

The ActionAid logo is displayed in white lowercase letters on a red rectangular background.

Changing the world
with women and girls

Juliet (in yellow) is the chair of the Community Transformation Agenda, one of our partners working in the Impevi refugee settlement in Uganda. Here, she is surrounded by the women and girls she supports.

December 2024

ActionAid in 2024

A message from our co-CEOs

Over the last year, ActionAid has continued to advance its mission around the world despite the growing challenges to humanity.

In an increasingly unstable world, we have responded to multiple crises, from the catastrophic situation in Gaza and Lebanon, to the continued war in Ukraine, and the increased impacts of climate change.

ActionAid's response – to **support community resilience and invest in women's leadership in the short and long term** – means that our work is partner-led by women's rights organisations, networks and social movements, who live and work within communities, making change. Thanks to the leadership and courage of our **3,165 partners**, we continue to respond to the structural and gendered causes of violence, inequality and poverty. In 2024, ActionAid UK put feminist leadership into action with our appointment of three interim co-CEOs. Our intention is to achieve the greatest impact possible for women and girls by shifting our resources and power to their organisations and movements worldwide. Amid increasing global complexity and change, we see the co-leadership model supporting the organisation to be resilient, visionary and impactful.

Among our first tasks has been the development of a new organisational strategy and theory of change, which we look forward to sharing soon. We believe that **women's rights organisations and feminist movements are the key to achieving gender justice** and will continue to place the rights of women and girls at the forefront of everything we do. With increasing hostility in the world and shrinking civil space, it's essential that these organisations and the women who lead them are given the right support for their groundbreaking work. ActionAid continues to stand with them in creating a just and fair world for everyone.

On behalf of ActionAid, we would like to **thank you for your support this year**. We are truly grateful for all that you do to advance the values and goals that we share towards a just, equitable and sustainable world. We hope you enjoy reading about our work in 2024. On behalf of ActionAid, may we wish you and yours a safe and restful festive period, and we look forward to continuing our work together in 2025.

Sincerely,

Hannah, Shade and Taahra



Since March 2024, we have entered a new phase of co-leadership with three interim CEOs, Hannah Bond, Shade Odupelu and Taahra Ghazi (pictured left to right).

Contents

This report provides an overview of our work in 2024, featuring examples of our programmes across the globe. From our humanitarian responses, to climate justice and gender-based violence, we have been working across intersecting areas to respond to structural causes of violence, poverty and inequality.

Humanitarian responses	4
A focus on the crisis in Gaza and Lebanon	5
Climate justice	6
Economic justice	7
Supporting girl-led research and activism	8
Tackling gender-based violence	9
Coming up in 2025	10

We worked with

15 million people

in over 70 countries around the world.



We have partnered with more than **3,000** organisations, especially those led by women.

We have reached over

3.3 million

people globally with humanitarian support.



Wala' is one of the founding members of the Humanitarian Youth Group, one of the partners in our response in Palestine. In October 2024, Wala' led workshops with young people in Gaza on the dangers of unexploded ordnances.

Humanitarian responses

in 2024

In 2024, we have responded to more than 15 humanitarian crises, supporting more than 3.3 million people. This has included:

East Africa Food Crisis

Drought continues to cause a devastating food crisis, exacerbated by flash flooding and landslides. Women and girls, who are often last to eat, are bearing the brunt of this emergency. To learn more about the impact of the food crisis, you can watch our short film [‘Human Costs of the Food Crisis’](#) which won an [award for international impact](#) this year.

We have supported approximately **226,500 people across the region in 2024**. This has included emergency water supplies and medical services, as well as flood response training.

Sudan

Conflict in Sudan has displaced 10.7 million people and left 25.6 million people facing acute hunger. ActionAid is working with two partners, **‘Women Relief Aid’** and **‘Women Advocacy and Development Initiative’**, to provide humanitarian support in Sudan and South Sudan. This has included sanitary kits, trauma counselling for survivors of sexual violence and trainings to build the leadership skills of young women.

Bangladesh

Since August 2024, severe flooding in Bangladesh has impacted 5.82 million people.

