



# the equality effect

Annual Report: 2019-2020



# Message from our CEO and Board Chair

## Responding to a global pandemic with equality grit



From March to June 2020, the Kenya State Department of Gender Affairs reported a 42 per cent increase in sex- and gender-based violence. Not surprisingly, the overwhelming majority (84 per cent) of perpetrators were known to the child. In the same time frame, there were more than 4,000 reported pregnancies in girls under the age of 18 in just one Kenyan district.

The pandemic, tragic and terrible in many ways, has been truly horrific in the impact it has had on children in places like Kenya. The closing of schools and important connection opportunities like our 160 Girls Justice Clubs meant there were fewer places to turn to for support and fewer opportunities to access justice if needed. Faced with this new reality, the equality effect's goal at the start of the pandemic became simple: find a way to provide equality support when people were not able to physically meet. Aided by our incredible team – including girls and boys in Kenya – alongside web developers, legal interns and our amazing donors who volunteered additional pandemic funding, we were able to – within the span of a few months – develop and launch a mobile application version of our 160 Girls Justice Clubs: our 160 Girls Virtual Justice Clubs (VJCs).



The VJC app has been intentionally developed to provide the infrastructure for the next mobile learning platform we are working to create – the 160 Girls defilement investigation app for police officers. Over the past year, we have finalized the National Police Service e<sup>2</sup> Memorandum of Understanding, which will help pave the way for us to expand the 160 Girls training from our pilot areas to all districts and police officers across the country, training that will include the incorporation of the new 160 Girls investigation training app. This unique partnership between a national police force and a human rights NGO has been endorsed by the Kenyan Minister of the Attorney General, Minister of Interior Security and the NPS inspector General, as part of the approval process. As we celebrate the finalization of this landmark agreement, we are excited about the first step in the 160 Girls police scale up, the creation of the training app inspired by the VJC app. One of our senior police team members said, after a tour of the VJC app, "How did you do that? I want to hug the app developers!" The positive energy that has infused the VJC is spreading far and wide!



The VJC program was a feat born of necessity and suffused with equalitarian and creative purpose to ensure that girls' rights are protected and show that there can be joy in promoting equality, even in challenging times. Our goal for the next year is to continue this momentum: to keep empowering children to be change makers through the 160 Girls Justice Clubs; educating community members about their rights to be safe and the justice they are entitled to if those rights are violated; and continue ramping up the 160 Girls training with police to ensure all perpetrators are held accountable for their sexual violence.

We are grateful now perhaps more than ever for the support from everyone who is on this journey with us. The pandemic threw new challenges our way and we are incredibly proud of what we have accomplished in creating, leading and continuously evaluating our (now virtual) justice programs. We truly cannot do any of this without you. Thank you/asante sana/zikomo/yeda mo ase for your commitment to helping make girls' and women's rights real.

  
Fiona Sampson, CEO

  
Seana Irvine, Board Chair



## Our mission and vision

**Our mission:** The equality effect (e<sup>2</sup>) develops and implements legal solutions to girls'/women's inequality, including eliminating impunity for rape. Using international, interdisciplinary teams, e<sup>2</sup> creates systemic change that disrupts the existing discriminatory status quo, i.e. suing the state to achieve the enforcement of existing laws so that perpetrators are held accountable for their sexual violence. The equality effect provides international social justice leadership, making girls'/women's rights real.

**Our vision:** By using the law to create systemic change, the equality effect envisions a society in which girls/women are treated as persons, not property; a society in which girls/women have equal access to justice; and the impunity for rape is eliminated.

160 Girls is an equality effect project, undertaken with international partners, including rape rescue centres, police, social workers, human rights lawyers and measurement experts (in partnership with the Tumaini Girls' Rescue Centre). The 160 Girls project is named after the 160 girls between ages three and 17 who in 2012 sued the Kenyan government for failing to protect them from being raped. Their efforts resulted in the ground-breaking 2013 Kenyan High Court Decision that made legal history and secured access to justice and legal protection from rape for all 10,000,000 girls in Kenya and beyond.

