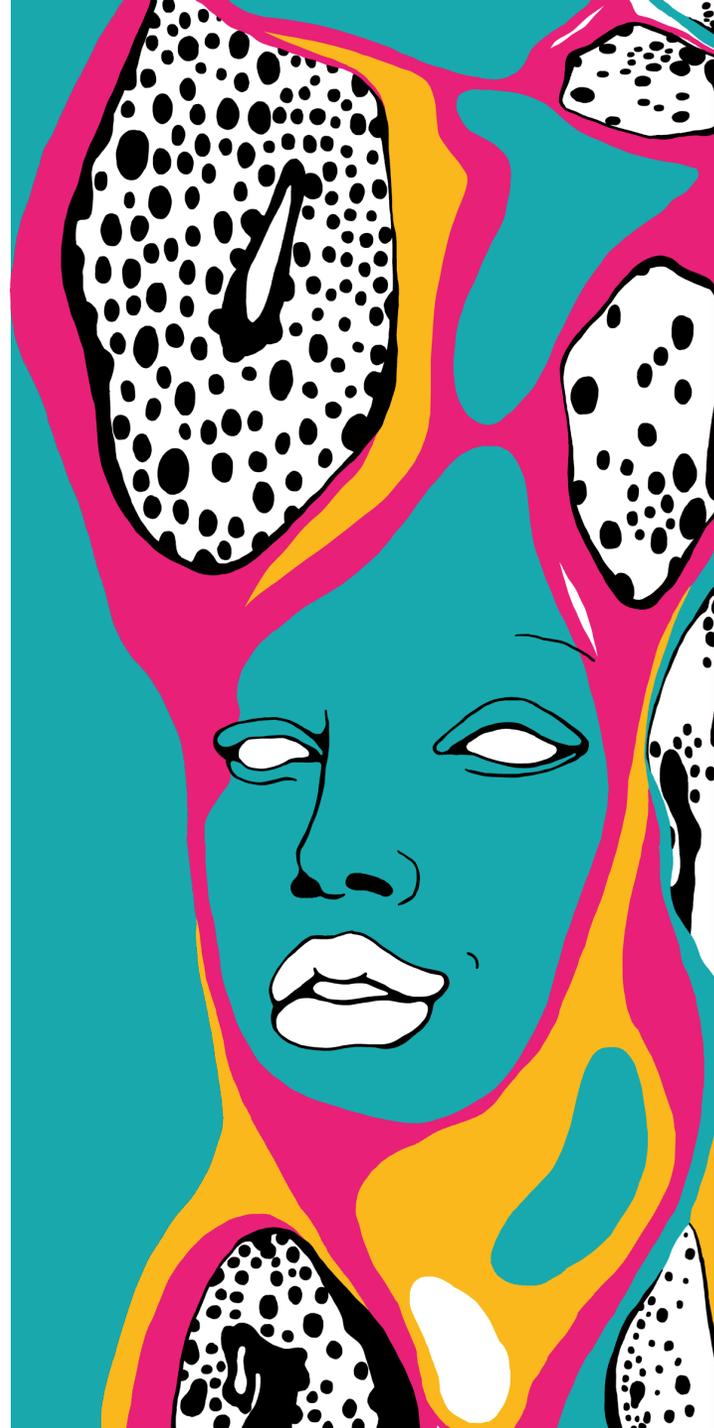
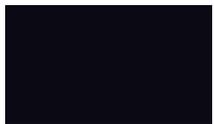


Because
feminist
activism
works



This is Mama Cash

Founded in 1983, Mama Cash supports the activism of women, girls, and trans and intersex people worldwide. We know that they are best placed to challenge the injustice and discrimination that affect them, and to lead movements for change to secure their rights.

These courageous feminist groups need funding and support to transform their communities.

Mama Cash mobilises resources from individuals and institutions, makes grants to feminist groups, and helps to build the partnerships and networks needed to successfully defend and advance women's, girls', and trans and intersex people's human rights globally.

