



Annual Impact Report

2021

Established in 2015, Ifrah Foundation is a survivor-led, civil society organisation working to end FGM in Somalia.

The Ifrah Foundation's mission is the elimination of Female Genital Mutilation (FGM). Based on extensive research and learning from successes & failures elsewhere, we have developed a model of systemic change encompassing three key strategic areas of action to achieve our mission: Advocacy, Awareness Raising and Community Empowerment & Education, working simultaneously to achieve our goals.

Developed in partnership with UNFPA Somalia, we successfully launched our [Dear Daughter Campaign](#) in Mogadishu in September 2021 and subsequently in Kismayo and Baidoa. Ifrah Foundation's Dear Daughter Campaign is a result of extensive research and experience bringing communities to a point of stopping FGM, giving us an understanding into what it takes to achieve permanent elimination of the practice, with the added insight of a survivor-led campaign. The genesis of the Dear Daughter campaign is rooted in the principle of personal empowerment. Armed with the facts and knowledge of personal experience, each individual citizen is invited to pledge to protect their daughters and to bear witness to that promise, by writing a letter read-aloud, or making a video published online, for example. The keys to success are what other FGM abandonment campaigns have evidenced: it needs scale (at national level) and sustained consistently (funded), over a long period of time. Find out more [here](#) and [here](#).



Death of 13-year-old girl sparks calls for action on FGM in Somalia

Fartun Hassan Ahmed bled to death after undergoing female genital mutilation, a practice that 98% of women in the east African country undergo



Family members grieve after the death of Fartun Hassan Ahmed. Photograph: Global Media Campaigns to End FGM
A 13-year-old girl has died after undergoing female genital mutilation (FGM) in Somalia, as activists report a rise in the practice during the pandemic.

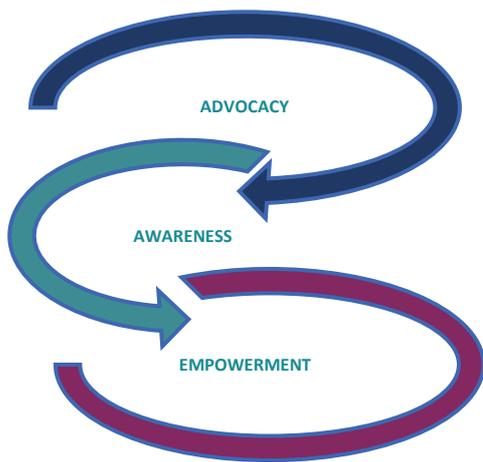
Fartun Hassan Ahmed, the daughter of nomadic pastoralists, bled to death after being cut earlier this month in the village of Jeerinde in the state of Galmudug, her mother said.

Activists believe it is the first reported case of an FGM fatality in Somalia since the death of 10-year-old Deeqa Dahir Nour in 2018. With one of the highest rates of cutting in the world, the east African country has no national law against the practice.

Advocacy: In 2021, Ifrah Foundation advocacy spanned from keeping FGM on the agenda in Somalia and globally to direct lobbying with key politicians and influencer in Somalia. For example, in July several **media** including [the Guardian](#) covered our story of 13 year old Fartun who died as a result of FGM, with a wide uptake of the story both in Somalia and globally, leading to the hashtag #FGMKilledFartun trending in Somalia 23 July. Further, extensive radio & social media coverage of Ifrah and Ifrah Foundations work throughout the 16 days of activism to end gender based violence 25 November to 10 December reached an estimated of circa. 120,000 people.

Somali elections were scheduled to take place in 2021, delayed due to slowed leaving of the incumbent president. Ifrah **lobbied** directly with existing and potential Ministers, Parliamentarians and policy makers while simultaneously engaging with significant international donors in Somalia like the EU, Britain, Norway & Sweden to exert pressure on the existing Government to ensure the existing FGM bill is prioritised.

