




*safe*Hands

Annual Report 2018-2019

*Putting sexual and reproductive health and rights (SRHR)
information into the hands of women and girls*



WHO SafeHands works to see a world where women and girls have the information and knowledge to make informed decisions about their sexual and reproductive health and rights (SRHR), whether it is access to contraception; safe motherhood and safe abortion; treatment for STIs and HIV; prevention of gender-based violence, including an end to female genital mutilation (FGM); and an end to child marriage, and stigma free menstruation.

WE
ARE

We are a communications organisation that puts SRHR information into the hands of women and girls to make full, free, and informed choices regarding their bodies and lives.

Acknowledgements:

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Foreword from the Chair of our Board of Trustees

Welcome to SafeHands' Annual Report. This has been a significant year in SafeHands' history and, on behalf of the Board of Trustees, I am proud of the progress that is presented in the following pages.

We are dedicated to improving women and girls' ability to make safe, informed sexual and reproductive health choices about their bodies. At the heart of SafeHands' work are the stories of women and girls. Their courage in opening up about the intimate challenges they face continues to inspire and drive the SafeHands team. We could not do our work without them.

It has been a bumper year for SafeHands. We have continued to build a platform for period positive conversations, whether it be by sharing our *Breaking the Cycle* film series with millions of viewers, launching our 'It's a Menstrual Cup' campaign to raise awareness of alternative environmentally-friendly period products, or working with the Department for International Development (DfID) to ensure menstruation is high on the political agenda.

This year has seen the fruition of SafeHands' potential as a key player in promoting sexual and reproductive health and rights. The team, led with the grace and vision of Nancy Durrell McKenna, has engaged with major policy areas, championed youth participation in the organisation and embedded best practice throughout our work.

Our new partnerships with Reproductive Health Uganda (RHU) and Say It Now are paving the way for exciting opportunities in Uganda. We look forward to trialling Artificial Intelligence solutions and participatory photography over the coming year to deliver health messages to the last mile.

However, none of this would have been possible without the generous support from our donors, partners and friends. We thank you for your dedication to giving women and girls the information they need to make decisions about their sexual and reproductive health and rights.

SafeHands is poised to make the next year a fantastic year, we look forward to all it holds.

Debbie Manners

Chair of SafeHands' Board of Trustees



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Our Vision and Approach

We work to see a world where women and girls have the information and knowledge to make informed decisions about their SRHR, whether it is access to contraception; safe motherhood and safe abortion; treatment for STIs and HIV; prevention of gender-based violence, including an end to FGM; an end to child marriage; or stigma free menstruation.

We deliver SRHR messages into the hands of women and girls through multimedia communication channels.

Becoming SafeHands

When Nancy Durrell McKenna, Founder Director, started SafeHands for Mothers in 2003, her mission was to ensure every pregnancy and childbirth was safe. But to do that means addressing broader issues like contraception, bodily autonomy, and social power. Women and girls must have access to SRHR information and services to make full, free, and informed choices about their bodies and lives without fear or discrimination.

Our work started with maternal health but now extends beyond that and so must our name. That is why we are now simply “SafeHands.” However, what has always remained and will always be true is our belief that when women and girls tell their personal stories, they have the power to spark change.

Our Approach

SafeHands puts information into the hands of women and girls to make their own decisions about their sexual and reproductive health and lives.

We believe the best way to do this is by:

Working with Communities: Community members are the experts on how to change local attitudes and spark action. Through the expertise of local SRHR champions, we collaboratively identify the challenges and design solutions that will engage, inspire, and educate.

Documenting Stories: The stories of women and girls have the power to spark action and encourage others to know their sexual rights and seek accurate information and quality services. SafeHands supports women and girls to present their stories in their own words.

Getting the Message Out: How you deliver a message is as important as what the message is. We are investing in innovative technology to deliver critical information to even the most hard-to-reach communities. Whether it is film on solar tablets or artificial intelligence (AI) chatbots, we find the best way to get the message to the women and girls who need it most.

Facilitating Discussions: Stories are powerful, but they cannot work alone. Women and girls’ rights to control their bodies will only improve when we talk within our own communities. That’s why we work with local champions to create spaces to have difficult conversations that challenge taboo and tackle stigma.

SafeHands is investing in innovative solutions to improve access to SRHR information.

Film: Over the last 16 years, we have produced and disseminated films on critical SRHR issues. Our films have been used to provide vital information to women, men and young people, trained frontline health care workers and is used by advocates to promote greater awareness of SRHR issues.

Solar Tablets: We distributed over 300 solar tablets to remote communities in Ethiopia. Carried in a backpack by frontline health workers, our solar tablets deliver vital health messages to educate, empower, and inspire in even the most rural areas. Our solar tablets complement mobile outreach, which evidence shows is a high impact intervention to reach hard-to-reach communities.

Participatory Storytelling: In 2020, we will be putting cameras into the hands of young people to tell their own story. Using the approach Photovoice, we want young people to tell their own stories, and ensure they are heard by their peers, communities and decision-makers. Young people's storytelling will be used to initiate youth-led advocacy campaigns to improve young people's SRHR in their local communities.

Ask RHU: Developed in partnership with RHU and Say it Now, *Ask RHU* is a chatbot - an automated messaging system - that uses Facebook Messenger to deliver instant, accurate, and reliable safe sex information to young people in Uganda. Using artificial intelligence (AI), *Ask RHU* puts young people first and delivers instant, reliable and youth-friendly information related to unwanted pregnancy, contraception and HIV and STIs.

Our Expertise



Co-Creation: SafeHands will always create and coordinate with community members, leaders, and service providers to collaboratively develop the right messages in the right medium.



Ethical Storytelling: People are multidimensional, ever-changing, and dignified, and their stories should be too. SafeHands will always listen and support women and girls to define and present their own stories in their words.



Evidence-Based: Stronger evidence means stronger programmes and greater impact for women and girls. SafeHands is committed to building our evidence and knowledge on what works.



*Every woman has a story to share.
We believe these stories can and do change lives.*

Creating a Period Positive Platform

Our *Breaking the Cycle* films are spreading the message:
IT'S OKAY TO TALK ABOUT PERIODS.

SCREENING - STOCKHOLM, SWEDEN: *Restoring Dignity*, *Chaupadi*, *Dipo Ceremony*, and *Breaking the Cycle* screened at the Karolinska Institute

CANADA

SCREENING - VANCOUVER, CANADA: *Dipo Ceremony* at the Women Deliver Film Festival.

