.^{5,6}

It can be even more difficult for women’s organizations in other parts of the world to access local or international funds. Concerned about the state of funding for women’s rights organizations globally, the Association for Women’s Rights in Development (AWID) launched an initiative in 2005 called, Where is the money for women’s rights? Since then, AWID has undertaken extensive research on resource flows and funding patterns with the goal of increasing the amount and quality of funding for women’s rights work. Its 2013 publication, *Watering the Leaves, Starving the Roots*, notes the recent spotlight on women and girls has had relatively little impact on improving funding for the large majority of women’s organizations around the world. While organizational budgets have grown moderately, most remain quite small with a median income of \$20,000 in 2010. For example, 740 women’s organizations had total income of \$106m in 2010, as compared with Greenpeace’s budget of \$309m or Save the Children International’s global budget of \$1,440m.⁷

In Canada, in January 2013, the Women’s Policy Group co-chaired by the Canadian Council for International Cooperation (CCIC), The MATCH International Women’s Fund, and Oxfam Canada sponsored a one-day session on Women’s Rights, Canadian Policy, and Global Engagement in which 21 civil society organizations (CSOs) took part.⁸ Participants agreed more systematic understanding of Canadian support for international women’s rights was needed to build a foundation for increased fundraising and strengthened programming. To respond to this concern Karen Takacs of Crossroads International convened a Working Group made up of CCIC, The MATCH International Women’s Fund, Oxfam Canada, and Inter Pares that oversaw and funded this study.

1 A new strategic vision for girls and women, DFID. https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/67582/strategic-vision-girls-women.pdf.

2 Untapped Potential: European Foundations Funding for Women and Girls, 2011, Foundation Centre, p.vii, http://foundationcenter.org/gainknowledge/research/pdf/untapped_potential.pdf.

3 Leaders for Change p.3. <http://www.womankind.org.uk/wp-content/uploads/downloads/2013/03/LeadersForChange-FINAL.pdf>.

4 <http://pacscenter.stanford.edu/content/director-february-2012>.

5 Untapped Potential, op cit., p.ix.

6 Figures refer to national and international grants.

7 Available at <http://www.awid.org/Library/Watering-the-Leaves-Full-Report> p. 10.

8 DIGGING DEEP: Women’s Rights, Canadian Policy and Global Engagement, January 2013, CCIC, MATCH International, Oxfam Canada.

In Canada, three linked sectors, foundations, CSOs, and government funders work in the field of development cooperation and support the well-being of girls and women. CSOs carry out a variety of programs around the world with a view to eliminating poverty and promoting human rights and social justice. Some deliver their own programs while others work through local partners. They raise money for their work from the general public, government grants, and grants from foundations (which also fund international institutions, as well as carry out their own programs overseas). The Canadian International Development Agency (CIDA) supports CSO work through grants and also supports bilateral and multilateral programs.

This study explores the kinds of programming carried out by CSOs in support of girls and women, the trends in international granting of Canadian foundations, and what has happened to the CIDA funding of gender equality programs. In so doing, it provides a base of information from which to raise questions and promote further conversations, research, strategies, and actions, to strengthen Canadian initiatives in support of global women's rights over the next decade and to increase giving in Canada.

2.0 APPROACH

We⁹ used a variety of tools to collect the information. We asked CSOs to complete an online questionnaire, which looked broadly at how they carry out programming to support women and girls. To analyze the international granting patterns of Canadian foundations we used Imagine Canada's online directory Grant Connect, as well as the Canadian Revenue Agency (CRA) T3010 forms,¹⁰ which are available online. The analysis of CIDA funding used CIDA historical data sets. In addition, we conducted interviews with CSOs (3), Foundation staff (4), and others knowledgeable about the field (5).

Although the impetus for the study was an interest in funding for women's rights, we decided to step back and look more broadly at issues of support for the well-being of women and girls. Our study has some limitations relating to data sources and our budget, which is reflected in the very small scale of the inquiries. In terms of the online survey, many CSOs do not track funds allocated to women and girls and thus had difficulty completing some of the questions.

There is very little information and research on the Canadian foundation sector and even more limited information on its international granting activities. One major source of information Grant Connect, which draws on CRA's T3010 forms, is geared towards fundraising; consequently, it limits the development of a profile of the Canadian foundation sector, as well as the identification of related trends. There is almost no information available on the way Canadian foundations allocate resources to support women's rights and well-being. As a result, we looked at trends in international granting and in the interviews asked how foundations are dealing with gender issues.

Given these limitations, the study provides an overview of current activities for the main Canadian actors, raises key questions, and suggests directions for future action and research. There was considerable enthusiasm for this preliminary look at the field and setting the stage for more in-depth studies, conversations, and action.

The paper begins by looking at some concepts and practices in the discussion of women's rights. We then explore the results of the survey of CSO practice in programming with women and girls, provide an overview of granting carried out by foundations, and finish with trends in CIDA funding of gender equality. Drawing all these areas together, the paper makes recommendations for next steps.

⁹ Refers to the author and the Advisory Group.

¹⁰ The T3010, a form that charities must submit to CRA annually, summarizes activities, sources of revenues and expenditures. The results are available online in a searchable list <http://www.cra-arc.gc.ca/chrts-gvng/lstngs/menu-eng.html>.

3.0 PATHWAYS TO CHANGE: PRACTICES AND CONCEPTS

Theory of Change

Most organizations working to reduce poverty, promote human rights or gender equality, have an implicit understanding of how change comes about. In the last decade, many organizations have tried to make these underlying assumptions more explicit through a theory of change. As with strategic planning (to which it is related), there are many approaches to developing a theory of change. Done well, it helps organizations surface and explore how they understand the dynamics of change and what that means for their programs. It is important to examine where issues of gender equality and women's rights fit within these theories of change for Canadian CSOs.¹¹

Practical Needs and Strategic Interests

One theory of change involves the concept of practical needs and strategic interests. This approach had a major impact on thinking on gender equality in the 1980s and 1990s and still resonates today. It postulates that lasting change in gender relations cannot be achieved by addressing women's practical needs alone (health care, water, income, child care), without addressing their strategic interests (dismantling patriarchal norms and practices, ending all forms of violence against women, giving women access and control over resources, changing the gender division of labour). Laws and policies can at best meet some practical needs, or create enabling conditions for women to pursue their strategic interests—but they cannot change the social conditions that make it hard for women to do so.¹²

Rights-Based Approaches

One effort to shift the discussion away from charitable approaches, which focus primarily on rescue and relief, has been the development of rights-based approaches. These see all human beings as entitled to internationally recognized rights. They seek to strengthen the capacity of duty bearers and empower rights holders, which in this case are women and girls.

