Equal Access places people at the center of every project. Our programs are designed to foster breakthrough solutions and normative change that enable communities and societies to transform disempowerment and marginalization into empowerment and possibility.
OUR MISSION

To create positive social change for millions of underserved people in the developing world by delivering critically needed information and education through innovative media, appropriate technology and direct community engagement.

WHO WE ARE

Dedicated to supporting local solutions and lasting positive change, Equal Access has a lean headquarters staff of 22 and an international staff of 133 worldwide. Host country nationals comprise 96 percent of our field staff. We also partner with a network of 157 Equal Access trained community reporters worldwide.

WHERE WE WORK

Nigeria, Cameroon, Chad, Niger, Mali 2018, Nepal, Pakistan, Afghanistan, Burkina Faso, Nigeria, Cameroon, Cambodia.
Our Reach

- **201 Million** Broadcast audience reach
- **75 Million** Regular viewers and listeners
- **1,773** Original productions
- **23** Languages
- **118,763** People directly participating in community engagement activities and trainings
- **12,204** Hours of broadcasting of original programming
- **372,367** Social media followers
- **6,082,783** YouTube view
- **230,085** Engagements through SMS and IVR
- **14¢** Cost per person reached in 2016

**Detailed Statistics**
- **1,452** Direct trainees
- **79,188** Listening, Discussion and Action group participants
- **37,091** Mobile theater, roundtables, town hall forums and community event attendees
- **345** Content Advisory Group members
An Integrated Approach to Impact

By addressing challenges in these six impact areas, within communities and countries, we achieve exponential impact and support locally-driven, lasting positive change. For example, we know barriers to girls’ education will not be fully removed until we address both patriarchal norms and job creation. We know that transforming violent extremism cannot be prevented without strengthening community resilience and youth empowerment.

CHAMPIONING WOMEN & GIRLS

Millions of women and girls are denied basic human rights simply because they are female. We create breakthroughs in the social norms that prevent women and girls from realizing their inherent potential across all dimensions of their lives. Whether it is preventing violent extremism in the Sahel by creating a platform for women peacemakers or launching in-depth community engagement programs that support women’s involvement in local government, women and girls are central to every one of our programs.

We design culturally resonant social and behavior change programs that increase women’s and girls’ access to education, address gender-based violence and early forced marriage. We know that women and girls enable and multiply impact.

YOUTH DEVELOPMENT & LIFE-SKILLS EDUCATION

Youth under 30 comprise 50-60 percent of the population across the developing world. Weak governments, poor education systems, and a lack of employment opportunities leave many youth without the skills they need to fulfill their potential.

Our By Youth for Youth media and outreach programs address root causes of youth alienation by providing education/training on life skills, jobs and leadership. We recognize young people’s enormous potential, elevate their voices, provide experiences that build their self-esteem and engage them as social change agents. We reach youth through radio, TV, social media, SMS, IVR, peer-led discussion groups, creative contests and civic activities.

GLOBAL HEALTH

By designing effective behavior change programs and providing links to services, we support individuals and communities to make informed decisions that improve their health and well-being. Our popular radio/TV dramas and chat shows combined with mobile SMS/IVR, street theatre performances, training and outreach activities, provide vital health education on HIV/AIDS, malaria, sexual and reproductive health, maternal and child health, family planning, nutrition, hygiene, and sanitation.

ECONOMIC DEVELOPMENT & AGRICULTURE

Skill building and job creation are central to lasting and locally-owned development. We produce informative media and outreach programs, provide access to industry experts, capacity building, and market information through radio shows, job training, discussion groups, and mobile information campaigns. With our support, farmers are increasing yields and running more successful agribusinesses; local entrepreneurs are improving results in their small and medium-sized enterprises; women are entering the civic workforce; journalists from remote rural communities are increasing their media production capacity; local radio stations are increasing their sustainability through income generation.

GOVERNANCE & CIVIC ENGAGEMENT

Our programs elevate previously unheard voices and develop more informed and engaged citizens equipped with the skills and knowledge needed to hold leaders accountable and lead positive civic action, and shape positive outcomes. Strengthening communications skills of all those working and living within local political structures creates opportunities for accountability, meaningful dialogue and the generation of new ideas and actions that inspire locally-driven approaches to positive change.

PEACE BUILDING & PREVENTING VIOLENT EXTREMISM

Equal Access’ programs support communities to strengthen and protect existing positive norms that enable peace and tolerance. Where peace is being challenged, we work to prevent violent extremism and transform radicalization using an asset-based approach, by engaging all community members as resources and potential agents of change.