SCREENING - USA: *Restoring Dignity* screened by Homeless Period Project.

USA

USA

Restoring Dignity: One Period at a Time

"If you have to decide if you're going to eat or if you're going to have sanitary napkins, you're going to eat."
Nurse Robinson

In Greenville, South Carolina, USA, some adolescent girls do not have regular access to menstrual products. Nurse Robinson and the Homeless Period Project provide sanitary products to girls in need so that they may survive high school with dignity.

SCREENINGS - LONDON, UK: *Restoring Dignity*, *One Period at a Time* screened at the Global Health Film Festival. *Rags to Cups* screened at Zonta II London. *Rags to Cups* screened at Plan International UK. *Chaupadi* screened at UK SRHR Network Annual General Meeting.

SWEDEN

UK

DENMARK

KENYA and DENMARK

Breaking the Cycle:

"The matter of periods belonged to women, you couldn't even share with your brother or father"
Mama Hamza

Exploring the myths and rituals that surround the taboo subject of menstruation in Kenya and Denmark.

NEPAL

Chaupadi: Banished for Bleeding

"He would go crazy if I left my room on the fifth day of my period. He'd say, 'it's not right that I'm contaminating the whole house.' He thinks that menstrual blood is sinful, impure, and dirty."

Shanta

Exploring one of the world's most extreme forms of exclusion during a woman's period, *Chaupadi* examines the Nepalese practice that banishes girls and women during menstruation, often to exposed cowsheds.

NEPAL

GHANA

GHANA

Dipo Ceremony: From Girlhood to Womanhood

"One rejoices for one's child. We rejoice because the child has become a Krobo woman. It is joyful."

Dede Ayeki, Priestess of Odumase and Dipo trainer

The *Dipo Ceremony* in Eastern Ghana is one of the longest standing traditions amongst the Krobo people. As the community celebrates, the girls are empowered to take pride in their periods and womanhood.

MALAWI

MALAWI

Girl Guides Love Menstrual Cups:

"I could move, I could walk, I could do everything. Sometimes I would even forget I'm menstruating."

"Comfortable, re-Usable, Private, Sustainable," the Girl Guides sing. They love their menstrual cups because they are hygienic, reduce environmental waste and save money. By openly discussing menstruation, they reduce stigma and improve understanding and respect of girls' bodies and are now going back into their communities to share their knowledge.

MALAWI

Rags to Cups: How women are managing their periods in refugee camps

"When you have your period, it means you are grounded. You can't go anywhere. It's a very difficult time. You are bleeding and you don't have anything to use. It is hard to even find water to wash so you just take the pantie, fold it and use the other part which is dry."

Alphonsine and her friend Pendeza have been living in Malawi's largest refugee camp, Dzaleka Refugee Camp, for a few years. Both women fled their homes due to violence, making the long journey, mostly on foot, from their home countries to Malawi. Pendeza endured a horrific sexual assault, which resulted in her menstruating for weeks on end while fleeing. She used anything she could find to protect her underwear - rags and leaves, putting her at greater risk of infection.

"We used whatever we received for our periods. Sometimes people will laugh at you because you change how you move because of your period" Alphonsine recalls.

Today, having access to pads and menstrual cups is literally changing the way women manage their periods in Dzaleka Refugee Camp. Thanks to Plan Malawi, women have access to pads. Girl Guides Association of Malawi is distributing menstrual cups - a sustainable, reusable, safe alternative to pads and tampons.

"This [menstrual cup] is very nice. Now I won't be dirty. I won't be washing rags with my hands anymore. I will disregard the blood, wash it, and use it again. This is really great."

Menstrual cups mean women like Alphonsine and Pendeza no longer rely on rags and can manage their periods with comfort and dignity.

BIG NUMBERS:

6 films in our series

2,497,494 online views of our *Breaking the Cycle* film series

“Comfortable, re-Usable, Private, Sustainable”

Girl Guides in Malawi openly discuss and sing about menstruation, helping to reduce stigma and increase understanding.



Championing Bloody Good Chats

“The first time I heard about a menstrual cup I was taken aback and confused, like a lot of people. I wondered... What is it? How do I put it up? How does it hold my period?”

One little cup. Easy to put in. Easy to take out. It’s the best thing I’ve ever done for my body and my period.”

Sade



Our multimedia campaign **‘It’s a Menstrual Cup’** is an online platform to raise awareness on menstrual cups. Our campaign is spreading the message that these little silicone cups are a great alternative to traditional products, like tampons and pads. They are cost effective, convenient, and help the planet.

But menstrual cups can be a bit intimidating – how does it stay up there? To help the curious but daunted, our campaign answered the burning questions on how to use the cup and provided a platform for users’ advice and experiences. Endorsed by menstrual cup producers The Diva Cup, Hey Girls!, Lena, Mooncup, Ruby Cup, and Ultucup, our campaign aims to provide a platform for reliable and youth-friendly information on menstrual cups. Our campaign provides information on why to use a menstrual cup, how to use it, and an overview of types available. Sometimes the most helpful information is the advice and experience of other people who have already given it a try. That’s why we encouraged users to share their experience, concerns and testimonials on giving a menstrual cup a try.

“I bought my menstrual cup six-and-a-half years ago and I have never looked back. That’s almost 80 periods with no tampons or sanitary pads, and none of the environmental and financial cost that they carry. I couldn’t recommend it more highly. It is clean and hygienic, never leaks, and is easy to use. What’s not to love?”

Polly, ‘It’s a Menstrual Cup’ contributor

Bloody Good Chat: Why we need to talk about periods...



“We were four women and two men in our house. My brothers thought it was disgusting, he’d tell us to take everything outside, ‘get it out of the house.’”

Inspired by mother Deborah and daughter Judy’s conversation in our film *Breaking the Cycle*, we called on women in the UK not to stay “mum” when it comes to their periods.

For Mother’s Day 2019, we encouraged women and girls in the UK to have bloody good chats with our mums (dads, friends, sisters, brothers, etc.). Through the hashtag #LetsTalkPeriodsMum, we were delighted that many took to social media to share their experiences about their periods. Here are a few we loved.



