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28 Too Many is an anti-female genital mutilation charity, created to end FGM in the 28 African countries where it is practised and in other countries across the world where members of those communities have migrated. Founded in 2010 and registered as a charity in 2012, 28 Too Many aims to provide a strategic framework where knowledge and tools enable in-country anti-FGM campaigners and organisations to be successful and make a sustainable change to end FGM. We are building an information base, which includes detailed Country Profiles for each country practising FGM in Africa and other thematic reports. Our objective is to develop networks of anti-FGM organisations, to share knowledge, skills and resources. We also campaign and advocate locally and internationally to bring change and support community programmes to end FGM.

Our vision is a world where every girl and woman is safe, healthy and lives free from FGM.

Our mission is to work with anti-FGM activists to promote, sustain and safeguard the physical and emotional well-being of girls and women by the global eradication of FGM.
What Is FGM?

According to the World Health Organization (WHO), female genital mutilation (FGM) refers to any procedure involving total or partial removal of the external female genitalia or other injury to the female genitals for non-therapeutic reasons, such as customs, cultural, religious, social or other beliefs. By inducing ‘an irreversible reduction of human capacity’, FGM constitutes an extreme form of gender-based violence and an abuse of the rights of women and girls.

It is estimated that at least 200 million women and girls currently live with the consequences of this practice. Carried out on females of various ages, from newborns to women about to be married, FGM is prevalent in 28 countries in Africa, alongside some countries in the Middle East and Asia, as well as within certain communities in Central and South America. FGM is not limited to the above-mentioned geographical regions. Increasingly, other countries are faced with the challenge of FGM within diasporas in Europe, the USA, Canada, Australia and New Zealand.
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Ann-Marie’s Thoughts

As we share this annual report, we have past a number of key milestones: six years since we launch 28 Too Many; four years since the charity was registered; and six years to go until we meet our goal of “a 10% reduction of FGM in 10 countries in 10 years”.

This has been an amazing year, with some significant highlights. At the international UN level, we were instrumental in getting FGM into the Sustainable Development Goals (SDGs). At the national level, we helped influence the government to pass the first anti-FGM law in The Gambia, and hosted the first anti-FGM NGO forum in Mali. In the UK, we worked with Project Literacy; Oxford Lawyers Without Borders and were involved in two major media campaigns with Ogilvy & Mather and Vavengers.

As we look forward to publishing our 11th Country Profile on FGM in Nigeria and our first thematic reports on “FGM & Medicalisation” and “FGM & the Law”, I am inspired by the words of Margaret Mead, a fellow activist:

“Never doubt that a small group of people can change the world. Indeed it is the only thing that has!”

Thank you for your continued commitment to standing with us as we continue to help change the world for the better, making it free from FGM, in order to protect the next generation of girls.

Dr Ann-Marie Wilson (Executive Director)
Thoughts from the Board

28 Too Many is a small charity with a big reach. With the launch of the country reports for Senegal and Burkino Faso we have continued to produce ground breaking and reliable information which makes a difference to local communities and national policy makers in the mission to end FGM.

During 2015/2016 we have also continued to “punch above our weight” in the remarkable opportunities we have had to be advocates, engage with key people and even influence how government has increased funding to end FGM. Five years on we have seen big changes in public awareness of FGM as we help create a movement for change.

We progress thanks to the efforts of our small team of consultants and volunteers and the support of many people across the country. We are grateful to Irene Crawford for the insight and compassion she brought to the role of Chair of Trustees and to Karen Walkden for her hard work as Trustee and Vice Chair. Thanks also to Nina Tweddle and Maria Fenner for the grace and commitment they bring to managing our admin and finances and to Suzy Goodson our Treasurer. We also thank Julie Christie-Webb and Caroline Overton who supported the charity over a key period, to Amy Hurn for all she puts into managing our volunteer researchers and delivering such high quality reports, to Louise Robertson for her tireless work over the years and to Ann-Marie for all her vision and energy. We welcome Sean Callaghan as Operations Director and Siobhan Crawford as our new Chair.

I hope the pictures and words that follow will inspire you to stand together with us. FGM – let’s end it.

Jill Garner (Acting 28 Too Many Chair)
Research

During 2015-16 we continued our research on FGM in Africa with two detailed country reports on FGM in Senegal and in Burkina Faso. These reports provide rich information on FGM including the history of the practice, the social, religious and economic contexts, current prevalence rates and an overview of efforts against FGM. Together with our earlier reports on The Gambia, Mali, Liberia and Sierra Leone these provide a good insight into the practice in West Africa. We continue to receive positive feedback on our reports which are used by governments, policy makers, frontline services and NGOs in their work to end FGM.

