



2024
Annual Activity Report
Femei pentru Femei (FpF) / Women for Women (W4W)

About Femei pentru Femei

Femei pentru Femei/Women for Women (FpF / WfW) is a feminist, activist, women-led local organization from Moldova. Our mission is to accompany women and girls on their journey to autonomy.

We develop participatory community-based programs and lead grassroots informal activities for girls and women with the aim of empowering them and preventing gender-based violence in our society by creating space for feminist conversation and working to strengthen women's communities and solidarity, with a particular focus on rural and remote areas.

Women for Women is committed to providing comprehensive psycho-social support for survivors of gender-based violence as part of our mission. We believe in the power of female solidarity and empowerment through a "by women for women" approach and work to ensure that survivors have access to safe spaces where they can share their experiences, access resources and support, and gain autonomy.

Our team has a strong activist spirit, believing that true progress for women's rights can only come through feminist activism, and we strive to incorporate activism education into every program we offer, especially in the youth work we do. We have a strong commitment and focus on developing and strengthening the feminist movement in Moldova.

Our Mission: We accompany girls and women on their path to autonomy.

Our Vision: An inclusive society where all girls and women enjoy respected rights and equitable opportunities, embracing the diversity of their identities.

Our values:

- **Empathy** towards the experiences of girls and women
- **Intersectional feminism** as a way of thinking and acting
- **Equity** for women, girls, and the communities they are part of

- **Sisterhood** based on solidarity as a form of connection and support among girls and women
- **Feminist activism** as a driving force for political and societal transformation

Working principles:

- Safe spaces
- Resource and power sharing
- Challenging power imbalances
- Needs-based approach
- Promotion of women's leadership at all levels
- Long-term sustainable interventions
- Transparency
- Integrity
- Diversity
- Responsibility
- Autonomy

Our 3 main directions of activity are:

1. Community work in remote areas
2. Services for women and girls affected by GBV
3. Women's rights advancement through activism and feminist education.

2024 Results

1. Community work in remote areas

Being aware of the specific problems faced by women in villages along with less access to opportunities, we have a special focus on working in rural areas. We recognize the importance of providing support for women and girls to attain autonomy, visibility, and self-worth; consequently, reducing their susceptibility to discrimination and violence. So, we developed and followed a community work model in our work in villages that enhances 3 stages:

- trust building and safe space creation;
- capacity building for women and girls;
- community engagement through local initiatives led by women and girls.

Throughout 2024 year we implemented the community program in 5 villages, with the involvement in the 3 stages model of **77 women and girls** that formed groups and worked together:

1. Ciulucani village in Telenești district - group of women;
2. Semeni commune in Ungheni district - group of women;

3. Hîrbovăț village in Anenii Noi district - group of women;
4. Ermoclia village Ștefan Vodă district - a group of women and a group of girls;
5. Răscăieți village in Ștefan Vodă district - a group of women and a group of girls.

With the following results:

R1.1. Educational Program for women and girls' groups from villages was designed based on the needs assessment conducted in all 5 villages.

R1.2. 14 support group meetings facilitated by a psychologist conducted. These groups aimed to build solidarity, provide mutual support, and empower participants to become agents of change within their communities.

R1.3. 26 workshops were organized on following topics:

- GBV and access to services for victims;
- feminism and women's rights;
- women's health;
- sexual education;
- preventing emotional exhaustion through self-care and improving interpersonal relationships;
- effective communication and public speaking practices;
- project writing;
- business plan elaboration;
- art workshops.

As a result of the workshops, women and girls:

- ✓ became more aware of the signs of an abusive relationship, the forms of violence, and the services available to victims seeking help.
- ✓ learned about the feminist movement, its goals, and the historical achievements in advancing women's rights made by feminists.
- ✓ gained increased awareness of their sexual and reproductive health issues, while girls learned about consent and healthy relationships.
- ✓ developed skills of writing projects and gained tools to improve their public speaking.
- ✓ learned how to communicate better with their loved ones, improved emotional intelligence and boosted their self-esteem.
- ✓ increased skills planning their business idea through analyzing a business idea, evaluating the competition and the market, resources they have, and resources needed and have increased knowledge about the financing opportunities for women in business.

R1.4. As a next step of their community engagement women and girls, with FpF support, carried out **19 community activities** for other **293 women and girls** in all 5 villages. The diversity of

the activities was vast due to the needs at the local level: sports events, meetings with experts on health topics, art events, cultural activities, “șezători”¹, etc.

Main outcomes of the community activities:

- ✓ Improved physical state and knowledge about health;
- ✓ Raised the importance of well-being among women and increased time dedicated for their needs;
- ✓ Social bonding among women, girls, and inter-generational;
- ✓ Enhanced creative skills and self-expression;
- ✓ Fostered sense of community and solidarity;
- ✓ Fostered communication between girls and women from Moldova and from Ukraine.