“My mom gave my older sister and me a flowery gift box to keep our tampons and pads in under the bathroom sink. It wasn’t supposed to ever be something shameful – if anything, it added to the intrigue of periods for me before I started my own – but as I reflect on period stigma, I can’t help but wonder if this added or removed period shame within our household? Does wanting privacy about my period mean I was ashamed of it?”

Paige Rogers



“Since it’s only women in our house, it’s quite open about periods. But I would never talk to dad about it. Since it’s us and grandma, I’ll say, ‘Ugh I’m on my period right now’ and you’ll just say ‘okay Georgie good to know’ so I think we’re quite open. There are some people I will never talk about periods with though...”

Georgie and her mum Nicola



“Periods happen. Every woman has experienced this, so why was I so embarrassed? Periods were a hush-hush topic when I was growing up. Who remembers sticking a tampon up their sleeve in the middle of class before going to the bathroom?”

Sarah Fullerton

Young people for Period Positivity: Why youth voices matter to our work



“Joining the Youth Advisory Panel was exciting because I had not come across another organisation which offered such a diverse range of voices and experiences, I instantly wanted to be a part of it. What I love most about the panel is that every discussion raises a new topic which means every conversation is a learning experience for me.”

I am proud to be a member. We have discussed changes that we, as young women, wish to see in our places of work, education and attitudes and more importantly, we have made plans on how we will create this change. I’m looking forward to seeing how these will impact my own community.

The Youth Panel will ensure that fresh perspective on issues such as period poverty and attitudes towards women’s reproductive health are fed into all SafeHands do.”

Charlotte Belay, Youth Advisory Panel member

Members of our newly formed Youth Advisory Panel know no subject is off limits when it comes to their period. We want to ensure that their voices and matter-of-a-fact attitude is integrated into our work. Bringing together eight women aged 14 to 26 from the UK and the USA, our Youth Advisory Panel is shaping our work on period poverty and supporting us to build a period-positive platform for discussion. These young Sherohes are on a quest to tackle stigma and end period poverty in the UK.

In the last year, our panel help develop the youth-friendly, unfiltered tone for our ‘It’s a Menstrual Cup’ campaign. In May 2019, our Panel organised a Pack and Chat in response to the growing concerns of affordability of menstrual products and period poverty. A great day of chatting about periods, we packed 50 menstrual cups and over 200 sanitary pads and tampons to donate to local centres in London to benefit menstruators struggling to afford products for their period. Thank you to our supporter, Ultucup, for their generous donation and support.



Recognising their own knowledge gaps, our advisors designed the cheeky **Know Your Bits** quiz. At a time when only 1 in 3 British women can correctly identify the vulva, vagina, cervix, uterus, ovaries, and fallopian tubes, it is vital that everyone knows what all the bits are and what is normal for their body. Our playful quiz supports education and challenges us to have greater awareness of our bodies.

Our Youth Advisory Panel will continue to be more active and integrated into our work as they investigate period poverty in London and assess access to free menstrual products and take action to increase availability.



End Female Genital Mutilation (FGM): How we are encouraging breakthrough conversations

Everyday women and girls around the world are cut, and even die, in the name of tradition. Female Genital Mutilation (FGM) violates women and girls. For those who survive the cutting, they are left with long-term physical and psychological trauma to overcome. FGM must end.

We are working closely with our Ambassador Hibo Wardere, FGM survivor and prominent anti-FGM activist, to ensure that the stories of survivors are at the forefront of the fight against FGM. We believe stories told by survivors detailing the reality of FGM have the power to motivate people to end this practice.



“My story is not just my own. It is a story of many girls and women around the world and in the UK. Through telling my story, I hope we can reach those girls to let them know they are not alone, that there are people who know their experience and can help.”

Hibo Wardere

This year, our film *Hibo's Story*, a harrowing account of how she was cut as a six-year old in Somalia and her long journey to find understanding, was screened to encourage breakthrough conversations on why we must end FGM.

Viewed over 8,000 times online this year, Hibo's Story was screened:

- London, UK: Premiere with Hello! Magazine and Ingenious Media. Discussion facilitated by BBC Women's Hour host Jane Garvey and Hibo Wardere.
- Zonta London II Club with facilitated discussion with Hibo Wardere.
- Vancouver, Canada: Women Deliver side event “Female Genital Cutting: Myths, Stories and Actions” panel session, which SafeHands co-hosted with Islamic Relief Canada and the Canadian Partnership for Women and Children's Health (CanWaCH).

Hibo continues to spearhead our work on FGM. She brings her extensive expertise working with schools, health officials, and police departments on addressing FGM in the UK. In 2019-2020, SafeHands will be implementing “End FGM Now: Teachers on the Frontline” project in Waltham Forest, East London. Through support from the People's Postcode Trust and Zonta International, our one-year project works to ensure teachers and schools have the resources, support and skills to protect girls in the area from the harmful and illegal practice of FGM.

Hibo said: *“It is so important that teachers and schools have the tools to teach students about difficult topics, like FGM. The tools we build through this project will not only be used in Waltham Forest but can be replicated and used across the entirety of the UK!”*

In Production: Labour at the Last Mile



In March 2019, we returned to the Amhara region in Ethiopia to start production on a new film on the benefits of maternity waiting homes reuniting with our long-time, Ethiopian filmmaker Ashenafi Gudeta and translator, Adenache Admassu.

This marks SafeHand's sixth film produced in collaboration with our Ethiopian film crew Ashenafi and Adenache. SafeHands remains committed to investing in promising and emerging local talent. Our work together supports to further invest in their career development and exposure to international audiences.

Haymanot: Like most women in Amhara, Haymanot does not live near a health centre, so when it came time to give birth, she choose to stay at a maternity waiting home.

The five or ten kilometers to the nearest health centre becomes unimaginable for women travelling on foot or carried on a makeshift stretcher while enduring the excruciating pain of labour. Every minute scared for her baby and her life.

“I came here and received support to reduce any birth risks including bleeding,” explains 35-year-old and new mother Haymanot.



Above: Haymanot and her third child

30 women will die every day in Ethiopia during pregnancy or childbirth.¹ Yet this can be avoided. In the lead up to their due dates, pregnant women, like Haymanot, can now stay in maternity waiting homes. The waiting home, next to the health centre, provides access to round the clock skilled care.