# VIRTUAL JUSTICE CLUBS

## The 160 Girls Justice Clubs Go Virtual



Just as we were continuing the expansion of our 160 Girls Justice Clubs – school-based groups that empower girls and boys through increasing awareness of every child’s right to personal safety – the pandemic hit. Closed schools meant Justice Club members could no longer meet in person, and concerningly, that many children were put in danger, isolated at home with family members – the overwhelmingly predominant perpetrators of defilement.

Unable to bring children together for the Justice Club program, we decided to bring the program to the children. We worked with an incredible team of web developers and IT support to create the 160 Girls Virtual Justice Club app. Full of brightly coloured art and easy to use, the mobile application provides the similar human rights education as our in-person Justice Clubs, but in a format that can be accessed from anywhere. Lessons focus on topics such as defilement investigation steps, consent, obstruction of justice and more. Podcasts, also available on the app, include conversations with lawyers, police, social workers and artists among others, providing insights into careers dedicated to gender equality. The app is completely anonymized – participants select an avatar to use and all information is reviewed before going live to ensure no personal details are shared. Anyone experiencing sexual violence, or who has sexual violence reported to them, is directed to the 160 Girls app which includes a hotline for advocacy support.



Community engagement, a core principle of the original Justice Clubs, is also foundational to the Virtual Justice Clubs. Building on the highly successful Justice Club Community Shows, a bi-weekly newsletter, produced both in print and digital format, features contributions from VJC leaders including short stories and poems as well as anonymous quotes from VJC participants, and is distributed across communities including to homes and places of worship. It includes concrete information such as how to report defilement during the COVID pandemic, what sexual consent looks like, HIV/AIDS and the law, promotion of the 160 Girls app and more. Because the newsletter is delivered by teams of teachers, police officers and VJC leaders, it provides an opportunity for regular outreach to families with children and to identify children who may be at risk of defilement. Including the police as part of the Justice Journal team provides an opportunity for the VJC leaders to work with a powerful justice partner. It also demonstrates to community members that police are actively present in the community, working to hold defilement perpetrators accountable for their violence.

We are tracking the impact of the VJC app through regular surveys and will continue using feedback to make the experience even better for participants.

# VIRTUAL JUSTICE CLUBS

By The Numbers



**6**

month pilot  
program

**3**

pilot regions:  
Nairobi, Kakamega,  
Mombasa

**9**

cohorts of students  
per region

**9**

participating  
schools

**135**

student  
leaders

**3**

rape rescue NGO  
partners supporting  
the program

**16,810**

Justice Journal  
print outreach

**54,765**

Justice Journal  
digital outreach

# VIRTUAL JUSTICE CLUBS

## Learning In Action

How VJC students answered the question: *“What is one fact that you learned from the 160 Girls Background lesson that you didn’t know before?”*

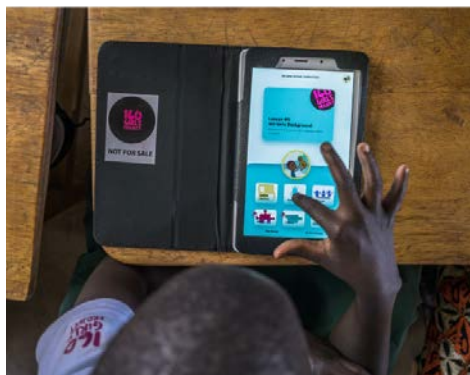
“I have learnt that a perpetrator is a person who commits a crime. The first thing you must do [after being defiled] is tell someone who is near to you and whom you trust. These people can be a parent, a guardian or a teacher.”

“No matter the relationship you have with the perpetrators sexual abuse is an offence and one should not feel intimidated but report as soon as it has happened.”