As well as our country profile reports, 28 Too Many undertakes research into different aspects of FGM which we make available via our website, blog and published articles. We were particularly pleased this year to share a number of research factsheets on FGM laws and strategies for change. Our contributions to the UN caucus meetings in Geneva helped to ensure that FGM was included in the new Sustainable Development Goals (SDGs).
We contributed chapters, and case studies to three books on FGM, provided expert witness statements and peer reviewed two FGM academic papers.

We also continue to develop our relationships with other researchers and a highlight was to contribute an article and attend a conference with Katiba Cultural Rights in Kenya, an ESRC-funded project researching how Kenyans are exercising their new constitutional rights to culture.

In the UK, we continued our research collaboration with the Oxford University branch of Lawyers Without Borders. In this unique project, undergraduate students formed a research panel and undertook extracurricular work to study FGM. In June 2015 the students produced a newsletter on “FGM and the Law” and in the academic year 2015-16 the panel members have been undertaking individual research which will be shared in a series on blogs on the 28 Too Many website. We hosted an educational panel event that formed part of the Oxford International Women’s Festival in March 2016.

Ann-Marie conducts anti-FGM training for members of Oxford University Lawyers Without Borders (OxLWOB).
Case Study

Empowering Young People in The Gambia

Kids Come First Foundation is a community based non-governmental organisation dedicated to the welfare of needy children and young people in The Gambia. Since 2012 it has made a great impact on the lives of many from all ethnic backgrounds by providing educational support including free computer classes and a resource centre. Two energetic young men, Bubacarr Dampha (Programme Manager) and Momodou Darboe (Programme Coordinator), run the foundation together with many volunteers. Ann-Marie visited The Gambia to launch 28 Too Many’s Country Profile in June 2015.

Kids Come First organises many different youth forums and our Trustee Jacqueline Hoover had the honour to deliver our anti-FGM training at a two-day workshop in November 2015. Some 30 to 40 enthusiastic young people from several different schools participated. The aim of the workshop was to educate the young people about FGM and equip them to be ambassadors for change in their community.
As well as providing information on FGM, the workshop explored the specific challenges for young people in The Gambia. An interesting session asked what the problems were for girls and boys. The girls shared their challenges with early marriage, FGM, excessive domestic work, lack of parental care, prostitution, lack of education and the absence of decision making power. The boys noted that their problems were drug abuse, gambling, illegal migration and bad peer influence.

As the workshop progressed practical advice was given on how to have discussions on FGM, staying safe and working together to end the practice. As part of this, the young people were taught about the rights of children and the African Charter on the Rights and Welfare of the Child.

Working with Kids Come First highlighted the challenges in tackling FGM in The Gambia. A key issue is to break the silence around the issue and to empower young people. Some of the young people said they would not be able to talk about FGM with their parents. Another concern is that some Muslim clerics continue to justify FGM on religious grounds. There are many arguments against all types of FGM, and although there are those which address religious justifications, these need to be developed.

Overall it was a great and hopeful experience working with the Kids Come First Foundation and the wonderful group of young people that they gathered together. Kids Come First ran another camp supported by 28 Too Many in December which continued the discussion on FGM and other issues important for the wellbeing of children and young people in The Gambia.
“I was delighted that 28 Too Many worked with Kids Come First. I am grateful that I had the opportunity to participate in one of their youth forums. They have the initiative and passion to address difficult issues and they deserve support for their work.”

Jacqueline (28 Too Many Trustee)
Supporting Community Change

We support local organisations by sharing our research findings and working together to develop effective education and interventions. In West Africa, Ann-Marie visited Senegal, The Gambia and Mali meeting over 50 organisations and activists. We hope to be a catalyst for change or as we were called locally, “a stirrer of the pot of rice”. We also met Ministers in all these countries to help effect legislative changes.

Working with Kids Come First in The Gambia was a highlight and we are committed to supporting work that empowers young people to become agents of change. Many of the young people and organisations we met and worked with during our visits to The Gambia are at the centre of the campaign that led to the Government passing the ban on FGM through the Women's Amendment Act 2015 when we were there. It is an important step forward on ending FGM in the country.

We were honoured that Gemma, our Researcher in Mali, led the first FGM sector meeting for all anti-FGM actors in Mali, hosted by UNICEF. By working together, activists in Mali can make progress and hope to see a reduction in the prevalence of FGM. We will continue to work with them and report on this when we update our Mali country profile in three years’ time.