Gender Mainstreaming

Mainstreaming a gender perspective is the process of assessing implications for women and men of any planned action, including legislation, policies or programs, in all areas and at all levels so that women and men benefit equally and inequality is not perpetuated. The ultimate goal is to achieve gender equality.

Many donors, both governments and CSOs, took up this approach in the late 1980s and 1990s. In 1995, gender mainstreaming was adopted as a major global strategy for the promotion of gender equality in the Beijing Plan of Action.¹³

Gender mainstreaming was initially seen as an effective approach for assuring the consideration of women's needs and roles in large-scale programs, especially in the multilateral system. However, it was often not well implemented. Too often, the implications of gender equality in the initial phases of project design were studied, but these concerns largely disappeared from the programming phase of the project cycle.

The approach of “everyone is responsible” came to mean “no one is responsible.” By the early 2000s, it was becoming clear that gender mainstreaming had failed to deliver real progress for women. In some cases, it had replaced specific programs of support for women and gender equality.

¹¹ For an example of a theory of change for tackling violence against women see http://www.womankind.org.uk/wp-content/uploads/downloads/2012/08/VAWG_guidance1_toc11.pdf.

¹² Changing their World: Concepts and Practices of Women's Movements, AWID 2012, p.8.

¹³ <http://www.un.org/womenwatch/osagi/pdf/e65237.pdf>.

The Importance of Supporting Women's Organizations and Movements

Today thinking has shifted and people recognize that it is critical to support autonomous women's organizations and movements to ensure that women are agents of change and not just beneficiaries. Women's organizations are seen as spaces which bring about "the kind of changes associated with empowerment – growth in self-confidence, acquisition of new capabilities, and consciousness about gender injustice, and capacity to act collectively to demand rights."

They also argue that major advances in women's rights have come about through women's movements at the national, regional and global levels. Women speaking not just as individuals, or through particular organizations, but with a powerful, collective voice can create sustained change at levels that policy and legislation alone cannot achieve. Put another way, movements are able to achieve lasting changes in the social relations of power — including gender power. DFID in its Gender Strategy identifies support for locally led action for social change, including women's movements, as an important part of creating an enabling environment to empower women and girls.

Complementary Strategies

Today, many see the need to combine approaches — using a gender lens or gender perspective in all project/programs, designing programs that specifically support women and girls, and supporting women's rights organizations and movements. However, many are concerned that gender mainstreaming has become the overwhelmingly predominant approach, with the consequence that autonomous women's groups and movements are underfunded.

4.0 THE CANADIAN CHARITABLE SECTOR

There are about 165,000 non-profits and charities in Canada. The 85,000 registered charities fall into three classifications: charitable organizations, public foundations, and private foundations.¹⁴ In 2010, the total value of financial donations that individual Canadians made to charitable or non-profit organizations stood at \$10.6 billion, about the same amount as in 2007.¹⁵ Of this, \$4.3b went to religious organizations and another \$731m to hospitals, colleges, and universities.¹⁶

While the overall amount of money given to charities has remained the same, international activities have received a higher share.¹⁷ **In 2010, 11% of donors gave to international organizations, up from 9% in 2007. Also in 2010, 8% of total donations or \$879m went to international organizations, up from 6% (\$647m) in 2007.**¹⁸

Profile of CSOs Working in International Cooperation

In 2011, 2,361 charities indicated to the Canada Revenue Agency (CRA) that they do work in program activities that included "international aid and development". Of these charities, 1,357 (57%) said this was the organization's primary focus (more than 50% of their activities) compared to 1,004 (43%) that reported it was the secondary focus.¹⁹

- Charities working in international aid and development reported \$3.9b in revenue²⁰, \$3.6b in direct expenditures, and \$300m in transfers to other organizations.

14 See <http://www.imaginecanada.ca/node/32>.

15 Charitable Giving by Canadians by Martin Turcotte, April 2012, p. 18 <http://www.statcan.gc.ca/pub/11-008-x/2012001/article/11637-eng.pdf>.

16 Ibid p. 27.

17 The definition of international is much broader than international development and includes all activities outside Canada.

18 Turcotte, op cit., p. 27.

19 CCIC, Strength in Numbers Metrics on the international development community in Canada, p.vi, 2013 http://www.ccic.ca/_files/en/what_we_do/2013_11_01_CCIC_Report_on_Metrics_Executive_Summary.pdf.

20 This includes all revenue, fundraising, government grants, foundations grants, earned income.

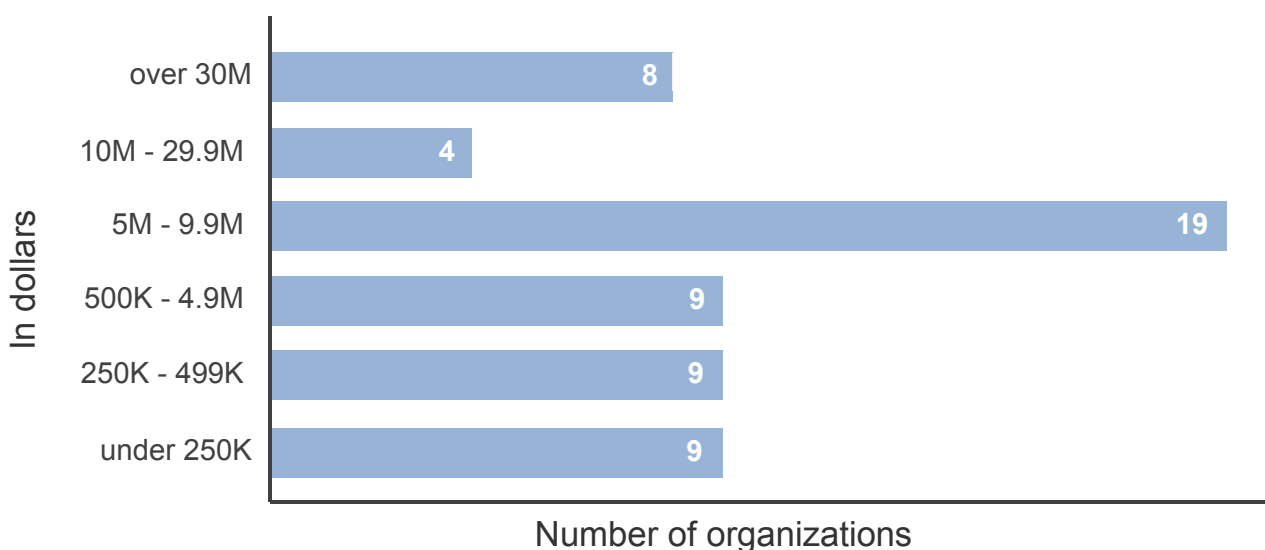
- The profile of the international CSO sector has remained relatively constant over the last few decades. A few large (in Canadian terms) organizations raise a large percentage of the funds for international development mainly through child sponsorship programs, working alongside a larger number of small- and medium-sized organizations. Organizations with at least \$10m in revenue represent 2% of the organizations in the sector, but command 73% of the sector's total revenue. Those with more than \$1m in revenue make up 12% of the sector and 93% of total revenue. Recent changes in CIDA funding patterns are increasing the predominance of the large organizations and weakening some of the smaller- and medium-sized organizations.