“I learned about the 160 Girls history, how it started and why. It was because of the 160 girls who were defiled in Meru County. I also learned the meaning of defilement which means having sexual intercourse with a person under the age of 18 years.”

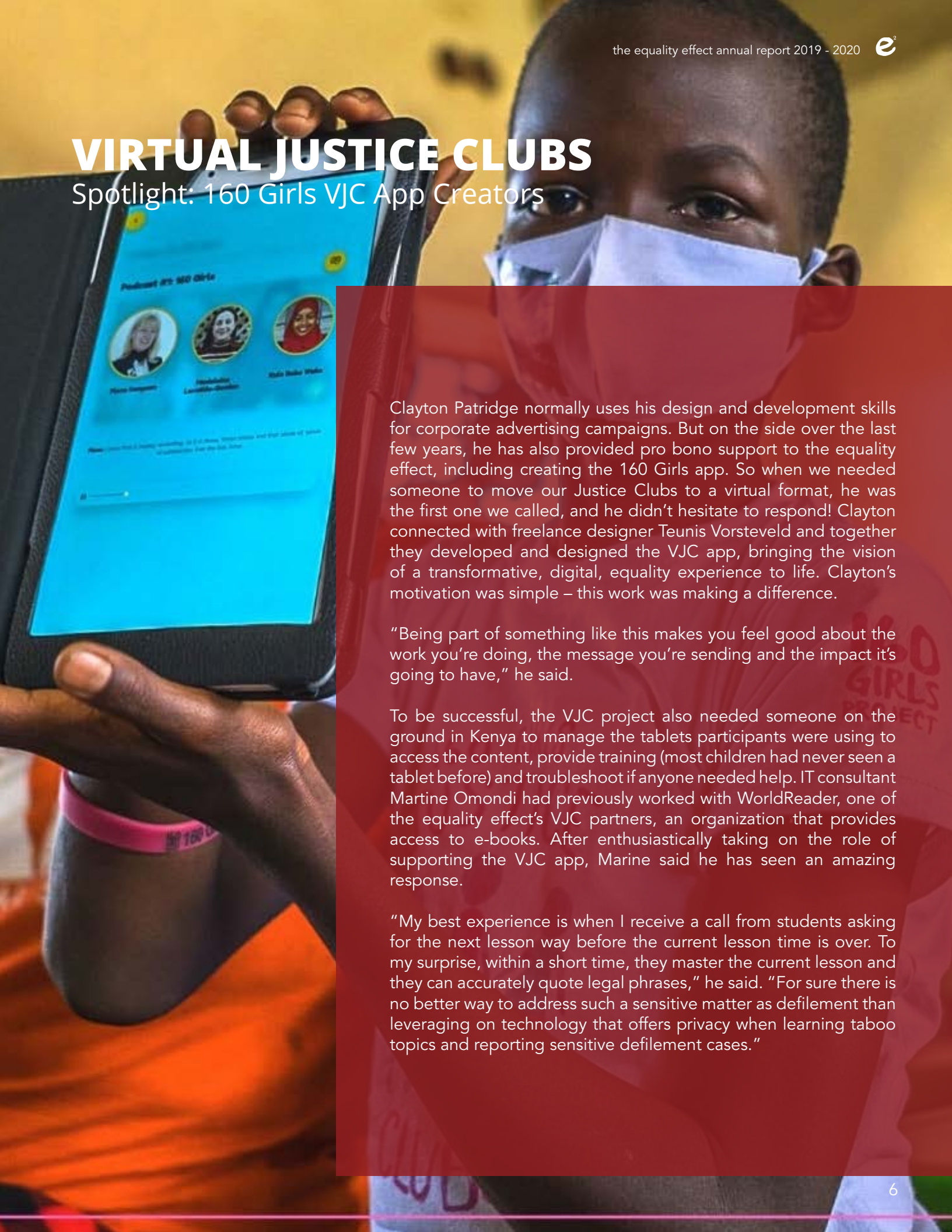
We asked Justice Club leaders to create poems about children’s rights – here’s what Blue Moon from Mombasa wrote:

A girl’s dream, is her future  
Her hopes are her motivation  
Her success is glorious to the communitys  
A boy’s power, is not a property  
His mission is his strength  
His success is glorious to the communitys  
Kenya our nation, let us work together to stop defilement  
Let’s support both girls and boys in anyway  
Girls are your foundation  
We stand against exploitation  
Let’s all give 160 action and bring liberation  
Save both boys and girls of Kenya



# VIRTUAL JUSTICE CLUBS

Spotlight: 160 Girls VJC App Creators



Clayton Patridge normally uses his design and development skills for corporate advertising campaigns. But on the side over the last few years, he has also provided pro bono support to the equality effect, including creating the 160 Girls app. So when we needed someone to move our Justice Clubs to a virtual format, he was the first one we called, and he didn't hesitate to respond! Clayton connected with freelance designer Teunis Vorsteveld and together they developed and designed the VJC app, bringing the vision of a transformative, digital, equality experience to life. Clayton's motivation was simple – this work was making a difference.

“Being part of something like this makes you feel good about the work you're doing, the message you're sending and the impact it's going to have,” he said.

To be successful, the VJC project also needed someone on the ground in Kenya to manage the tablets participants were using to access the content, provide training (most children had never seen a tablet before) and troubleshoot if anyone needed help. IT consultant Martine Omondi had previously worked with WorldReader, one of the equality effect's VJC partners, an organization that provides access to e-books. After enthusiastically taking on the role of supporting the VJC app, Marine said he has seen an amazing response.

“My best experience is when I receive a call from students asking for the next lesson way before the current lesson time is over. To my surprise, within a short time, they master the current lesson and they can accurately quote legal phrases,” he said. “For sure there is no better way to address such a sensitive matter as defilement than leveraging on technology that offers privacy when learning taboo topics and reporting sensitive defilement cases.”

# MEASURING THE IMPACT

## The concrete impact and transformative value of 160 Girls

There are several interdisciplinary and cross-sector programs that drive the 160 Girls systemic change, and how we measure their implementation is key to not only understanding the impact of the programs, but also how we improve them. Monitoring and evaluating the impact of human rights reform is a challenging undertaking; the human rights context is abstract and the concrete, transformative influence of the equality work is hard to measure. The equality effect, with support from measurement experts from the Rotman School of Management, Nielsen, Compass Partners, ICRH and more, has developed a comprehensive measurement plan that assesses the impact of the different 160 Girls initiatives, e.g., the VJC, the Justice Journals, the police training, etc., and assesses the impact on the overall goal of reducing the incidence of rape.

### 160 Girls Justice Clubs and Virtual Justice Clubs (VJCs)

#### Measurement methodology:

- Surveys (pre- and post-engagement)

#### Impact to date:

- All Justice Club leader respondents feel positively about being a leader.
- JC leaders and members have developed both soft and management skills.
- 98% of respondents were happy to work with the police.
- 75% of respondents knew how to respond to a reported defilement case.
- Almost 40% had at least one real defilement case reported to them within one academic year.

### Public Legal Education (PLE)

The PLE is a large-scale communication campaign including billboards, videos, the 160 Girls anthem, social media campaign, 160 Girls app, and workshops for schools and community leaders.

#### Measurement methodology:

- Questionnaires (pre- and post-campaign)

#### Impact to date:

- Kenyans feel significantly better about the police propensity to treat victims with dignity, investigate quickly, accompany the victim to the hospital, and collect evidence from the victim.
- 31% of Kenyans are now aware of the 160 Girls court decision (+23% vs. pre-campaign).