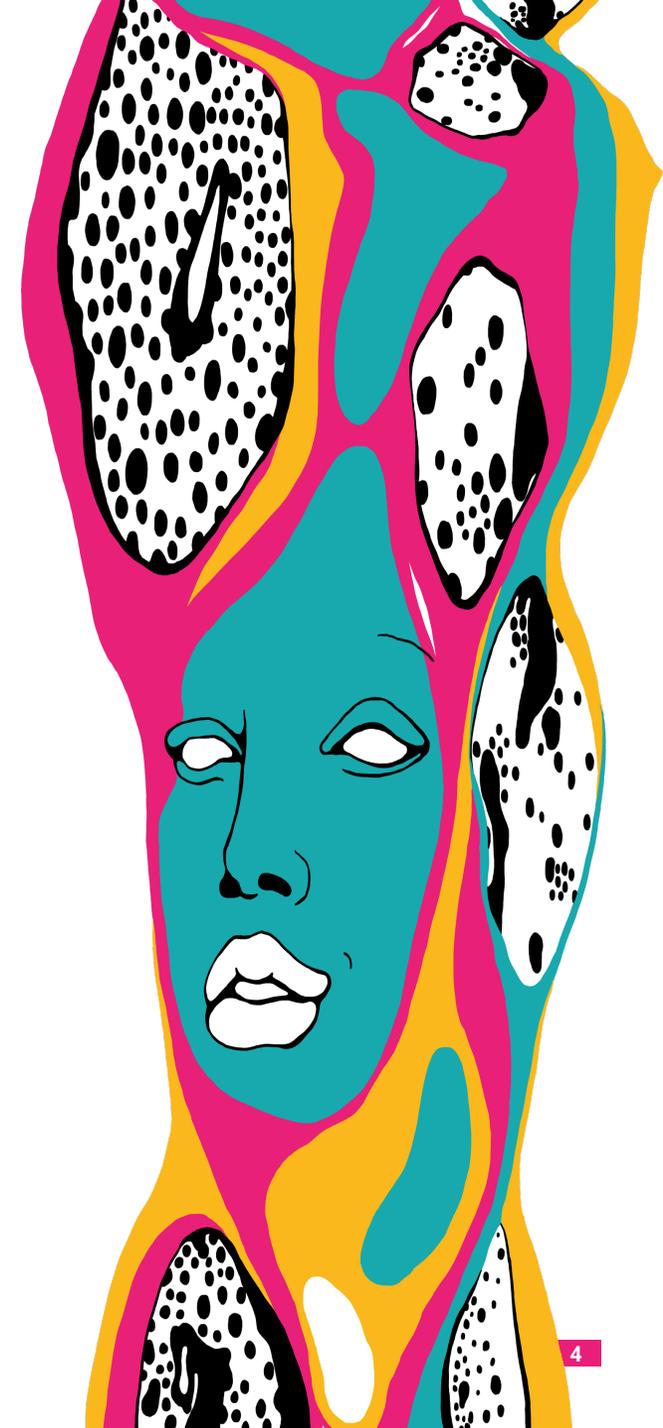


| Strategies | Principal audiences | Communications goals |
|---------------------------------|--|--|
| Grantmaking | Activists worldwide, including the Netherlands | Facilitate application process, transparency, accountability |
| Accompaniment | Activists worldwide, including the Netherlands | Documenting and sharing learning |
| Fundraising | Institutional and individual donors | Reach and persuade new donors to join/support us, transparency, accountability |
| Influencing the donor community | Philanthropic audiences, governments, etc. | Showing impact, encouraging funders to support feminist movements |

How we communicate: inviting people in

In 2021, we created an animation to introduce our new 10-year strategy 'In Movement Together'.