In this study, we focus mainly on CSOs who are members of the Canadian Council for International Cooperation (CCIC) and the provincial councils. The membership of the councils represents only 8% of the total number of organizations that work in the field. However, the members of the councils represent 74% of the revenue of those organizations with a primary focus on international development.

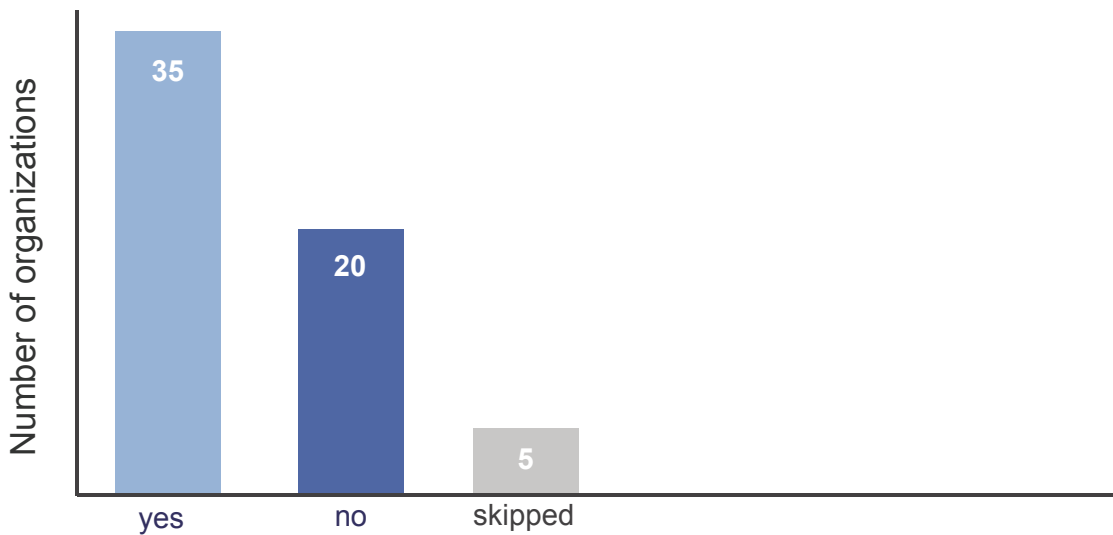
5.0 THE SURVEY

Our survey provides an overview of how Canadian CSOs design their programs to support women and girls. Sixty organizations (51 in English and 9 in French) responded to the online survey; not all respondents answered all questions.

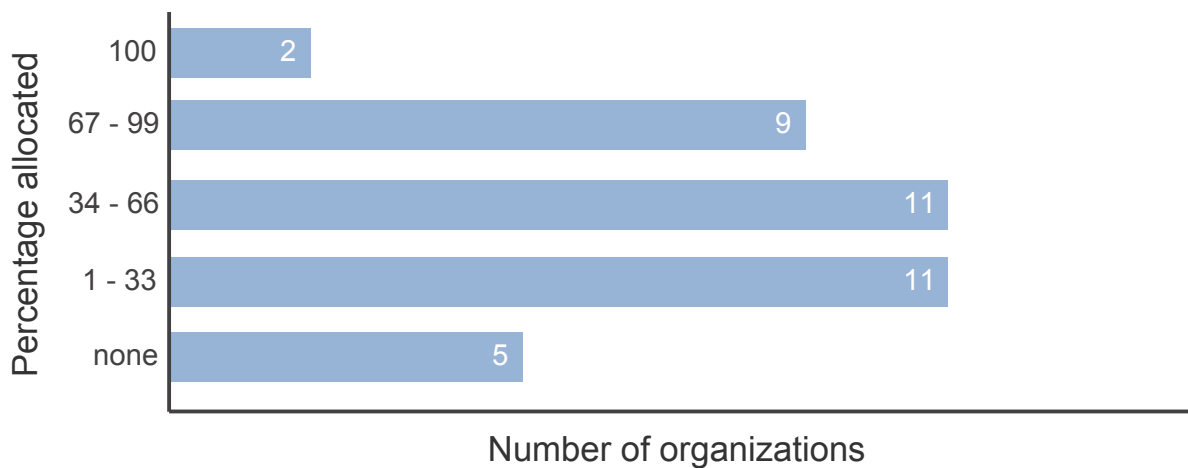
Figure 1: Size of program budget



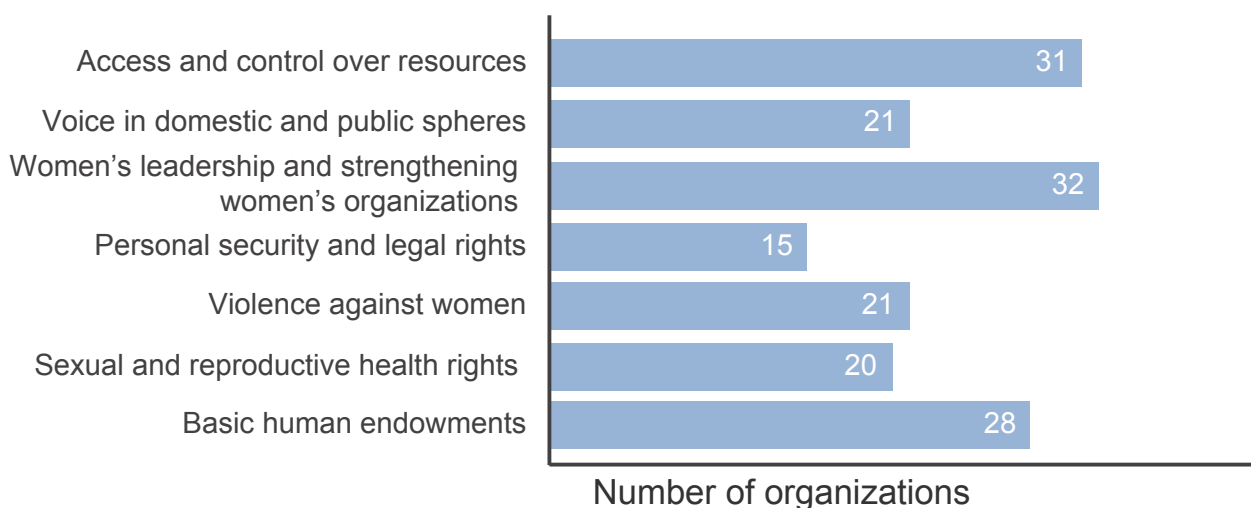
These findings confirm the pattern of a few large organizations and a larger number of small- and medium-sized ones. Of the 58 organizations that responded to the question 13.7% had program budgets over \$30m and 79% had budgets under \$10m.