# MEASURING THE IMPACT

## The concrete impact and transformative value of 160 Girls

### Police Training

The equality effect works in collaboration with the Kenya National Police Service (NPS) and the Vancouver Police Department (VPD) to develop and deliver training to police officers in Kenya on how to investigate defilement cases, consistent with the 160 Girls High Court decision and human rights law.

### Measurement methodology:

360 degree evaluation including surveys of defilement victims on their experiences with police and a matrix based on 12 international best practice defilement investigation steps; random evaluations of police detachments followed by direct feedback.

### Impact to date:

- Top three successes of police training were: officers more frequently accompanied victim to receive medical treatment; officers pursued appropriate charges; and officers arrested suspects more often

### Defilement Incidence

### Measurement methodology:

Surveys before, during, six months after and one year after the introduction of the 160 Girls police training in a county from 4 schools in each of 8 different sample counties across Kenya including approx. 16,000 school-aged children; focused group surveys and discussions with police and other local authorities; all findings to be considered against findings of existing large-scale and comprehensive works.

### Impact to date:

- The 160 Girls rape incidence measurement plan has received approval from the Ethics Review Board, Kenya, including approval to forego the requirement of parental consent for students to participate in the measurement plan (immediate family members, including parents and guardians are often the perpetrators of defilement).
- The pilot work has been completed, and the measurement methodology and tools refined.



# RAPE RESCUE PARTNERS

## Spotlight: Gender Violence Recovery Centre (GVRC)

The equality effect works closely with rape rescue partners in Kenya who provide hands on support to children who have experienced defilement, and we are so grateful for their invaluable partnership. Here, we profile two of these incredible partners.

In addition to supporting equality effect projects, GVRC, based at the Nairobi Women’s Hospital, works to raise awareness of and reduce defilements in the community and supports enhanced child protection systems by ensuring cases of violence relating to children are responded to promptly.

Teresa Wangechi, a program officer with the GVRC, oversees program development, seeks out grants and approvals, manages projects and oversees budgets. She has been supporting content development and rollout of the Virtual Justice Clubs.

“It is my hope that we can see the abolition of defilement even sooner than within the generation, but no later than within a generation,” she said. “I do everything in my power to provide children with a safe avenue for reporting child rights violations. Being out there and interacting with the VJC student leaders has made me recognize the importance of boosting efforts of the government in preventing gender-based violence.”

She said working on projects like the launch of the Virtual Justice Clubs has provided hope.

“Any matter of sexual exploitation carries deep and heavy stories of pain, fear, shame, anger, doubt, emptiness, hopelessness and misery caused the perpetrator or the effects of the action. Out of the gloom, some of the testimonies break into hope as people work against the odds to mitigate gender-based violence. The work of GVRC and the equality effect should serve as a reminder that young people who are affected by gender-based violence can heal, move on with their lives and find the strength to help others through their stories, their actions and their courage.”



# RAPE RESCUE PARTNERS

## Spotlight: International Centre for Reproductive Health Kenya (ICRHK)

The ICRHK has supported the equality effect through human resource work, technical support and implementation of school-based interventions that address sexual violence. Projects implemented by the ICRHK through the equality effect include the 160 Girls Justice Clubs Project and 160 Girls Virtual Justice Clubs (both in Mombasa County) and the sexual violence measurement study (Kilifi, Kwale, Kisumu and Homabay Counties).

Abigael Sidi, Project Officer with the ICRHK, supports the implementation of these interventions and works closely with the GVRC and the Department of Health, Mombasa County. Through her work with the ICRHK, Sidi said she has become more aware of incidents of sexual violence in the community and a more vocal advocate on the need to reduce these incidents. Since the launch of the Virtual Justice Clubs, Sidi said she's seen a number of positive changes, including:

- Increased awareness from community members and students about different dynamics in sexual violence such as the 'good touch and the bad touch' and where to report cases of sexual violence experienced by themselves and others
- Increased confidence in students and a willingness to freely and confidently talk about sexual violence and their rights
- A sense from students of being 'champions' in helping raise awareness about sexual violence as they distribute newsletters

