



VOICE 'WE MUST DO BETTER' **MEDIA TOOLKIT**

REPORT LAUNCH - MARCH 11

Thank you for helping us to share our most recent report **We Must Do Better**. As we slowly adapt to the realities of the pandemic, it is important for us to remember the continuously under-served women and girls around the world that have, and continue to bear the heavy impact of COVID-19. We believe this report is pertinent not just to policymakers and aid organizations, but to researchers, donors, and social activists alike. With your collaboration, we can share the report findings with your networks to reach all kinds of groups and individuals, and hopefully inspire well-informed, meaningful action and change.

WMDB Report Summary & Purpose

We know that local women and girl-led organizations and networks are essential to addressing violence against women and girls (VAWG), yet despite high-level global commitment among humanitarian actors to increase funding for local and national implementing agencies, progress toward localization of humanitarian action, including VAWG response, has been far too slow.

Significant funding gaps for girl- and women-led organizations limits their ability to scale up when they need to respond to emergencies, grow their programs, secure additional funding for their activities, and better serve the girls and women in their communities. These challenges have been heavily compounded by COVID-19.

In August 2020, VOICE introduced its “We Must Do Better” series, a research initiative with the aim of exposing the dire vulnerability of women and girls around the world as a result of the pandemic.

The outcomes of this study provide an opportunity for reflection on the scale of this global emergency, the kinds of groups, organizations and associations that women and girls are working within and leading, the impact on them related to funding priorities and needs, the ways in which donors seek and value these types of



partners, and the kinds of needs that are central in the on-going COVID-19 pandemic response.

VISUAL GRAPHICS AND PRESS ITEMS - [FOLDER](#)

Please feel free to use our visual graphics provided in the comms pack folder. There is a promotional visual for the WMDB report, as well as a visual for the VOICE and UNICEF Virtual Listening Session.

VOICE X UNICEF “WE MUST DO BETTER” LISTENING SESSION (March 15, 10amET)

Details and Registration link: <https://voiceamplified.org/webinar-march-15/>

Suggested text for sharing on social media:

We’ve provided suggested text to accompany social media posts for various platforms if you would like to use them. You may copy and paste directly, or use them as context to create your own posts.

Please tag our social channels on your posts so we can like and share!

Instagram: [@voiceamplified](#)

Twitter: [@voicesamplified](#)

Facebook: [@VOICEAmplified](#)

LinkedIn: [@VOICEamplified](#)

Platform	Suggested text to share the report
Instagram	@VOICEamplified has released its landmark “We Must Do Better” report, which exposes the dire vulnerability of women and girls around the world as a result of the pandemic. Read about the challenges women-led organizations and service providers are facing, and how the humanitarian system has failed them. Here’s the report: voiceamplified.org/[LINK TBD] #WeMustDoBetter #LOUDER #VOICEWMDB

Twitter	@voicesamplified has released its landmark “We Must Do Better” report, which exposes the dire vulnerability of women and girls around the world as a result of the pandemic. Read it here: voiceamplified.org/[LINK TBD] #WeMustDoBetter #LOUDER #VOICEWMDB
Facebook	@VOICEamplified has released its landmark “We Must Do Better” report, which exposes the dire vulnerability of women and girls around the world as a result of the pandemic. Read about the challenges women-led organizations and service providers are facing, and how the humanitarian system has failed them. Here’s the report: voiceamplified.org/[LINK TBD] #WeMustDoBetter #LOUDER #VOICEWMDB
LinkedIn	@VOICEamplified has released its landmark “We Must Do Better” report, which exposes the dire vulnerability of women and girls around the world as a result of the pandemic. Read about the challenges women-led organizations and service providers are facing, and how the humanitarian system has failed them. Here’s the report: voiceamplified.org/[LINK TBD] #WeMustDoBetter #LOUDER #VOICEWMDB
Newsletters	https://us20.campaign-archive.com/?u=5521ecae714a667cc42c1f197&id=ec11454a17

ALT TEXT FOR IMAGES

For Twitter, LinkedIn and Facebook graphics:



Report Statement

The outcomes of this study provide an opportunity for reflection on the scale of this global emergency and action to change the humanitarian aid system's treatment of women and girl-led organizations around the world.

Report Cover

We Must Do Better: A Feminist Assessment of the Humanitarian Aid System's Support of Women- and Girl-Led Organizations during the COVID-19 Pandemic.

GIF Front Cover

We Must Do Better: A Feminist Assessment of the Humanitarian Aid System's Support of Women- and Girl-Led Organizations during the COVID-19 Pandemic.

GIF Statement

During the pandemic we have seen the immense needs facing women-led organizations providing support and services to their communities. We have seen increases in just about every type of violence against women and girls because of lockdowns, restrictions, and lack of access. Read the full report at voiceamplified.org.