

**Annual Report  
2002**

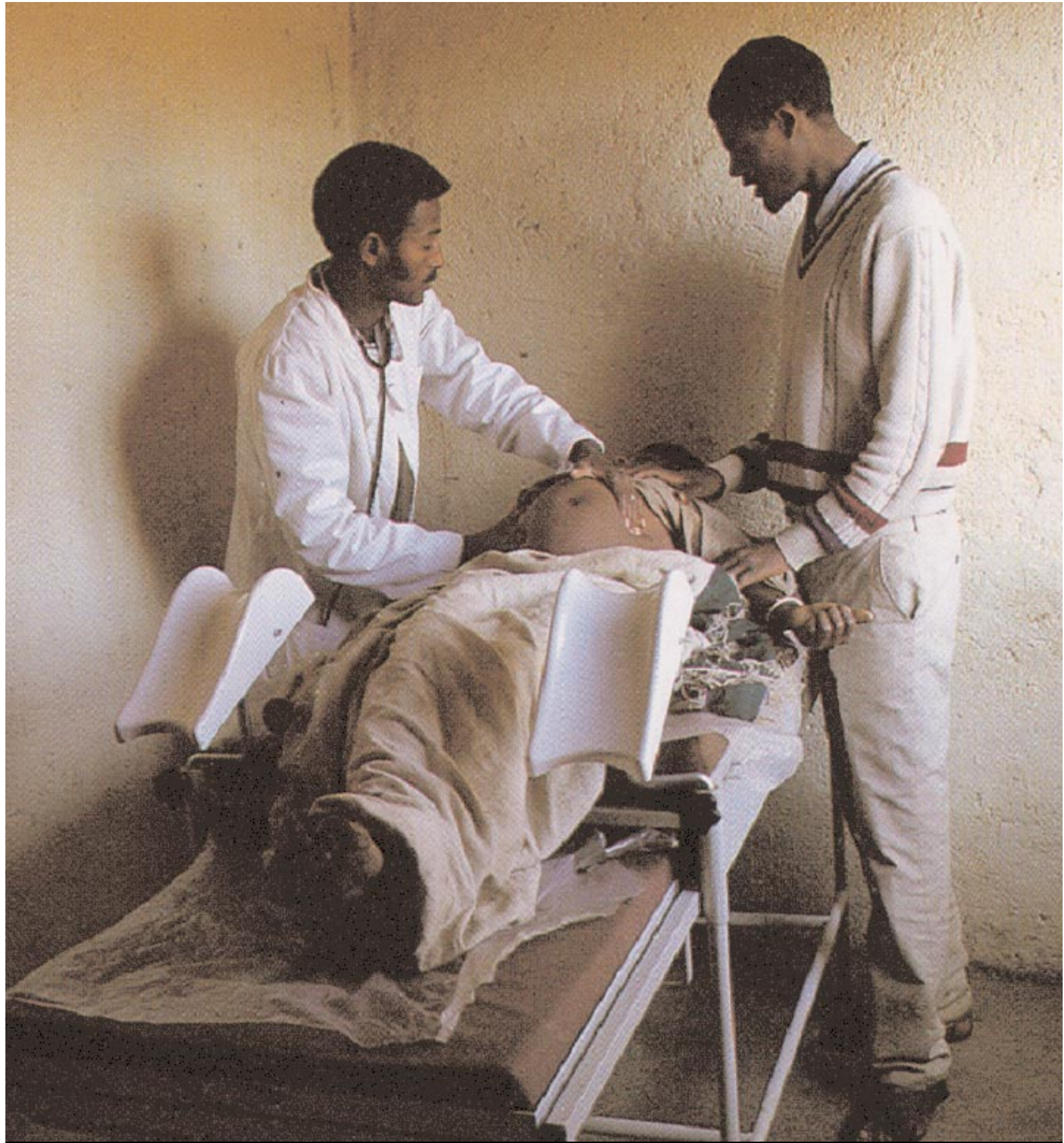


**FACE OF ECAF**

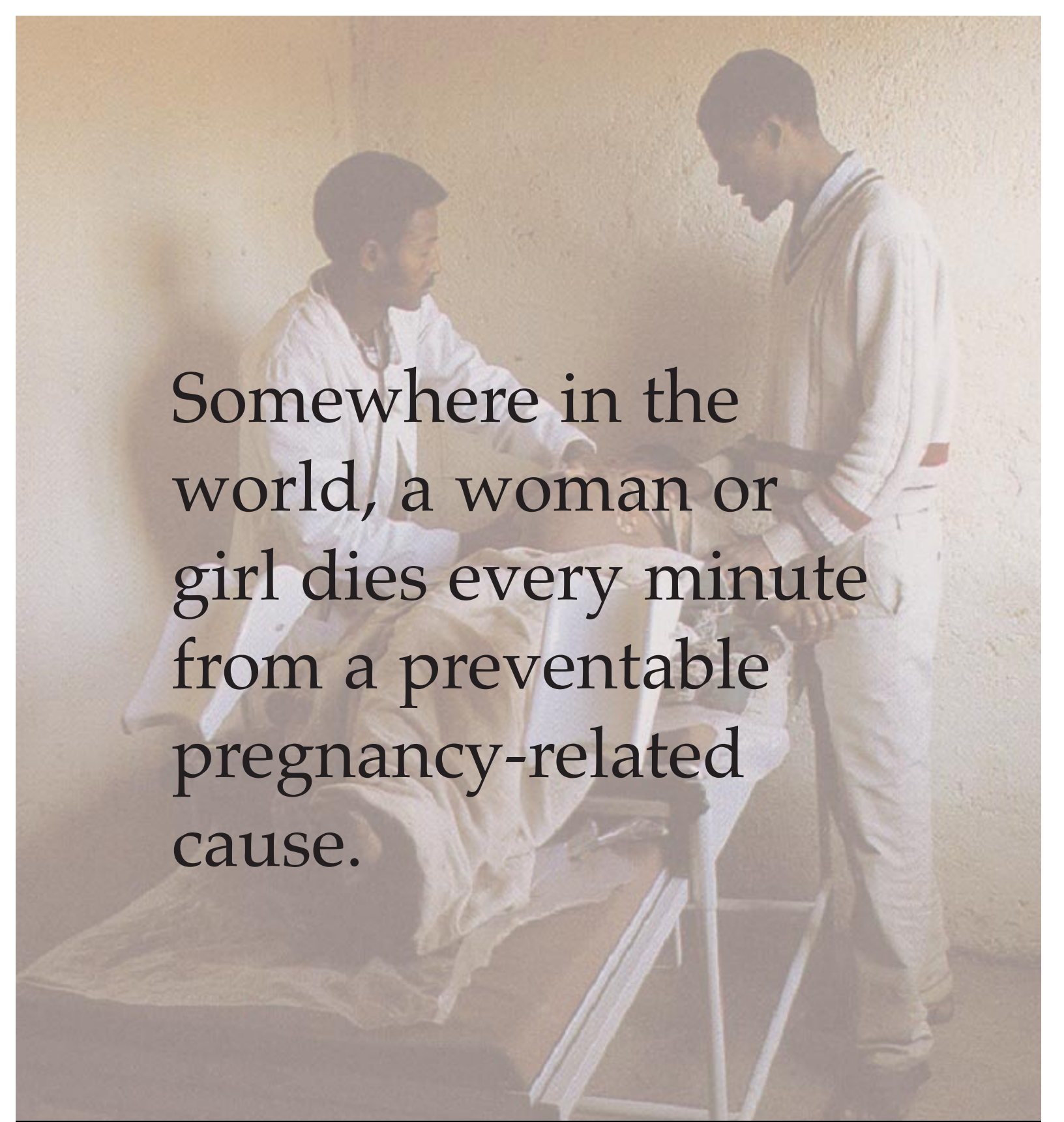


Did you  
know ...

FACE+FACE



FACE+3CAF


A photograph showing a medical professional, likely a doctor, sitting on a gurney and attending to a patient lying on it. Another medical professional, likely a nurse, stands beside the gurney, holding the patient's hand. The scene is set in a clinical or hospital environment with a plain wall in the background. The image is overlaid with text.

Somewhere in the world, a woman or girl dies every minute from a preventable pregnancy-related cause.

FACE+3CAF



FACE+3CAF

A woman is lying in a hospital bed, looking towards the right. She has a white identification band on her left wrist. A young child is sitting on the bed next to her, looking towards the right. The background is a white tiled wall.