"Sexual violence is still a huge public health problem in the community," she said. "In Mombasa, sex-based gender violence cases are associated with stigma, shame and fear. Despite numerous interventions addressing these gaps, cases of sexual violence still exist in the community. While a number of progressive national policies to address sexual violence have been instituted, implementation challenges still exist. Community practices such as early marriages also enable sexual violence among minors by creating an environment of tolerance. Gender norms and beliefs on sexual violence may also make it difficult for minors to report sexual violence. All community members should take the responsibility to address this problem and stop 'normalizing' sexual violence, because this led to the creation of a culture of impunity. Survivors are left with shame while perpetrators move around freely with no charges on them. It is the responsibility of everyone in the society to help in prevention and response of sexual violence. Change starts with me and you, and the VJC!"



# INTERN SPOTLIGHT

## Meet our legal interns

The equality effect is so grateful for the support provided by our legal interns, who this year were instrumental in creating the VJC app, researching and writing lesson plans and narrating content. We had a wide representation of support both in Nairobi and Toronto and we asked our interns to share some thoughts about their e<sup>2</sup> VJC experience.



"My perspective on the law has changed through working with the equality effect. I think, often as law students, we forget that understanding the law and your legal rights is not often available to the general public. Many areas of law are inaccessible and hinder access to justice."

– Jessica Zhang



"Developing content for the 160 Girls Virtual Justice Clubs changed my perspective on law because it required me to describe challenging legal concepts in an easily digestible and educational manner. Working on the 160 Girls Project showed me how I can utilize my legal skills to advance equality and access to justice."

– Katie Healy



"Working on the lesson plans to educate girls about their rights and the law was an impactful experience for me. I especially enjoyed and was impacted by the stories of the various female human rights heroes that I researched and highlighted in the lesson plans."

– Ifeoluwa Kolade



"The most impactful experience was definitely meeting the children during the launch of the VJC app at the Chrisco Center in Kibera. Hearing their stories, interacting with them and witnessing the impact this program has had on those children was an honor. I am grateful for the experience working on the program."

– Najma Mahat

"I was responsible for the creation of summary videos that expounded on sexual violence affecting children and women. This exercise is aimed at creating awareness and removing the stigma on this type of violence. The experience reaffirmed my belief that the law is a powerful tool that can be used to seek justice for vulnerable individuals in society."

– Sandra Chesnai

# e<sup>2</sup> US

This year e<sup>2</sup> incorporated in the United States as a charitable 501(c)(3) organization. The establishment of e<sup>2</sup> US will allow us to expand e<sup>2</sup>'s public awareness and fund development opportunities in the U.S., and to increase support for e<sup>2</sup>'s unique human rights work, making women's and girls' right real. To launch e<sup>2</sup> US, celebrations were hosted in Seattle and New York, to profile e<sup>2</sup>'s 160 Girls successes, to honor the systemic equality change achieved to date, and generate support for the equality work that remains to be done. In Seattle Susan and Andrew Wright, along with Alex Kochis and Dorothy Liu, hosted e<sup>2</sup> and organized events to celebrate e<sup>2</sup>, including the U.N.'s recognition of e<sup>2</sup>'s 160 Girls as an international human rights best practice for achieving change. In New York, Sofia Coppola hosted e<sup>2</sup> and the premiere of the 160 Girls documentary, The Girls of Meru, and helped create a human rights night to remember. Patricia Nyaundi, Senior Counsel Kenya and e<sup>2</sup> Director, and Deborah Sarange, e<sup>2</sup> volunteer and former e<sup>2</sup> intern, were our VIP guests from Kenya who helped bring to life the equality change created by e<sup>2</sup> with their compelling story telling and thoughtful engagement. There was electric energy, good humour, engaging conversations, and amazing generosity – we're so grateful to everyone who helped make the e<sup>2</sup> US launch a success!

