

# Annual Review 2014/15



 **28 TOOMANY**  
FGM.  
let's end it.

Photograph on cover: Maasai Women  
Dancing (used with the permission of  
Warriors film – [warriorsfilm.co.uk](http://warriorsfilm.co.uk))

## CONTENTS

ABOUT 28 TO MANY	4
IN CONVERSATION WITH OUR CHAIR AND CHIEF EXECUTIVE	6
RESEARCH	8
CASE STUDY	10
SUPPORTING COMMUNITY CHANGE	12
ADVOCACY	14
THE YEAR'S HIGHLIGHTS	15
VOLUNTEERS AND SUPPORTERS	16
FINANCIAL INFORMATION	18
THANK YOU	19



Maasai schoolgirls (photographer L. Daniels)

## ABOUT 28 TOO MANY

Founded in 2010 by Dr Ann-Marie Wilson, 28 Too Many's vision is a world where every girl and woman is safe, healthy and lives free from female genital mutilation (FGM).

We research this ancient practice and campaign nationally and internationally to end FGM and ensure support for survivors. We encourage the development of local networks who can work together to tackle FGM, and we support community-based projects that promote gender equality and seek to end FGM and other harmful practices.

### WHAT IS FGM?

Female genital mutilation (sometimes called female genital cutting or female genital mutilation/cutting) is defined by the World Health Organization as all procedures involving partial or total removal of the external female genitalia or other injury to the female genital organs for non-medical reasons (World Health Organization (2008) *Eliminating Female Genital Mutilation*, p.1. Available at [www.un.org](http://www.un.org) [Accessed September 2015]). FGM is a form of gender-based violence and has been recognised as a harmful practice and a violation of the human rights of girls and women.

Over 125 million girls and women alive today have had FGM in the 29 countries in Africa and the Middle East where the practice is concentrated. A further three million girls are estimated to be at risk of undergoing FGM annually (United Nations Children's Fund (UNICEF) (July 2013) *Female Genital Mutilation/Cutting: A statistical overview and exploration of the dynamics of change*. Available at [www.childinfo.org](http://www.childinfo.org) [Accessed September 2015]).

## OUR VISION

A world where every girl and woman is safe, healthy and lives free from female genital mutilation.

## OUR MISSION

To work with anti-FGM activists to promote, sustain and safeguard the physical and emotional well-being of girls and women by the global eradication of FGM.



Leyla Hussein (photographer Jason Ashwood)

‘It is good to see progress in efforts to tackle FGM in the UK and internationally but this is only the beginning of change. We need to stay focused until all girls are safe from FGM and all survivors receive care and support. This is why I appreciate the work of 28 Too Many and in particular their research, which provides essential information to all of us working to end FGM. Ann-Marie and the team are great supporters of my campaign and I look forward to working with them in the future.’

**Leyla Hussein**

**Psychotherapist/Lead Campaigner and Consultant; Co-Founder Of Daughters Of Eve, Hawa’s Haven and Dahlia’s Project**



## IN CONVERSATION WITH OUR CHAIR AND EXECUTIVE DIRECTOR

Chair Irene Crawford and Executive Director Ann-Marie Wilson discuss progress in the campaign against FGM and the future plans for 28 Too Many.

**IC:** I was delighted to join the Board of Trustees in 2014 and I am impressed by the achievements of our mostly volunteer-based team. 28 Too Many is a forward-looking organisation which provides knowledge and support to everyone working to end FGM.

**AMW:** Over our first five years we focused our research on FGM, building a platform to share knowledge and being active participants in the global movement to end FGM. We have completed detailed reports on FGM in nine African countries and visited many of those countries to share our findings. We are very excited to now be moving forward to develop networks and partnerships which support local action against FGM.

**IC:** Education is key to ending FGM and this is at the heart of our new project in Kenya, where we have already worked in local schools to deliver anti-FGM messages to more than 1,750 children and their teachers.

**AMW:** Yes, working with young people is important. However, our research shows that all generations need to be part of the change, so I was also pleased to meet and learn about organisations like KMG Ethiopia and the Grandmother Project in Senegal, who support intergenerational dialogue as a way to challenge the beliefs that underpin FGM. We are also working with faith leaders in the UK and across Africa, training them to lead change in their communities.