To strengthen community resilience and create powerful alternative narratives to violent extremism, we empower and engage citizens via media, training, roundtables, town hall forums, and inspiring public events. We create an enabling environment for elected officials, youth, citizens, journalists, and religious and community leaders to join in the dialogue and develop shared solutions.

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Equal Access was founded on the conviction that combining interactive media and direct community engagement is one of the most powerful approaches to social change. Our methodology places people at the center of our programs creating a dynamic, interactive loop. This generative approach builds lasting momentum that is capable of transforming individual beliefs and significantly influencing social norms resulting in new insights and locally owned solutions.

**Our Approach**

**By and For the People**

The Interactive Loop

- **Platforms**
  - Radio, TV, Digital, ICT4D

- **Genres**
  - Serial Dramas, Chat Shows, Magazine Programs, Music Videos, Educational Programming, Documentaries and Films, Multi-media Campaigns, PSAs

- **Interactive**
  - Social Media, SMS, Interactive Voice Response (IVR)

- **Cinema/Shows**
  - Mobile Cinema, Street Theater, Traditional Music, Concerts

- **Training**
  - Leadership Training, Advocacy Training, Life-skills Training, Tech Camps

- **Groups**
  - Listening, Discussion and Action Groups, Townhall Forums and Roundtables

- **Capacity Building**
  - Television and Radio Stations, Producers and Community Reporters

> *The image contains a photograph of a woman holding a radio receiver, which complements the text about the interactive approach.*
Resilient Women, Powerful Girls
As a result of the program, couples reported they are arguing less, making decisions together and discussing financial plans. Husbands are openly supporting their wives with household chores and childcare and they are having consensual sex.

Across three districts, 360 married couples participated in the nine-month program, which included an in-depth curriculum, weekly Learning and Discussion Group sessions, at home activities for couples, community outreach carried out by the Learning and Discussion Groups, and an innovative 39 episode radio drama series called Mutual Understanding (Samajdhari). Combined, these components address social norms, attitudes, and behaviors that perpetuate violence against women and girls.

As a result of the program, couples reported they are arguing less, making decisions together and discussing financial plans. Husbands are openly supporting their wives with household chores and childcare and they are having consensual sex.

Next Steps

The intervention is part of a randomised controlled trial (RCT) implemented by Emory University that focuses on the impact of activities on IPV rates and norms at the community level. We are hopeful that the outcome of the endline data collection, due next year, will reveal the normative changes between the couples is far-reaching and long-lasting.

For practitioners of social norms change, such a result would mean the potential to scale this approach beyond Nepal, to many communities and countries.

The Big Change Theory

Phase 1

Critical Reflection

In-depth group examination and exercises exploring the question: What are the social norms that perpetuate intimate partner violence?

Phase 2

Life Skills Education

Equip participating women and men, (included as couples) with the skills needed to change their behavior and shift inequitable gender norms.

Phase 3

Community Action

Support the diffusion of new norms and behaviors cultivated within the groups to families and communities.

93% of couples completed the program

90% over 90% of couples said they noticed a positive change in themselves or their relationship

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Change Starts at Home

Project Synopsis

Equal Access (EA) continued the ground-breaking work implemented in the multi-award-winning Voices program through Change Starts at Home (Change). In partnership with Emory University, South African Medical Research Council (MRC), and DFID’s ‘What Works to Prevent Violence Against Women’ program, EA launched one of the first of its kind: a multi-pronged approach to Intimate Partner Violence (IPV) working with couples, families and community leaders to drive normative change.

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For practitioners of social norms change, such a result would mean the potential to scale this approach beyond Nepal, to many communities and countries.
Aired for the first time in 2013, Equal Access’ Afghan radio drama One Village, A Thousand Voices (OVATV) celebrated its 200th episode in 2017. The United States Institute for Peace (USIP), the program’s original funder, commissioned a survey to find out what makes it accessible and impactful.

89% OF FEMALE LISTENERS RECOMMEND THE PROGRAM TO FAMILY AND FRIENDS

59K LISTENERS INTERACTED WITH THE PROGRAM THROUGH SOCIAL MEDIA, CALL-IN SHOWS AND IVR.

The unique structure of OVATV creates a space and opportunity for listeners to discuss taboo issues. Each week a new episode deals with the resolution of commonly observed disputes, e.g., property rights or women in the workforce. The show also models interactions with formal institutions, showing the audience how and to which departments they can refer their disputes for government assistance. Rather than speaking to its listeners, the show invites them through weekly call-in shows to discuss their points of view related to the week’s episodes.

