MISSION STATEMENT

*Girls Not Brides* is a global partnership of more than 400 civil society organisations from over 60 countries across Africa, Asia, the Middle East, Europe and the Americas, united by a commitment to end child marriage.

We believe we will be more effective when working together. Our members collaborate to accelerate worldwide efforts to prevent child marriage and to support girls who are, or have been, married.

We amplify the voices of girls at risk of child marriage and defend the rights of girls to health, education and the opportunity to achieve their full potential. In line with the UN Convention on the Rights of the Child, we believe that 18 should be the minimum age of marriage for boys and girls.

Because social change cannot succeed without community engagement, our members work together to strengthen action at local, community, national and global levels.

We aim to:

- Raise awareness of the harmful impact of child marriage by encouraging inclusive and informed discussion at all levels
- Facilitate learning and coordination between organisations
- Mobilise all necessary policy, financial and other support to end child marriage
FOREWORD FROM OUR BOARD CHAIR

In the three years since Girls Not Brides launched, we have seen remarkable progress in efforts to end child marriage. Thanks to the collective work of our members and partners, child marriage is receiving unprecedented attention, moving from taboo topic to a spotlight issue in international debate.

2014 was a remarkable year for the partnership, with the first substantive UN General Assembly resolution on child, early and forced marriage, and inclusion of a target to end child marriage in the draft post-2015 development framework. We saw progress regionally, too. The African Union launched a two-year campaign, and governments in South Asia adopted a regional action plan to end child marriage.

However, new data released in 2014 demonstrates that our efforts are still incommensurate to the scale of child marriage. If there is no reduction in child marriage, the number of women who will have married as children will grow from 700 million today to 1.2 billion in 2050, with all the devastating consequences for girls, their families and our societies. More investment and more programmes are urgently needed to reverse this alarming tide.

At this critical moment, advocates to end child marriage must not only focus on sustaining global attention to the problem but also on supporting national and local change – and ultimately improvements in the lives of girls, where our efforts matter most.

Partnership will be more important than ever and, at Girls Not Brides, this is our guiding philosophy. We seek to ensure that national, regional and international efforts to end child marriage are informed by the reality of local and community-level action.

From the local to the global, we know that we are stronger when working together. We have seen the power of partnership in establishing child marriage as a global priority. Now we must work together to prompt nationwide change and community-level action that will enable every girl to thrive.

Chair of the Board of Trustees
@MabelvanOranje
MESSAGE FROM OUR EXECUTIVE DIRECTOR

As child marriage received greater global attention in 2014, Girls Not Brides came in to its own. From the first-ever Girl Summit to post-2015 negotiations and the UN General Assembly, the voice of civil society was loud and clear as Girls Not Brides members urged the global community to move beyond declarations that child marriage is a problem to ensuring greater funding, programmes and policies that will make a difference in girls’ lives.

Our collective voice was made ever stronger by our growing global partnership. In 2014, we welcomed more than 100 new civil society organisations and our membership grew by 33%. By the end of the year we were more than 400 members strong and counted official Girls Not Brides national partnerships in multiple countries.

At the secretariat, we explored new ways to support members as they continued their work to offer girls a bright future. We launched a new series of webinars, enabling members to learn about other efforts to address child marriage and to access training and materials to help with challenges such as fundraising, advocacy and engaging the media.

Throughout the year we built a deeper understanding of what it will take to end child marriage and enable girls to thrive. More than 150 Girls Not Brides members and partners contributed to the development of a Theory of Change on child marriage. It is now being used to inform the work of members, donors and governments as they develop national strategies to end the practice.

As we look ahead to 2015, our Global Member Meeting will provide more opportunities to strengthen our partnership and shape our work in the near future to ensure that the progress made in 2014 translates into meaningful change for girls.

Lakshmi Sundaram
Executive Director
Our work is underpinned by five strategic objectives

- Encourage major inter-governmental processes and fora to commit to action on child marriage
- Increase the evidence base on child marriage
- Support and highlight country-wide efforts to address child marriage
- Make increased funding available globally to support efforts to address child marriage
- Support the global movement to end child marriage to grow and strengthen

MEMBERSHIP PRINCIPLES

*Girls Not Brides members will:*

- Actively contribute to efforts to end child marriage worldwide, recognising that national and global efforts should support community engagement and local change
- Positively and constructively engage with our members, governments and other relevant stakeholders at all levels
- Ensure that young people’s voices are represented
- Work to ensure that no child marries before the age of 18, in line with the UN Convention on the Rights of the Child
- Commit to transparency, accountability and good governance in our work to end child marriage

Find out more about *Girls Not Brides*

Girls Not Brides was founded in September 2011 by The Elders, a group of independent global leaders working together for peace and human rights.