**IC:** It was good to hear so many world leaders speak out against FGM and early marriage at the Girl Summit in 2014, and there is a growing sense of change in many countries.

**AMW:** I agree, and it was great to present our work at the Girl Summit and other international conferences. FGM survivors and activists need to be at these events to share their stories and witness the commitments made by the leaders. Then we can make sure that the commitments are fulfilled. There has been good progress in the UK and we are seeing FGM reduce in a number of African countries. Of course, there is a lot more to do, but every day we are a step nearer to the end of FGM.

**IC:** FGM is often a taboo subject and not openly talked about. Our awareness-raising work is critical in addressing this and making sure everyone knows about FGM and that those in positions to help are trained to tackle it.

**AMW:** This is an important part of our work. Over the last year we have delivered talks and training on FGM to thousands of people in the UK and Africa. We also worked with marketing company Ogilvy & Mather UK to develop an award-winning, awareness-raising poster campaign about FGM in Europe. It is also important to provide more detailed training to professionals and we have been pleased to work with colleagues to deliver workshops on FGM in the health and education sectors.

**IC:** I am confident that we will see more and faster change in the year ahead and I am proud that 28 Too Many will be part of it.

**AMW:** We are already working on our next country profiles of FGM in Burkina Faso and Nigeria, the team are busier than ever with training and awareness-raising talks, and we are planning future projects with partners in Africa. We are also delighted to be supporting the release both in the UK and internationally of 'Warriors', a feature-length documentary about our partners in Kenya, the Maasai Cricket Warriors. The film follows their story to change their community and end FGM.

**IC:** On behalf on the Board of Trustees I thank our team for their incredible work and the supporters and donors who make our work possible. Together we are making progress towards the end of FGM and fulfilling our vision of a world where every girl and woman lives free from FGM.



The 28 Too Many Team 2014 (28 Too Many)

## RESEARCH – EDUCATING TO INSPIRE ACTION

Since we started our country profile research programme in 2012, we have published detailed reports on FGM in nine countries. Each report synthesises all the available information about FGM, from the historical and social context to current prevalence rates and details of active programmes against the practice. As we travelled in these countries to disseminate the findings, we were delighted to learn that our reports were being used by government officials, international organisations and grassroots activists.

In the last year, we completed country profiles on FGM in Sierra Leone, Mali, Liberia and The Gambia. It was a particularly challenging year for West Africa because of the devastating Ebola outbreak, which affected many of our colleagues, especially in Sierra Leone and Liberia. Fortunately, the disease is now under control and we hope our reports will help as these countries rebuild their health systems and continue their work against FGM.

As well as our research in West Africa, we participated in international research symposiums in the UK and Kenya. We also published journal articles and featured regular research updates on our weekly blog to help this vital information about FGM reach as wide an audience as possible.

We are passionate about sharing knowledge and the team are regularly at events, giving presentations and running workshops. This takes us to community centres, faith groups, schools, universities, hospitals and health clinics, as well as organised, international conferences with government representatives and policy makers. Over the last year we have given talks or training to more than 5,000 people in the UK, Europe and Africa.