Previously girls were not allowed to go out and learn. But I changed that rule and I have paved the way for the rest of the girls in our tribe. Now, most of these girls are no longer prohibited from learning by their families and can go to school.”

— MALE LISTENER, Kandahar

The most significant change [I’ve witnessed in relation to OVATV] was the creation of a shura, a regional council, traditionally composed of men, that invited women to participate […] Such a change is the result of efforts led by youth […] If I hadn’t heard the program [OVATV], I wouldn’t have changed in such a short time or such a need might not have arisen.”

— MALE LISTENER, Kandahar

Equal Access is excited to partner with UN Women, Nepal on a 12-month advocacy campaign for women’s economic empowerment and gender equality. The comprehensive campaign will raise awareness and challenge individual attitudes, community norms and promote policy changes that support women’s safety and economic empowerment. A series of radio and television public service announcements, national and sub-national policy dialogues, youth activities and community-based outreach are central to the campaign’s goal of increasing women’s security and economic participation.

The Campaign will:

- Raise awareness of gender discrimination and the structural barriers that hinder women’s economic leadership
- Create a space for often marginalized women to exercise their leadership skills in local decision making processes
- Advocate for policies that secure women’s economic rights and safety
- Increase participation and representation of rural women farmers in local decision making via awareness raising and policy advocacy.
Equal Access is proud to announce that our partnership with Chemonics on the USAID PROMOTE: Women in Government (WIG) project in Afghanistan has had a measurable impact.

To spark community dialogue about women’s rights and ability to work within the Afghan government, we introduced dynamic female characters into our popular program One Village A Thousand Voices radio series. We also facilitated five workshops to support young women enrolling in the government internship program and reached 590 young women.

**A Path for Women TO JOIN THE AFGHAN GOVERNMENT**

“I had no information that in Islam, women have the right to work, but I learned it from this workshop... I learned from this workshop that a woman was mayor in the early Islamic period, which was very interesting and important to me. Knowing that Islam has permitted women to work, has made me very hopeful and optimistic.”

— GRADUATE FROM ARYANA INSTITUTE OF HIGHER EDUCATION

Facilitated and broadcast two roundtable discussions with government officials that increased understanding and acceptance of women’s right to work within the context of Islam.

Launched a series of radio and television PSAs advertising the internship program to university female graduates as part of the USAID PROMOTE: Women in Government project.

Produced an in-depth strategy to implement a champions campaign to engage government and industry influencers in supporting women working for the government.

Integrated new female characters and plots lines into our weekly radio program One Village A Thousand Voices (OVATV)

"We have never been as encouraged to apply for government jobs as we are today... This workshop was very useful for us, and by participating in this workshop, we learned many things. I think we will be able to find our way through a government job.”

— HELALAI
Mathematics student, Nangarhar UW

**IMPACT**

98%

Prior to a workshop in Nangarhar Province, 64% of participants had no information about how to prepare for a job interview. The post-workshop survey showed that 98% of the participants felt prepared to successfully interview for a job.

100%

At an intern training course at Herat University, the percentage of participants with a ‘good’ or ‘very good’ understanding of government employment processes increased from 5% to 100% over the course of the workshop.

Equal Access is proud to announce that our partnership with Chemonics on the USAID PROMOTE: Women in Government (WIG) project in Afghanistan has had a measurable impact.
AREWA24 is Fully Privatized

AND

COMMERCIALLY SUSTAINABLE

"We started this channel four years ago with the goal of creating a groundbreaking 24/7 TV and multi-media platform that was 100 percent authentically northern Nigerian. To achieve commercial sustainability, we created a hybrid structure, so that post-grant funding, AREWA24 could be spun off into a fully privatized and sustainable Nigerian company. Alongside the production of top quality entertainment and lifestyle programming, AREWA24’s commercial operation secured advertising deals with major global brands like Coca-Cola, Procter and Gamble, and Unilever, bolstered by national awards and international recognition bestowed on the channel."

— RONNI GOLDFARB
CEO and President, Equal Access

In 2013, our partners in the US Department of State sponsored the launch of the first 24/7 Hausa speaking satellite television station in northern Nigeria. The channel had two requirements: it needed to have peacebuilding and countering violent extremism at the program’s core, and it needed to transition to a private sector, commercial entity at the end of the grant period to become fully sustainable. To achieve this ambitious goal, Equal Access needed to build the capacity of an all-northern Nigerian production team to produce programs by, for and about northern Nigerians that generated cultural pride and positivity.

As of August 2017, the private sector company, Network AREWA24, Ltd (NAL), is a 100% Nigerian corporate entity, operating and growing solely from its own revenues and private equity investment funding. The donor mission and milestone of full AREWA24 commercialization, privatization, and long-term sustainability have been achieved.