This was Haymanot's third birth and first at a maternity waiting home, "I waited [at the maternity waiting home] for three weeks and gave birth safely, without a problem." She had been informed about the maternity waiting home during her most recent antenatal visit by her Health Extension Worker. Haymanot is delighted she made the journey before labour as she looks down at her new baby, who she calls "the lucky one." However, the message about the benefits of maternity waiting homes hadn't reached all women in her remote community.

That's why we produced our film *Maternity Waiting Homes* to be disseminated next year through our project "Labour at the Last Mile". We will implement a one-year project to raise awareness on the importance of maternity waiting homes and how they can save lives. Using our solar tablets, our film will be screened by health extension workers as part of their antenatal care. We will also disseminate vital health messages via radio and information leaflets at health centres.

1. World Health Organisation (WHO) Global Health Observatory data repository, Ethiopia, 2015, Number of Maternal Deaths <http://apps.who.int/gho/data/view.main.1390?lang=en>

Simegne

Pregnant at 12 years old, Simegne was already in a forced and unhappy marriage. Featured in our film *Child Marriage*, Simegne counts her first son as a blessing. But she describes how her husband deserted the family when her son was 9 months old, "I endured his abuse but we separated just before our son turned one, we both lived by ourselves and I brought up our son without any support from his father. He has never worried about our son's upbringing."

Simegne was forced to work long hours breaking rocks at a construction site. 11 years on, we revisited Simegne. At 23 years old, her life looks very different. Married to a man she chose; she says, "I think my husband is a good man, after three years together I stopped my birth control as we wanted a baby. He looked after me during my pregnancy and didn't let me work. Now my plan and wish is to make sure my children go to school."

Below: Simegne with her children



Every story matters.

Child Marriage

In March 2019, we returned to Amhara, Ethiopia to revisit Simegne and Wube-Enat, two young women, both married as children, whose story we have followed over the years.



Wube-Enat

Wube-Enat married Abebe, when she was 9 and he was 15. Married in the Ethiopian Orthodox church, there is little or no recourse to divorce. Their wedding was featured in our film *Child Marriage*. We revisited the couple three times since 2008.

In 2016, we found 17-year-old Wube-Enat living with Abebe's family. She was continuing her studies and using contraceptives. Abebe was studying to become a priest.

Two years later in 2019, Abebe has become a priest. At the age of 19, Wube-Enat has stopped her education and now has a one-year old baby daughter.

Her experience is all too common for young women married as girls.

Working in Partnership

Our partners are an essential part of our success. We believe in, and want to celebrate, the power and brilliance of our partnerships that enable us to create change.



Reproductive Health Uganda (RHU): As Uganda's largest SRHR service provider, we could not ask for a more experienced partner for our upcoming work in Uganda. We first met RHU in 2010 during the film production of *Who Cares About Her?* and long-admired their dedication to supporting all Ugandans to achieve their SRHR. In 2018 – 2019, began partnership discussions resulting in a 4-year strategic partnership agreement. In 2019 – 2020, we will begin to implement the “Knowledge & Information on Safe Sex” (KISS) project in Fort Portal, southwestern Uganda to:

- Support young leaders as digital storytellers through participatory photography methodology Photovoice to create youth-led advocacy messages on young people's access to contraceptives
- Tailoring our solar tablet to complement RHU's extensive mobile outreach service delivery network, and ensure we improve the delivery of health messages to the last mile
- Develop and test an innovative automated messaging system – *Ask RHU* – that will use Facebook Messenger to provide instant, reliable and youth-friendly information on safe sex.

“At Reproductive Health Uganda, we are thrilled by this new partnership with SafeHands. This brings a unique approach to reaching out to millions of young people with the most needed sexual reproductive health information. We are looking forward to an exciting partnership.”

Jackson Chekweko, RHU Executive Director



Say It Now: Leading our AI work will be our award-winning voice and chat commerce partner, Say It Now. Our 4 year strategic partnership will design and implement mHealth solutions to improve young people's access to information on safe sex. In 2019 – 2020, we will be moving to the design and testing of *Ask RHU*. *Ask RHU* users can expect an instant answer that is accurate, judgement-free and confidential. When more than just a text is needed, users are referred to a trusted youth-friendly clinic in their area.

“The applications for Natural Language Understanding are far reaching and we are thrilled to be partnering with SafeHands and RHU to deploy it in this way. This is new territory for Say It Now, but we believe this can have a positive impact on the work of SafeHands and RHU. We're excited to go on this journey with them.”

Say It Now CEO and Founder Charlie Cadbury



Zonta London II: Our local Zonta International club continues to offer generous support of SafeHands and our issues. We are delighted to be continuing our partnership with our “End FGM Now: Teachers on the Frontline” project in 2019 – 2020.



UK Sexual and Reproductive Health and Rights (SRHR) Network: As Chair of the UK SRHR Network, our own Erica Belanger provides leadership and representation to the UK's largest consortium of organisations working to promote SRHR globally. The UK SRHR Network works in close partnership with the UK Government's Department for International Development (DFID), the All Party Parliamentary Group (APPG) on Population and Development and UNFPA's UK representative. The Network provides a coordinated advocacy to ensure SRHR remains high on the UK's development agenda.

- In June 2018, the Network jointly hosted the UK launch of the Guttmacher-Lancet Commission on SRHR together with the World Health Organisation's International Best Practice Initiative. The Network spearheaded thought leadership on the next steps for implementation of this bold new agenda for SRHR.
- In October 2018, the Network's Annual General Meeting was hosted by SafeHands to launch its strategic framework alongside representatives from DFID, the Foreign and Commonwealth Office (FCO) and member organisations. SafeHands hosted the Together for Choice Film Festival showcasing the best in SRHR films.
- In January 2019, the Network launched “Spotlight Report: Comments on DFID's implementation of SRHR as it relates to the Voluntary National Review.” The report provides a civil society perspective and review of DFID's activities, policies and programmes related to SRHR as part of the Sustainable Development Goals.
- In March 2019, the Network's evidence to the UK Parliament's International Development Select (IDS) Committee Enquiry into UK progress on the Sustainable Development Goals (SDG) called on the need to improve SRHR for all, including women and men of all ages and young people around the world and the inclusion of menstrual health and hygiene into the governments' responses.



Ultucup: Spearheading period-positive conversations, menstrual cup producer, Ultucup has been an enthusiastic supporter of our work this year. From endorsing our “It's a Menstrual Cup” campaign, to supporting our youth panel's pack and chat; Ultucup has supported us to bring about greater period positivity.