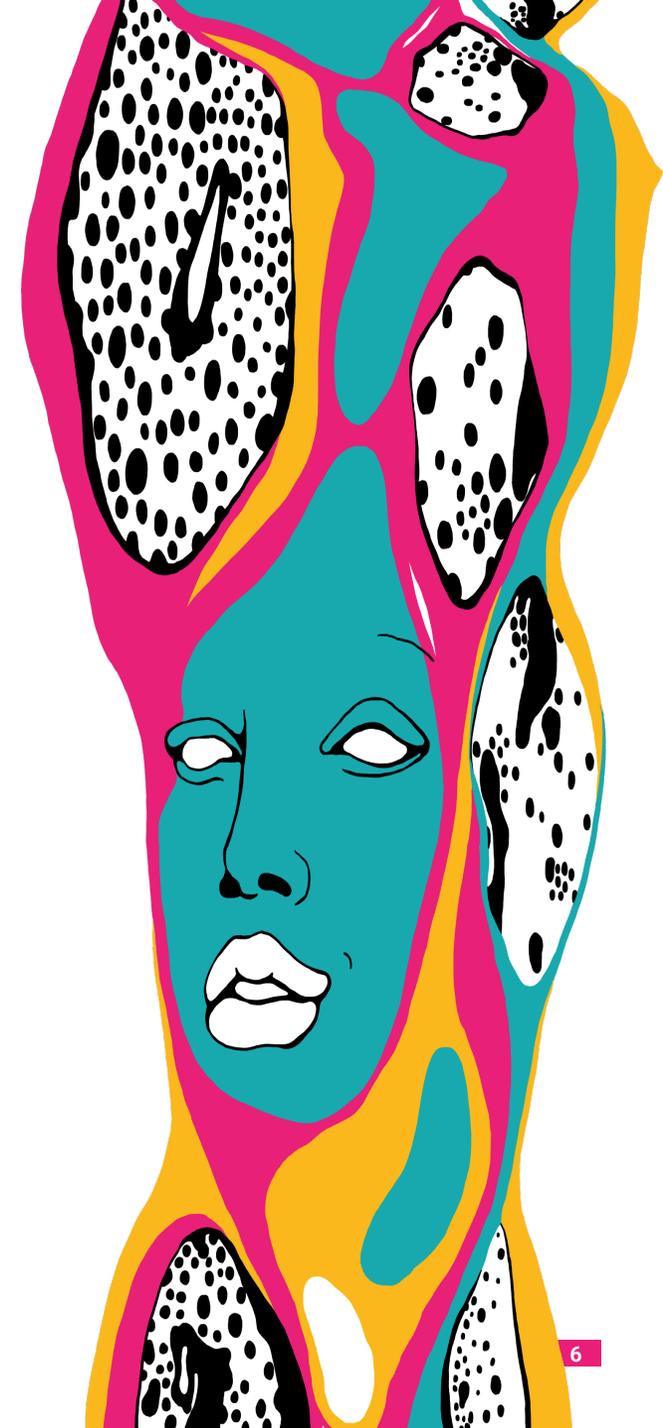
- Inviting people to learn more about our work
- Narrative that change is possible: vision, current reality, change strategy, invitation
- Tone: accessible, direct, inspiring





How we communicate: activists are authorities

- Activists and partners are the authorities/experts about their own realities and work
- Change-makers and agents
- Respect and solidarity, not 'help'
- Collaboration, not extraction



How we communicate: who tells the story?

- Centring activists' voices
- Involving partners in the storytelling
- Using partners' language (publishing in languages other than English)