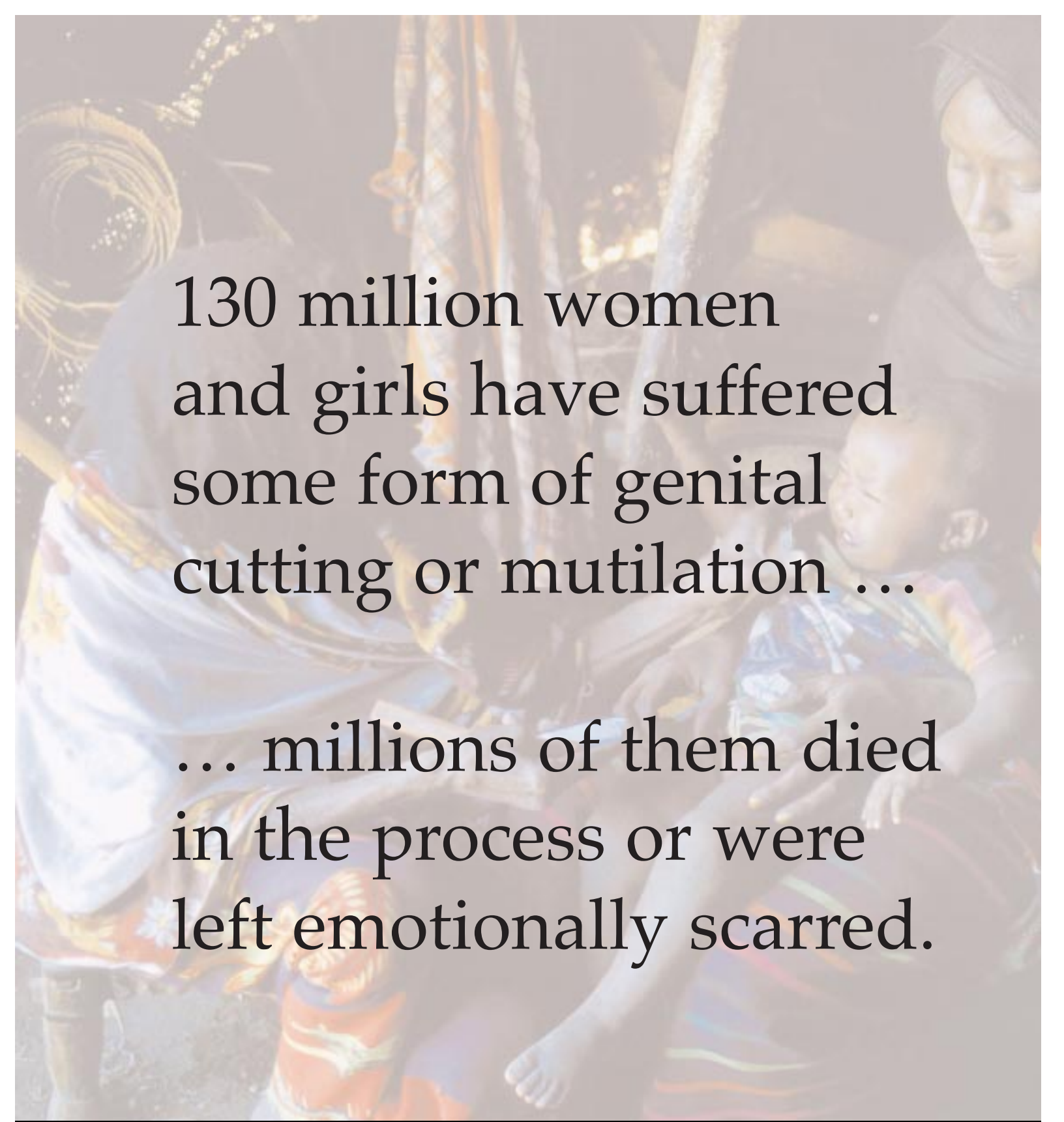
More women die  
of AIDS than men ...

... 9 million have  
already died.