HELLO! We continue to value our relationship with HELLO! Magazine and were thrilled to welcome Rosie Nixon, as a new SafeHands Ambassador.

“In my role at HELLO! I am privileged to hear about all sorts of brilliant and deserving charities, but when I met Nancy Durrell-McKenna and Hibo Wardere, their passion for the cause they support touched me so deeply I knew I had to get involved ... SafeHands tackles often taboo and difficult subjects like FGM, period poverty, maternal mortality and a woman's right to make free and informed choices regarding her body and life.”

Rosie Nixon, Editor-In-Chief Hello! Magazine

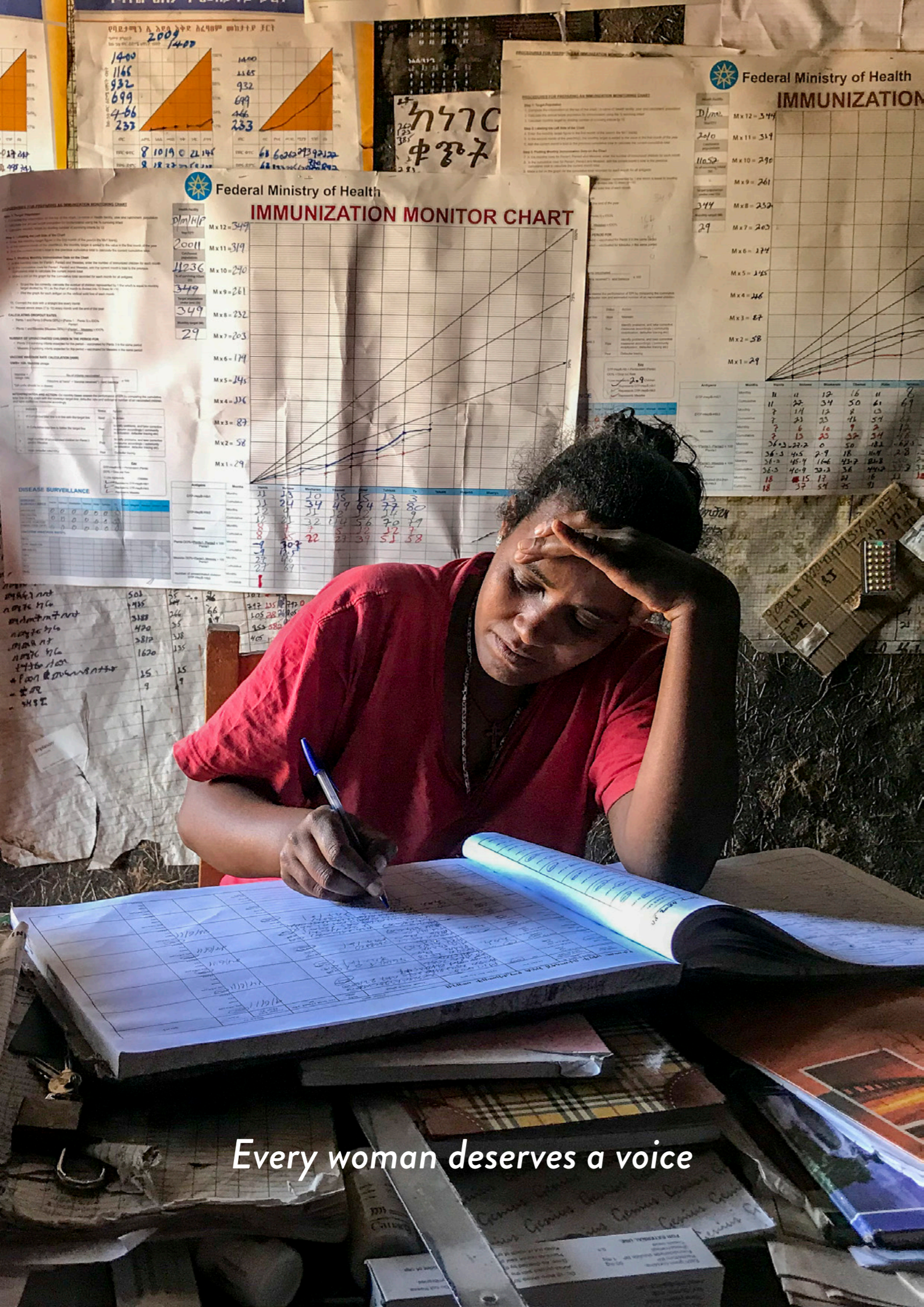
This year, Rosie and HELLO! have brought together amazing groups of women to mark International Day of Zero Tolerance for FGM, the premier of *Hibo's Story*, and the ‘When you invest in Women’ event. All opportunities to tell the stories of women and girls from around the world to raise awareness and kickstart action.

£10,000 was also raised for our work by television presenter Kirsty Gallacher when she represented SafeHands and HELLO! in the gruelling London Marathon. She reflected in her exclusive interview with HELLO! that she would be thinking of “all the women I'll be helping while I run. The Marathon is nothing compared to what they cope with. Every two minutes, a woman somewhere in the world dies needlessly in pregnancy and childbirth. That's unfathomable for me.”

Our continued friendship with HELLO! and the support of Rosie and Kirsty has enabled us to speak to a new audience about our work.



A mile in her shoes: In 2018, the SafeHands team embarked upon their own personal challenges to raise vital funds for our work. Our amazing team undertook personal challenges - trekking to Everest Base Camp, swimming London's Serpentine, cycling from London to Windsor and running 13.1 miles. In total, the team raised over £7,000. Thank you to everyone who supported us!



Every woman deserves a voice

Next Steps

A word from our Founder Director, Nancy Durrell McKenna



In May 2019, I was invited to present on the Power Stage at Women Deliver, Vancouver, Canada. It was a great chance to reflect on my 35 years' experience of harnessing the power of the visual to create social good. It also got me thinking about all the fantastic opportunities that await SafeHands over the next year.

Our team continues to grow and with it, they bring experience in Advocacy, Communications, and Project Management into the organisation, and expand our connections and partnerships. Over the next year, we will continue to embed our expertise in Co-Creation, Ethical Storytelling, and Evidence Building through the fabric of the organisation to ensure that the experiences and voices of women and girls leads much of our work over the next year.