We know that to make lasting change our programs need to become locally-owned. AREWA24 offers those working in media for social change and international development a case study in impact investing and a successful example of a public/private partnership with a long term commercial appeal. Hats off to the AREWA24 team, and to the leadership of Africa Director, Graham Couturier, and AREWA24’s CEO Jacob Arback.

SUCCESS
IN NUMBERS

43 Million
Television Viewers

25,200
Followers

14.3 Million
YouTube Views

194,544
IVR Subscribers

540,000
Over $40,000

226,000
Mobile Downloads

142,000
Followers

“...developed in 1970 to ensure the growth and stability of the country’s economy.”

— BERNARD SHAW

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Involving People in Local Government
Partnership for Local Development

SAJHEDARI BIKAAS

As Nepal goes through significant changes to its political structures and continues its peace and reconciliation process, we partnered with Pact on USAID’s Sajhedari Bikaas project with the goal of improving the ability of people to engage in local governance and advocate for their needs. As the lead media and outreach partner under the USAID-funded Sajhedari Bikaas project, Equal Access mobilized our expertise to strengthen the capacity of national and local radio partners, while also engaging citizens around issues of local governance, conflict mitigation, youth, women and development. Our three original radio series on governance and local development have catalyzed Listening Discussion Action Groups (LDAG) to become agents of change for their communities.

"Inspired by the Sajhedari Bikaas radio programs, I became a member of the Ward Citizen Forum, something I never knew existed, and I encouraged other women in the community to participate. Through this Forum, the women of my Listening Group proposed a plan for building a small dam in the local river and it was approved! The credit goes to Sajhedari Bikaas for helping us become more confident after learning about how to become involved."

— RAJ KUMARI THARU KUMAL, Chairperson, Janapriya LDAG, Dang

SUCCESS BY NUMBERS

1,731 Radio programs on themes of governance and local development produced

30 PSAs produced and broadcast over 70,000 times

27 Workshops building the capacity of local media to produce content on local governance

32 Good governance roundtables in local communities

43 Workshops teaching local government officials how to utilize media to reach their constituents

7 Earthquake response (2015) PSAs aimed at recovery and rebuilding: our rapid response assessment in three districts (Dhading, Gorkha, and Lamjung) has shown that more than 90% of respondents reported sharing messages learned from PSAs.

OVER THE COURSE OF THE FIVE-YEAR PROGRAM, 9,524 LISTENING, DISCUSSION, AND ACTION GROUP MEETINGS LED TO APPROXIMATELY 500 COMMUNITY AND INDIVIDUAL ACTIONS

- Through door-to-door campaigning, 235 community members were encouraged to vote in one district’s local election
- On their own initiative, after approaching their local police department for collaboration, Bihani LDAG organized an interactive program for their community on stopping child marriage.
- After learning through the radio about how to solicit development funds from the local government, Shrijansheel LDAG crafted a successful proposal for a training session for women in the community to learn tailoring skills in order to start a small local enterprise.
- Juneli LDAG organized a folk song competition that addressed gender-based violence that was attended by hundreds of community members, with the winning song featured on the local radio program.
Supporting the People of FATA

To Understand the Reforms

The Furthering FATA Reforms and Civic Engagement project was implemented between 2014-2017 to inform, educate, and actively engage citizens of Federally Administered Tribal Areas (FATA) on the region’s reforms. By designing and implementing an innovative public education media campaign complemented by multiple outreach activities, the project aims to dramatically increase public awareness and understanding on these reforms.

The project leverages the established success and widespread listenership of Equal Access’ innovative and interactive radio, SMS, IVR media platform, Kadam Pa Kadam (KPK or ‘Step by Step’). Broadcast weekly, this Pashto-language program is a blend of informative current events in relation to the reforms, featuring respected local voices in live discussions, as well as drama, poetry, thematic songs, and audience feedback segments.

Equal Access knows that combining the power of media with community activities is transformative in a way that transcends media alone. This is why we complemented KPK with theater performances, Hujras, youth Listening Discussion and Action Groups, women’s groups, sporting events and music.

We are proud to be a trusted partner of the local population. Our local team’s expert knowledge of the highly complex environment has successfully empowered some of the most marginalized citizens to contribute their voice and identify their rights under the ongoing reform process.