Learn how **the equality effect** disrupted the cycle of sexual assault of girls in Kenya.



Save the Date! Tuesday November 5th

**WHO** Come hear directly from equality effect founder Dr. Fiona Sampson and Patricia Nyaundi, CEO, Kenya National Human Rights Commission about their success disrupting the culture of impunity that enabled rape in Kenya, making girls' rights real.

**WHERE** The Riveter  
1517 12th Ave, Seattle

**WHEN** Tuesday November 5<sup>th</sup>, 2019  
6:00 – 8:00 pm

**RSVP** [RSVP-SEATTLE@TheEqualityEffect.org](mailto:RSVP-SEATTLE@TheEqualityEffect.org)  
Cocktails and small bites



Please Join  
**SOFIA COPPOLA**  
For A Special Screening Of  
**"THE GIRLS OF MERU"**  
A documentary about  
The international human rights work of  
The equality effect's 160 Girls Project  
Ending impunity for child rape.  
**THURSDAY, NOVEMBER 7TH**  
6:00 reception • 6:30 screening  
Panel Discussion to follow with:  
Andrea Dorfman - Filmmaker  
Patricia Nyaundi - E.D. Crisis Watch Kenya  
Dr. Fiona Sampson - CEO e<sup>2</sup>  
**NeueHouse**  
Madison Square, 110 East 25th St., NY

Please join us to learn about the systemic change being created by the EQUALITY EFFECT  
Wine, hors d'oeuvres and more!

Please RSVP to: [rsvp@theequalityeffect.org](mailto:rsvp@theequalityeffect.org)

This event is free – a request for donations will be made at the event.

Thank You to Our Event Sponsor: **COPPOLA**

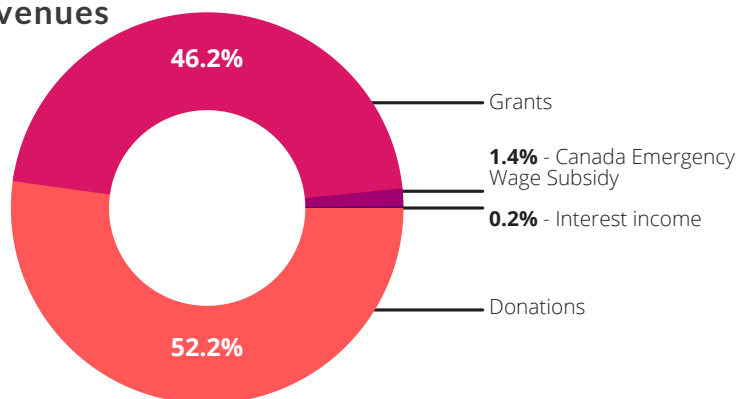


# FINANCE UPDATE

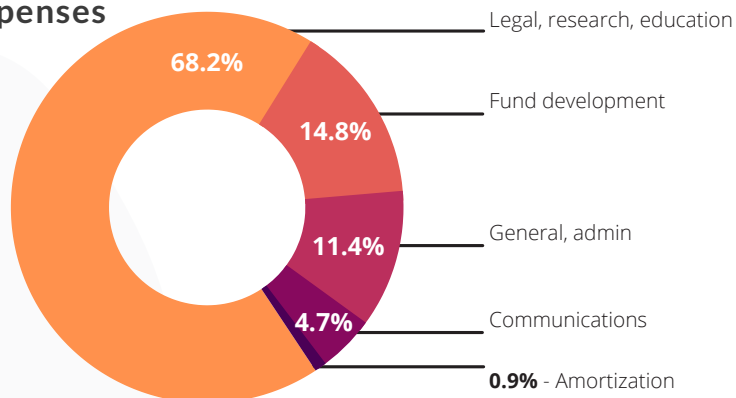
For the year ended June 30, 2020



## Revenues



## Expenses



## Revenues

Donations	267,048
Grants	236,323
Canada Emergency Wage Subsidy	7,353
Interest Income	<u>895</u>

## Total revenue

511,619

## Expenses

Legal, research and education	207,061
Fund development	44,942
General and administration	34,551
Communications	14,210
Amortization	<u>3,006</u>

## Total expenses

303,770

## Excess of revenues over expenses

207,849

## Net assets, beginning of year

449,320

## Net assets, end of year

657,169

\* The equality effect's financial statements have been independently audited by Koster, Spinks & Koster, Chartered Professional Accountants, and found to be in accordance with Canadian accounting standards for non-profit organizations.