ActionAid has been delivering a life-saving response, reaching **39,496 people** with hot meals, dignity kits, cash and psychosocial support. Additionally, we continue to support people through our Rohingya refugee response, reaching **950,365 people** so far.

Turkey-Syria Earthquake

Since February 2023, we have been responding to the 7.7 and 7.6 magnitude earthquakes that struck in Kahramanmaras, which affected 11 provinces in Turkey. The earthquake also affected north-west Syria, a region where 4.1 million people depend on humanitarian assistance.

ActionAid has been working with **11 partners** to provide humanitarian support to the communities affected by the earthquakes in both Turkey and Syria. Our response has reached **244,321 people** so far.



Youth volunteers, including Etu (centre), led our response to the devastating floods in Bangladesh, helping deliver supplies and evacuate people.



Sahar is the head of the Palestinian Development Women Studies Association (PDWSA), one of our partners in our response in Gaza. She herself was displaced and has set up a camp for other displaced families, focusing on the needs of women and girls. You can read more about our response in Gaza and Lebanon on the next page.

A focus on the crisis in Gaza and Lebanon

The humanitarian situation in Gaza and Lebanon is catastrophic. The killing of civilians in both countries – including a devastating number of women and children – is unprecedented. We are no closer to a ceasefire in Gaza and the fragile 60-day cessation of hostilities in Lebanon is not a long-term solution.

Military bombardment from the air, land and sea continues to be reported across much of the Gaza Strip. It is now estimated that **over 44,000 Palestinians** have been killed since October 2023. Recent analysis from the United Nations has found that nearly 70% of those killed in Gaza are women and children ([United Nations report](#)). In Lebanon, we have seen around **833,391 people** internally displaced in the last 13 months.

Since the start of the crisis, ActionAid has been working with local partners, including women's rights organisations, to assess what is needed and respond with essential supplies. This has been critical to our response. By working through partners such as the 'Humanitarian Youth Group' and 'SHIFT', we have reached **over 435,100 people** with food, water, hygiene kits, medical services and shelter, amongst other services.

In our advocacy work, we have been calling for **immediate and permanent ceasefires**, including all remaining hostages, as well as improved humanitarian access, especially to help women and children. To mark one year on from the start of the atrocities, we released research highlighting the **gendered impact of the crisis**, as well as responses of women-led organisations in Gaza. [You can read this here](#).

In October this year, ActionAid came together with 14 other charities as part of an urgent **Disasters Emergency Committee (DEC) fundraising appeal** for the crisis. So far this has raised £30 million, with ActionAid receiving £773,448 from the first allocation. This has enabled us to widen our response, with activities including the provision of food, hygiene kits, and shelter, amongst others.

Our emergency action fund



Our Emergencies Action Fund (EAF) exists to ensure we are always ready to respond in emergencies, whenever and wherever they strike.

Whilst our public appeals raise thousands of pounds, these funds take time to reach affected communities. The EAF allows us to respond immediately, even before emergencies hit news headlines. Over the last year, our EAF has supported responses to crises such as earthquakes in Nepal, flooding in Cambodia and providing support to internally displaced people in Ethiopia, the Democratic Republic of Congo and Gaza.

By donating to the EAF, you can help us provide immediate support in the vital first hours of a disaster, preventing more lives from being lost, as well as enabling preparedness and longer-term responses.

The EAF is one of the most strategic ways to support our humanitarian work because:

- It enables **immediate responses** to crises while also supporting women to lead their communities in the response, creating sustainability and resilience to future emergencies.
- It helps us to respond to **'silent emergencies'** – those which affect thousands of people but attract little or no media attention, and therefore receive very little support.
- The impact of your donation could go far beyond those initially reached - every donation to the EAF **helps leverage other funding**.

If you are interested in learning more about our EAF and donating, please [visit this link](#) or scan this QR code:



Our global campaign

Climate justice

In 2024, we have been amping up our demands for climate justice. At ActionAid, we know that there is no gender justice without climate justice: women and girls are 14 times more likely to die in climate-related disasters than men.