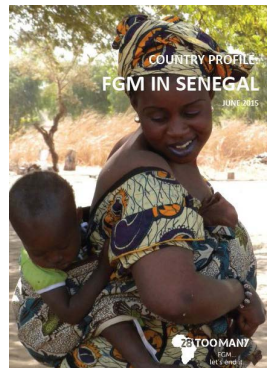
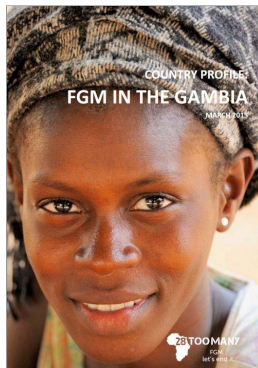
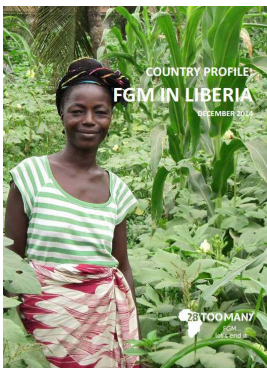
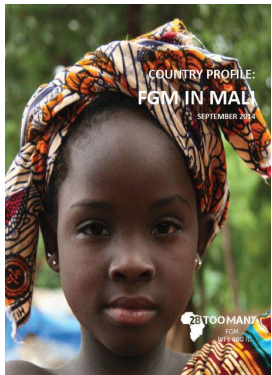
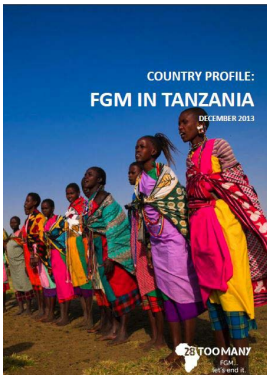
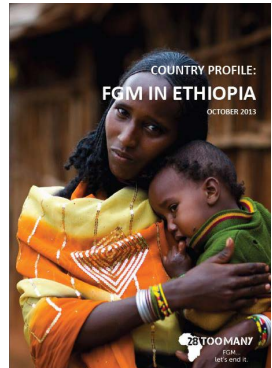
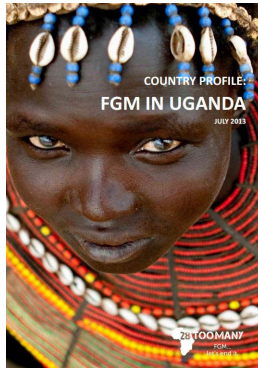
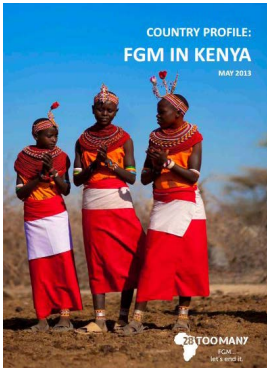


Esther Njenga with Maasai school children (photographer L. Daniels)



## COUNTRY PROFILE REPORTS

Over the last three years we have published detailed reports on FGM in each of the following countries. Our reports are freely available from our website, [28toomany.org](http://28toomany.org).



## CASE STUDY – ON A GOOD WICKET IN KENYA

Inspirational cricket team The Maasai Cricket Warriors (MCW) is changing the game in Kenya by launching an anti-FGM programme from within its own community.

The team's young people, with support from 28 Too Many and the sports development charity Cricket Without Boundaries, are using MCW's growing reputation to tackle social issues, working towards the eradication of gender inequality, FGM and early marriage.

In February 2015, a pilot for a new, sport-based programme ran in the team's own community in the region of Laikipia.

The project team began by meeting with the local Maasai chief and elders, who subsequently stated publicly that there was no place for FGM in their community. Those who continued the practice would be reported to the police.

The team also secured the support of the Deputy Commissioner and the Head of Police, which was essential for ensuring community members' participation in the programme.



Cricket coaching in Kenya (photographer L. Daniels)

In local school playgrounds, more than 1,750 children and young people of all ages were coached in cricket and FGM awareness, and 25 adults, including teachers, youth workers and health professionals, were trained to be ongoing coaches.

To round off the project, MCW led a celebratory day of cricket and encouraged the community to stand against FGM by declaring that their sisters and daughters would not be cut.

The community has committed to end FGM, and wants to run further programmes, taking the message to neighbouring villages.



Maasai elders pledge to end FGM (photographer L. Daniels)

‘Our project with 28 Too Many, working with the Maasai Cricket Warriors, was a great first step in helping use sport as a tool in the fight against FGM. We look forward to continuing the work with the Warriors in their community to help empower others to say no to FGM.’ **Ed Williams, Trustee, Cricket Without Boundaries**



## SUPPORTING COMMUNITY CHANGE

FGM is a deeply rooted practice and individuals can face great social pressure to continue the cutting. This is why community outreach work is so important – so that whole communities are educated about FGM and can stand together to say no.

Our Africa Coordinator Esther is based in Nairobi. As well as developing links with local organisations, she attends conference and workshops on FGM and was also part of the project team delivering anti-FGM training with the Maasai Cricket Warriors.