Figure 2: Number of organizations that target programs to women and girls

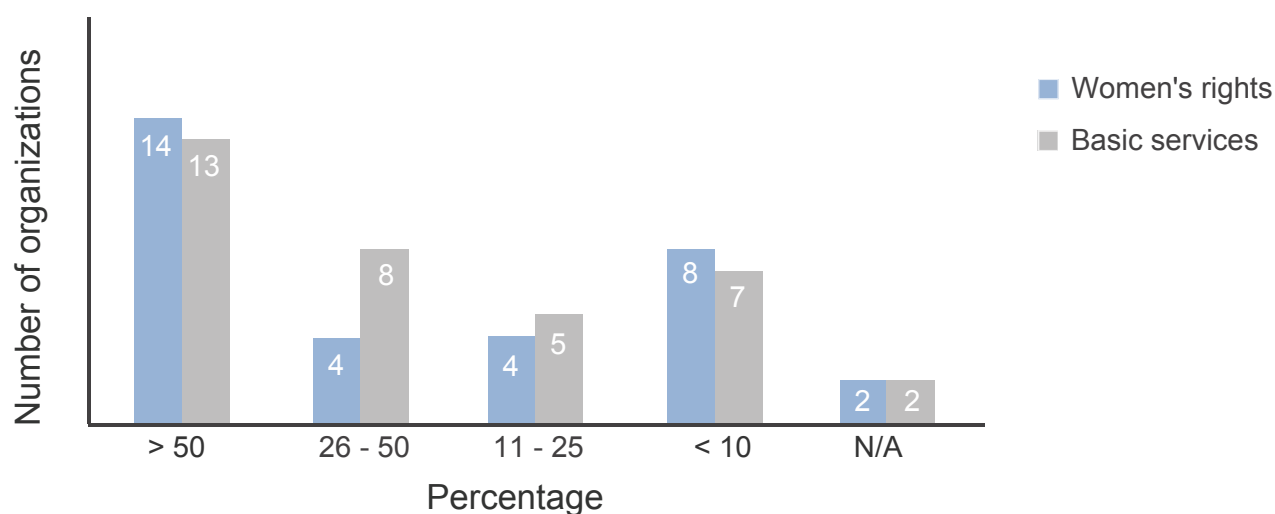
Of the 60 organizations who responded to the survey 35, or 58%, said they had programs that target women and girls.

Figure 3: What percentage targeted to women and girls?

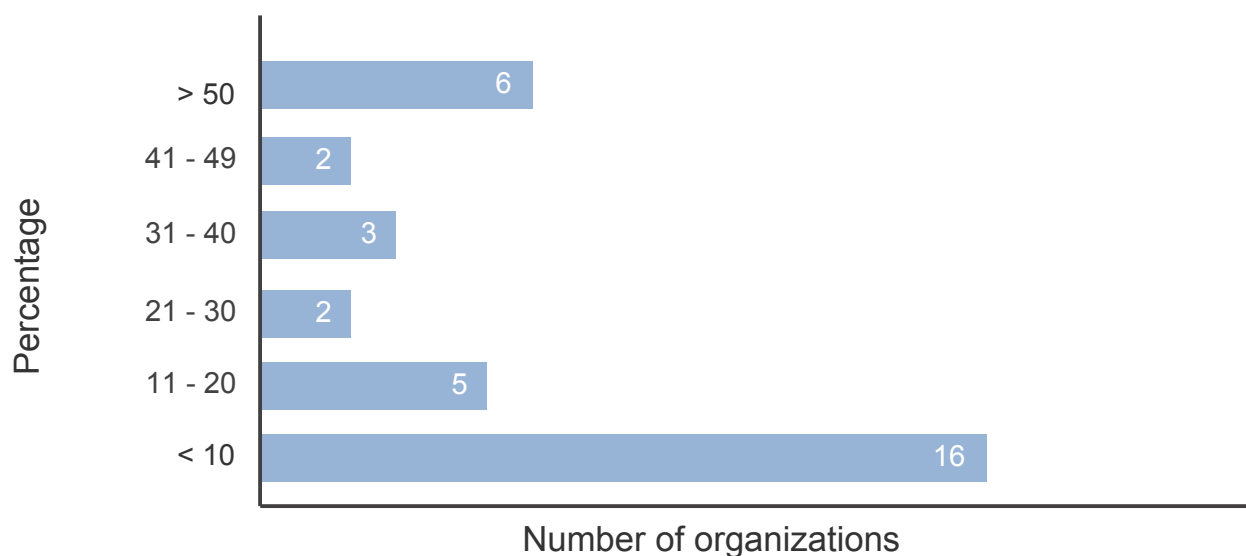
Most organizations would have to make a “best guess” on the percentage of their budgets targeted to women and girls as they do not track this data. Of those 35 organizations with programs that target women, over half designate between 1 – 66% of their program to this area. The two organizations that designate 100% of their budgets to women and girls are women’s rights organizations.

Figure 4: Programmatic areas targeted to women and girls

There is a range of program areas supported by organizations with a high level of support for women's leadership/strengthening women's organizations and programs that support women's economic control through access to control over resources.

Figure 5: What percentage of budget for women and girls goes to services and what to rights?

Again, organizations made a “best guess” on this question. Of the 35 organizations that target programs to women, 14 (40%) say they allocate more than half of the budget for women and girls to rights activities and 13 (37%) allocate more than half to basic services.