Through our global, five-year ‘Fund our Future’ campaign, we are tackling the two main causes of global warming – fossil fuels and agribusiness. We are supporting grassroots communities and women-led organisation to expand green alternatives, such as agroecology.

This September 2024, we have launched the second edition of our ground-breaking research, [How the Finance Flows](#). This revealed that more than **£494 billion a year** in public subsidies goes to fossil fuel companies, intensive agriculture and other harmful industries in the Global South.

Recently, we have also launched a petition, urging UK prime minister, Keir Starmer, to regulate UK banks to stop them from funding the industries that are driving the climate crisis. You can sign this petition [here](#).



In April, ActionAid joined forces with Global Platforms, our network for youth-led activism, to mobilise over 40,000 young activists in nearly 20 countries. In this image, activists in Nigeria organised a march calling for climate justice.

ActionAid at the United Nations Climate Change Conference (COP29)

In November 2024, ActionAid participated in urgent climate negotiations at COP29 – the annual UN conference on climate change, attended by governments from across the world, as well as activists, scientists and climate organisations. Using the research from our campaign, we called for COP29 climate negotiations to agree on an ambitious new goal on climate finance, and to shift finance away from climate-destructive fossil fuels and harmful industrial agriculture, towards people-led solutions such as agroecology and renewable energy.

Wealthy countries have so far failed to meet their climate finance promises. In 2022, more than 2/3 of the climate finance they provided was in the form of loans, pushing climate-vulnerable countries deeper into debt. As Susan Otieno, from ActionAid Kenya, explains **“We need these funds in grants, not loans, as African countries are already drowning in debt, which they have incurred trying to cope with the climate crisis.”**



“The Global North owes us trillions, not billions, in climate finance. We are not begging for aid or charity, we are demanding reparations for the death and devastation caused by the Global North’s carbon emissions. At COP29, we urge Global North governments to take responsibility”

Armayanti Sanusi, Asian Peoples’ Movement on Debt and Development

The project's successes include:

- The Women Friendly Label has been awarded to **five companies**, with 22 more organisations being engaged.
- We have signed a **cooperation agreement with the Labour, Community, Development and Population Committee** in the Jordanian Parliament, leading to a strong, strategic partnership with the government.
- An **e-learning platform** has been created with modules on women's rights, Jordanian labour law, decent work principles and more. This is free for companies and individuals to access. You can view this [here](#).
- We have been **visiting factories and companies**, explaining the importance of respecting women's rights in the workplace and promoting the Women Friendly Label.
- We have run **job fairs for women** to improve their access to employment.

In the next stage of the project, we plan to campaign for **national accreditation** for the Women Friendly Label. Through accrediting the label, it will gain government approval, ensuring standards in workplaces improve nationally for women. Moreover, government buy-in will help ensure the sustainability of this project.

Based on feedback in the first phases of the project, we also plan to set up a **legal aid clinic** to support women facing rights violations in the workplace.

Jordan

Economic justice

In Jordan, 48.5% of the population are women. However, only 14% of women are employed, making Jordan's female workforce one of the lowest in the region for a non-conflict affected country, and the fourth lowest in the world.

Women face disparities in salaries and violence in the workplace, with a gender pay gap of 40% in the private sector. Harassment in the workplace is common, with 89% of women experiencing a form of harassment.

This project, made possible by funds raised by players of People's Postcode Lottery, is tackling these problems by creating the 'Women Friendly Label'. Working closely with our partners and women in the workplace, we have created a label based on women's expectations of a safe working environment. Workplaces that meet these expectations will be awarded with the Women Friendly Label. This allows women to identify workplaces where their rights will be upheld, encouraging women to integrate into the workforce. The label will also incentivise businesses in Jordan to increase equal pay, provide equal opportunities and eliminate gender-based violence from the workplace.



During this project, we worked with a 'core group' of women who helped to develop the label's framework and requirements based on women's expectations of safe and equal working dynamics. Here, the core group is pictured with other team members from ActionAid, our partner, Al Hayat Rased, and People's Postcode Lottery.