Our work in East Africa has focused on Uganda and Kenya. In July Ann-Marie spoke at a conference with over 3000 faith leaders in Uganda, delivering six seminars on FGM, the law, education, gender and marriage. We also visited Kenya three times during the year to speak at conferences.
Girls showing their cards from the Maasai cricket warriors.

In 2015, Kenyan-based cricket team, Maasai Cricket Warriors launched an anti-FGM programme within its own community. The team’s young people, supported by 28 Too Many and the sports development charity Cricket Without Boundaries, are using Maasai Cricket Warriors’ growing reputation to tackle social issues, including working to eradicate gender inequality, FGM and early marriage. They piloted a new, sport-based programme run in the team’s home county of Laikipia and Ann-Marie and Esther trained over 1,750 young advocates in a week.

We addressed hundreds of delegates at conferences in Nottingham, Glasgow, Derbyshire, Derby, Cardiff, Essex and across London, for organisations including World Vision, The Mother’s Union, Church Mission Society and the Scottish Episcopal Church. We also trained teachers and pupils in schools in London, Manchester and across the north of England at INSET or PSHE training.
We were grateful for a generous grant from the Department of Communities and Local Government (DCLG), which enabled us to equip over 400 UK faith leaders to become anti-FGM trainers, and provided them with a resource pack to use in their locality.

In 2015 we were also honoured to be at the global premiere of the documentary “Warriors”, which tells the story of this inspirational team and the work they are doing to challenge harmful traditional practices including FGM. Our work features in the film and we partnered with the film’s director to maximise its educational impact. We were pleased to attend the premieres in Nairobi, London and around the UK. We also spoke on BBC World News and Radio 4’s Woman’s Hour with the Maasai Cricket Warriors’ Captain Sonjanga as well as contributing to many Q & A panels at UK screenings.
Advocacy

Calling For Change

2015-16 was a key year for progressing with the 2012 UN General Assembly Resolution on ending FGM. As part of this we have been involved in a global campaign with national and international partners to ensure there is a standalone goal for gender equality in the new Sustainable Development Goals (SDGs) which specifically referred to FGM and sets a clear target for all countries. This was achieved in September 2015 as a result of our lobbying to the UN in Geneva and government departments in London.

For our major awareness campaign in 2015 we worked with leading advertising agency Ogilvy and Mather UK. In partnership with them we rolled out a European poster campaign informing the general public about FGM. The “It Happens Here” campaign featured posters of six European flags (UK, The Netherlands, Spain, Sweden, Scotland and Italy) across billboards, university campuses and the media. It has had a huge impact, achieving its goal of informing people that FGM doesn’t just happen “over there” but is something that affects 180,000 women and girls at risk in Europe every year. It attracted extensive coverage across Europe, including airing on the main French television channel.

We were both surprised and delighted that as well as its initial impact, the campaign has also gone on to win around 17 prestigious awards including two Gold Lion awards at the Cannes Lions International Festival of Creativity, a WPPED Cream Award from WPP, numerous gold and silver awards including a Grand Clio for print and Advertiser of the Year for 28 Too many at the prestigious Clio Awards in New York. We were particularly humbled as this has previously been won by leading international companies Nike and Google. Ann-Marie received the award in London whilst Hoda represented 28 Too Many at the awards ceremony in New York where she was given a standing ovation.
"It Happens Here" campaign poster in partnership with Oglivy and Mather UK.
In the UK we have continued to participate in high level meetings and conferences and were pleased that Ann-Marie was chosen as an FGM expert to work on the first HMIC police service inspection on honour based violence and FGM. We were also honoured to have our case study featured in the Girl Summit – One Year On publication.

We were pleased to be a partner organisation for the UK’s first ever billboard campaign against FGM. Initiated by a group of students working with FGM survivors, the billboards were displayed in London raising awareness of FGM and how those affected can get help.

Internationally we engaged in extensive advocacy in Africa, meeting with hundreds of key stakeholders in The Gambia, Senegal, Mali, Uganda and Kenya. This included key government ministries, international NGOs, local activists and faith leaders. Alongside this we provided the keynote address on FGM at an international conference on Genital Autonomy in Germany.
We believe that FGM needs to be addressed within a wider context and therefore we are proud to support Project Literacy, launched at the UK Houses of Parliament in February. This global initiative aims to put illiteracy at the centre of tackling issues including child marriage, poverty, gender inequality and female genital mutilation. Lily Cole, actress and activist, gave a speech at the launching event, saying: “F is for FGM because in some areas more than 80% of the women affected are illiterate.” We know from our experience in Africa that improving literacy in women and girls helps reduce FGM.