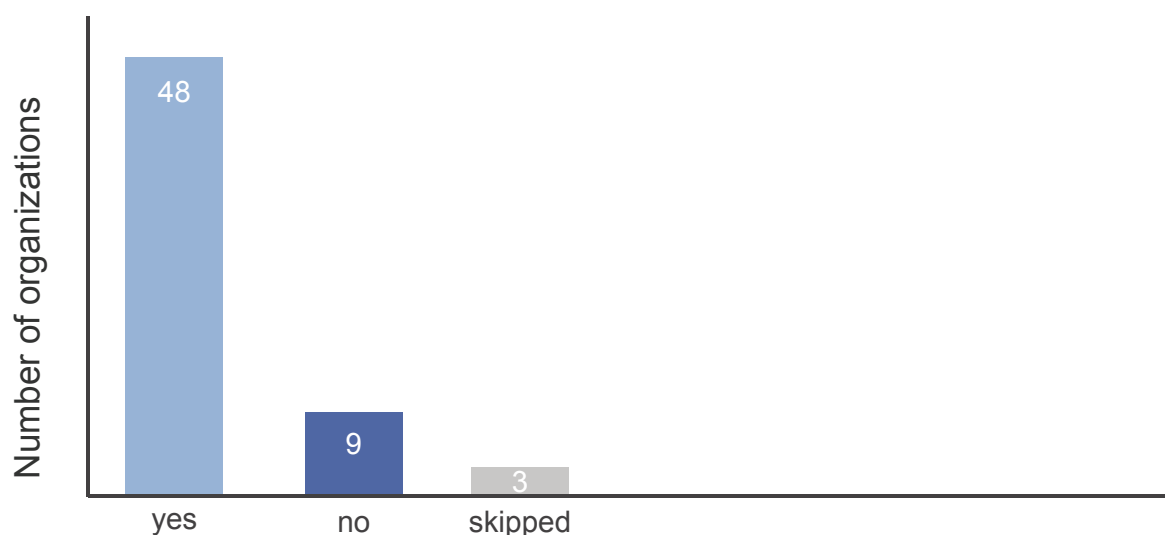
Figure 6: Percentage allocated to women's organizations

Of the funds allocated to women and girls, 6 organizations allocate more than 50% to supporting autonomous women's organizations, while 16 allocate less than 10% to women's organizations.

Figure 7: Organizational documents mentioning women

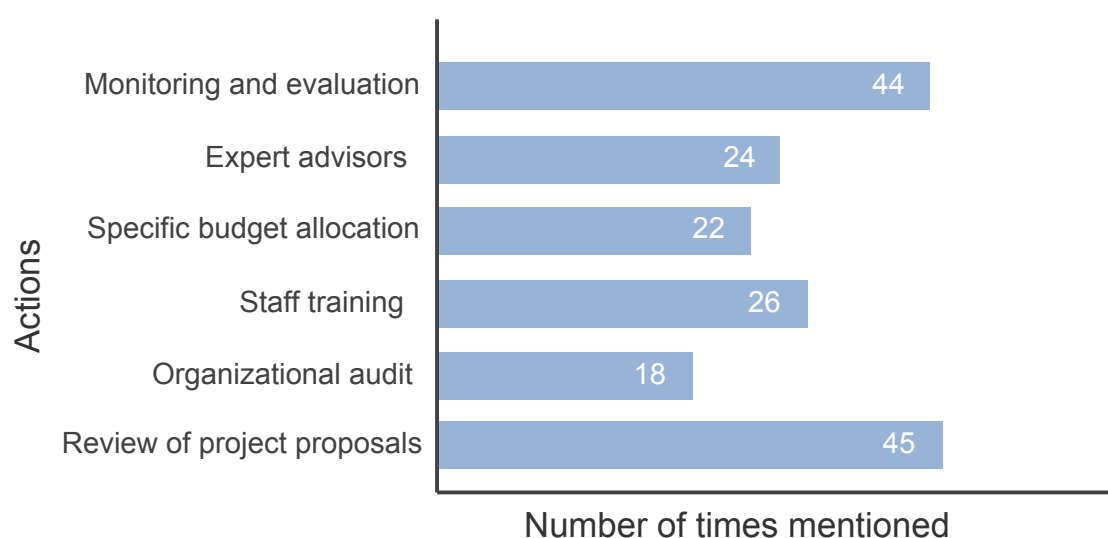
In all, 36 organizations responded to this question and indicated more than one document, demonstrating that issues related to women are formally incorporated into organizational thinking.

Figure 8: Does your organization support gender mainstreaming?



Of the 60 organizations that responded to the questionnaire, 80% (48) say their organization implements gender mainstreaming.

Figure 9: How does your organization support gender mainstreaming?



Organizations implement gender mainstreaming primarily through reviewing project proposals, and monitoring and evaluation processes. In answer to question 11, the majority of organizations think their gender mainstreaming is very effective (14) or somewhat effective (30).

Large organizations

In the survey, eight organizations indicated they had program budgets over \$30m. Because they represent a significant proportion of Canadian CSO programs overseas, we have provided a breakdown of their responses to several questions in the survey.

Of the eight organizations with program budgets over \$30m, six had programs that targeted women and girls, and two did not. On average, these six organisations directed less than 7% of their overseas program budgets to autonomous women's organizations.²¹

All the large organizations work on gender mainstreaming.

| | Programs targeted to women & girls | % of program budget to women/girls | % targeted to women to service delivery | % to women's rights | % to autonomous women's organizations | Gender mainstreaming |
|---|------------------------------------|------------------------------------|---|---------------------|---------------------------------------|----------------------|
| 1 | yes | 1% - 33% | >50% | <10% | <10% | yes |
| 2 | no | | | | | yes |
| 3 | yes | 1% - 33% | <10% | >50% | >50% | yes |
| 4 | yes | 1% - 33% | 26% - 55% | 11% - 25% | <10% | yes |
| 5 | yes | 1% - 33% | >50% | <10% | No answer | yes |
| 6 | yes | 34% – 66% | >50% | 25% – 50% | <10% | yes |
| 7 | no | | | | | yes |
| 8 | yes | 50% | 50% | 50% | 11% – 20% | yes |

Trends in CSO Programming

- Over the last 20 years, Canadian CSOs have made progress in integrating gender equality into their programs.²² CSOs incorporate references to gender equality in many of their organizational documents and carry out organizational activities such as social audits and staff training to promote gender awareness. Some of this is likely the result of CIDA's gender policies that require proposals to outline their gender equality strategy.
- 58% of organizations allocate funds to programs specifically for women and girls, 42% do not.
- 80% of organizations incorporate gender mainstreaming into their programs, 20% do not.
- In programs directed specifically to women and girls there is more focus on basic service delivery than on support for women's rights programming.
- Many organizations combine gender mainstreaming with support directed specifically to women and girls. Significantly, somewhat more attention is paid to gender mainstreaming, especially in the field of service provision, than to programs geared specifically to women and the promotion of women's rights. Among the large organizations, a significant proportion of their support is directed to girls. On average, a very limited percentage (less than 7%) of their program budgets is allocated to support autonomous women's organizations. Among the other organizations that support specific programs for women, the figure is less than 13%.
- A few large- and medium-sized organizations have specific overseas programs that focus on women or girls, including related communications and fundraising strategies. Examples include Oxfam's Engendering Change, Crossroads International's Aminata Fund, Plan's Because I am a Girl, the Stephen Lewis Foundation's Grandmother to Grandmother Program, and The MATCH International Women's Fund. Many organizations that do not have programs that specifically target women use

²¹ These calculations were made using the top end of the range (i.e. if the range was "1% – 33%", we used 33% or if "under 10%" we used 10%), which probably overestimates amounts allocated to women's rights organizations.