With their experience, unique understanding and relationships of trust in the communities where child marriage is common, Girls Not Brides members inform the strategy, activities and messaging of our global partnership.

We promote collaboration and equal partnership in everything we do.

HOW WE MAKE A DIFFERENCE

Girls Not Brides works to unleash the potential of girls worldwide by ending the harmful practice of child marriage. We do this by bringing together civil society organisations from around the world to enhance and accelerate efforts to prevent child marriage and support married girls. Stronger together, Girls Not Brides members bring child marriage to global attention, build an understanding of what it will take to end child marriage and call for the laws, policies and programmes that will make a difference in the life of millions of girls.

WHO WE ARE

Girls Not Brides brings together more than 400 civil society organisations from over 60 countries, united by a commitment to end child marriage. We share the conviction that every girl has the right to lead the life that she chooses and that, by ending child marriage, we can achieve a safer, healthier and more prosperous future for all.

Our strength is our diversity. Girls Not Brides members include grassroots groups working closely with families and communities to persuade them of the benefits of ending child marriage, organisations working to empower girls with the skills and confidence to address the unique challenges that they face, and advocates making the case for the laws, policies and programmes that will provide girls and their families with options other than marriage.

Join Girls Not Brides!

Email info@GirlsNotBrides.org
**COLLABORATE TO ADVOCATE CHANGE**

Together, Girls Not Brides members develop and implement advocacy strategies to prompt influential international and regional bodies, such as the United Nations, Human Rights Council and African Union, to act on child marriage. We seize opportunities for collective advocacy and communications such as International Day of the Girl or Day of the African Child.

**AMPLIFY THE VOICE OF CIVIL SOCIETY**

We ensure that the voice of civil society is heard in influential global debates. At the global Girl Summit hosted by the UK government and UNICEF, we brought together more than 50 Girls Not Brides member organisations. Our message was loud and clear: it is time to move beyond declarations that child marriage is a problem and provide the funding and programming that is for the long term.

**SPOTLIGHT SUCCESS**

We bring global attention to our members’ work and demonstrate the growing momentum towards a world without child marriage. Through our extensive media outreach, newsletters, social media and the Girls Not Brides website – increasingly recognised as a go-to hub on child marriage – we spotlight the many innovative ways our members are making change happen.

**INNOVATE AND INFORM**

Building on the knowledge and experience of our members, we develop tools and materials, such as the Theory of Change, that can inform the work of the wider movement to end child marriage. We identify gaps in knowledge to encourage further research and understanding of what it will take to end child marriage.

**CONNECT AND INSPIRE**

We foster the critical connections that help Girls Not Brides members to enhance their work and break the isolation that grassroots groups working on this once-taboo issue long felt. We provide opportunities for members to interact in person, online and through our new series of webinars to share their experiences and their challenges. By coming together in partnership, Girls Not Brides members find strength in unity.

**STRENGTHEN**

We help members to strengthen their work by sharing new insights from global efforts to end child marriage and opportunities for them to build their own capacity. Through our newsletters, website and other platforms, we share funding and advocacy opportunities, the latest news and research on child marriage and new tools and materials to support their work.
**WHY WE SHOULD ACT NOW TO END CHILD MARRIAGE**

Each year, 15 million girls are married before the age of 18. That is 28 girls every minute – married off too soon, endangering their personal development and wellbeing. With more young people on our planet than ever before, child marriage is a human rights violation that we must end to achieve a fairer future for all.

**A PERSISTENT PROBLEM**

Child marriage persists across countries, fuelled by poverty, social and cultural norms. For many families, it is a perceived economic need – one less mouth to feed. Long-held beliefs and traditions based on gender inequality mean that becoming a wife and mother is often deemed a daughter’s only choice.

**THE IMPACT FOR GIRLS**

Child brides are often disempowered, dependent on their husbands and deprived of their fundamental rights to health, education and safety.

Nations also feel the impact: a system that undervalues the contribution of young women limits its own possibilities. In this way, child marriage drains countries of the innovation and potential that would enable them to thrive.

**GLOBAL PRESSURE**

*Girls Not Brides* shows the will of a global movement to end child marriage. By connecting and amplifying the voice of civil society organisations across the world, we instil the global pressure that helps make ground-level change happen.

**COLLECTIVE ACTION**

Informed by their experience of working with girls, families and their communities, *Girls Not Brides* members have come together to articulate what an effective response to child marriage entails. Together we develop evidence-based solutions – like our Theory of Change – to outline how we can end child marriage and enable girls to achieve their potential in all aspects of their lives.

