



# RISE Advocacy Chapter Monthly Webinar

**March 19, 2024**



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# Welcome

*Please let us know in the chat where you  
are joining us from!*



# Mission & Vision

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## Together Women Rise's Mission

**Together Women Rise cultivates the collective power of  
community  
to achieve global gender equality.**

## OUR VISION

**Together Women Rise envisions a world where every person  
has the same opportunities to thrive  
regardless of their gender or where they live.**

# Our Values & Resources



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*At RESULTS we pledge to create space for all voices, including those of us who are currently experiencing poverty. We will address oppressive behavior in our interactions, families, communities, work, and world. Our strength is rooted in our diversity of experiences, not in our assumptions.*

*With unearned privilege comes the responsibility to act so the burden to educate and change doesn't fall solely on those experiencing oppression. When we miss the mark on our values, we will acknowledge our mistake, seek forgiveness, learn, and work together as a community to pursue equity.*

**Read our full anti-oppression values statement here at [results.org/values](https://results.org/values).**

**Find these resources and more at [results.org/volunteers/anti-oppression](https://results.org/volunteers/anti-oppression):**

- Resource Guides from our Diversity & Inclusion trainings, including:
  - Interrupting Microaggressions
  - Creating Space for Critical Conversations
- Information on how RESULTS responds to oppressive incidents

*Stay tuned for 2024 workshop schedule!*



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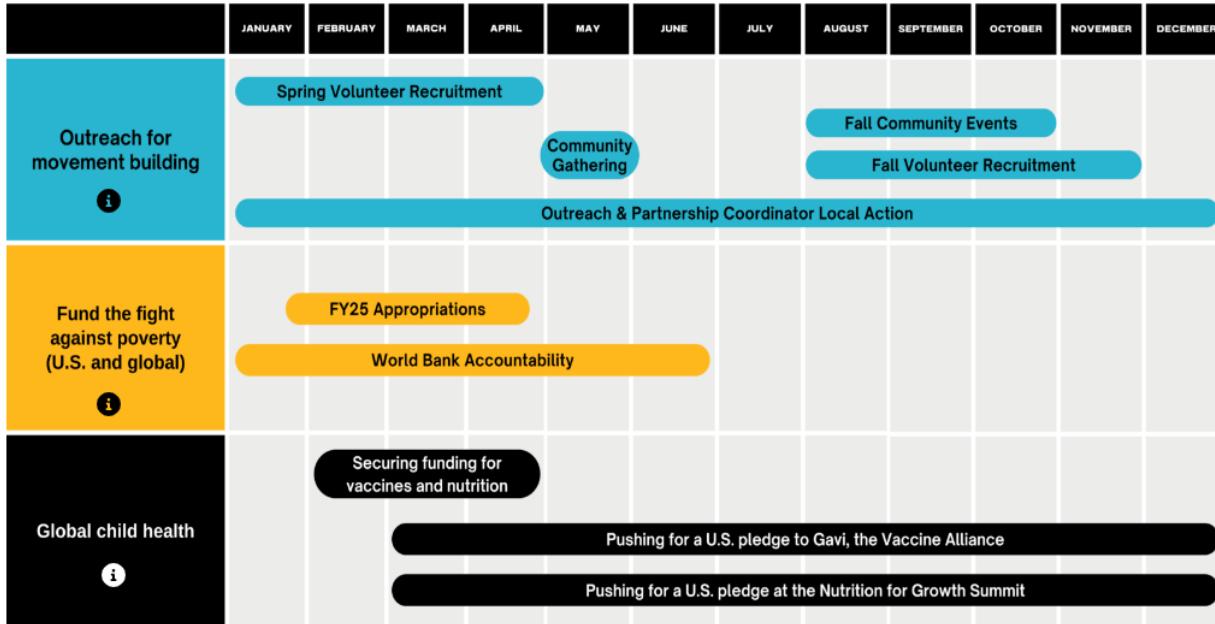
# Review of 2024 Campaigns



# 2024 Actions Timeline

Track where we are in the year in our campaigns, and [take action!](#)

Hover over campaigns and milestones for more details.