²² See CCIC studies, Gender Equality: From Promise to Practice (2008) and Gender Work is Never Done (1992).

images of women in their fundraising and communications strategies.

- Within the CSO community there is collaboration on shared learning, advocacy, policy work relating to gender equality, but little joint programming. Within individual CSOs there is more organizational engagement on gender issues often driven by committed women staff members, within the organization.

Canadian Foundations

Foundations are a growing segment of the charitable sector.²³ There are two major types of foundations: private, which includes family and corporate foundations; and public, which includes community foundations, as well as hospital and university foundations. Currently, 10,000 registered foundations hold assets of approximately \$42b.²⁴ Of these, approximately 3,000 are grant makers. The largest percentage of the grants is for activities in Canada, but there are also grants for programs outside Canada (see Appendix 1). This category includes grants for programs in Europe and Israel, cultural understanding, and for international development. The line between foundations and charities can be blurred as many foundations, in addition to making grants, also carry out their own charitable programs, and some are fundraising foundations providing support to their own institutions.

A 2007 study undertaken by the Canadian Council for International Cooperation (CCIC) identified the very limited extent of international engagement by Canadian foundations.²⁵ Only 3% of foundation funding was allocated to all international activities. A little more than 1% of foundation grant funding went to areas of interest to international CSOs – i.e., international development, human rights, and global poverty. In 2005, approximately \$18.2m was allocated to these activities, involving about 400 grants.

Growth in the number of Canadian foundations has not translated into growth in grants for international development. In 2011, approximately \$27.6m²⁶ went to grants for Canadian activities broadly designated as international development out of total grants by Canadian foundations of \$4.261m.²⁷ This is less than 1%. Of the 20 largest foundations (by size of assets), only 8 made any international grants in 2011 (see Appendix 2). Canadian international CSOs continue to receive grants from foundations (see Appendix 3).

In 2011, among the 112 members of Philanthropic Foundations of Canada (PFC), 5% or \$11m went to all international activities; if MasterCard is included, this amount increases to 21% or \$48m. In 2005, the figures were 3% or \$6m.²⁸

The MasterCard Foundation is a major new player on the scene. It is an international corporate foundation and the largest foundation based in Canada. Headquartered in Toronto, it has assets of \$6b and focuses on youth learning and financial inclusion with a priority on Africa. It has an international granting program that includes grants to Canadian organizations. Grants to Canadian CSOs totalled \$13m in 2012.²⁹

Foundations and Gender Equality

There is little information on how Canadian foundations deal with issues of gender inequality and women's rights in the international sector. People with a broad knowledge of private and public foundations described three approaches used by foundations: identifying women and girls as a target group, employing a principle of non-discrimination; and promoting inclusion. One foundation staff person noted that many of their funded projects were also funded by CIDA; the foundation takes into account the gender analysis required by CIDA. Another foundation does not have a formal gender policy and does not collect gender data, but takes gender relations into account in vetting proposals, and reviews the proposal's gender analysis. Some foundation staff thought foundations could explore this area further. In interviews, people identified a number of women who lead foundations active in the international field.³⁰

23 Foundation Insights, Imagine Canada, 2011, http://www.imaginecanada.ca/files/www/en/partnershipforum/foundation_insights_en_june2011.pdf.

24 Personal communication from Philanthropic Foundations of Canada.

25 Thinking Globally: Canadian Foundations and Trends in International Development.

26 All calculations were made by the authors using data from Imagine Canada's Grant Connect

27 Figure for total grants from PFC based on analysis by Imagine Canada of the T3010 forms (personal communication to the author).

28 PFC annual Reports 2011 and 2005. Available at <http://pfc.ca/en/about/annual-reports/archives-annual-reports/>.

29 T3010 form filed by the foundation with CRA.

30 Examples include Belinda Stronach, Wanda Bedard of 60 million girls, and Joey Adler of OnexOne.

Canadian Women's Foundation

The Canadian Women's Foundation (CWF) focuses specifically on women in four priority areas of work: stopping violence, ending poverty, empowering girls, and ending human trafficking. CWF is connected to an extensive network of women activists and philanthropists, many of whom have an interest in global women's rights. The foundation is going through a transition period and has decided for now not to move into international programming.

Foundations Trends

Although some new foundations in Canada are undertaking international granting and a number of high-profile Canadian philanthropists have international interests,³¹ the international dimension of the sector is still limited. The 2007 CCIC study identified three major factors inhibiting international granting: capacity, legal framework, and mindset.³² These remain true today.

Foundations have very limited staff capacity. Among PFC members, 47% of foundations have few or part-time staff. This means they do not have the staff time or expertise to develop relationships and monitor programming. Granting directly to international projects or organizations is perceived as too difficult to manage and monitor: the issues seem too large and overwhelming, and it is difficult to make a difference; and the seemingly long time-frames make it hard to see concrete results.

Some CRA restrictions and conditions act as barriers to international granting. For example, few foundations have the time, staff, or expertise to manage agency agreements that are required if the recipient is not a qualified recipient (according to CRA rules restricting giving to qualified donees). The new requirement to include the political activities of funded groups in the funders' own reporting is another concern.³³

There are some signs of change in the Canadian foundation sector. In the past, people who created foundations may have had little personal international exposure to global development issues. A second generation in family foundations is moving into governance positions and having more influence on foundation directions. These younger members have often travelled overseas and some have had experiences as interns and volunteers. Some foundations are now hiring professional staff with international development experience and an awareness of gender equality approaches. Our interviews also found interest in sharing experiences in international granting, although few mechanisms exist and most of the sharing is informal. Philanthropic Foundations Canada has offered to support the establishment of an international development affinity group of funders.

CIDA

CIDA was an early leader in the field of gender equality, establishing an international reputation through its advocacy on women's rights and pioneering work in organizational gender policy. It has supported a range of activities that promote gender equality — from funding CSO programs and multilateral bodies such as UNIFEM/UN Women to implementing its own overseas initiatives such as the Gender Equality Funds (which supported local women's organizations and other bilateral projects).

Since 2008, CIDA has used mandatory gender markers to track spending on gender equality.³⁴ The "principal" marker designates projects where gender equality is the main objective. The significant marker indicates gender equality was one of several objectives of the project. When the "significant" marker is used, the total budget of the program is included even though gender equality is only one objective.³⁵

31 Examples include Belinda Stronach, John McCall MacBain, Stephen Lewis, Joey Adler, and Frank Giustra.

32 Thinking Globally op cit. p. 156.

33 <http://www.charityinfo.ca/articles/Playing-by-the-rules-political-activities-fair-game-for-charities>.