**CHILD Brides AND YOUNG MOTHERS ARE LIKELY TO**

- die in childbirth
- see their baby die before its first birthday
- leave school
- suffer physical, sexual and psychological violence
- experience depression and mental health problems

Find out more about child marriage and what can be done at www.GirlsNotBrides.org/about-child-marriage
More than 30% of today’s women were married before their 18th birthday.

If there is no reduction in child marriage, the total number of women married in childhood will be 1.2 billion by 2050.

Some child brides are as young as eight or nine.

Most adolescent pregnancies (90%) take place within marriage.

Pregnancy and childbirth complications are among the leading causes of death in girls aged 15 to 19 in low- and middle-income countries.

**COMPPELLING REASONS TO ACT NOW**

Globally, the rates of child marriage are slowly declining. However, there are urgent reasons to double our efforts.

1. **IT VIOLATES HUMAN RIGHTS AND IS ILLEGAL**

   In many countries, child marriage is prohibited, but existing laws are often not enforced or provide exceptions for parental consent or traditional and customary laws. Child marriage reinforces gender inequality and violates human rights. Tolerating any injustice makes it easier for others to exist.

2. **IT PERPETUATES POVERTY**

   Married girls often leave school and so can lack the skills to help lift their families out of poverty. The international community’s failure to end child marriage means it has fallen short in its commitment to reduce global poverty and achieve six of the eight Millennium Development Goals.

3. **THE LONGER WE WAIT, THE BIGGER THE PROBLEM WILL BE**

   Millions of girls and women already suffer the consequences of child marriage. If we do nothing, population growth means that, by 2050, the total number of women married as children will grow to 1.2 billion, with devastating consequences for girls, their families and their countries.

4. **PROGRESS IS POSSIBLE**

   The complex mix of cultural and economic factors mean there is not a single, simple solution. But, through partnership, long-term programming and a willingness to learn from our successes and failures, we can end child marriage in a generation.

In sub-Saharan Africa, 12% of girls are married by their 15th birthday and 40% before their 18th birthday.

In sub-Saharan Africa, 12% of girls are married by their 15th birthday and 40% before their 18th birthday.
THE PARTNERSHIP’S KEY ACHIEVEMENTS IN 2014

To underpin its work to end child marriage, Girls Not Brides members helped identify five strategic objectives which form the focus of the partnership’s work. This section highlights the partnership’s achievements in each of these areas in 2014.
OBJECTIVE 1
Encourage major inter-governmental processes and fora to commit to action on child marriage

OBJECTIVE 2
Increase the evidence base on child marriage

OBJECTIVE 3
Support and highlight country-wide efforts to address child marriage

OBJECTIVE 4
Make increased funding available globally to support efforts to address child marriage

OBJECTIVE 5
Support the global movement to end child marriage to grow and strengthen
OBJECTIVE 1

Encourage major inter-governmental processes and fora to commit to action on child marriage

Together, *Girls Not Brides* members take child marriage from the shadows of taboo to place it in the spotlight of global debate. Through our global advocacy working group, members develop common approaches to persuade influential bodies at all levels to prioritise action on child marriage. To make solutions a reality, we campaign for governments to move beyond commitments to action.

THE GLOBAL GIRL SUMMIT

Government ministers from around the world joined civil society in calling for an end to child marriage at the first global Girl Summit, hosted by the UK government and UNICEF in July 2014. As a member of the reference group, *Girls Not Brides* helped ensure strong commitments to action as well as meaningful participation and speaker roles for grassroots member organisations at the Summit. Our Board Chair, Mabel van Oranje, moderated the opening panel with a ministerial presence from high-prevalence countries and women’s rights champion and The Elders member, Hina Jilani.
ON THE AGENDA: CHILD MARRIAGE IN THE POST-2015 FRAMEWORK

The post-2015 framework, a new plan for the international community to reduce poverty and boost global development, provides a critical opportunity to put child marriage at the centre of the next development agenda. In 2014, Girls Not Brides advocated for a target to end child marriage be included, and we were heard. After 148 Girls Not Brides members sent a joint letter to the Open Working Group developing the draft framework, this group included a target addressing child marriage under the gender equality goal in its final recommendations. Subsequently, 176 member organisations successfully urged UN Secretary-General Ban Ki-moon to include the issue in his influential set of recommendations on post-2015.