SONG EXCERPT
Let’s make a new world with love and beauty,
With no worries, with only happiness and smiles,
Let’s transform hostility into friendship,
Transform jealousy into brotherhood.
Let’s reconcile,
A New World
Let’s make a new world with love and beauty,
Let’s set ‘Jirgas’ everywhere
To solve all the problems we are facing.
Let’s recall all of the good times

No words can describe my happiness and satisfaction at seeing local people at this Hujra [traditional sitting] gathering. Without a place in our villages for us to sit together with our elders and youth to discuss different things, our issues and problems have grown and erupted into major fights… the efforts of Equal Access Pakistan are helping educate our youth on common issues and show how traditional events like Hujra can bring awareness on FATA Reforms. I believe that through such meetings in the future, every person of this village will soon be more aware of FATA Reforms and other legal issues.

— MR. NADIM KHATTAK ADVOCATE, the facilitator of Hujra gathering & Hujra Elder from FR Bannu

1,300 People attended our Hujras. Many were delighted to see a space traditionally reserved for men and elders democratize and open dialogue on wide-ranging issues affecting communities and institutions.

3,000 Mobile theater performances have attracted over 3,000 people.

33,000 Virtual audience members have engaged with us.

80% Survey respondents - many in listening clubs made up of youth and women - report a clearer understanding of how the FATA reforms will enable them to participate in the political process as a result of the program.
Partnering with Communities to Build Peace
Voices for Peace
(VOIX DE PAIX)

The Voices for Peace (V4P) project aims to reduce vulnerability to violent extremism in West Africa and promote democracy, human rights, and governance by amplifying moderate voices of peace and tolerance in Burkina Faso, Chad, and Niger, with an expansion to Cameroon and Mali in 2018.

Over the past eight years, Equal Access has successfully established itself in the countering violent extremism (CVE) space in the Sahel by developing and adapting our programs within the shifting socio-political contexts. Our 2016 launch of the five-year Voices for Peace (V4P) prime partnership with USAID builds on this experience and attests to our continued commitment to regional peacebuilding. As the natural evolution of Equal Access’ work under the Peace through Development projects (PDev I & PDev II), V4P expands our CVE impact through an agile combination of community action and media programming.

STORY HIGHLIGHT

In June 2017, a spate of deadly attacks on the Niger-Burkina Faso border destabilized entire communities. In response to the attacks, the Voices for Peace program worked with local radio stations to foster dialogue by providing a safe platform to connect communities with their local officials.

The interactive Voices for Peace radio broadcasts, which include roundtables with local leaders followed by call-in segments, were immediately useful in connecting diverse members of the community. “These kinds of discussions with the population and especially our youth are key to combatting extremism,” said a local authority from the Tera region.

“Now, when I go to my village, I see people from different walks of life coming together, joking and talking together. It’s not like before when everyone kept to their own kind, and this is all thanks to the education of your programs.”

— OUMAR MAHAMAT
Ndjamena, Chad project.

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— OUMAR MAHAMAT
Ndjamena, Chad project.

Strengthening positive local narratives
Expanding access to information
Increasing dialogue and exchange on themes of CVE, good governance, and peace
Learning and adapting continuously
Since the early 2000s, violent extremism has become endemic to parts of the African Sahel and West Africa, where tens of thousands of people have been killed by violent extremists and in heavy-handed, state-led counter-insurgency campaigns. The regional conflicts and resulting humanitarian crises have displaced millions within and across national borders.

**THE SITUATION ON THE GROUND**

Since the early 2000s, violent extremism has become endemic to parts of the African Sahel and West Africa, where tens of thousands of people have been killed by violent extremists and in heavy-handed, state-led counter-insurgency campaigns. The regional conflicts and resulting humanitarian crises have displaced millions within and across national borders.

**WOMEN PEACEMAKERS**

VLP establishes women and girls as CVE leaders across the project’s media and community engagement activities. Annual VLP Women Champions of Peace Competitions in each country recognize inspiring women leaders and their contributions to social cohesion. National women’s leadership radio magazine programs, regional radio soap operas, and a women’s leadership video series feature women who challenge stereotypes and corruption while resolving conflict and countering VE narratives.

At only 23 years old, Walida Ousmane is already the Vice President of the Young Girl Leaders Chapter in Niger. Walida was featured as part of the leadership portrait series in October 2017.

**YOUTH TECH CAMPS AND VIDEO CONTESTS**

Tech camps, a new activity in EAs Sahel portfolio, have proven to be one of the most dynamic and successful activities in the VLP project’s first year. Sessions included advocacy techniques, achieving social change through non-violent methods, social media tips and tricks, and film production and editing training. Youth video competitions launched in tandem with the camps gave the participants the opportunity to put their new skills to use to create videos about something they wanted to change in their community.