R1.5. Seed funding for 10 community projects was awarded. Women and girls’ groups wrote, implemented and reported the projects. **36 activities** were organized within the 10 projects with a total number of **647** benefited of project activities (**476 women** and **171 girls**).

Important results of seed funding were:

- ✓ The community mobilization that happened in the villages.
- ✓ Women and girls became more visible in their community, they collaborated with LPAs, local economical agents and interacted with many local women and girls when organizing activities.
- ✓ Women and girls learned to make local initiatives, including the process of applying and reporting a project and can apply to funding for further projects. They developed skills and acquired knowledge on project writing, planning, organizing, community mobilization, basic IT skills, negotiation, budget management, basic accounting.
- ✓ Women involved in project implementation reported a growth in self-esteem and how they see themselves as community leaders.

R.1.6. 5 vulnerable women (unemployed, with many children, with children with disabilities) from villages accessed part time job opportunity as local coordinators

The final evaluation of community program showed results in shifting the perceptions on gender norms:

- ✧ **Perception of gender roles evolved:** increased by an average of 9% as more women take on leadership roles, challenging traditional norms.
- ✧ **Reduced misconceptions about GBV:** awareness efforts led to an 8.5% decrease in misunderstandings about gender-based violence.
- ✧ **Decline in myths about women's rights:** misconceptions about feminism and women’s rights dropped by 15.5% due to advocacy and education.

¹ A **șezătoare** is a traditional Moldovan gathering, deeply rooted in the cultural and social life of villages. These events are much more than simple meetings—they are vibrant social gatherings where community members, primarily women, come together to share stories, songs, and traditional crafts

- ✧ **Higher community engagement:** interest in contributing to community development grew by 10%, driven by the impact of women's leadership.

2. Services for women and girls affected by GBV

Women for Women is committed to providing comprehensive psycho-social support for women and girls affected by gender-based violence as part of our mission. We believe in the power of female solidarity and empowerment through a "by women for women" approach and work to ensure that survivors have access to safe spaces where they can share their experiences, access resources and support, and gain autonomy.

As a result, in 2024 W4W developed Support program for women affected by gender-based violence – "Alină". The aim of the program is creating a support network for women affected by gender-based violence, in which women can receive professional assistance, as well as support from other women who have gone through similar experiences.

A specialized team provides the following services within the program:

1. Individual counseling sessions.
2. Therapeutic support groups.
3. Informational support and referrals to specialized organizations/institutions.
4. Psychoeducation through training and personal development sessions.
5. Support for urgent basic needs (financial and in-kind support: travel, legal counselling, rent for emergency situations, medical care, food and household products, products for children, etc)

Results:

R.2.1. The **team of the program** was established: program coordinator, program assistant and psychologist were hired;

R.2.2. The **concept** of the programme was developed;

R.2.3. The **protocol of the assistance** was developed;

R.2.4. The programme **visual identity** and social media platform - Instagram page [sprijin.fpf](https://www.instagram.com/sprijin.fpf) was created;

R.2.5. Support for 15 women affected by GBV:

- 1 single mother of toddler got informational and psychological support, referral to legal services for divorce process. Also, financial support for baby formula, and basic hygiene and food supplies was provided;
- 1 woman received legal services in trial;
- 1 single mother and 5 children were provided with food, household items, schools supplies and referral to social assistance service.
- 2 women got informational and psychological support.
- 10 young women were provided with information and referred to other relevant services.

3. Women's rights advancement through activism and feminist education

We believe that dismantling stigma and stereotypes surrounding feminism and feminist activism is pivotal for the advancement of the women's movement. Through our offline educational initiatives and social media presence, we confront gender stereotypes and norms while advocating for women's rights.

Youth work is an important part of our activity as we run a Volunteering and Activism Program that aims to fortify the feminist movement in Moldova by enhancing women's and girl's visibility and amplifying their voices. We provide training for deepening knowledge on women's rights, forms of activism, developing hard and soft skills, and mentorship in their volunteer work. Our volunteers implement small initiatives that aim to promote feminist values and address gender norms. They also create, along with our team, educational explanatory content on feminist topics. Furthermore, W4W is an active promoter of sexual education, and besides advocacy for sexual education in schools, we train volunteers to make peer-to-peer sessions on SexEd for youth in their communities.

Results:

R3.1 The **concept of volunteering program** was developed and implemented. In total within our volunteering program in 2024, 31 active volunteers were involved selected from a total of 75 applications.