Our Youth Advisory Panel will continue to guide our work on period in the UK by investigating access to free menstrual products in London and demanding action to increase availability. This powerful, thoughtful group of young women makes us hopeful for the future, we want to ensure that over the next year that their voices and passion are integrated into all we do at SafeHands.

Young people have a unique perspective, especially when it comes to accessing SRHR information and services. That's why we will be working with young leaders in Fort Portal, Uganda to enable them to capture their experiences and use the power of the visual in their community through the participatory Photovoice methodology. They will use their stories to demand action from local, regional and global decision makers.

We will be working with health providers in the Amhara region of Ethiopia to deliver a one-year awareness raising project on the importance of maternity waiting homes and how they can save lives. Using our solar tablets, our film will be screened by health extension workers as part of their antenatal care. We will also disseminate vital health messages via radio and information leaflets at health centres.

Innovative solutions will be a core focus of our work next year. Our solar tablets will be updated to better reflect advancements in solar energy, and we will take our first steps into AI. Young people in Fort Portal, Uganda will soon have access to instant reliable information on safe sex through Ask RHU that we will develop with our partners Say It Now and RHU.

We are delighted our flagship *Breaking the Cycle* project has inspired period-positive conversations and will complete this initiative in May 2020 after three years. Addressing period stigma will remain a key focus for our work. We have built our capacity, determined our direction and produced a wealth of films and resources through this work that will have a legacy and impact far beyond the project.

We look forward to celebrating even more successes with our supporters in the next year.

Together we will make a difference.

With a smile,

Nancy

Financial Summary 2018-19



£396,294

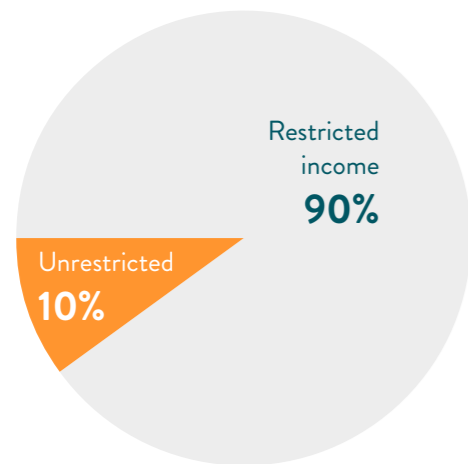
SafeHands' total income 2018-2019



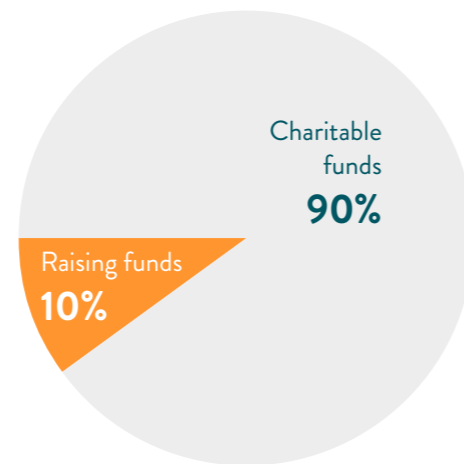
154%

Income increase from 2017 to 2018

Income breakdown:



How your money is spent:



We are grateful to all our supporters and donors.
Your commitment is vital in supporting women and girls.

Trustees' Report and Unaudited Accounts for the year ended 31st May 2019

SafeHands is committed to ensuring that women and girls have the information and knowledge to make informed decisions about their SRHR, whether it be access to contraception; safe motherhood and safe abortion; treatment for STIs and HIV; prevention of gender-based violence, including an end to FGM; and end to child marriage, and stigma free menstruation.

We are a communications organisation that puts SRHR information into the hands of women and girls to make full, free, and informed choices regarding their bodies and lives.

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26	<i>Independent examiner's report</i>
27	<i>Statement of financial activities</i>
28	<i>Balance sheet</i>
29	<i>Notes to the accounts</i>

Trustee Report for the Year ended 31st May 2019

Trustees Debbie Manners - Chair
Segun Olowookere - Treasurer
Laura Jump (Resigned March 2019)
Lady Jane Naylor
Janie New

Charity number 1097928

Principal address 23 Fitzjohns Avenue
London
NW3 5JY
United Kingdom

Independent examiner Goldwins Limited
75 Maygrove Road
West Hampstead
London
NW6 2EG

Bankers CAF Bank Limited
25 Kings Hill Avenue
Kings Hill
West Malling
Kent
ME19 4JQ

Patrons Baroness Helena Kennedy QC
Lord Naren Patel KT
Professor Ian Jacobs
Professor Lesley Regan
Jon Snow
Patrick O'Brien

Founder Nancy Durrell McKenna

The trustees present their report and accounts for the year ended 31 May 2019. The accounts have been prepared in accordance with the accounting policies set out in note 1 to the accounts and comply with the charity's deed, the Charities Act 2011 and the Charities Statement of Recommended Practice, (FRS 102) "Financial Reporting Standards", issued in January 2015.

Structure, governance and management

The charity is controlled by its governing documents, a deed of trust, and constitutes an unincorporated charity. There is a Trustee and Staff manual setting out the key roles and purpose of the charity's organisation. This is available to all. The Trustees, who are also the directors for the purpose of company law, and who served during the year were:

Debbie Manners – Chair
Segun Olowookere – Treasurer
Lady Jane Naylor
Janie New
Laura Jump (Resigned March 2019)

Staff for SafeHands for Mothers:

Nancy Durrell McKenna, Founder Director
Erica Belanger, Assistant Director-Development
Nigel Deacon, Bookkeeper
Mohsen Zarei-Kesheh, Creative Digital Specialist
Paige Rogers, Communications and Production Adviser
Helen Frost, Monitoring and Evaluation Adviser

There are no related parties transactions. Bearing in mind the duty of trustees to identify and review the risks to which the charity is exposed, risk management is reviewed regularly by the Board and a Risk Management Strategy setting out the appropriate controls is in place. Particular risks have been identified with regard to ensuring the continuity of filmmaking and in particular succession for the Founder Director. A strategy has been implemented and is regularly reviewed and updated.

SafeHands Financial Review 2018/2019

Financial information is vital to helping the trustees make good decisions and financial reports are prepared and reviewed by the trustees at all trustee meetings. The need to build our unrestricted income, have a reasonably solid reserve level and maintain a good financial management system remains key to our success in the coming years.