**SUCCESS IN NUMBERS**

By the end of the project’s first year, Voices for Peace had achieved:

- 1,300 Broadcast hours of CVE programming across our 71 radio station partners
- 188 EA-produced episodes in 10 local languages
- 23 Trainings benefiting 164 local radio staff, including technical trainings and conflict-sensitive journalism
- 100 Listening and Discussion Group (LDG) meetings engaging 1,000 youth in CVE discussions and production feedback
- 200 Youth participated in 6 youth tech camps

**QUOTES FROM THE WINNING YOUTH VIDEO**

Burkina Faso

"For me, terrorism is caused by bad governance. There are many causes of terrorism, but youth unemployment is one of the main factors pushing young people towards radicalization. Solutions are to promote dialogue to resolve conflicts, to increase social acceptance and tolerance, and to create jobs for young people."

— QUOTES FROM THE WINNING YOUTH VIDEO

Burkina Faso
White Dove (FARAR TATTABARA)

WHITE DOVE TAKES FLIGHT

Our latest report from northern Nigeria laid the foundation for our new radio platform and CVE messaging center, Farar Tattabara (White Dove). Funded by the U.S. Embassy in Nigeria, Farar Tattabara consists of three radio programs, each of which incorporates CVE messaging and behavior change communication methodologies into interactive discussions with credible, locally-trusted speakers on topics identified as the most relevant to northern Nigerians. These empowering programs are reaching millions of Nigerians through our 22 partner radio stations across all 19 states of northern Nigeria, the region most affected by the Boko Haram crisis.

SUCCESS IN NUMBERS

44 radio episodes

32,417 messages through our IVR system

THE SITUATION ON THE GROUND

The Lake Chad Basin has been embroiled in bloody insurgency with violent extremists groups since 2009, when the founder of Boko Haram and hundreds of its members were killed in police custody. What began as a fundamentalist sect has since escalated into one of the world’s deadliest conflicts and worst humanitarian crises affecting 17 million people in Cameroon, Chad, Niger, and Nigeria. Since the insurgency began, tens of thousands of young women, girls, and boys from across the region have been killed or recruited by the extremist group.

Farar Tattabara has really changed my opinion. Listening to the Labarin Aisha show about internally displaced persons has taught me how to live with people from different ethnic backgrounds. I extend my appreciation to the program and wish you success.

— IVR MESSAGE FROM OCTOBER 1, 2017

*Lake Chad Basin*
Community Driven Research

Our approach to research, much like our programming, is collaborative, diverse, and designed for extensive community participation.

In every country, community members participate in and validate the ethnographic formative research that shapes our media programs. During the formative research, local researchers facilitate in-depth interviews and focus groups with a wide range of community members including women’s associations, youth groups, local leaders (traditional and religious) and media partners. We include communities at every research intersection as Community Reporters, Community Action Researchers, and as contributors to our Interactive Voice Response (IVR) system, which we use to survey communities and collect their opinions and ideas to integrate into our programs.

This focus on locally-driven, human-centered learning empowers EA to proactively adapt and innovate our programming to maximize impact. Bonaventure Ganemtore, Manager of Information, Communication and Technology (ICT) in Burkina Faso, described his experience with human-centered design research in this way:

“Rapid prototyping has taught us that youth have many beautiful ideas that we can use to reach more people with our programs... I want to now do additional prototypes to learn what interests our followers on Facebook, and also how people will react if we use more humor in our programs.”

— BONAVENTURE GANEMTORE
Manager of Information, Communication and Technology (ICT) in Burkina Faso

AN EXAMPLE OF DISRUPTIVE RESEARCH

Although the Countering Violent Extremism (CVE) field has grown in the past ten years, the formative research we conducted for Farar Tattabara (White Dove) project in Burkina Faso, Cameroon, Chad, Niger, and Nigeria revealed gaps for scholars and practitioners. While most of the CVE field focuses on preventing and countering violent extremism, there is still a lack of creative solutions for how to engage individuals that are already radicalized and violent. Equal Access believes this is a critical missing component, and that successful strategies must aim not only to counter extremism and build resilience but also to rehabilitate and reintegrate both insurgents and others affected by ongoing conflicts. In the absence of such strategies, governments often rely on punitive, military-driven approaches, which deepen grievances between leaders and communities and prolong conflicts.

Equal Access prioritizes a positive youth development approach in transforming radicalization. We reject the “deficit” model, which treats alienated youth as a risk to manage. Our model promotes confidence, character, and engaged action, recognizing youth for their enormous capacity. In our work, we use an asset-based approach where all community members are viewed as resources and agents of change who promote dialogue, peer-connections and positive social change in their communities.