UNGAA RESOLUTION ON CHILD, EARLY AND FORCED MARRIAGE

In September, Girls Not Brides’ Board Chair, Mabel van Oranje, moderated the first UN General Assembly panel on child marriage, setting the stage for a resolution and engaging enthusiastic new allies. In November, the General Assembly adopted its first-ever substantive resolution on child marriage, urging all states to end child, early and forced marriage as a human rights violation that perpetuates poverty. Girls Not Brides members had undertaken an intensive advocacy campaign to ensure a meaningful resolution with broad, cross-regional support. The historic resolution was unanimously adopted with 116 co-sponsors, including Guinea, Mali and the Central African Republic, which are among the 10 countries with the highest rates of child marriage.

PLACING CHILD MARRIAGE ON THE HUMAN RIGHTS AGENDA

Our members contributed to the Office of the High Commissioner for Human Rights’ report on the human rights implications of child marriage, and we helped design the Human Rights Council’s first plenary discussion on the issue. In the Council’s September session, Sierra Leone delivered a joint statement by more than 100 states, calling for a substantive Human Rights Council resolution on child, early and forced marriage in 2015.

ENDING CHILD MARRIAGE IN AFRICA

It was a year of promising regional commitments in Africa, home to 15 of the 20 countries with the highest rates of child marriage. Throughout 2014, Girls Not Brides encouraged this growing regional momentum and informed a number of influential regional processes.

Girls Not Brides attended the African Committee of Experts on the Rights and Welfare of the Child’s special session on child marriage and informed a Declaration that was adopted by the Committee. We provided recommendations for the AU Special Rapporteur on Women’s Rights’ report on child marriage, which will be presented to the African Commission on Human and People’s Rights.

Girls Not Brides has also been a key partner to the first-ever African Union Campaign to End Child Marriage. We attended the two-year campaign’s launch, and we provide assistance and promote participation by civil society in holding governments and officials accountable to their commitments.
OBJECTIVE 2

Increase the evidence base on child marriage

To fully understand what it will take to end child marriage, we need more evidence, especially in sensitive areas such as traditions and social norms. Girls Not Brides encourages research that will help fill gaps in our existing knowledge.

BUILDING A COMMON THEORY OF CHANGE TO END CHILD MARRIAGE

In 2014, Girls Not Brides integrated the collective expertise of more than 150 member organisations, partners and other experts, to develop a Theory of Change which outlines what it will take to achieve to our vision of a world without child marriage, where girls are equal to boys and can achieve their full potential.

There is no single solution to end child marriage, but there are a number of steps that can set girls on a path to a better future. The Theory of Change clearly demonstrates a range of approaches that encourage collaboration among governments, civil society, communities, donors, multi-lateral institutions and all those who have a role to play in improving the welfare of girls.

The Theory of Change recognises that child marriage should not be addressed in isolation, but within a broader framework of development and human rights. It underlines that ending child marriage requires long-term, coordinated efforts that support and reinforce local activities with national, regional and international work. And it reveals four major strategies to address child marriage (see column, right).

The Theory of Change is a tool to help members and partners in their work. As a map of action, it works from the problem of child marriage through the strategies needed to effect the changes that will achieve long-term, measurable impact. It aims to help all those working to end child marriage to see where their work contributes to the wider picture and build a consensus on where further action is needed. Girls Not Brides also produced an online version of the Theory of Change, which can be used by members and partners as a presentation tool in their advocacy efforts and provides a useful tool for those interested in exploring the various layers of the Theory of Change in greater detail.

1. Empowering girls to gain the skills and confidence to make their own life choices
2. Mobilising families and communities, engaging men, boys and local leaders to change their attitudes and behaviours
3. Providing services that ensure girls and their families have options other than marriage
4. Establishing and implementing policies and legislation
MEASURING GLOBAL PROGRESS

The development of the Theory of Change sets the stage for discussions on how to measure the impact of efforts to end child marriage. During 2014, Girls Not Brides engaged the Aspen Institute to propose a set of recommended indicators to help track progress against the various elements of the framework. These recommendations will form the basis of workshops and other discussions in 2015 which will help members and partners identify and refine different ways to measure progress in addressing child marriage.

THEORY OF CHANGE IMPACT

Many members and partners have reported using the Theory of Change to strengthen their work. For example, our members in Nepal adapted the Theory of Change for the Nepalese national context to inform the government’s national strategy to end child marriage. The framework also influenced Togo’s national action plan and, in Tanzania, our members used it to develop their own strategy. Several donor governments have also informed us that they have used the Theory of Change to help develop their own case for what they can do to address child marriage.