Nigeria and Sierra Leone

Supporting girl-led research and activism

ActionAid believes that girls' voices, priorities and wellbeing should be central. Too often, assumptions are made about girls' needs. The international development sector often frames girls - especially those in the global south - as needing 'rescue'. But girls are also powerful and they are creating change. They know the changes they want to see and they have solutions.

Girl-led research refers to an approach where girls define and design their own research agenda. Girls are partners in the whole research cycle including the research design, data collection, data analysis, write-up, and results dissemination. We then work with girls to decide how to use the research to identify solutions to the issues and call for change – shifting power back to girls.

After a successful pilot of our girl-led research in Ethiopia, Bangladesh and Indonesia, we are now working with girls in **Nigeria and Sierra Leone**. The aim is to use girl-led research to identify the root causes of the challenges faced by girls, to amplify their voices in decision-making processes and drive positive change in their communities.

This year, we have made significant strides towards supporting the girls' groups to become agents of change in their communities: **33 girl researchers** across Nigeria and Sierra Leone have conducted data collection, interviews, focus groups and desk research. The girls have also taken part in advocacy training and started to create advocacy plans so that they can use their research to make change. An **online workshop** was held to bring the girl researchers from Nigeria and Sierra Leone together to discuss and share their experiences with peers from another country.

In Nigeria, the girls' research identified poor access to quality education, early marriage and reproductive health as some of the main issues girls faced. In Sierra Leone, the key issues girls identified included teenage pregnancy, access to education, financial difficulties and drug abuse

The **final report due to be published in 2025** will not only be used by the girls to drive real change in their communities, but will also inform ActionAid's advocacy at the national and international level, as well as shape ActionAid's programming so that it continues to centre girls' voices and needs.



Fiddausi is one of the girl researchers involved in the project in Nigeria.



Esha (right) is pictured here with two other girls from the first phase of the girl-led research project in Bangladesh.

Kenya and Somaliland

Tackling gender-based violence

Kenyan smallholder farmers and informal workers play a vital role in the international tea supply chain but are largely ‘invisible’ and their rights, including their right to live free from violence, are often overlooked.

ActionAid is proud to be working in partnership with ETP (formerly Ethical Tea Partnership), Taylors of Harrogate, Lavazza Pro and the Kenya Tea Development Agency (KTDA) to ensure tea farmers and workers in Kenya can claim their rights to a positive working environment. The initiative works closely with women smallholder farmers and informal workers to ensure they understand and claim their rights and can build support networks.

We are supporting workers and farmers to form groups, understand their rights to live free from violence, and mobilise to claim their rights. Group members now act as ‘Rights Champions’, who in turn support and train other community members. ‘Women’s Champions’ have also been trained and are central to ensuring that women know their rights to freedom from violence and can access medical, legal and psychosocial support.

Zera (right) is one of these Women’s Champions.

Female genital mutilation and cutting (FGM/C) in Somaliland

We have seen significant progress towards ActionAid’s work against FGM/C in Somaliland. After over a decade of campaigning, in September the Somaliland Ministry of Social Affairs and Family have for the first time approved a national Anti-FGM/C policy. This is a big step forwards towards full legislation criminalising it in the country, which we will continue to work towards, and is a huge milestone in decades of campaigning by Somali activists, women’s rights organisations, coalitions and charities.

Zera is a Women’s Champion in Kenya and the convener of the Abogeta West Women’s Rights Network - formed as part of this initiative to support women and survivors of gender-based violence in tea communities. Zera received training from ActionAid and since then has trained 1,000 women in her community and recruited more than 30 women into a support group for survivors.