ACADEMIC PARTNERSHIPS

Complementing our community-driven research, EA evaluates the efficacy of our approach through partnerships with prestigious academic partners.

- Emory University’s School of Public Health partnered with EA on a randomized controlled trial to measure shifts in attitudes influencing norms related to gender-based violence as part of our Change Starts at Home project in Nepal.
- With the University of Illinois, we measured attitudes and perceptions of viewers of Arewa24, our 24-hour Hausa-language satellite television station in northern Nigeria. Studies demonstrated positive changes in viewers’ attitudes towards women’s empowerment and significant increases in viewers support for youth engagement.
- With New York University and the University of Illinois, we are preparing to launch a series of research studies, including two randomized controlled trials, and mobile phone surveys using interactive voice response (IVR), to measure listener perceptions and actions inspired by our radio dramas in Niger and Burkina Faso.
Local Staff Highlights

Roya Saqib
TEAM LEAD FOR COMMUNICATION AND OUTREACH OF USAID PROMOTE: WOMEN IN GOVERNMENT PROJECT
Equal Access, Afghanistan

I joined Equal Access in November 2015 because I wanted to work on a project empowering women in Afghanistan within an Islamic context. After finishing my second Masters in the US on a Fulbright scholarship, I wanted to raise people's awareness of gender issues. I wanted a team that would support me to lead. At Equal Access Afghanistan, I am the team lead for communication and outreach of USAID Promote: Women in Government. I am also a member of the Senior Management Team. What I find most rewarding is the impact of our work. Women are inspired by our workshops that help them participate and work in the government. They have asked us to do more workshops for other women. Our weekly radio series, One Village, A Thousand Voices, is changing minds: people are becoming more open to the idea of women having a career. Working closely with key religious scholars, universities, governmental organizations and civil societies, I can see that we are creating momentum for a big societal change. I am proud of what we, as a team, have been able to do, and are doing for the women of Afghanistan.

Madi Ahmadou
OUTREACH MANAGER
Equal Access, Cameroon

I have always been passionate about helping youth. Before joining Equal Access’ Cameroon Peace Promotion (CP3) project in February 2015, I was coordinating the activities of a local NGO that I co-founded with other young people to fight HIV/AIDS. Through that work, I saw how young people were disillusioned in the wake of the destruction lead by Boko Haram. I wanted to work with young people to promote peace. Now, at EA, I work in the field and am based in Maroua, where I collaborate with the communities we serve: our radio partners, Community Reporters, Listening and Discussion Group members, traditional and religious leaders, civil society organizations and other NGOs. What I have found special at Equal Access is that we are close to those we serve. Through CP3, even the most marginalized are accessing information: they feel that someone cares about them. No other NGO has used this approach to reach every stratum of Cameroon society. What is especially rewarding is to see the impact of our work: peoples are more united. They understand that living together is important for everyone and are taking action to promote living together on their own. As the coordinator of many of these activities, I have experienced firsthand the excitement and warmth that we are bringing to others. Every day, this is what renews my passion for helping others.

Shruti Shah
ICT4D REGIONAL OFFICER, ASIA
Equal Access, Nepal

I started my career as a software and web developer until I realized that I wanted to apply my skills to something more meaningful, something that would allow me to contribute to the welfare of others. A friend of mine who was an intern with Equal Access told me they were behind one of the most popular radio programs, Chatting with my Best Friend (Saathi Sanga Manka Kura). When I saw that there was a vacancy, I immediately applied. That was five years ago. Last year, I was promoted to ICT4D Regional Officer for Asia where I support Equal Access’ programs in Nepal, Afghanistan, and Pakistan in applying open source, mobile and emerging technologies. I am working on identifying, designing and implementing ICT solutions for what are some of the most challenging development, e.g., gender-based violence, intimate partner violence, girls’ education and protection. I have witnessed firsthand how change happens by training people in the field to use ICT4D. I am proud to be a part of an organization where everyone is committed to the same goal: to inform, educate and inspire people.

Fatima Turaki Ibrahim
SOCIAL MEDIA AND COMMUNICATIONS ASSOCIATE
Equal Access, Nigeria

I joined Equal Access’ Nigeria team in December 2015 as the Social Media and Communications Associate for a program aimed at countering violent extremism in the north. My role has been to manage the monitoring, evaluation and research efforts of Equal Access’ AREWA24 TV channel using Interactive Voice Response. I am proud of what we have been able to achieve. This tool has been able to give over half a million viewers a voice to express their opinions. From day one, the spirit of nurturing and mentoring I received at Equal Access has pushed me to believe in my own abilities, made me a lot more confident and more ambitious. The impact of the work we do individually and as an organization through media changes people’s lives: by inspiring them to change a certain behavior, or through helping them gain access to employment, or education, or revenue of some sort. It is always about the people we are working for. It is always about adding value to the lives of the community we serve. As development practitioners, that is the only thing that really matters.
A Note from Finance

Equal Access International is an independent nonprofit, charitable organization that is exempt from Federal Income taxes under Section 501(c)(3) of the Internal Revenue Code. Contributions to Equal Access International for its exempt purposes and mission are tax deductible. Equal Access International is registered with the U.S. Agency for International Development as a private voluntary organization.