FACE+3CAF



FACE+3CAF



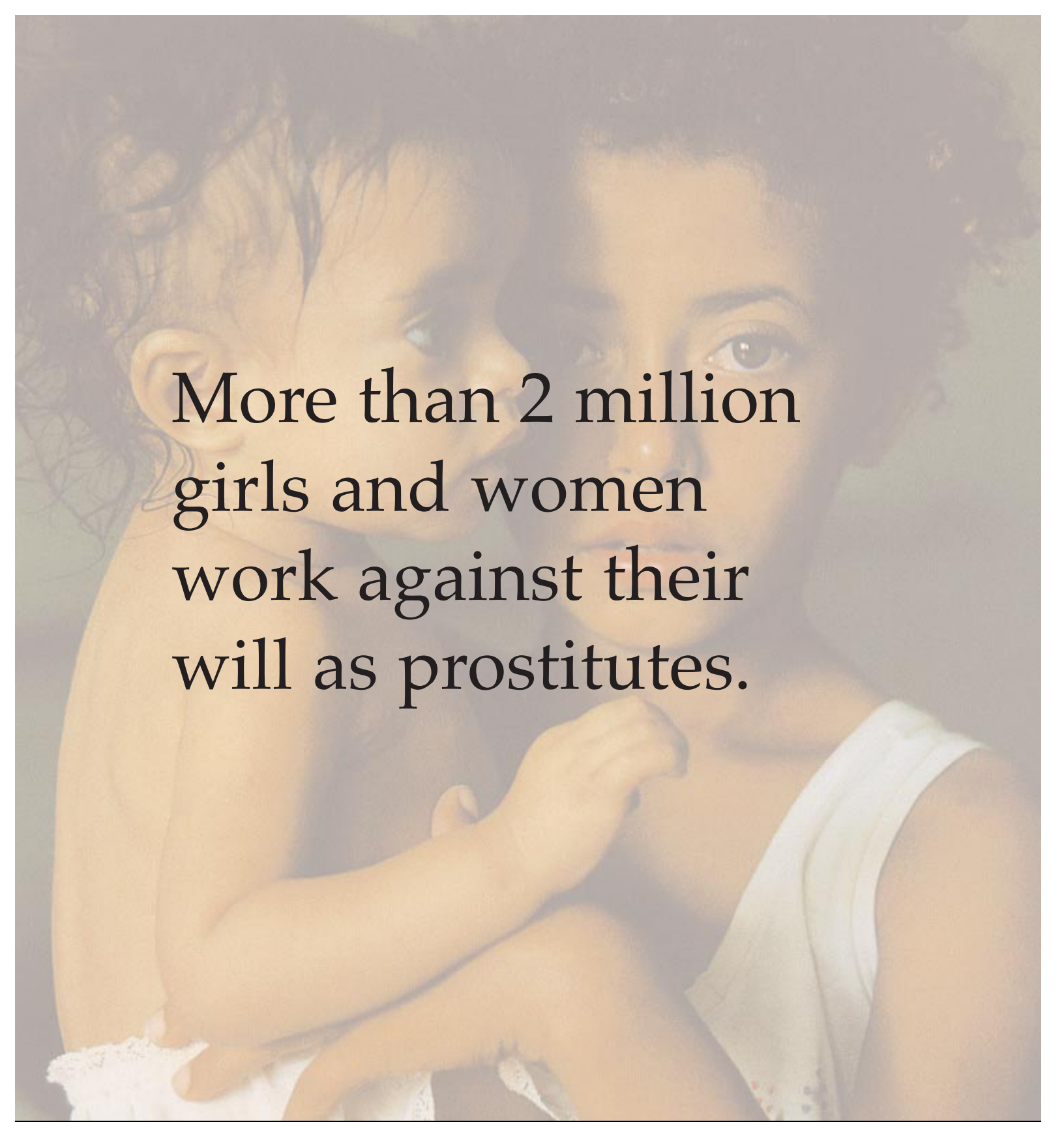
130 million women  
and girls have suffered  
some form of genital  
cutting or mutilation ...

... millions of them died  
in the process or were  
left emotionally scarred.

