THE END FGM
GRASSROOTS FUND: A REVIEW
BACKGROUND TO THE FUND

The Girl Generation provides a global platform for galvanising, catalysing and amplifying the Africa-led movement to end Female Genital Mutilation (FGM). We aim to achieve this through our members and partners; a global collective brought together by a shared vision that FGM can – and must – end in this generation.

In 2016, the End FGM Grassroots Fund was set up with generous support from the Human Dignity Foundation. The Fund aims to support small grassroots organisations who are at the forefront of the end FGM work in their communities. This is an accessible and rapid response funding mechanism which is reaching beneficiaries across 9 FGM high-prevalence countries, bringing much needed resources to many organisations that have never been funded by anyone in the past. There is no other funding available for this single issue that works in this way at such scale.

END FGM GRASSROOTS FUND OBJECTIVES

1. To increase access to funding for the grassroots movement to end FGM.
2. To scale up a wide range of efforts to promote social change to end FGM.
3. To build the capacity of grantees effectively to plan, implement, and scale up social change initiatives to end FGM (including their capacity to access additional funding sources in future).

172 grants awarded
$1.8 million grants approved
Two years on, we’ve conducted an in-depth review of the program. The review focused on relevance, effectiveness and impact, efficiency and potential sustainability.

Relevant?  Effective?  Efficient?  Sustainable?

A key feature of the fund is its work in strengthening social change communications. The Fund supports training and encourages those trained to cascade their knowledge with peers. There is evidence that the social change communication guidance has enabled grantees to transform the way groups address FGM in their communities, provoking conversations and sparking change.
**REVIEW FINDINGS**

**HOW RELEVANT IS THE FUND?**

**The fund...**

Reaches small organisations with little funding

Many recipients had either not received any funding before (56%) or had received relatively small amounts.

“We reach low capacity, community-based organisations with very little structure... larger organisations apply but they have access to donors... so we focus on the smaller organisations.”

- Programme Officer

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**Types of organisations funded**

- NGOS: 51%
- Community based organisations: 15%
- Not for Profit organisations: 15%
- Individuals: 3%
- Youth associations and organisations: 2%
- Associations (Other): 6%
- Trusts & Societies: 3%

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“We had an awesome experience with The Girl Generation – they went out of their way to give us useful ideas on institutional development and network building.”

- Grantee
Supports in areas of high demand
The grants are sought after by small organisations, especially previous grantees and often operate in areas with high prevalence of FGM.

% of funds in high – low prevalence areas (all countries)

- 76-100% prevalence: 14%
- 51-75% prevalence: 23%
- 26-50% prevalence: 13%
- <25% prevalence: 50%

Allows grantees to respond flexibly
A very high proportion of respondents expressed satisfaction that the funding enabled them to meet the needs of the community in a flexible way – over 96% of respondents were very satisfied or somewhat satisfied.

Is well-run
Grantees were overwhelmingly happy with the organisation of the programme, the communication they received and the administration of the grants.

“The TGG grant doesn’t require complex procedures that are applied by main funders.”
- Grantee
REVIEW FINDINGS

HOW EFFECTIVE IS THE FUND?

The fund . . .

Is achieving its original objectives
The End FGM Grassroots Fund is performing well and is on course to achieve its objectives by the end of the program.

Delivers impactful training
Social change communication and Do No Harm training have brought about changes in how organisations develop messages about FGM in their communities. Child Safeguarding training led organisations to develop a policy or start the process of doing so. This is a huge achievement, given that many organisations had never even considered child safeguarding before.

“Training on social change has made it possible to change our ways of doing things and to apply messages to the socio-cultural context. We now use the Do No Harm Guidance.
- Grantee

Contributes to the broader End FGM agenda
The fund adds significant value to the training provided by the Social Change Communication (SCC) component of The Girl Generation (funded by DFID). It does this through allowing organisations to come together, to put social change communications training into practice and to generate evidence of what works to end FGM in a range of different contexts.

“One of the best things done by The Girl Generation is their grants to small, community-based organisations. This is the best way to tackle FGM.
- Anti-FGM Board Director, Kenya.
Supports a wide range of activities tailored to need

One of the fund’s most widely-recognised strengths is that it supports a variety of different social change communications activities that target a broad audience. The grants make sure that the right messages reach the right audiences to exact social change.

**Activities funded:**
- Research
- Films
- Training youth ambassadors & community champions
- Community radio campaigns
- Reproduction health fairs
- Media round tables
- Music competitions
- Alternative rites of passage
- Social media campaigns
- School outreach
- Public awareness raising

**Target groups:**
- Ambassadors
- Media
- Politicians
- Elders
- Religious/traditional leaders
- Survivors of FGM
- Networks
- Activists
- Youth

“Communities are very different in Kenya, you can’t do the same thing in all communities.”
- Grantee
Leaves a lasting legacy
Many of these organisations had never received funding before and are now in a better place to access funds from other donors thanks to The Girl Generation.

Benefits from the infrastructure of The Girl Generation global platform
There is a mutually beneficial relationship.

Creates efficiencies through shared positions
Some key roles within The Girl Generation team are cost-shared by HDF and DFID. With DFID funding ending in January 2019, it is unclear how the fund will operate unless further funding is mobilised.

HOW SUSTAINABLE IS THE FUND?

Encourages organisations to apply to additional funding
13 organisations reported that they had subsequently successfully secured additional funding for their activities to end FGM from other donors. Of the information gathered from grantees, the total secured was just over $150,000.

Grassroots Fund: Mid Term Review
THE FUND IN ACTION...
TALKING TO THE GOSECO WOMEN’S NETWORK, KURIA, KENYA (AMWIK)

The Girl Generation reviewer met members of a radio listening group in Kuria, Kenya. These are their stories.

“Sometimes we are hated for our decision [not to perform FGM]. But we have accepted the cause that we are championing, and that helps us deal with the isolation. We get strength from being part of this group.”

- ROBI

“I used to gather girls to be cut but I don’t do that anymore. After listening to the radio, I am against the practice. I regret practicing FGM on so many girls — after hearing the teachings I have decided not to take my three girls to be cut.”

- SUSAN

“I was in the market and heard the radio playing at high volume. I was surprised to see so many elders there listening, so I went to find out more. I had been planning on cutting my daughter this year, but at that moment, I decided I would not.”

- NYANGI
FUTURE RECOMMENDATIONS

Four recommendations are made to The Girl Generation in light of the findings of this review

Consider further prioritisation
Making sure that grants reach the right organisation remains an essential marker of programme success. Offering a closed round of funding for existing grantees only or encouraging application from areas with high prevalence of FGM are two strategies to consider.

Provide longer-term, more flexible funding
Grantees are low capacity organisations and as such would benefit from providing longer-term investment with greater flexibility. This would support the infrastructure of the movement.

Find innovative means to build capacity at scale
As the fund scales, it is harder to build capacity across all grantees due to limited resources and complex logistics. The Girl Generation should consider how to support organisations in cost-effective and innovative means.

CONCLUSION

From its outset, the End FGM Grassroots Fund has set out to support the frontline end FGM stakeholders. This review confirms that the fund is working. But more than that, it illustrates the fund’s central role within the wider movement to end FGM. Delivering much-needed support to small organisations, we are reaching a wide-range of actors on a community level to bring about societal change. There are many more organisations that we could support — organisations that play an essential role in ending FGM.

- Dr. Faith Mwangi-Powell

Visit www.thegirlgeneration.org/resources to read the longer version of this review.