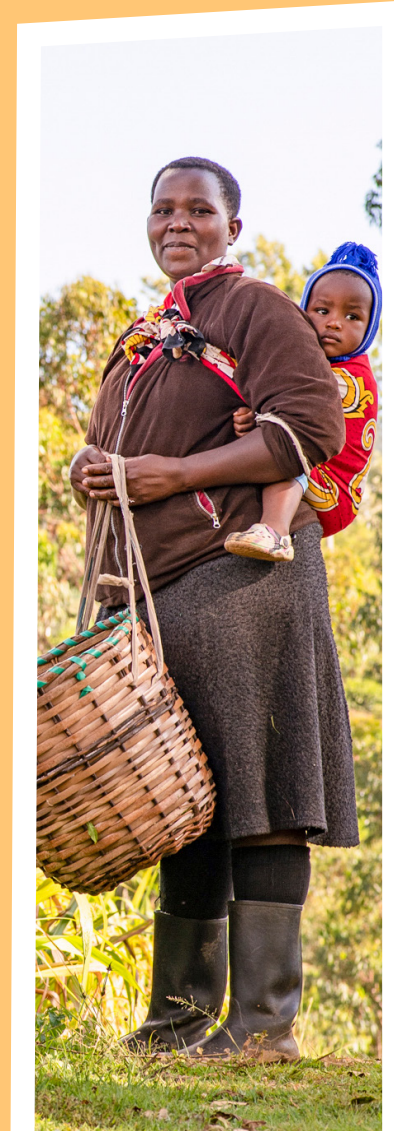
We have benefited from the [ActionAid] training. We learnt a lot of new things that we didn’t know before. We didn’t know we had any rights as tea workers, but we were taught about them, and I was happy.

The Abogeta West Women’s Rights Network has been at the forefront of supporting children from vulnerable households to go to school and following up on cases of child abuse and teenage pregnancy.

Zera has advocated for menstrual hygiene management kits in primary schools. She further supports survivors of sexual violence to report cases through the referral pathways and the localised reporting mechanism established in Kionyo, Meru County.

Looking forward, Zera is working with other Women’s Champions to develop a savings and credit cooperative which will address the issues of low incomes and debts among farmers and informal workers.

Zera’s Story



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Coming up in 2025

As we look forward to 2025, we are excited to share with you some upcoming events and milestones:

- **Our International Women's Day event:** on 11 March 2025, we will be holding our International Women's Day event at the Frontline Club. We will share more details in the coming months.
- **Our 2025 'Women by Women' exhibition:** Women by Women is our photographic campaign that seeks to champion the inspirational stories of women and girls and the incredible talent of women photographers. Our fourth exhibition in 2025 will focus on land rights and access to food.
- **Our ActionAid UK strategy:** we have developed a new organisational strategy and theory of change, which we look forward to sharing in 2025. This strategy is designed based on our belief that women's rights organisations and feminist movements are the key to achieving gender justice.



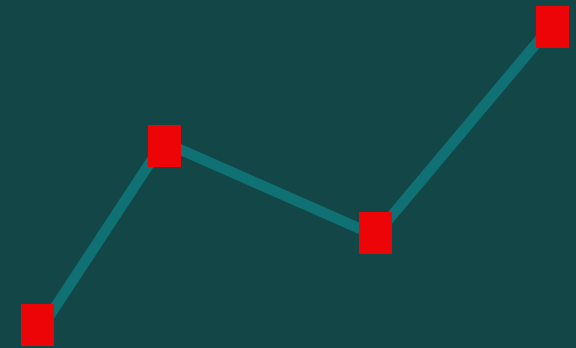
Rama is an ActionAid site manager at Cox's Bazar, the world's largest refugee settlement. She has trained to keep the settlement safe by improving their response to disasters like fires, cyclones and flooding.

Flexible funding - the most strategic way to support

Flexible, or 'unrestricted', funds are donations and grants which are not limited to a specific project or purpose. They can be used wherever the need is greatest.

Flexible funding enables us to provide more money and flexibility to our global federation and partners, ultimately increase funding for women's rights organisations and the communities we work with. It is a vital way of supporting unregistered, movement-based organisations and emerging organisations that operate at the grassroots levels, and enables us to be sensitive to the needs of these organisations. Moreover, flexible funding allows us to trial new and innovative reporting formats, ensuring both you, as the donor, and our partners, get the most value out of flexible donations.

To learn more about the transformative potential of flexible funding, please visit [this link](#) or reach out to your ActionAid contact.



Thank you so much for your support.

Together, we continue to respond to the structural and gendered causes of violence, inequality and poverty. Our work would not be possible without the generosity of supporters like you.

Thank you,

The ActionAid Philanthropy and Partnerships Team

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