FACE+3CAF

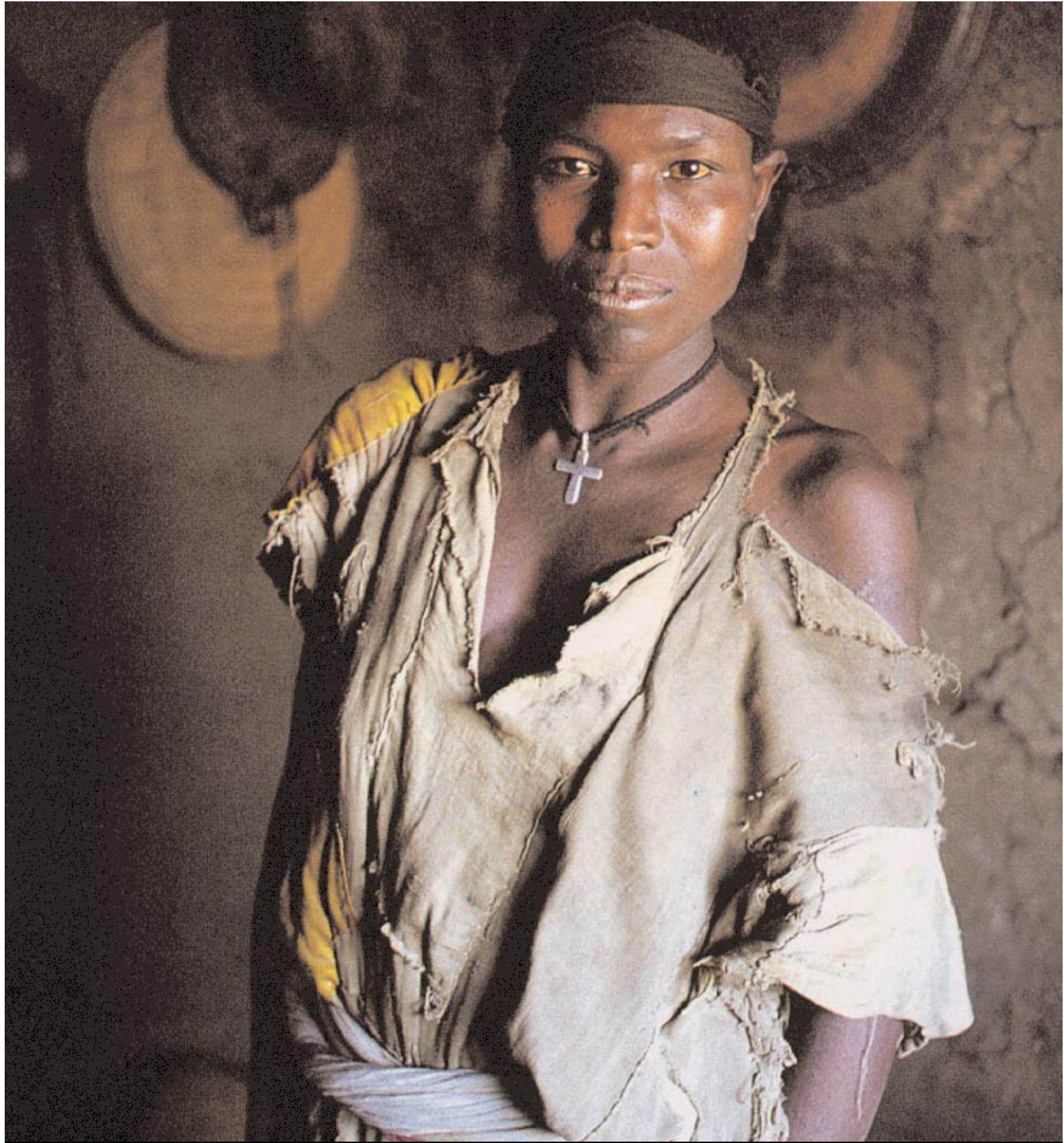


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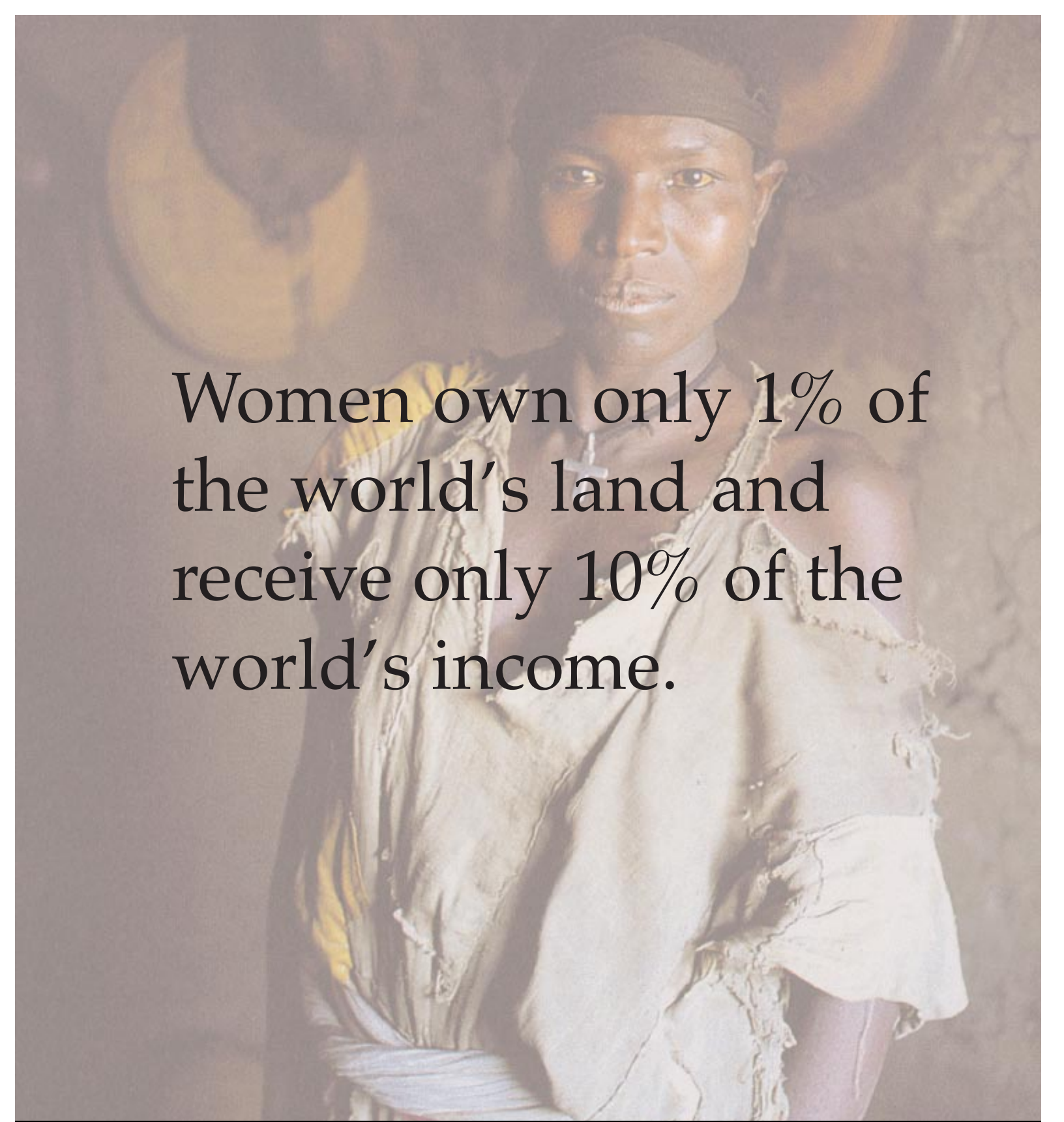