The impact of the program:

- ✓ 10 volunteers participated in activist events such as marches and protests for the first time due to our feminist community.
- ✓ 4 volunteers became part of the Rhythms of Resistance activist initiative.
- ✓ 2 volunteers were hired within the FpF team.
- ✓ 4 volunteers organized 6 activities within FpF programs as their engagement of implementing initiatives for other girls and women.
- ✓ 10 volunteers created educational social media materials with a total reach of 225K.

R3.2 **24 activities** for volunteers delivered: [069]- 2 days planning workshop;

- 3 sessions on feminist movement;
- 2 workshops on Gender equality;
- Workshop on Sexual Harassment: Prevention and Legal Aspects.
- Workshop on SOGI;
- Online session on Sexism and Sexist Advertisement;
- 2 sessions on Healthy relationships delivered by 2 psychologists;
- Online session on the saviour syndrome with a psychologist;
- Discussion session on "Principles with working with women and girls";
- Workshop on visibility and external communication with a communication specialist;
- Session on video-making;
- Wworkshop on Breast Health with an expert from Romania;
- 1 self-defense workshop;
- 3 informal meetings with activists;

- 4 Teambuilding activities.

R.3.3. Over **100 hours of mentorship** provided to volunteers: the individual approach that FpF has with youth work resulted in an instrument of individual development planning, and all of the volunteers received individual sessions with FpF team for identifying their needs and goals for the volunteering program, as well as mentorship for their initiatives and educational social media content creation.

R.3.4. Feminist clubs had the aim to create spaces for discussion of different topics regarding women's rights or diverse topics through feminist lenses. The activities targeted our volunteers, youth and the general public. Beside our volunteers a total number of **112 (44 young women, 49 girls, 15 boys, 4 men)** participated in Feminist Clubs. In 2024 **10 Feminist Clubs** were organized:

- Discussion with Elena Burca and Catinca Mardarovici "Intergenerational Solidarity: Women and Girls in Activism";
- Art workshop on Creation of feminist posters (organized and facilitated by a volunteer)
- Workshop Women sexuality as women emancipation element with sexologists Natalia Pavalachi and Tatiana Caitaz;
 - Feminist Book Club on the book "Women that run with the wolves";
- Dialog with Veronica Teleuca, the coordinator of National coalition "Life without violence", about feminist principles in the network building, collective power in the fight for women's rights and feminist principles;
- Discussion with Simina Tulbure, the first female deputy from the diaspora in Romania, about the importance of political participation of women, feminist perspective in politics and what challenges women face in that field;
- Discussion "Can men be feminist?" with Andrei Bolocan, an influencer and media person;
 - Workshop with Rhythm of Resistance Chisinau (RoR). RoR as an element within feminist march and why feminism activism is important;
 - Feminist Debate Club, engaging the students at Mihail Sadoveanu Theoretical High School in Călărași (organized by a volunteer)
- Workshop "Feminism with Style - how feminism entwines with fashion" (organized and facilitated by a volunteer)

R.3.5. A long-term course (9 sessions) on **self-defence** was organized for **30 young women and girls**.

R.3.6. **Training of Trainers on Sexual Education** was organized, and a total number of **17 facilitators** were trained to deliver SexEd informational sessions for youth in their communities. The ToT comprised a 6-day training on SexEd topics, 1 day workshop on facilitation and 1 online workshop on sexual abuse prevention.

R.3.7. The **L_HUB Mentorship Project in partnership with NGO Pro Women from Ukraine** was implemented. The program contained several activities:

- Offline and online exchange training, for 26 women and girls from both Moldova and Ukraine, focusing on developing women's rights programs, strategic business initiatives for women, psycho-social support for migrants, principles with working with women and girls, gender-sensitive leadership programs and support for refugee women;

- Development of social media posts on topics as [women's role in peace-building](#), [women response to armed conflicts](#), [how to help women to overcome the consequences of war](#), etc. reaching an audience of more than 20 132 people.
- Development of a kit that will support young CSOs in implementing gender-sensitive leadership programs.

Feminist activism

Femei pentru Femei is well-known in the field of women's rights, and we build partnerships with important stakeholders and actors.

In 2024 **we became part of the** community of women-led organizations from the **National Coalition "Life without Violence"** and part of the **Global Platforms - ActionAid's network for youth-led activism**. Apart from leveraging our efforts with colleagues from our domain of activity, we work to grow the feminist community by building alliances with female public figures (diaspora women, businesswomen, female influencers).

We also actively and vocally participate in advocacy initiatives, protests, and public positions relevant to our mission and field of work because activism is deeply rooted in our principles. In 2024, as in previous years, we were one of the **active organizers of the Feminist Festival and march**. FpF **co-organized a series of protests advocating for the inclusion of femicide in legislation** and for **justice** in the case of Ana Maria—a young woman who was murdered—as well as other **femicide cases** that began receiving wide public attention in 2024.