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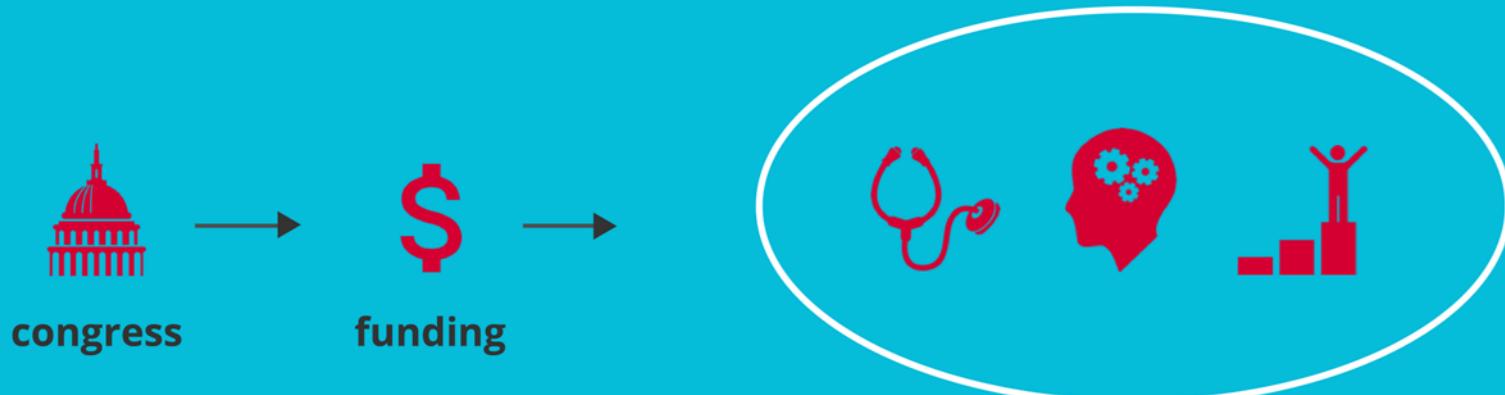
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# FY25 Appropriations

# FY25 Appropriations congress decides where our money goes.

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Congress decides how to spend money during the **appropriations** process. This funding can support health, education, and economic opportunity for families around the world.





*We influence appropriations by...*

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- 1) Asking MoCs/staff to include our requests in their submissions to SFOPS and following up**
- 2) Meeting with MoC/staff at home & in DC to make our requests**





# We influence appropriations by...

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## 3) Asking MoCs to sign “dear colleague” letters on our appropriations asks

**United States Senate**  
WASHINGTON, DC 20510  
May 17, 2022

The Honorable Patrick Leahy  
Chairman  
Committee on Appropriations  
United States Senate  
Washington, D.C. 20510

The Honorable Chris Coons  
Chairman  
Subcommittee on State, Foreign Operations, and Related Programs  
Committee on Appropriations  
United States Senate  
Washington, D.C. 20510

The Honorable Richard Shelby  
Vice Chairman  
Committee on Appropriations  
United States Senate  
Washington, D.C. 20510

The Honorable Lindsey Graham  
Ranking Member  
Subcommittee on State, Foreign Operations, and Related Programs  
Committee on Appropriations  
United States Senate  
Washington, D.C. 20510

Dear Chairman Leahy, Vice Chairman Shelby, Chairman Coons, and Ranking Member Graham:

As you determine priorities for the Fiscal Year 2023 State, Foreign Operations and Related Agencies Appropriations Act, we respectfully request that you provide robust funding for the **Maternal and Child Health (MCH) and Nutrition Accounts within the Global Health Programs account at USAID**. Adequate funding for the MCH and Nutrition accounts is critical to preserving effective, evidence-based, poverty-focused assistance that saves lives and helps strengthen economies in developing countries.

This Committee has a long-standing record of supporting critical, life-saving investments in global child and maternal health and nutrition. In 2020 alone, USAID helped more than 92 million women and children access essential—and often lifesaving—health services, reaching 27 million children under five years old and 8 million pregnant women with high impact, life-saving nutrition interventions.

While reductions in global mortality rates for women and children are two of the biggest success stories in international development, there remain significant gaps that additional investments can help close. Between 2010 and 2019, 5.2 million children under age five died from preventable, treatable diseases each year, making malnutrition as the underlying cause of roughly half of these deaths. Additionally, 300,000 women die annually of preventable causes related to pregnancy and childbirth. COVID-19 continues to interrupt routine and necessary health and nutrition services.

The MCH account supports delivery of cost-effective, proven, life-saving services in countries where the burden of preventable deaths is the highest. USAID's investments provide access to skilled birth attendants and emergency obstetric care, training for frontline health workers, life-saving health commodities, and nutrition services like breastfeeding support. A critical partner in this work is Gavi, the Vaccine Alliance, which has been a key part of a partnership that has helped to immunize a whole generation – more than 888 million children – and prevented more than 15 million deaths, helping to halve child mortality in 73 lower-income countries. As Gavi bolsters efforts to continue routine immunization and deliver COVID-19



**United States Senate**  
WASHINGTON, DC 20510  
May 19, 2022

The Honorable Christopher Coons  
Chairman  
Subcommittee on the Department of State, Foreign Operations, and Related Programs  
Senate Committee on Appropriations  
127 Senate Dirksen Office Building  
Washington, DC 20510