More than 2 million  
girls and women  
work against their  
will as prostitutes.

FACE+3CAF



FACE OF ECAF

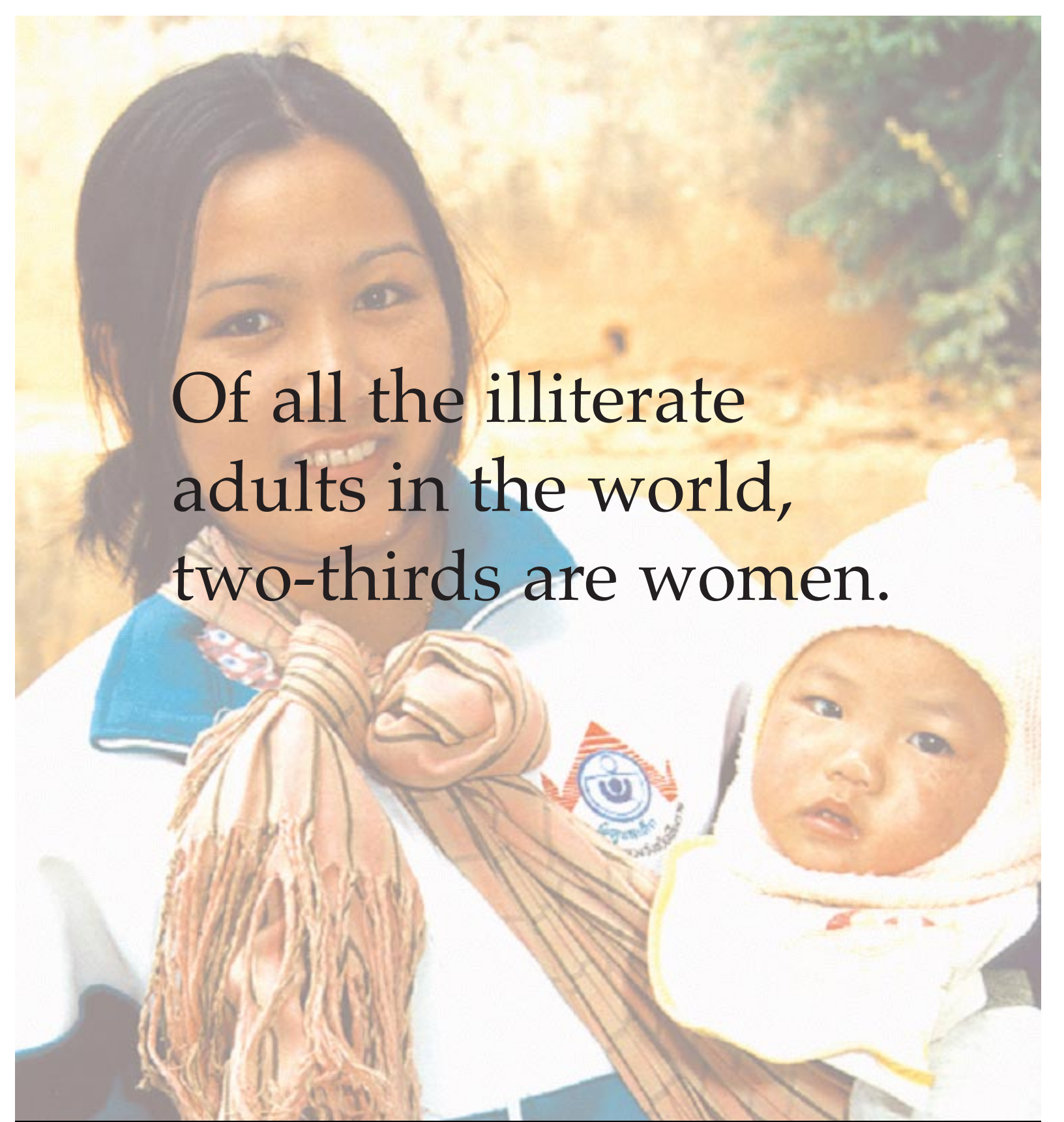
A woman in traditional attire, possibly from a rural or developing region, is shown from the chest up. She is wearing a headscarf and a light-colored, frayed, and layered garment. She has a serious expression and is looking directly at the camera. On her head, she carries a large, round, woven basket. The background is a textured, light-colored wall.

