

Change lives. For good.

act:onaid

CORPORATE PARTNERSHIPS

A woman is pictured making a straw broom in Uttar Pradesh, northern India.

Photo: Soumi Das/ActionAid

WE ARE ACTIONAID

ActionAid has supported Sabita to lead emergency responses in Bangladesh. In 2013, she received training to lead the disaster response following the devastating Cyclone Mahasen.

Photo: Turjoy Chowdhury/ActionAid



ActionAid is an international charity that works with women and girls living in poverty.

We put the rights of women and girls first, because no community can prosper when half its citizens are denied the rights enjoyed by the other half.

We listen and work with women and girls to make sure their voices are heard, and that they're actively involved in solving the problems they face.

We focus our work around three strategic priorities:

- significantly reducing the risk of violence against women and girls
- fighting for women's equal rights to economic opportunities
- prioritising women and girls' rights and leadership in humanitarian crises.

WHY WOMEN AND GIRLS?



For women and girls, poverty means having far fewer opportunities than men and boys.

It means living on the margins of society and often facing discrimination or violence.

Simply being female means you could be denied basic human rights that others take for granted: the right to go to school, to earn a living and to lead your local community or even your country.



Two thirds of the world's illiterate adults are women



Women produce most of the food in developing countries and, in some countries, are responsible for **10 times** more unpaid care work than men in the household



Women in developing countries could be **US\$9 trillion** better off if their pay and access to paid work were equal to that of men



One in three women have experienced violence in their lifetime

CORPORATE PARTNERSHIPS AT ACTIONAID UK



Lavender is a member of the Nyarongi Women's Network, set up by ActionAid in Kenya.

In our new strategy, *Together, with women and girls*, we made an explicit commitment to work more closely with the private sector. We want to move beyond traditional 'CSR' relationships and instead embrace transformational and strategic partnerships with progressive corporates that share our values.

We know the scale, scope and complexity of the economic and social transformation needed to fully recognise the rights of women and girls. And we understand that no single sector – government, business or civil society – will be able to achieve these aims alone.

A female farmer is pictured in Uttar Pradesh, India.

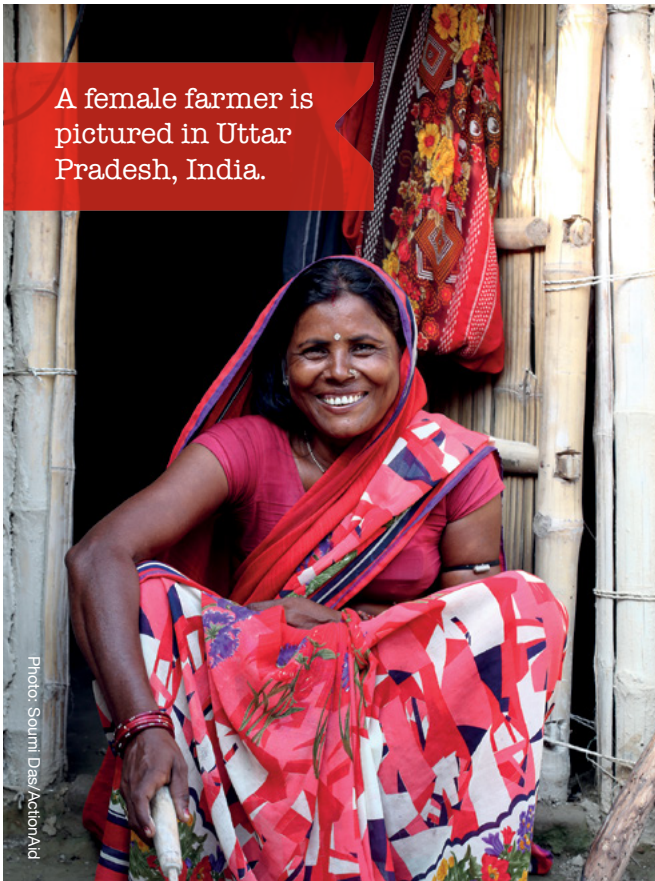


Photo: Soumiti Das/ActionAid

Our ambition is to leverage the influence, reach and resources of the private sector to develop and deliver sustainable solutions that transform the lives of women and girls living in poverty.

We work alongside companies in multifaceted partnerships that get to the heart of key strategic issues. Whether these partnerships focus on improving labour standards in value chains or tackling gender-based violence in the workplace, we think of ourselves as a 'solutions partner' for the business sector.

In recognition of the positive social impact that corporates can have, we work to leverage companies' core assets and expertise in order to help us innovate, expand and positively transform the lives of women and girls around the world.

Partnerships might include all or a selection of the following:

Funding ActionAid programmes

Joint **research** to understand issues and opportunities

Policy development and joint **advocacy**

Co-creation of innovative programming ideas

Pro bono support to ActionAid, our partners and rightsholders

Consortia bids for institutional funding

Brand partnerships to improve our image and reach new audiences

Employee engagement and staff fundraising

EXAMPLE PARTNERSHIPS

Thanks to Microsoft's Data Gathering Tool and ActionAid training, women and girls in Vietnam's flood-prone Mekong Delta region, pictured, are able to stay informed about weather conditions.



Improving resilience to natural disasters in Vietnam with Microsoft

To tackle livelihood-destroying flash floods in the low-lying Mekong Delta in Vietnam, ActionAid teamed up with **Microsoft** to leverage the power of mobile technology.

Through the distribution and deployment of bespoke Microsoft mobile handset software, local communities were able to gather and share vital data to inform disaster response, while improving their own knowledge and preparedness.

Early warning systems were enhanced and, based on the data collected from the software, pre-existing government policies were improved upon.



Anastacia lives in the Mukuru slum community in Nairobi, Kenya. She volunteers as a paralegal and helps to operate the text messaging service supported by Safaricom.

Working with Safaricom to improve access to justice for female survivors of sexual violence in Kenya

In the Mukuru slum in Nairobi, Kenya's capital, ActionAid works with female survivors of sexual violence. Our dedicated local staff not only provide healthcare and psychosocial support, but also legal services to promote access to justice.

Making women and girls aware of the support available can be a huge challenge. To help tackle this, ActionAid teamed up with **Safaricom** to design a bespoke text messaging service. Now, by simply sending a text, women and girls can quickly access all of this support – health, psychological and legal – in a one-stop-shop service.

ActionAid has enjoyed Safaricom's support for more than a decade in a \$1 million+ partnership.

Get in touch

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