34 When projects are entered into the CIDA system, they receive a gender marker; a principle marker indicates that gender equality is the principal objective and result of the initiative, while a significant marker indicates gender equality results at the intermediate outcome level. <http://www.acdi-cida.gc.ca/acdi-cida/acdi-cida.nsf/eng/CAR-218175110-UT2>.

Historical Data Sets

Principal marker as a percentage of total CIDA program spending (i.e. gender equality was the main objective of the project).

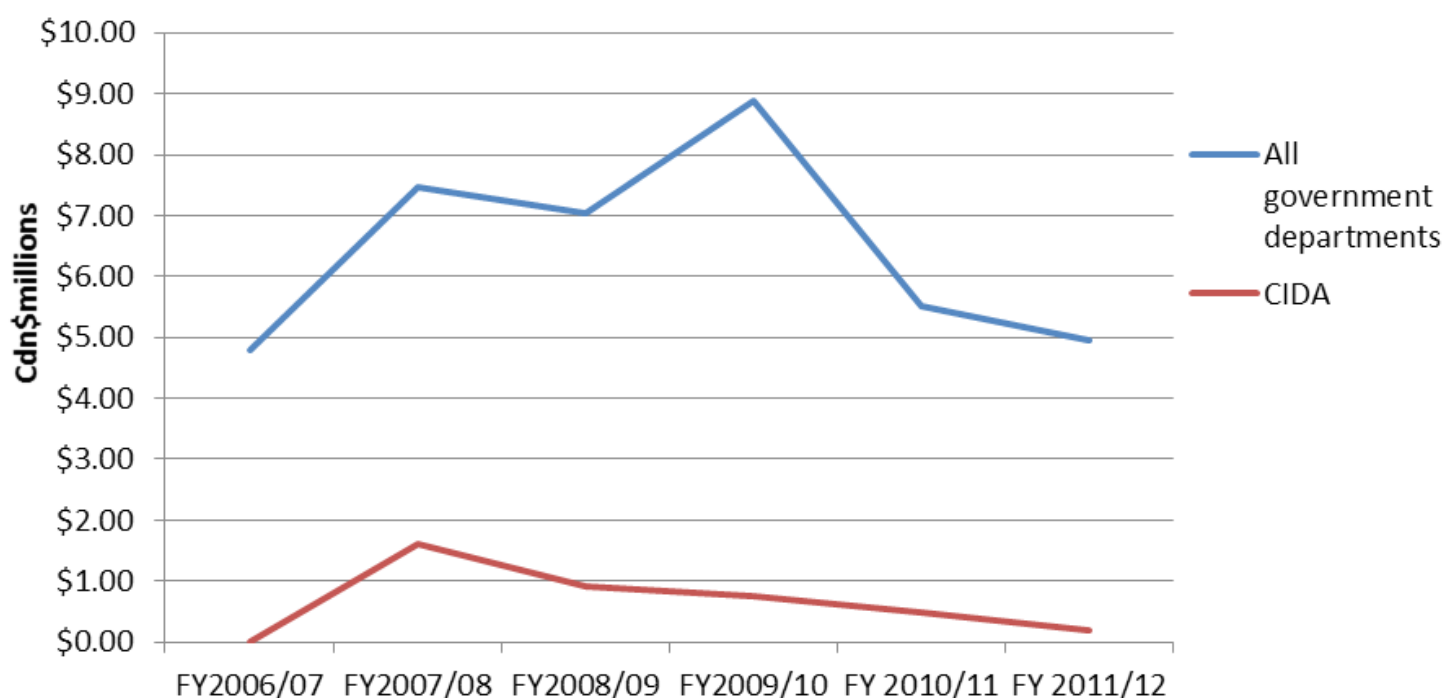
| FY2005/06 | FY2006/07 | FY2007/08 | FY2008/09 | FY2009/10 | FY 2010/11 | FY 2011/12 |
|-----------|-----------|-----------|-----------|-----------|------------|------------|
| 1.13% | 2.80% | 1.55% | 1.27% | 1.33% | 2.16% | 1.49% |

Significant marker as a percentage of total CIDA spending (gender equality was one of several objectives in the project).

| FY2005/06 | FY2006/07 | FY2007/08 | FY2008/09 | FY2009/10 | FY 2010/11 | FY 2011/12 |
|-----------|-----------|-----------|-----------|-----------|------------|------------|
| 52.67% | 45.22% | 52.51% | 55.60% | 62.02% | 61.41% | 72.74% |

The principal marker is an indication of the degree to which CIDA takes gender equality seriously. CIDA support using the principal marker peaked in FY2006/07 as a percentage of total spending, and has remained between 1 – 2% over the past five years (which is below the OECD donor average). Spending using the significant marker has shown a continuous increase since 2006/07; this may speak to the notion that gender equality is becoming more mainstreamed within CIDA projects.³⁶

Figure 10: Canadian government support for women's equality organizations



CIDA provides little support to women's organizations, and this direct support (largely through Multilateral Branch and probably to UNIFEM and UN Women) has been declining since FY2007/08.

6.0 THE CANADIAN LANDSCAPE

Within the Canadian scene, there is a lot of change. The government is cutting its aid budget and many CSOs are facing the loss of funding. A growing foundation sector has not significantly increased funding to international development activities.

³⁶ Total spending using the significant marker is impossible because the total budget of the program is included when only some of the activities relate to gender equality.

Nevertheless, there are some positive signs. CSOs have significant experience in promoting gender equality. While CIDA's new funding mechanisms are reducing support and creating a lot of uncertainty and instability, many CSOs are searching for new ways of working, opening the possibility for new forms of collaboration.

There is potential in a new generation of philanthropists, women and men, who have more interest in global issues, to create foundations that support international programming (including granting). The high-profile Canadian philanthropists working in the international field also provide models for others to follow. Some foundations are interested in finding ways for increased sharing of information on international issues.

There is widespread recognition in the development community of the strategic importance of supporting the rights of women and girls in and of themselves, and as a key factor in broader social, political, and economic development. AWID's work on funding for women's rights organizations and movements has raised the profile of the issue and generated interest among several countries in increasing funding for women's rights.

There is increased public understanding of many of issues relating to equality and rights for women and girls. Although concrete projects are still preferred, there is a growing understanding of the barriers experienced by women and girls and the need for targeted support. Media stories about the brutal rapes in India and the shooting of student Malala Yousazai and her friends have touched many people and underlined the importance of supporting women's rights.

7.0 RECOMMENDATIONS

The time is right for a large-scale Canadian collaborative initiative in support of women's rights, which includes joint programming, fundraising and awareness-building, and which draws on the interest of women philanthropists, CSOs, government, and foundations.