Women own only 1% of  
the world's land and  
receive only 10% of the  
world's income.

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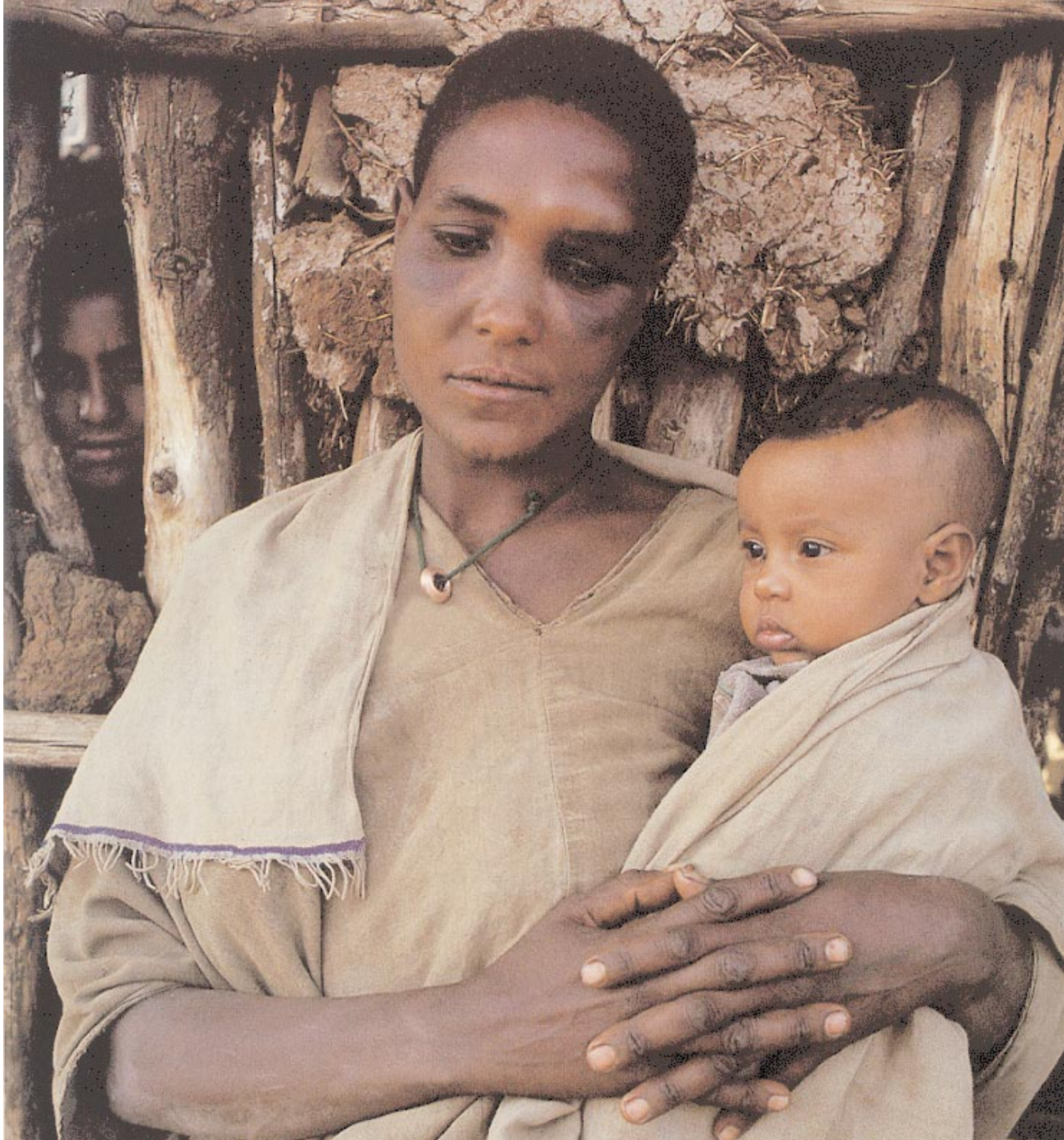