Income

SafeHands for Mothers had a total income of £396,264 for the year 2018-2019.

This was a large increase (154%) on last year's total income which is the result of a restricted anonymous grant having progressed into its second year with the implication of much more significant funding allocation.

Restricted income for SafeHands was £357,897; up 151% from £142,398 in 2017-2018. This was due to phasing of significant institutional donor income with most of the income having been received in this financial year. Unrestricted income rose to £38,367 by 182% from £13,588 in 2017-2018; this was funded through donations, legacies and charitable activities.

Expenditure

Spending in the year reviewed totalled £214,706, up by 50% from £142,740 in the previous year. Of the total expenditure, £32,687 was unrestricted (2018: £68,514) and £182,019 was restricted (2018: £74,226).

Of our expenditure, 90% (£192,891) was spent on charitable activities. To ensure long term sustainability of the organisation we invested 10% of expenditure in raising funds.

Reserves

This year we made a surplus of £181,558. This year's surplus has grown the charities reserves to a total of £307,048 and increase of 144%. Unrestricted reserves stand at £62,937 (35% of total reserves) and represents a survival ratio of 57 days based on this year's total income. This is healthy for an organisation of this size and will allow the organisation to invest in the ongoing strategy as well as provide the charity with a much-needed safety net given the volatility in the UK fundraising market in recent years. SafeHands has significantly grown its organisational capacity over the last year and revised its approach and target areas which will allow it to be more strategic in its approach to generating and spending funds in the future.

Over the next financial year, we will be investing in the development of a fundraising strategy to ensure a long-term approach for diversification of funding streams and reduction in reliance upon restricted funding opportunities. We will focus on the cultivation of relationships with high net-worth individuals.

Responsibilities of the Trustees

The trustees are responsible for preparing the Trustees Annual Report and the Financial Statements in accordance with applicable laws and regulations. Charity law requires the trustees to prepare the financial statements for each financial year. Under that law the trustees have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice. The trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charity and of its incoming resources and application of resources, including net income or expenditure. In preparing these financial statements the Executive Committee is required to:

- Select suitable accounting policies and then apply them consistently;
- Observe the methods and principles in the Charities SORP;
- Make judgments and estimates that are reasonable and prudent.
- State whether applicable UK Accounting Standards and Statements of Recommended Practice have been followed, subject to any material departures disclosed and explained in the financial statements.
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Charity will continue in operation.

The trustees are responsible for keeping proper accounting records, which disclose with reasonable accuracy at any time the financial position of the Charity and which enable it to ensure that the financial statements comply with the Charities Act 2011. The trustees are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

On behalf of the board of trustees



Segun Olowookere (Treasurer)

Date: ...9th December...2019

Independent Examiner's Report for the Year ended 31st May 2019

I report to the trustees on my examination of the accounts of the SafeHands for Mothers Charitable Trust for the year ended 31 May 2019.

Responsibilities and basis of report

The trustees of SafeHands for Mothers Charitable Trust are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

Since the Trust's gross income exceeded £250,000, I confirm that I am qualified to undertake the examination because I am a member of the ICAEW, which is one of the listed bodies.

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the Trust as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Anthony Epton BA, FCA, CTA, FCIE
Goldwins
Chartered Accountants
75 Maygrove Road
West Hampstead
London
NW6 2EG

Statement of Financial Activities (Including income and expenditure account) for the year ended 31 May 2019

	Notes	Unrestricted funds £	Restricted funds £	Total 2019 £	Total 2018 £
Income from:					
Donations and legacies	3	35,580	-	35,580	13,409
Charitable activities	4	2,429	357,897	360,326	142,398
Investment income	5	358	-	358	179
Total income		38,367	357,897	396,264	155,986
Expenditure on:					
Raising funds		21,815	-	21,815	696
Charitable activities					
Development costs		10,872	-	10,872	67,818
RCOG		-	-	-	935
Comic Relief		-	-	-	2,492
Anonymous grant		-	182,019	182,019	69,615
IPPF		-	-	-	1,184
Total expenditure	6	32,687	182,019	214,706	142,740
Net income / (expenditure) for the year		5,680	175,878	181,558	13,246
Transfers between funds		18,452	18,452	-	-
Net movement in funds		24,132	157,426	181,558	13,246
Total funds brought forward		38,805	86,685	125,490	112,244
Total funds carried forward	12	62,937	244,111	307,048	125,490

The Statement of Financial Activities includes all gains and losses in the year and therefore a statement of total recognised gains and losses has not been prepared. All of the above amounts relate to continuing activities. The attached notes form part of these financial statements.

	Notes	2019 £	2019 £	2018 £	2018 £
Fixed assets					
Tangible assets	9		1,706		1,196
Current assets					
Debtors	10	156		184	
Cash at bank and in hand		388,084		448,440	
		388,240		448,624	
Creditors: amounts falling due within one year	11	(82,898)		(324,330)	
Net current assets			305,342		124,294
Total assets less current liabilities			307,048		125,490
Funds					
Restricted funds			244,111		86,685
Unrestricted funds			62,937		38,805
TOTAL FUNDS	12		307,048		125,490

The accounts were approved by the Board on...9th...of ...December...2019



Debbie Manners
Chair of SafeHands' Board of Trustees

Charity No. 1097928

1. ACCOUNTING POLICIES

a) Basis of accounting

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102 - effective 1 January 2015) - (Charities SORP FRS 102) and the Charities Act 2011.

The charity meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

b) Going concern

The trustees consider that there are no material uncertainties about the charitable company's ability to continue as a going concern. The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

c) Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the income have been met, it is probable that the income will be received and that the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received

Income relating to classes, lettings and activities represent the invoiced value of services provided.

d) Expenditure

Expenditure is recognised in the period in which it is incurred.

All expenses are allocated to the particular activity where the cost relates directly to that activity. However, the cost of overall direction and administration on each activity, comprising salary and overhead costs of the central function, is apportioned across cost categories on the basis of an estimate of the proportion of time spent by staff on those activities.

e) Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided on all tangible fixed assets at rates calculated to written off the cost less estimated value of each asset its expected useful life, as follows:

Fixtures, fittings & equipment 33% on reducing balance.

f) Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

g) Creditors

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

h) Fund accounting

- Unrestricted funds are available for use at the discretion of the trustees in furtherance of the general objectives of the charity.
- Designated funds are unrestricted funds earmarked by the Management Committee for particular purposes.
- Restricted funds are subjected to restrictions on their expenditure imposed by the donor or through the terms of an appeal.