In the shorter term, we recommend a number of actions to help explore the dimensions of a larger initiative:

1. Encourage CSOs to consider devoting a larger percentage of their funds to support autonomous women's organizations and movements.
2. Develop a case for supporting women's rights that CSOs and foundations could use in fundraising and communications.
3. Continue to explore policy options on women's rights with the development stream at DFATD and build for the longer term.
4. Strengthen networks of people interested in these issues by creating more spaces for foundations and CSOs involved in international granting to share experiences and explore approaches to supporting women's rights. Hold some key events to build relationships and explore issues with women philanthropists and others involved in the foundation sector to build the case for international philanthropy and support for women's rights. Continue to build relationships with Philanthropic Foundations of Canada in this area. Strengthen links with AWID and other international networks to increase financial support for women's rights organizations.
5. Design a larger study of international programming and granting of Canadian foundations and their approaches to gender issues to build our knowledge about the foundation sector.
6. Develop a strategy to inform lawyers and financial advisors about the options for charitable giving and international programming, and the strategic importance of supporting the rights of women and girls.³⁷

The time is right for the next big push on support for women's rights.

³⁷ Community Foundations of Canada identified this as an issue and developed materials for their members to use with financial advisors. They intend to revise this material next year. See <http://www.cfc-fcc.ca/pa-eresource/index.cfm>.

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APPENDIX 1

Top 20 Foundations by size of international grants 2011 (includes all international grants)

| | Total International Grants | Total Assets |
|---|----------------------------|------------------------|
| The Mastercard Foundation | 17,621,893 | 3,812,081,863 |
| The Fregin Family Foundation | 1,312,000 | 31,395,431 |
| Sharelife Trust | 2,028,000 | 11,539,226 |
| The Colin B. Glassco Charitable Foundation for Children | 1,321,000 | 5,834,444 |
| The Radcliffe Foundation | 1,261,368 | 45,947,253 |
| Pathy Family Foundation | 1,241,788 | 25,836,414 |
| The Sprott Foundation | 1,000,000 | 112,117,472 |
| The Buchan Family Foundation | 907,500 | 24,616,772 |
| ONEXONE Foundation | 859,000 | 717,582 |
| Lundin Foundation | 577,000 | 386,211 |
| Fernwood Foundation | 600,000 | 8,524,746 |
| Seamont Foundation | 596,865 | 334,167 |
| The Donkervliet Foundation | 560,000 | 2,154,998 |
| Donner Canadian Foundation | 449,200 | 91,899,893 |
| The Leacock Foundation | 448,524 | 884,508 |
| The W. Garfield Weston Foundation | 440,000 | 214,702,918 |
| Frank J. Flaman Foundation | 397,600 | 839,675 |
| Ecclesiastes Foundation | 206,000 | 758,157 |
| Fondation de Gaspé Beaubien | 314,917 | 319,229 |
| The Keg Spirit Foundation | 305,000 | 686,954 |
| | \$32,447,655 | \$4,391,577,913 |

APPENDIX 2

International Grants of 20 Largest Foundations 2011 (by size of assets)³⁸

| Foundation | Total assets | International Grants | |
|---|------------------------|----------------------|-----------|
| | | Size (\$) | Number |
| 1 MasterCard Foundation | 3,812,081,863 | 19,435,783 | 7 |
| 2 Lucie et Andre Chagnon Foundation | 1,265,297,000 | 0 | 0 |
| 3 The J.W. McConnell Family Foundation | 483,688,279 | 0 | 0 |
| 4 The Buckingham Charitable Foundation | 360,769,019 | 0 | 0 |
| 5 The Azrieli Foundation | 323,553,274 | 0 | 0 |
| 6 The W. Garfield Weston Foundation | 214,702,918 | 440,000 | 1 |
| 7 Fondation J. A. DeSève | 203,668,706 | 0 | 0 |
| 8 The Larry and Cookie Rossy Foundation | 180,396,381 | 10,000 | 1 |
| 9 The Joseph Lebovic Charitable Foundation | 176,712,273 | 0 | 0 |
| 10 The Slaight Family Foundation | 174,083,997 | 0 | 0 |
| 11 The Molson Foundation | 159,330,304 | 0 | 0 |
| 12 The Pierre Elliot Trudeau Foundation | 156,689,568 | 0 | 0 |
| 13 Riddell Family Charitable Foundation | 147,206,278 | 5,000 | 1 |
| 14 The Wolf Lebovic Charitable Foundation | 146,492,264 | 949,300 | 3 |
| 15 The Asper Foundation | 136,829,346 | 0 | 0 |
| 16 J. Armand Bombardier Foundation | 136,212,401 | 0 | 0 |
| 17 The Balsillie Family Foundation | 123,617,242 | 2,000 | 1 |
| 18 J.P. Bickell Foundation | 114,154,673 | 0 | 0 |
| 19 The Gerald Schwartz and Heather Reisman Foundation | 112,983,439 | 175,000 | 1 |
| 20 The Sprott Foundation | 112,117,472 | 1,000,000 | 1 |
| | \$8,540,586,697 | \$22,017,083 | 16 |

³⁸ In addition to making grants foundations carry out other activities. They also fund their own programs activities and enter into arrangements with other organizations. For example, in 2011 T3010 form The MasterCard Foundation indicates it spent \$41,521,146 outside Canada not including gifts to qualified donees.

APPENDIX 3

Top 20 International CSO recipients of Foundation Grants 2011

| | | |
|--|---------------------|------------|
| Opportunity International Canada | 3,399,250 | 6 |
| Save the Children - Canada | 2,604,915 | 6 |
| Plan Canada | 2,587,136 | 17 |
| Canadian Catholic Organization for Development and Peace | 2,074,506 | 7 |
| Mennonite Economic Development Associates of Canada | 1,988,709 | 1 |
| Digital Opportunity Trust | 1,813,920 | 1 |
| Kids Can Free the Children | 1,507,375 | 14 |
| ADRA, Canada | 1,315,000 | 1 |
| Clinton Giustra Sustainable Growth Initiative (Canada) | 1,261,368 | 1 |
| Doctors Without Borders | 1,080,740 | 33 |
| Aga Khan Foundation Canada | 1,035,966 | 6 |
| Salama Shield Foundation | 917,000 | 2 |
| PIH Partners In Health Canada Inc. | 857,600 | 1 |
| USC Canada | 718,200 | 6 |
| Stephen Lewis Foundation | 712,915 | 6 |
| Operation Eyesight, Universal Foundation | 600,200 | 10 |
| CARE Canada | 571,396 | 16 |
| Hands of Compassion Society | 501,000 | 1 |
| World Vision | 375,890 | 32 |
| Oxfam Canada | 349,500 | 7 |
| | \$26,272,586 | 174 |