Actor and entrepreneur Lily Cole launching Project Literacy at the UK Houses of Parliament.
Ticha Chisaka

I am a volunteer researcher contributing to 28 Too Many's country profile reports. To date I have worked on the Burkina Faso and Nigeria reports looking at the anthropological context of FGM in those countries as well as knowledge and attitudes. I am currently part of the team working on updating the Kenya country profile report which was 28 Too Many's very first report back in 2013!

I am passionate about issues affecting women and girls particularly in the areas of health, education and gender based violence. I was inspired to join the cause after being involved in a campaign to build a safe house for girls escaping FGM in rural Tanzania and hearing Ann-Marie Wilson, the founder of 28 Too Many, speaking about FGM at an event I attended in late 2014. That's when I decided to find out more about the issue, why people do it and what can be done to stop it. One of the biggest challenges is often changing attitudes and perceptions, but it is possible and there are stories of change happening in communities. I strongly believe that research plays a crucial role - understanding the context of FGM in different countries and using that knowledge to educate and empower others can help to bring about change.

My main highlight of 2015-16 was being part of the research team on the Burkina Faso Country Profile which was launched at the end of 2015 - it was the first report I worked on so I will always remember it.

I feel very proud to be part of the 28 Too Many team - it's a special organisation doing such fantastic work!
Noa Marson

As the UK Youth Ambassador for 28 Too Many I attend events as a representative, write blogs, do talks for other young people with the aim of raising awareness and also fundraise. 28 Too Many is a very important charity which aims to dramatically reduce and ultimately eradicate female genital mutilation through education.

This cause is of utmost importance to me as a 16-year-old girl, as the issue epitomises female oppression and through slowly eradicating FGM, the opportunities of young girls and women increase dramatically. My highlights of 2015-2016 include speaking in front of my peers at school about female genital mutilation. They had little knowledge prior to this, showing that there is still much work to be done in the area of education. Another highlight was the film Warriors; powerful and beautiful, it provided an interesting perspective into the communities where FGM is prevalent.

Tribute to Gill Mullen

(1955 – 2016)

28 Too Many dedicates this Annual Report to Gill Mullen. Gill was our inspiring and innovative anti-FGM speaker and in the last six months of her life created our shortly to be published schools resource. She worked in Worthing, Oxford, Manchester and the Lake District and delivered anti-FGM talks on behalf of 28 Too Many across the UK.

She brought up her daughters to work in Rwanda and war-torn Africa, and encouraged all her family to have her heart for the marginalized. She displayed a desire to change the world, and we never doubt she has made an impact on ending FGM in the UK and Africa. Her legacy will go on beyond all our lives through her schools pack that we will launch later this year. We are thankful for her and miss her.
Financial Information

Incoming Resources

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Thank You

28 Too Many gratefully acknowledges the many individual donors who share our vision and give generous donations to fund our work. We also thank the charitable trusts and other organisations that have contributed to our work, including Arrigo Consultancy, Christof Walter Consulting, Ethicall, the Jane Metson Foundation, Mishcon de Reya, Oxford University Students Union RAG, Shoeburyness and Thorpe Bay Baptist Church, Soroptimist International of Swansea, Souter Charitable Trust, St John the Baptist Royston, St Mary’s and St John’s Langdon Hills, Vavengers, “Women on the Verge” event and a number of significant donors who wish to remain anonymous.
We also wish to extend our thanks to the individuals and organisations who offer support, expert advice and pro-bono services. Your help greatly encourages us and we are grateful to everyone who assists our work, especially Bolt Burdon Kemp, CARE, CMS, Mark Smith, Ramsay Brown Ltd, Restored, Rooted Support Ltd, Sharpstone Skinner Limited and St Barnabas Church.

**Challenge Volunteers**

- Joanne McGarey ran the Great North Run.
- Anna France-Williams learned to play the cello.
- James Maclaine ran the Hackney half-marathon.
- Jason Kirk and Sara Guy completed the Brighton Marathon.
- Noa Marson, our Youth Ambassador, and her friend Laura Lewis cycled across London in fancy dress.
- Helena Sharpstone asked people to donate to 28 Too Many instead of giving presents on her 50th birthday.
- Medics James Mackenzie and his two friends cycled from London to Paris.
- Claudine completed the Brighton Marathon.

**Goodbye to Louise!**

In June 2016, 28 Too Many team was sorry to see Louise Robertson leave her role as Communications Manager to focus on her family. Louise joined us in 2012 to help realise Ann-Marie’s vision of a research based organisation campaigning to end FGM. 28 Too Many thank Louise for her help and contribution.