Explore our Theory of Change on Child Marriage:
www.girlsnobrides.org/child-marriage-theory-of-change
MEMBERSHIP

Girls Not Brides is a global partnership of civil society organisations committed to ending child marriage and enabling girls to fulfil their potential. Our diverse membership is our strength, and in 2014 we welcomed a range of new members – from community groups working at local level to agencies influencing international policy and legislation.

By the end of 2014, Girls Not Brides had 422 member organisations.

GLOBAL MEMBERSHIP

Country with members
National Partnership

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64. Tanzania
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66. Uganda
67. United Kingdom
68. USA
69. West Bank & Gaza
70. Yemen
71. Zambia
72. Zimbabwe

UK
Contributed policy recommendations tabled at the global Girl Summit

USA
Successfully advocated for US Department of State to draft a whole-of-government Adolescent Girls Strategy

ZAMBIA
Archbishop Desmond Tutu supported national efforts to end child marriage

BANGLADESH
Urged government not to reduce the legal marriage age to 16 years

NEPAL
Supported development of a national strategy

MOZAMBIQUE
Launched a national campaign

TANZANIA
Launched a national campaign
Support and highlight country-wide efforts to address child marriage

_Girls Not Brides_ seeks to demonstrate that child marriage is a problem that can be solved. We highlight the links between child marriage and other development issues and show a range of achievable solutions – from local community programmes to national policies and legislation. Below are some of the examples of how _Girls Not Brides_ supported and highlighted efforts in several countries where national action is underway to address child marriage.

**SPOTLIGHT ON PROGRESS: ZAMBIA**

In September, Archbishop Desmond Tutu and our Board Chair, Mabel van Oranje, travelled to Zambia where the government had recently committed to a national action plan to end child marriage. They met government ministers, civil society, religious and traditional leaders and young people. Their visit drew national media attention as they promoted an integrated approach to end child marriage and support married girls. A short documentary of the visit, _Together: Ending Child Marriage in Zambia_, features the work of our members in Zambia, the Forum for African Women Educationalists Zambia, Population Council and YWCA Zambia, and shows how partnerships between civil society, girls, traditional leaders and the government can help girls avoid child marriage and fulfil their potential. The film was used by local media and in follow-up meetings to prompt discussions about solutions with key constituencies, including the emerging civil society network on child marriage.

In Nepal, the Ministry of Women, Children and Social Welfare developed a national strategy to end child marriage. The nascent _Girls Not Brides_ national partnership in Nepal is one of the government’s main partners in developing the national strategy. _Girls Not Brides Nepal_ played a key role in including local voices in the plan’s development by consulting with communities (with UNICEF support) in districts around the country and stakeholders in the capital, including members of civil society, religious leaders and UN agencies.
The government of Ghana pledged to strengthen national institutional and legislative frameworks to end child marriage. In his state of the nation address in March, President John Mahama highlighted Ghana’s work on the issue. Girls Not Brides spoke at West Africa’s first parliamentary seminar on preventing early and forced marriage in Ghana. The seminar resulted in commitments by parliamentarians in six countries to end child marriage. The Minister for Women and Children, Hon. Nana Oye Lithur, also made a commitment to champion the issue in post-2015 global development discussions.

Our Executive Director, Lakshmi Sundaram, was a guest speaker at an international conference on female genital mutilation and child marriage hosted by the government of Burkina Faso together with Girls Not Brides member, the Inter-African Committee on Harmful Traditional Practices.

When the Bangladesh government proposed lowering the age of marriage for girls to 16, Girls Not Brides members in the country and around the world worked together to respond. Together, we developed a common message about the importance of a minimum age of 18, mobilised contacts in donor countries, brought it to the attention of the international media, and asked The Elders to engage. The Elders’ influential open letter to the Bangladesh government was widely covered in the Bangladeshi press and used by members in their own campaigns. The minimum age of marriage has not been reduced and remains at 18 for girls, and Bangladeshi members continue to urge the government to adopt a strong national strategy in 2015 to end child marriage.
OBJECTIVE 4

Make increased funding available globally to support efforts to address child marriage

To effect real change, the scale of financial commitments to policies and programmes on child marriage must match the scale of the problem. *Girls Not Brides* works with existing and potential new donors to increase the global funding base and to integrate child marriage work into existing programmes on related issues such as education or maternal health.

MAKING THE CASE FOR EFFECTIVE FUNDING

In 2014, *Girls Not Brides* advised new and existing donors on how their funding could achieve maximum impact. We developed two new resources for donors: a brief for development partners making the case for action on child marriage, and a set of recommendations on where donors can focus their efforts. We encouraged donors to ensure that funding reaches all levels, including small, community-based organisations.