In 2016, Equal Access implemented programs across nine countries in Asia and Africa, with support from a diverse range of donors and partners including UN Agencies, bi-lateral and multi-lateral aid agencies, international development agencies, foundations, corporations, and individual donors.

With a clear focus on the fulfillment of our mission, we have maintained a consistent level of General and Administrative costs over the past five years, while maintaining low fundraising costs. Fundraising costs were less than 1 percent while more than 89 percent of every dollar went to Program Services and Support. Financial information presented in this report was drawn from the audited financial statements of Equal Access, which were prepared in conformity with generally accepted accounting principles. Electronic copies of our audited financial statements are available on request.

Equal Access International Condensed Financial Information

YEAR ENDING DECEMBER 31, 2016

### Revenue

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S. Government</td>
<td>$5,115,109.90</td>
</tr>
<tr>
<td>Other Governments</td>
<td>$797,323.05</td>
</tr>
<tr>
<td>Multi-Lateral Agencies</td>
<td>$112,571.00</td>
</tr>
<tr>
<td>Other Non-Profit Partners</td>
<td>$4,084,280.09</td>
</tr>
<tr>
<td>Corporations &amp; Individual Giving</td>
<td>$1,890,305.96</td>
</tr>
<tr>
<td>Total Revenue</td>
<td>$11,999,590.00</td>
</tr>
</tbody>
</table>

### Expenses

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Services</td>
<td>$8,605,096.00</td>
</tr>
<tr>
<td>Program Support</td>
<td>$547,703.00</td>
</tr>
<tr>
<td>G&amp;A</td>
<td>$1,598,923.00</td>
</tr>
<tr>
<td>Fundraising</td>
<td>$7,043.00</td>
</tr>
<tr>
<td>Total Expenses</td>
<td>$10,758,765.00</td>
</tr>
</tbody>
</table>

### Sources of Revenue

- **U.S. Government**: 42.63%
- **Other Non-Profit Partners**: 34.04%
- **Multi-Lateral Agencies**: 0.94%
- **Other Governments**: 6.64%
- **Corporations & Individual Giving**: 15.75%
- **Other**: 42.63%

### Expenses

- **Program**: 85.07%
- **G&A**: 14.86%
- **Fundraising**: 0.07%

### Increase in Unrestricted Net Assets

$326,754.00
We Thank You!

On behalf of the communities we serve and the Equal Access International team, we would like to express our deep and sincere gratitude to the institutions and the individuals whose trust and generous support make our work possible.

INSTITUTIONAL SUPPORTERS

Applied Materials
The British Council
The Caroline Ramsey Merriam Fund
Chemonics International
Chicago Area Combined Federal Campaign
Combined Federal Campaign Monterey & Santa Cruz Counties
Community Health Charities of North Carolina
Counterpart International
Creative Associates International
DFATD - Global Affairs Canada
Department for International Development (DFID)
Donorschoose.org
U.K. Department for International Development (DFID)
Embassy of the United States, Afghanistan
Embassy of the United States, Chad
Embassy of the United States, Pakistan
FHI 360
Girl Rising, Ten Times Ten
Global Peace and Security Fund, Canada Department of Foreign Affairs, Trade and Development (DFATD)
International Organization for Migration (IOM)
International Relief and Development (IRD)
International Rescue Committee (IRC)
Network For Good
New Solutions Marketing
Media for Education and Development in Action (MEDIA One)
Open Society Foundations (OSF)
Pact
Participant Media
Salesforce.com Foundation
Sesame Workshop
South African Medical Research Council (SAMRC)
The Tech Museum of Innovation
United Nations Children’s Fund (UNICEF)
UNICEF Rwanda
United States Institute for Peace (USIP)
U.S. Agency for International Development (USAID)
USAID, Office of Transition Initiatives (OTI)
U.S. Department of State
U.S. Department of State, Bureau of Democracy, Human Rights, and Labor (DRL)
US Embassy Kabul Public Affairs (PAS)
University Research Co.

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USAID, Office of Transition Initiatives (OTI)
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