The Honorable Lindsey Graham  
Ranking Member  
Subcommittee on the Department of State, Foreign Operations, and Related Programs  
Senate Committee on Appropriations  
125 Senate Hart Office Building  
Washington, DC 20510

Dear Chairman Coons and Ranking Member Graham:

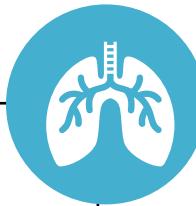
We are writing to request that you continue critical investments in global health programs, in particular the President's Emergency Plan for AIDS Relief (PEPFAR) and the Global Fund to Fight AIDS, Tuberculosis and Malaria. We are sending you a copy of the Senate Report on the bill in the fall of 2022. We are grateful for your leadership in ensuring these programs continue to be robustly funded, and look to you again as PEPFAR and the Global Fund work towards the rapid elimination of HIV prevention and treatment programs with the goal of ending the AIDS epidemic while protecting projects from the impacts of COVID-19.

U.S. leadership through PEPFAR and other bilateral investments, along with multilateral investments in the Global Fund over time, have been transformative in fighting the deadly HIV/AIDS epidemic, and the results are astounding. In 2021, PEPFAR supported life-saving antiretroviral treatment for 18.96 million people. Through PEPFAR support, over 7.1 million orphans, vulnerable children and their caregivers accessed critical care and support services and since its inception, more than 2.8 million new infections were averted in children.

At the same time, the Global Fund's efforts have saved over 44 million lives since its inception in 2002. In 2021, the Global Fund responded to 21.9 million people on antiretroviral treatment for HIV, treated 4.7 million people for TB, and distributed 188 million insecticide-treated bed nets for malaria prevention.

Similar to HIV, progress on the TB epidemic hinges on finding the over three million people “missed” by health systems each year. By focusing on 20 countries that account for a majority of missing people with TB globally, Global Fund investments contributed to over one million additional TB case notifications by the end of 2019. As the host of the Global Fund's Seventh Replenishment this fall, now represents a critical time for the U.S. to display strong international leadership in the fight against these diseases.

Despite the tremendous progress made on HIV globally, every week, around 6,000 young women aged 15-24 are infected with HIV worldwide. PEPFAR and the Global Fund are



# The Impact of Dear Colleague Letters

Account	FY17 Signers	FY17 Funding	FY20 Signers	FY20 Funding	FY23 Signers	FY23 Funding
USAID Maternal and Child Health	146 House 27 Senate	\$814.5 million	146 House 37 Senate	\$851 million	178 House 35 Senate	\$910 million
USAID Tuberculosis	71 House 16 Senate	\$241 million	77 House 29 Senate	\$310 million	120 House 30 Senate	\$394.5 million



# FY 2025 Requests

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Account	FY23 Enacted	FY24 House	FY24 Senate	RESULTS FY25 Request
USAID Tuberculosis	\$394.5 million	\$394.5 million	\$394.5 million	\$1 billion
Global Fund	\$2 billion	\$2 billion	\$1.65 billion	\$1.65 billion
USAID Maternal & Child Health	\$910 million	\$910 million	\$920 million	\$1.15 billion
<i>-Of which, Gavi, the Vaccine Alliance</i>	<i>\$290 million</i>	<i>\$300 million</i>	<i>\$300 million</i>	<i>\$340 million</i>
USAID Nutrition	\$160 million	\$172.5 million	\$160 million	\$300 million
USAID International Basic Education	\$970 million	\$970 million	\$640.55 million	\$1.15 billion
<i>-Of which, GPE</i>	<i>\$130 million</i>	<i>\$130 million</i>	<i>\$130 million</i>	<i>\$200 million</i>



# You don't have to ask for everything!

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Check the RESULTS Scorecard

Do a little research:

- What do they care about?
- Connect what they care about with our issues
- Ask for one more thing than they've supported in the past

## Take Action on Global Health & Education Appropriations!

1. Take the online action in [the RESULTS Action Center.](#)
2. Send a message directly to the foreign policy aide. [Find the message here.](#)



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# Grantee Spotlight

# Grantee Spotlight



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## International Action Network For Gender Equity and Law (I ANGEL)



## Project Title: BRIDGE - Building Real Interactions Driving Gender Equality

**Grant Amount:** \$50,000

### Mission of Equality Now

The mission of Equality Now is to achieve legal and systemic change that addresses violence and discrimination against women and girls around the world.

### Project Summary

This partnership supports Equality Now's work to achieve legal gender equality by bringing about specific changes in unjust laws, advocating for needed changes, and supporting collaborative networks to amplify gender equality work. Equality Now's campaigns focus on the following four critical goals: achieving legal equality; ending harmful practices such as female genital mutilation (FGM/C) and child marriage; ending sexual exploitation; and ending sexual violence.