For further information, please contact Ifrah on Ifrah@ifrahfoundation.org or + 252 61 7349455.
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Awareness raising:

We drive a changing narrative in Somalia on FGM through a constant presence on social and traditional media, particularly radio and television. We use these channels to highlight our on-going activities under our advocacy and community empowerment pillars, while empowering others to produce quality content and engage conversations too. For example, in 2021 Ifrah Foundation FGM Ambassador Network in Somalia has continued to reach into the community to raise awareness. We hosted many events in Mogadishu throughout the year sharing knowledge of the impact of FGM. Content produced by the Network was aired on social media, local radio and Somali National TV, **impacting** the level of national conversation on FGM, breaking the taboo and contributing to a broader understanding of the long-term, negative impacts of FGM.

This year we also worked in close partnership with the Global Media Campaign, through support from the Irish Embassy in Addis, to build a cohort of activists in the Somali region of Ethiopia. This work is on-going towards a fatwa banning all forms of FGM in this region.

Community Empowerment:

Through funding secured from UN Women and support by the Government of Japan, we undertook a 13-week programme of identifying and training community activists within several cohorts of the community from elders, parents, health practitioners, religious leaders. We conducted 26 community dialogue sessions with 124 participants. The objective is to provide them with the skills and knowledge to support members of their own communities to decide to end the practice of FGM, thereby amplifying the impact of the initial dialogues and providing a support for community members to sustain the decision, within their own community.



© Photo Ifrah Foundation 2021: Community Dialogue session in Kismayo

Our community-based approach ensures that each household is engaged in the shift towards ending FGM, by respected members of their own community who understand the context & will remain in the community. We were highly encouraged by the outcome, with two of the participants who were cutters pledging to work to end FGM within their communities.

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Organisational Development and Governance:

During 2021, we undertook a comprehensive strategic planning process, working in closely with our board of directors and key stakeholders, we re-committed to our 3 pillars of action and defined 4 strategic priorities:

Elevate Ifrah's voice

Building on the Personal experience of Ifrah Ahmed to increase the Foundations reach and impact to deliver its mission.

Develop partnerships for change

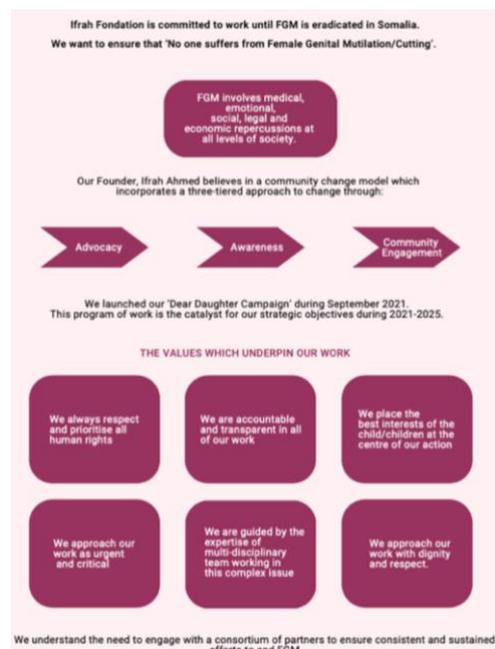
Develop investment and implementation partners to enable us to deliver a consistent and sustained Dear Daughter Campaign

Deliver an effective Dear Daughter Campaign

Development, Implementation and innovation of the Dear Daughter campaign using Ifrah Foundation's 3 pillar model of Advocacy, Awareness and Community Empowerment to end FGM, in Somalia.

Building a good Foundation

Embed good governance in the Foundation through clear organisational structure, responsibilities, policies, and Board.



The Foundation holds regular board meetings & established both a Governance & Finance Sub-committee, while completing the Charities Governance Code in 2021. We secured a grant from Department of Foreign Affairs and Trade/Irish Aid in November for core costs, Grand Challenges Canada to assess the impact of social media on FGM attitudes in Somalia & from the Irish Human Rights & Equality Commission to increase access to specialists FGM services for Somalis living in Ireland. **Impact:** Strengthening the organisation has increased its capacity to amplify its work. Core funding donations in 2021 have been leveraged to bring in programme funding.

Fundraising:



In 2021 we secured \$47,825.00 through fundraising and donations. These funds are critical in enabling us to secure further funding of \$295,925.00, totalling \$342,777.00. These unrestricted donations allow us to run the organisation and further develop our capacity. In 2021, we have been able to leverage funds raised to secure grant funding effectively doubling the value of donations.

Partnerships: We are extremely grateful to our partners in 2021



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