In Mali, our researcher Gemma has been involved in briefing ministers in the capital city, Bamako, and supporting those directly affected by FGM in her local church. Working across all sections of society and bringing everyone into the fight against FGM will help end the practice more quickly.

In February 2015, volunteer Lydia returned to the school in rural Uganda where she had delivered anti-FGM and child-safeguarding training the year before. It was great to see that the school had taken positive steps to improve all aspects of child safety and the teachers had taken responsibility for educating the wider community about the harm of FGM.



28 Too Many sharing our research in Mali 2015 (28 Too Many)



[Ann-Marie Wilson presents pledges to end FGM from over 350 faith leaders at the Girl Summit 2014 \(28 Too Many\)](#)

In the UK, we are very pleased to be working with the Department for Communities and Local Government to develop new training on FGM for faith leaders. FGM is not part of any religion and faith leaders can play an important role in breaking taboos about FGM and supporting its abandonment. Over the last year, we have been able to deliver important messages about FGM to the Church of England General Synod in York and local faith groups across the country. At the Girl Summit in July 2014, we presented to UK Government ministers a pledge against FGM signed by over 350 faith leaders from various religions.



## ADVOCACY – SETTING THE AGENDA

2014/15 was a year of major international summits and conferences. To make sure that FGM was on the agenda, we took part in the Global Summit to End Sexual Violence in Conflict and the Girl Summit, which were both held in London in the summer of 2014. These conferences brought together world leaders, organisations working on these issues and activists from across the globe. We must now follow up on the commitments to action to ensure all the promises made are kept.

This year also saw the 20th anniversary of the United Nations Beijing Declaration and Platform for Action. Ann-Marie took part in the European regional review of progress against the Beijing targets, which was part of the global submission to the United Nations Commission for the Status of Women 2015. We also took part in workshops and conferences on the new Sustainable Development Goals, campaigning for a stand-alone goal on gender equality and prioritisation of tackling FGM. The Sustainable Development Goals will be approved by the United Nations General Assembly in late 2015 and come into effect in 2016.

During the year we were pleased to be able to share knowledge with government representatives, professional leaders and others who can bring about change. In particular, it was good to work with Baroness Hodgson and the British Ambassador to Mali, and to meet again with the Honourable Linah Jebii Kiliomo, Head of the Kenyan Anti-FGM Board.



Ann-Marie Wilson and Ugandan partner Rev Dr Medad Birungi at the Girl Summit 2014 (28 Too Many)

## HIGHLIGHTS IN 2014/15

- Country profiles were published for Sierra Leone, Mali, Liberia and The Gambia, and we disseminated the findings in each of these countries and internationally.
- In Africa we continued to support local organisations working to end FGM in Kenya, Uganda, Tanzania and Mali and share the learning from our research to accelerate progress.
- We attended conferences and summits in the UK, Switzerland and Kenya, to ensure FGM is firmly on the international agenda and that action to tackle it is prioritised. We also worked with partners in international alliances to campaign for the rights of girls and women and gender equality.
- With partners the Maasai Cricket Warriors and Cricket Without Boundaries, we delivered FGM awareness to over 1,750 schoolchildren in Laikipia, Kenya and trained 25 teachers, health and youth workers as coaches to continue this programme.
- We collected over 350 pledges against FGM from faith leaders in the UK and presented this to the UK Government at the 2014 Girl Summit in London.
- Our UK team delivered training on FGM to teachers, school pupils, health professionals, faith leaders, police and lawyers, and raised the awareness of thousands of people through talks, workshops and presentations to community and faith groups across the country.

## VOLUNTEERS AND SUPPORTERS

We are constantly inspired and energised by the wonderful people who volunteer their time, skills, passion and money. 28 Too Many is able to do its work thanks to the contributions of hundreds of people each year and we thank each and every one. Last year, volunteers contributed to our research reports, the blog on our website, talks and training in the UK, Kenya, Mali and Uganda. Our brave and inventive supporters undertook sponsored runs, walks and even learned to play the cello! There were also cake-bakes, film evenings and many more fun ways they raised awareness and money.