We use social media as an activist tool, posting responses to women's rights violations, misogynistic public discourse, and failures by authorities to protect women and girls. So far, we have published over **20 such posts², which have gathered more than 8,900 reactions and 2,600 shares**. A significant part of our work also focuses on creating educational content on feminism and gender-based violence (GBV).

At the international level we actively participate in networking events, conferences, trainings where we strive to share knowledge and resources with sisters from other countries such as Ukraine, Romania, Italy. In December 2024 FpF participated for the first time at the AWID international forum in Thailand. This year we also organized in Moldova a 4 days' **workshop for 13 women front-liners from Ukraine** on "Prevention of Professional Burnout Syndrome and Self-Care for Members of Front line Feminist Organizations in Ukraine".

² [Instagram](#); [Instagram](#); [Instagram](#); [Instagram](#)

Organizational development

Organizational development is crucial for ensuring the sustainability, efficiency, and impact of W4W team as a young organization. As part of these efforts, W4W achieved the following improvements:

R.1. Equipped with essential IT tools to support daily operations and communication, including laptop, mobile phone, microphone, projector, monitor, headphones, portable speaker, hard disk external.

R.2. Team training in data protection, focusing on:

- ✓ Understanding of legal and ethical responsibilities in handling personal data;
- ✓ Best practices for data storage, access, and sharing.

R.3. Team trained in digital security, covering:

- ✓ Secure use of devices and online platforms;
- ✓ Awareness of cyber threats and prevention strategies;
- ✓ Practical steps to ensure the digital safety of both staff and beneficiaries.

Projects

Nr	Donor	Project Title	Budget	Start date	End date
1	Equal Rights and Independent Media (ERIM) (UE grant)	Civil Society resilience and sustainability – COVID 19, Subgrant for organizational development	5000 Euro	18 January 2024	31 May 2024
2	Women Peace and Humanitarian Fund (WPHF)	Mentorship and Peer Learning Project	10 000 USD	1 February 2024	15 September 2024
3	UN Women	U-Power	2,840,008.8 MDL	1 February 2023	31 March 2024
4	UNICEF	Girls and Women - Solidarity and Autonomy	5 123 400.9 MDL	3 October 2023	31 January 2025
5	Asociația pentru Relații	Issues Affecting Women (Core	125 350	1 June	30 May 2026

	Comunitare (ARC) (OAK Foundation)	funding)	Euro	2024	
6	Action Aid International	Building a future with the European leaders of tomorrow	73 083 Euro	1 October 2024	31 October 2025
7	Filia.die frauenstiftung, Germany	CEE Grants for organizational needs	5000 Euro	December 2024	November 2025

2024 Financial Report

(Total Income and Expenditures of the Association "Women for Women" for the year 2024)

Income – 7,167,355.95 MDL, including:

- Grant funding received – 4,958,147.60 MDL and €113,052.92 (approximately 2,170,616.06 MDL)
- Donations – 1,200.00 MDL from individual donors
- Income from income-generating activities – 31,581.00 MDL
- Income percentage designation 2% - 5811.29 MDL

Expenditures – Total: 4,657,214.35 MDL, including:

- Salary payments – 2,247,296.52 MDL
- Social insurance contributions – 539,351.18 MDL
- Office rent and utilities – 202,606.80 MDL
- Bank fees – 11,731.64 MDL
- Training services – 148,234.73 MDL
- Video, text, photo, and reel production services – 382,802.33 MDL
- Catering/food services – 238,467.75 MDL
- Accommodation services – 156,546.20 MDL
- Travel expenses - 200,184.22 MDL
- Operational (equipment, furniture) and other expenses - 529,992.98 MDL

Femei pentru Femei Team

Agnia Sanduleac – Financial Manager

Ana Lipsiuc – Community Coordinator

Diana Bujor – Youth Programs Coordinator

Steliana Rudco – Coordinator of the Support Program for Girls and Women Affected by Violence

Anastasia Suslov – Communication officer

Adelina Anghel – Designer

Madălina Vîrlan – Project Assistant

Mariana Bodiu - Psychotherapist

Iulia Macarenco – Executive Director

Alina Cebotari – Executive Director (currently on maternity leave)

Victoria Secrieru – Financial Manager (activity ceased in December 2024)

Maria Crețu – Community Coordinator (activity ceased in July 2024)

Natalia Rezneac – Communicator (activity ceased in February 2024)

Maria Pascal – Project Assistant (currently on maternity leave)

Donors



Partners