FACE+3CAF


A photograph of a young woman with long dark hair, smiling warmly. She is wearing a white shirt with a blue collar and a patterned scarf. She is carrying a baby in a traditional woven basket. The baby is wearing a white hooded garment. On the woman's chest, there is a logo for 'FACE of ECAF' featuring a stylized eye and the text 'FACE of ECAF' and 'World Bank'. The background is a bright, outdoor setting with some greenery.

Of all the illiterate  
adults in the world,  
two-thirds are women.

**FACE of ECAF**



FACE+3CAF

A photograph of a woman with dark skin and short hair, wearing a light-colored, fringed shawl. She is holding a baby wrapped in a white cloth. The background is a rustic structure made of wood and mud. The image is semi-transparent, allowing text to be overlaid.

Women are abused  
worldwide . . .

... 3 are killed by their  
partners every day in  
the United States alone.

FACE+3CAF

It doesn't  
have to be  
this way.

FACE+3CAF



## Face to Face Vision

All women and adolescents in the developing world have access to basic health care, education and employment opportunities, political representation and freedom from violence.

FACE+FACE



## **Face to Face Partners**

United Nations Population Fund  
International Planned Parenthood  
Federation

26 population & development  
and family planning NGOs in  
21 donor countries

20 celebrity spokespersons  
in 17 donor countries

80 New York-based volunteers

**FACE+FACE**

## 2002 Program Highlights

Face to Face conducted a ground-breaking advocacy and resource mobilization field visit to Nicaragua with four UNFPA Goodwill Ambassadors and a large range of local stakeholders. (See 2002 spotlight)

We hosted a special Face to Face briefing for all of the UNFPA Goodwill Ambassadors attending the Secretary General's two-day all-system Goodwill Ambassador briefing.

We expanded our Volunteer Program to include over 80 volunteers, producing 50% more advocacy-related initiatives out of the New York headquarters than last fiscal year.

By repackaging the results of the 2001 Face to Face Western European MORI poll, we were able to provide our European NGO partners with solid, timely ODA research to respond to the the Bush administration's defunding of UNFPA.

We made US\$241,198 in grants to NGO Campaign Partners.

## **2002 Development Highlights**

We produced the first fundraising video for the organization thanks to a grant by UNFPA, the excellent creative direction of Board Member Robert Kapnek, and the incredible talent of Board Member and UNFPA Goodwill Ambassador Linda Gray.

We updated the corporate identity of the organization with a logo that has strong brand marketing potential.

We performed an assessment of the over one million dollars worth of advocacy projects funded by the Face to Face campaign over the last four years and reviewed the results with Asia-Pacific campaign partners in Seoul, South Korea and European campaign partners in Rome, Italy.

We undertook a formal planning process and developed a two-year Strategic Plan and a one-year Operations and Programming Work Plan.

## 2002 Spotlight

In June of 2002, Face to Face initiated a large-scale experiment in multi-stakeholder advocacy and resource mobilization. Called OPERATION: NICARAGUA, the objective was to discover how, given the tools, resources, spokespersons, and partners at our disposal, we could more efficiently and effectively advocate and mobilize resources for the needs of women and youth of Nicaragua.

OPERATION: NICARAGUA involved donor and developing country development officers, NGOs, members of the public, and celebrities, as well as multi-laterals and the Nicaraguan Secretariat of Youth. The OPERATION was based on three advocacy and development strategies: Teaming, Twinning, and Training.

The collaboration worked extremely well in building the consensus among local and international stakeholders necessary for the design and launch of a national advocacy and information, education, and communication program and resource mobilization strategy called Options for Life.

[www.facetoface.org](http://www.facetoface.org)