We encouraged donors to collaborate. In January, the Government of Canada organised an informal brainstorming meeting with bilateral and private donors. We provided input on the right objectives, agenda and participants for the meeting and encouraged donors to increase their collaborative efforts.

During UN General Assembly high-level week in September, *Girls Not Brides* co-organised an annual breakfast event with the Ford Foundation and NoVo Foundation. The guest speaker, The Elders’ Graça Machel, moved participants with her heartfelt and urgent plea to end child marriage, inspiring new allies from Norway and Sweden to investigate how funding could be integrated into current programme priorities.
BUILDING SUPPORT IN DONOR COUNTRIES

In November, Board Chair Mabel van Oranje and members, Amina Hanga (Isa Wali Empowerment Initiative, Nigeria) and Ashok Dyalchand (Institute of Health Management, Pachod, India) travelled to Canada to accept the John Diefenbaker Defender of Human Rights and Freedom Award on behalf of the partnership.

The visit provided the strategic opportunity to build public support for our campaign in one of the leading donor countries on the issue. The Canadian government organised meetings with ministers, civil society, local youth and the media, enabling us to establish connections with new and existing stakeholders. Mabel van Oranje delivered a testimony to the Standing Committee on Foreign Affairs, encouraging Canada to maintain their international leadership and bipartisan approach to ending child marriage.

The meetings were well-covered by the media, enabling us to promote our messages and contributions to achieving our aims globally.

IDENTIFYING NEW FUNDING OPPORTUNITIES FOR GRASSROOTS GROUPS

Grassroots members are doing excellent work to end child marriage in their communities, but are struggling to access the funding necessary to grow their work sustainably.

Girls Not Brides regularly informs our members of funding opportunities but, in a recent survey, we learned that only 53% of grassroots member organisations had ever applied for a grant. Of those, only 56% had successfully secured a grant. To address this gap, in 2014 we launched new fundraising capacity-building webinars for our members and published a grassroots fundraising guide, identifying global and regional foundations and other funding bodies that could potentially support child marriage work.

In addition, by building a strong relationship with prominent international crowd-funding organisations, Girls Not Brides helped members to access online training and fundraising resources. By the end of 2014, our members accounted for 32% of new projects competing for a final spot with GlobalGiving UK. Several member projects were fully funded by Catapult’s dedicated child marriage fund, which raised over 1.5 million US dollars worth of funding for more than 40 projects aimed at ending child marriage.
Objective 5

Support the global movement to end child marriage to grow and strengthen

The diversity of our membership is our core strength. We share information and resources to strengthen our global efforts and together we raise our voice to make the case for urgent action to end child marriage. National Girls Not Brides partnerships work with government institutions and agencies to prompt national progress.

Flourishing Membership

Girls Not Brides grew from 325 organisations at the beginning of the year to 422 members by the end of 2014. We also began reaching out to potential new members in Latin America, South East Asia and the Middle East.

New National Partnerships

Girls Not Brides member organisations continue to join up in a number of countries to align objectives, strengthen outcomes and inform our global work. In 2014, new national partnerships were formalised in Mozambique, the UK and Ghana, with partnerships pending formalisation also active in several other countries, including Nepal and the United States.

Girls Not Brides partnerships in Mozambique and Nepal are their respective governments’ main civil society partners for developing their countries’ national strategies to end child marriage. This year, the national partnership in Mozambique developed a joint advocacy and communications strategy to help its members work towards common goals. They also worked with the Ministry of Women and Social Affairs to launch a campaign on child marriage. In Nepal, with UNICEF’s support, the partnership led a process of community consultation and participation to support the strategy’s development.

Ahead of the global Girl Summit in London, our partnership in the UK developed a set of policy recommendations for the Government on addressing child marriage at home and abroad.

In Ghana, our partnership encouraged members to come together to share information and best practice ideas on ways to deal with the different impacts of child marriage.

Girls Not Brides USA encouraged the Government’s US Agency for International Development (USAID) to play a greater role in combating child marriage by working closely with young people, parents and communities. Thanks to Girls Not Brides USA’s efforts, there was a strong focus on addressing child marriage in the Adolescent Girl Strategy launched by the US Secretary’s Office of Global Women’s Issues in 2014.
COLLECTIVE CAMPAIGNING

Throughout 2014, we capitalised on international days and events to bring members together to share information and join collective campaigning.

We worked with Africa-based members to encourage joint campaigning focusing on the African Union’s inaugural Campaign to End Child Marriage in Africa and the Day of the African Child. Coordinated campaigning, facilitated by a shared briefing paper and social media toolkit, resulted in excellent media coverage for members.