During 2014/15 we estimate that the value of our volunteers' contribution was more than £100,000 and we thank them all. Here are a few of their stories.

As Sam Barlow commuted to and from work he became aware of FGM through reports in a local newspaper. Horrified that this was happening to so many girls, including thousands in the UK, Sam determined to do something and contacted us. Sam's incredible effort was to walk, non-stop, his 60-mile commute, to raise awareness and funds to help end FGM. His gruelling 27-hour marathon walk raised over £3,000 and Sam's story featured in many newspapers, on radio stations, and had a strong following on social media. Sam has continued his support for the end-FGM campaign and is now an ambassador for 28 Too Many.





Emma Lightowlers has a strong interest in gender and health issues and over the past few years she became particularly interested in FGM and the inspiring work of 28 Too Many. Emma has a background in market research and is studying for a Masters in Global Health. She is using her skills as a member of our research team, working on our new report on FGM in Burkina Faso. She says, 'I am really proud to be able to use my skills in this way to help those working to end FGM.'



A qualified solicitor with 6 years' experience in research, analysis, writing and advocacy within the charity sector, Esther Njenga relocated from London to Nairobi in 2014, where she volunteers as our Africa Country Coordinator. A strong advocate for human rights, Esther has been able to contribute to our research on FGM as well as taking part in campaigning and training work. Part of the project team responsible for our pioneering, sports-based, anti-FGM programme, Esther was able to see first-hand how a community can work together to end FGM.

## 28 TOO MANY FINANCIAL INFORMATION

During the year 2014/15, most of 28 Too Many's income came from individual donations, volunteer fundraising and a number of grants from trusts and foundations.

<b>Income and Expenditure 2013-15</b>		
	April 2013 – March 2014	April 2014 – March 2015
<b>Incoming Resources</b>		
Voluntary donations	£50,921	£100,626
Investment income	£109	£125
Training & seminar fees	£0	£1,184
<b>Total</b>	<b>£51,030</b>	<b>£101,935</b>
<b>Expenditure</b>		
Charitable activities	£48,874	£47,591
Governance Costs	£870	£643
<b>Total</b>	<b>£49,744</b>	<b>£48,234</b>

The figures quoted are taken from 28 Too Many's independently-examined accounts for the year ended 31st March 2015. Further details are available on request.

## OUR TRUSTEES

J. Mills

A. M. Wilson

K. S. Walken

A. Stern

S.C. Crawford - appointed 14 July 2014

S. M. Goodson - appointed 14 July 2014

I. M. Crawford - appointed 27 January 2015

J. Hoover - appointed 28 April 2015

O. Garuba - appointed 28 April 2015

H. A. Warsame - appointed 28 April 2015

A. F. Mackay - resigned 23 October 2014



## THANK YOU

28 Too Many gratefully acknowledges the many individual donors who share our vision and give generous donations to fund our work. We also thank the charitable trusts and other organisations that have contributed to our work, including the Tearfund Inspired Individual Programme, the Souter Charitable Trust, the Ashworth Charitable Trust, the Tudor Trust, the Department for Communities and Local Government, Mishcon de Reya, the All Souls World Mission Fund, St Andrews Hornchurch and All Souls Sandringham.

We also wish to extend our thanks to the individuals and organisations who offer support, expert advice and pro-bono services. Your help greatly encourages us and we are grateful to everyone who assists our work, especially CMS, Restored, Tearfund, St Barnabas Church, Ramsay Brown Ltd, CARE, Rooted Support Ltd, Mark Smith, Joanne Robinson and Christopher Hill.



Maasai schoolchildren (photographer L. Daniels)

## JOIN THE CAMPAIGN


Join us in the global movement to end FGM, and be part of creating a safer future for the next generation of girls. There are many ways to get involved:

- Donate to support our work and visit our website for more details.
- Campaign with us at events or use social media to help spread the message.
- Fundraise for us by taking on a sponsored challenge, organising cake sales or selling unwanted items. Every pound raised helps our work to end FGM.



[www.28toomany.org](http://www.28toomany.org)

[info@28toomany.org](mailto:info@28toomany.org)

 @28toomany

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