2. DETAILED COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted funds	Restricted funds	Total 2018
	£	£	£
Income from:			
Donations and legacies	13,409	-	13,409
Charitable activities	-	142,398	142,398
Investment income	179	-	179
Total income	13,588	142,398	155,986
Expenditure on:			
Raising funds	696	-	696
Charitable activities:			
Development and Fund Raising	67,818	-	67,818
RCOG		935	935
Comic Relief	-	2,492	2,492
Anonymous grant	-	69,615	69,615
IPPF	-	1,184	1,184
Total expenditure	68,514	74,226	142,740
Net movement in funds	(54,926)	68,172	13,246
Transfers between funds	(61)	61	-
Net Movement In Funds	(54,987)	68,233	13,246
Fund balances at 1 June 2017	93,792	18,452	112,244
Fund balances at 31 May 2018	38,805	86,685	125,490

3. INCOME FROM DONATIONS

	Unrestricted Funds	Restricted Funds	Total 2019	Total 2018
	£	£	£	£
Donations and legacies	35,580	-	35,580	13,409

4. INCOME FROM CHARITABLE ACTIVITIES

	Unrestricted Funds	Restricted Funds	Total 2019	Total 2018
	£	£	£	£
Anonymous grant	-	357,897	357,897	137,848
IPPF	-	-	-	4550
Other income	2,429	-	2,429	-
	2,429	357,897	360,326	142,398

5. INVESTMENT INCOME

	Unrestricted Funds	Restricted Funds	Total 2019	Total 2018
	£	£	£	£
Interest receivable	358	-	358	179

6. ANALYSIS OF EXPENDITURE

	Basis of allocation	Cost of raising funds	Charitable activities	Support costs	2019 Total	2018 Total
		£	£	£	£	£
Project activities	Direct	-	148,260	-	148,260	78,467
Fundraising cost	Direct	16,896	-	-	16,896	696
Support costs	Staff time	-	-	49,550	49,550	63,577
		16,896	148,260	49,550	214,706	142,740
Support costs		4,919	44,631	(49,550)	-	-
Total expenditure 2019		21,815	192,891	-	214,706	
Total expenditure 2018		696	142,044			142,740

Of the total expenditure, £32,687 was unrestricted (2018: £68,514) and £182,019 was restricted (2018: £74,226).

Support and governance costs are allocated based on projected time spent by staff.

7. Net income / (expenditure) for the year

This is stated after charging / (crediting):	2019	2018
	£	£
Depreciation	854	589
Independent examiner's fees	1,578	1,578

8. STAFF COSTS

	Total	Total
	2019	2018
	£	£
Wages and salaries	147,570	63,883
Social security costs	10,540	2,595
Pension	1,454	-
	159,564	66,478

The average number of employees during the year was 4 (2018: 2).

There was no employee whose annual emoluments were £60,000 or more (2018: Nil).

The total employee benefits including pension contributions of the key management personnel were £ 48,875 (2018: £40,583).

9. TANGIBLE FIXED ASSETS

	Fixtures, fittings and equipment
Cost	£
At the start of the year	14,285
Additions	1,364
Disposals	-
At the end of the year	15,649
Depreciation	
At the start of the year	13,089
Charge for the year	854
On disposals	-
At the end of the year	13,943
Net book value	
At the end of the year	1,706
At the start of the year	1,196

All of the above assets are used for charitable purposes.

10. DEBTORS

	2019	2018
	£	£
Other debtors (prepayments)	156	184
	156	184

11. CREDITORS

	2019	2018
	£	£
Trade creditors	17	2,241
Credit cards	431	570
Taxes and social security	-	2,005
Deferred income	79,766	318,014
Accruals	2,684	1,500
	82,898	324,330

Deferred income represents grant received in advance for the financial year 2019/20.

12. FUNDS ANALYSIS

	Balance at 01/06/2018	Income	Expenditure	Transfers	Balance at 31/05/2019
	£	£	£	£	£
Unrestricted Funds	38,805	38,367	(32,687)	18,542	62,937
Restricted Funds					
Breaking the cycle	18,452	-	-	(18,452)	-
Anonymous grant	68,233	357,897	(182,019)	-	244,111
	86,685	357,897	(182,019)	-	262,563
TOTAL FUNDS	125,490	396,264	(214,706)	-	307,048

FUNDS ANALYSIS 2018

	Balance at 01/06/2017	Income	Expenditure	Transfers	Balance at 31/05/2018
	£	£	£	£	£
Unrestricted Funds	93,792	13,588	(68,514)	(61)	38,805
Restricted Funds					
Comic Relief	-	-	(2,492)	2,492	-
Breaking the cycle	18,452	-	-	-	18,452
RCOG	-	-	(935)	935	-
Anonymous grant	-	137,848	(69,615)	-	68,233
IPPF	-	4,550	(1,184)	(3,366)	-
	18,452	142,398	(74,226)	61	86,685
TOTAL FUNDS	112,244	155,986	(142,740)	-	125,490

13. ANALYSIS OF NET ASSETS BETWEEN FUNDS

Funds balances at 31 May 2019 are represented by	Unrestricted funds	Restricted funds	Total funds
	£	£	£
Fixed assets	1,706	-	1,706
Current assets	64,363	323,877	388,240
Current liabilities	(3,132)	(79,766)	(82,898)
Total Net Assets	62,937	244,111	307,048

Funds balances at 31 May 2018 are represented by	Unrestricted funds	Restricted funds	Total funds
	£	£	£
Fixed assets	1,196	-	1,196
Current assets	43,925	404,699	448,624
Current liabilities	(6,316)	(318,014)	(324,334)
Total Net Assets	38,805	86,685	125,490

14. TAXATION

The charity is provisionally exempt from tax on income and gains to the extent that these are applied to its charitable objects. No tax charges have arisen in the Charity.

15. RELATED PARTIES

There were no related party transactions to report during the year.



*safe*Hands

*Women and girls telling their stories.
Sparking change.*

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Phone: 020 7052 8475
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www.facebook.com/safehands.ngo
www.instagram.com/_safehands_ngo

A charity registered in England and Wales (Charity Number: 1097928)