# ASANTE SANA, ZIKOMO KWAMBIRI, MEDA ASE, THANK YOU!

The equality effect's work depends on our incredible team of dedicated volunteers – every year our volunteers alone donate invaluable pro bono hours to the equality effect, i.e.: volunteer lawyers, legal academics, measurement experts, app developers, artists, etc. 160 thank you's and more to these invaluable volunteers. Thank you also to our generous funders, partners and donors. We could not do our critical human rights work without you.

## Canadian Board

- Kim Bernhardt
- Pam Hughes
- Seana Irvine, Chair
- Patricia Nyaundi
- Morgan Sim
- Theresa Widdifield, Treasurer

## American Board

- Morgan Sim
- Sandra Treacy, Treasurer
- Susan Wright, Chair

## Advisory Committee

- Mary Eberts
- Anne Ileri
- Dr. Winnie Kamau
- Dr. Ngeyi Kanyongolo
- Patricia Nyaundi
- Seodi White

## Legal team consultants

- Dr. Elizabeth Archampong
- Kim Bernhardt
- Dr. Melina Buckley
- Mary Eberts
- Dr. Winnie Kamau
- Dr. Ngeyi Kanyongolo
- Jennifer Koshan
- Dr. Bernadette Malunga
- Mzati Mbeko
- Patricia Nyaundi
- Dr. Melanie Randall
- Elizabeth Thomas
- Chantal Tie

## Local partner organizations

- Kenya National Commission on Human Rights
- National Police Service Kenya
- The International Center for Reproductive Health (ICRH Kenya).
- The Kenya Alliance for Rural Empowerment (KARE)
- Ripples International (160 Girls Founding Partner)
- Nairobi Women's Hospital – Gender Violence Recovery Centre
- WLSA-Malawi
- Women and the Law Network, University of Malawi
- Human Rights Network Ghana

## Staff

- Dr. Fiona Sampson, CEO
- Kula Wako, 160 Girls Kenya National Coordinator
- Madeleine Lavallee-Gordon, VJC Coordinator
- Martine Omondi, VJC IT Coordinator
- Anne Marie Mayne, Director of Finance

The following organizations have provided in-kind donations and professional expertise towards the equality effect's human rights work:

- BBDO Toronto Advertising
- Blake, Cassels & Graydon LLP
- Centre for Advanced Hindsight, Duke University
- Compass Partners
- McGill University, Faculty of Law
- Nielsen
- Rotman School of Management, University of Toronto
- Torys LLP
- University of Toronto, Faculty of Law, International Human Rights Program

We are proud of our partnerships with the following highly respected foundations and corporate sponsors. In addition to these supporters, we rely on generous contributions from private individuals from Canada and around the world to carry out our work and we are also very grateful for their support.

- Adelle and Paul Deacon Acacia Foundation
- Blake, Cassels & Graydon LLP
- Beth and Andy Burgess Family Foundation
- Donna Chantler Tonglen Foundation
- Girls' Rights Project
- Grand Challenges Canada
- The Gupta Family Foundation
- The John C. and Sally Horsfall Eaton Foundation
- Kaatza Foundation
- Koskie Minsky LLP
- LexisNexis
- McLean Smits Family Foundation
- The Newall Family Foundation
- The Peter Cundill Foundation
- Social Capital Partners

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All photos credited to Brian Otieno.

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