Members worldwide joined in celebrations of the International Day of the Girl Child. Our action toolkit was used widely by members and influential partners, including UN Women, Walk Free, Plan International, Girls’ Globe and Virgin Unite. Our website received so much traffic on the day that it crashed (we quickly fixed it!) – a testament to our growing role as a leading source of information on child marriage and girls’ rights.

CONNECTING WITH YOUTH CHAMPIONS

Young people are important voices in our global campaign and so, throughout the year, we continued to grow our partnerships with youth advocates and share new opportunities via our online youth group. At the UN World Conference on Youth in Sri Lanka, we connected with key youth advocacy groups who can help to make the case for why child marriage should be included in the post-2015 development framework.

SHARING RESOURCES AND TOOLS

Our secretariat provides members with the latest news on child marriage and tools to help their advocacy work. This year we developed an online library of resources to stock the latest reports, factsheets, policy briefs and other publications on child marriage produced by international organisations, agencies, think tanks and academic institutions. We also created a useful online calendar of upcoming advocacy opportunities. Our new series of webinars encouraged collaborations, joint learning and helped to develop the Theory of Change.
COMMUNICATIONS IN 2014

A hub for the latest news and insights on child marriage, Girls Not Brides coordinates communications – case studies, films, success stories, and more – to share the partnership’s key messages to our target audiences. We connect media with the untold stories on child marriage and our newsletters, website and webinars amplify the learnings of Girls Not Brides members in support of all those working in the field. Our communications resources bolster members’ advocacy efforts as they seek to turn the tide on child marriage worldwide.

A GROWING GLOBAL VOICE

Throughout 2014, we nurtured relationships with the media to ensure that child marriage gained global attention. Girls Not Brides secured quality coverage for our collective efforts to end child marriage in a number of influential media outlets, including broadcast, print and online. The partnership grew as a source of repute for media and, at the global Girl Summit, Girls Not Brides was a go-to resource for journalists seeking expert commentary and first-hand experience of child marriage.

TELEVISION NEWS

Nyaradzayi Gumbonzvanda
BBC Focus on Africa

Mabel van Oranje
Sky News

Archbishop Desmond Tutu and Mrs Graça Machel
BBC
In 2014, Girls Not Brides extended and improved the range of tools and materials available to support the work of members and all those working towards a world without child marriage.

**NEWSLETTER**
Our regular newsletters feature relevant and timely advocacy, funding and other opportunities to engage in global efforts to end child marriage.

**WEBSITE**
Featuring news and analysis, stories from the field, extensive background on child marriage, and much more, the Girls Not Brides website is a go-to resource for all.

**CHILD MARRIAGE IN THE NEWS**
This new twice-monthly bulletin features the latest need-to-know news stories on child marriage as covered by the media around the world.

**REPORTS AND PUBLICATIONS**
New in 2014, we launched a Reports and Publications page on our website, a bank of must-read reports, factsheets and other publications on child marriage.

**INFOGRAPHICS**
A range of clear and compelling infographics help to make the case for action on child marriage.

**FILMS**
Girls Not Brides released three new films on child marriage in 2014. They tell the story of the importance of engaging men and boys and the power of partnership in ending child marriage.

**SHARED MESSAGING TOGETHER IN 2014**
Girls Not Brides developed a number of messaging frameworks to emphasise our collective messages at critical moments, such as the global Girl Summit.

**WEBINARS**
In 2014, we launched a series of capacity-building webinars enabling members to gain insights on fundraising, new child marriage data and share advocacy updates.
# GIRLS NOT BRIDES: 
THE GLOBAL PARTNERSHIP 
TO END CHILD MARRIAGE

## STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 DECEMBER 2014

<table>
<thead>
<tr>
<th></th>
<th>Restricted 2014 £</th>
<th>Unrestricted 2014 £</th>
<th>Total 2014 £</th>
<th>Total 2013 £</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Incoming resources</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Donations/Grants</td>
<td>110,403</td>
<td>1,374,743</td>
<td>1,485,146</td>
<td>183,917</td>
</tr>
<tr>
<td>Transfer from The Elders</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>155,266</td>
</tr>
<tr>
<td><strong>Total incoming resources</strong></td>
<td><strong>110,403</strong></td>
<td><strong>1,374,743</strong></td>
<td><strong>1,485,146</strong></td>
<td><strong>339,183</strong></td>
</tr>
<tr>
<td><strong>Resources expended</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Charitable activities</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promotion of equality and human rights</td>
<td>28,094</td>
<td>715,582</td>
<td>743,676</td>
<td>-</td>
</tr>
<tr>
<td>Prevention and relief of poverty</td>
<td>82,309</td>
<td>586,918</td>
<td>669,227</td>
<td>72,457</td>
</tr>
<tr>
<td><strong>Total resources expended</strong></td>
<td><strong>110,403</strong></td>
<td><strong>1,312,408</strong></td>
<td><strong>1,422,811</strong></td>
<td><strong>88,101</strong></td>
</tr>
<tr>
<td><strong>Net income for the year</strong></td>
<td>-</td>
<td>62,335</td>
<td>62,335</td>
<td>251,082</td>
</tr>
<tr>
<td>Fund balance brought forward</td>
<td>-</td>
<td>251,082</td>
<td>251,082</td>
<td>-</td>
</tr>
<tr>
<td><strong>Fund balance carried forward</strong></td>
<td>-</td>
<td><strong>313,417</strong></td>
<td><strong>313,417</strong></td>
<td><strong>251,082</strong></td>
</tr>
</tbody>
</table>
# BALANCE SHEET AS AT 31 DECEMBER 2014

<table>
<thead>
<tr>
<th></th>
<th>2014 £</th>
<th>2013 £</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fixed assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tangible assets</td>
<td>29,290</td>
<td>33,067</td>
</tr>
<tr>
<td><strong>Current assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Debtors</td>
<td>180,999</td>
<td>49,714</td>
</tr>
<tr>
<td>Cash at bank</td>
<td>719,592</td>
<td>358,415</td>
</tr>
<tr>
<td><strong>Total current assets</strong></td>
<td>900,591</td>
<td>408,129</td>
</tr>
<tr>
<td><strong>Creditors (amounts falling due within one year)</strong></td>
<td>(616,464)</td>
<td>(190,114)</td>
</tr>
<tr>
<td><strong>Net current assets</strong></td>
<td>284,127</td>
<td>218,015</td>
</tr>
<tr>
<td><strong>Total assets less current liabilities</strong></td>
<td>313,417</td>
<td>251,082</td>
</tr>
<tr>
<td><strong>Unrestricted funds</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>General income funds</td>
<td>22,459</td>
<td>174,386</td>
</tr>
<tr>
<td>Designated income funds</td>
<td>290,958</td>
<td>76,696</td>
</tr>
<tr>
<td><strong>Total charity funds</strong></td>
<td>313,417</td>
<td>251,082</td>
</tr>
</tbody>
</table>

## CHARITABLE ACTIVITIES

<table>
<thead>
<tr>
<th></th>
<th>Promotion of equality and human rights £</th>
<th>Prevention and relief of poverty £</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2014</strong></td>
<td><strong>2013</strong></td>
<td><strong>2013</strong></td>
</tr>
<tr>
<td>Staff costs</td>
<td>368,138</td>
<td>368,138</td>
</tr>
<tr>
<td>Premises costs</td>
<td>39,866</td>
<td>39,867</td>
</tr>
<tr>
<td>Staff travel and meetings organised</td>
<td>155,433</td>
<td>89,152</td>
</tr>
<tr>
<td>Consultancies</td>
<td>97,477</td>
<td>93,305</td>
</tr>
<tr>
<td>Professional fees</td>
<td>16,205</td>
<td>16,205</td>
</tr>
<tr>
<td>IT support and telecommunications</td>
<td>34,470</td>
<td>34,470</td>
</tr>
<tr>
<td>Office and other costs</td>
<td>32,087</td>
<td>28,090</td>
</tr>
<tr>
<td></td>
<td><strong>743,676</strong></td>
<td><strong>669,227</strong></td>
</tr>
</tbody>
</table>
DONORS AND BOARD MEMBERS

OUR DONORS

*Girls Not Brides* would like to thank the following donors for their support:

- Department of Foreign Affairs, Trade and Development of Canada
- Ford Foundation
- Human Dignity Foundation
- IKEA Foundation
- John D. and Catherine T. MacArthur Foundation
- Kendeda Fund
- Nike Foundation
- NoVo Foundation
- Open Society Foundations
- Sabanci Foundation
- Skoll Foundation
- The David & Lucille Packard Foundation

OUR BOARD MEMBERS

Members of the Board of Trustees are:

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  Chair of the Board of Trustees
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  Organisational Consultant and former CEO of the International Business Leaders Forum
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  Civil society and global health consultant, and Founder of the White Ribbon Alliance
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  Chief Executive Officer, Freedom Fund
- **Tanuja Pandit**  
  Chief Operating Officer, Start Network

MEMBERS OF THE ADVISORY COMMITTEE ARE

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  Principal Adviser, Gender and Rights, UNICEF