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# Advocacy Training: Effective Introductions & Storytelling



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Advocacy Training: Introductions



- **Introducing yourself (tonight)**
- **Sharing a story (homework for next webinar)**



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Advocacy Training: Introductions

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## "Hello, My Name Is..."

The *public narrative* is a framework which helps you outline your **why** and answers the question "what brought you here?"

- Story of self – Your purpose
- Story of us – connection to your community
- Story of now – why it's important to take action now!



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# Advocacy Training: Introduction

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Draft and practice your 20-second introduction

- Think of 2-3 adjectives/roles to describe yourself, *passionate retired pediatrician, hopeful volunteer advocate, etc.*
- Think about 1 or 2 issues you care about, *girls' education, nutrition, women's health, etc.*
- Think about what we need to do to take action now, *support bold funding for the global partnership for education*



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**Who wants to share their 20-second introduction?**



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# Advocacy Training: Storytelling

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## Why is storytelling important in advocacy?

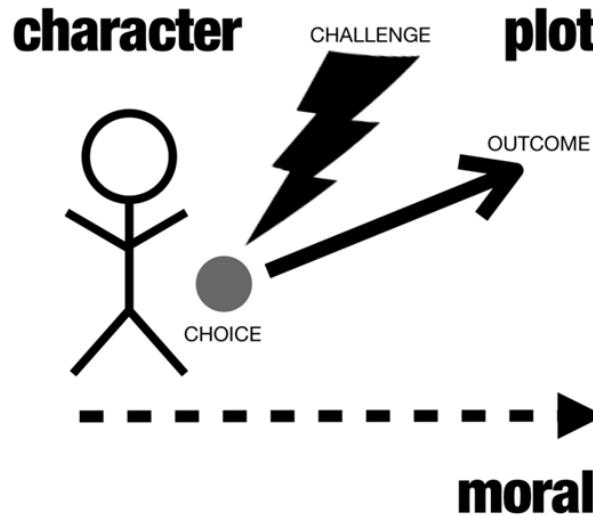
Your member wants to know **who** you are and **why** the issues you are advocating on are important to you (more memorable than data & numbers)



## Why is storytelling important in advocacy?

- Stories connect the head and the heart.
- They influence policy makers and dispel myths about poverty.
- A well-prepared story can change someone's mind, and move them into action.
- Stories are 22x more likely to be remembered than facts alone!

## What makes a good story?



- **There is a challenge**  
What challenge did you face? Why was it a challenge?
- **There is a choice**  
What choice did you make? Why did you make that choice? Where did you get the courage?
- **There is an outcome**  
What was the result? How did it feel? What can it teach us?



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# Advocacy Training: Storytelling

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## How do you tell your story?

- The story you tell **must be true**.
- **Is it your story to tell? If not, don't!** If the story you are telling is not your own, you must have permission to share it.
- Make sure you are sharing a story that **relates** to the topic at hand.
- **What are the stakes?** The story should have action and consequences. What was gained or lost in this moment? What was the outcome? How did it impact you?



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# Advocacy Training: Storytelling

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## How do you tell your story?

- **Timing:** Try to tell the story in 3-5 minutes. The power comes from the words you are saying not how long you are talking.
- **Practice:** Share with your group, your friends and yourself before your meeting.



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# Advocacy Training: Storytelling

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When telling your story, don't:

- Don't explain a culture or community that is not your own.  
*(Resource:  
[Making an Inclusive Case for Ending Global Poverty](#))*
- Don't overcomplicate it. Keep it simple yet powerful.
- Don't just retell it, **relive it**. Make your audience understand the importance.
- Don't forget to breathe. A pause before the plot twist or point of your story can amplify the impact.



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# Advocacy Training: Storytelling

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Homework: Draft and practice your story

- What challenge did you face?
- What choices did you have to make as a result of those challenges?
- What was the outcome? How did it feel? How did it transform how you feel about your power to change the world?

# **Lobby meeting update: Who has met with their member of Congress so far?**



# Join us!

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- **Together Women Rise Grantees** - Join the virtual national chapter meeting with a speaker from the grantee each month on the **first Thursday of the month at 8 PM ET: Thursday, April 4**

<https://togetherwomenrise.org/upcoming-events/>

- **RESULTS April National Webinar**

**Saturday, April 6 at 1:00 PM ET**

Speaker: RESULTS Founder, Sam Daley-Harris

- **Together Women Rise Advocacy Chapter Monthly Webinar**  
**Tuesday, April 16 at 8:30 PM ET**



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**Invite others to join us in  
changing the world together!**

**Sign up here:**

**<http://tinyurl.com/JoinRiseAdvocacyChapter>**