Dans la lumière

Association des Femmes

Handicapées

de Madagascar,

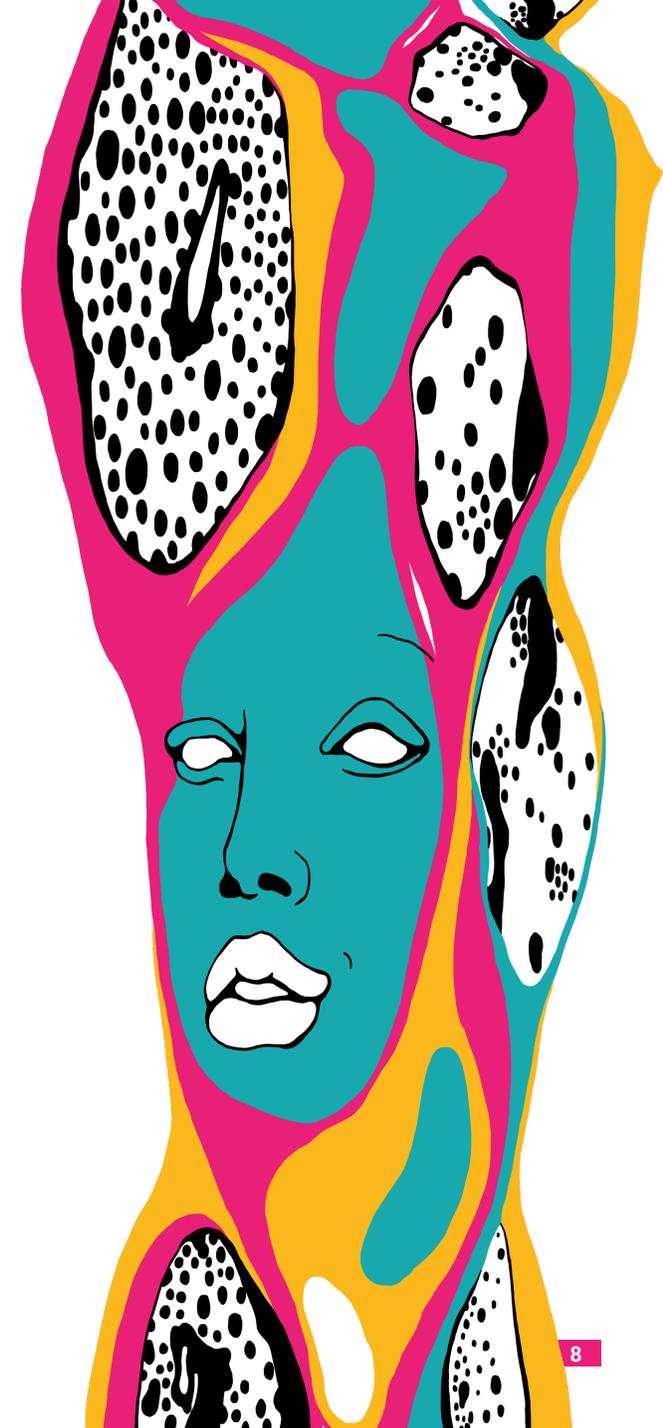
Madagascar

*Travailler à l'intersection des activistes féministes
et des droits des personnes handicapées*



How we communicate: working with partners to create visuals

- Partners involved in arranging photo shoots, selecting local photographers
- Aim: visuals should establish partners as strong, authoritative, experts in their own reality







RED NACIONAL DE MUJERES EN
DEFENSA DE LA MADRE TIERRA

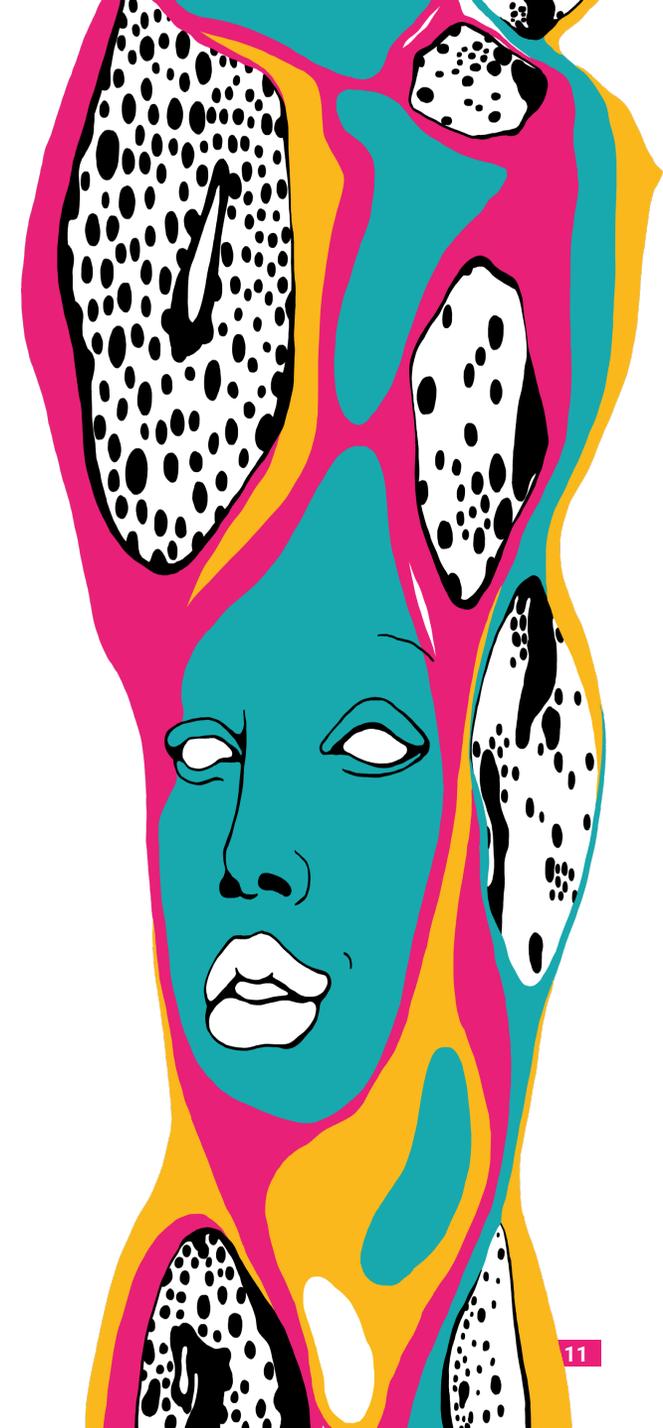
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TEJENDO REDES DE SOLIDARIDAD Y ACCIÓN PARA DEFENDER A LA MADRE TIERRA

How we communicate: amplifying activists' voices

- Centring activists' voices
- Providing a platform for their work
- Encouraging conversation, inviting audience to share their stories, too









This way I found out about
@catcallsofnyc when I was 16 years old.

Because
feminist
activism
works

