



2024 ANNUAL REPORT



April 2025

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Dear Friends and Supporters,

We are honored to present the 2024 Annual Report of GWL Voices, highlighting our dedication to amplifying women's voices and leadership in multilateralism and global decision-making. This year has been marked by significant achievements and challenges.

In January 2024, we hosted the inaugural GWL Voices Dialogue at Casa América in Madrid, inaugurated by Spanish President Pedro Sánchez. This event gathered GWL Voices members, heads of state, and influential international leaders.

During the dialogue, we introduced the "Women in Multilateralism 2024" report, providing a comprehensive analysis of women's representation in the multilateral system. The findings reveal persistent gender disparities that hinder the effectiveness and inclusivity of global governance. We believe that diverse leadership fosters more holistic and effective solutions to global challenges.

As you review this report, you will gain insight into the breath and impact of our initiatives. From high-level advocacy and strategic partnerships to grassroots engagement and capacity-building, GWL Voices is at the forefront of promoting gender equality in multilateralism. We extend our heartfelt gratitude to our members, partners, and supporters. Your dedication, expertise, and passion are the foundation of our success. Together, we are working towards a world where women's voices are not only heard but are integral in shaping our collective future.

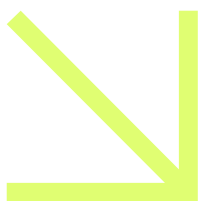
Looking ahead, we remain steadfast in our mission. We will continue to challenge the status quo, advocate for transformative policies, and empower women leaders worldwide. The path toward gender equality is ongoing, and with your support, we are making meaningful strides. Thank you for standing by us in this endeavor. Let us continue to push boundaries and inspire change, ensuring that the vision of gender equality in multilateralism becomes a reality.

Sincerely,

Susana Malcorra
GWL Voices President and Co- founder

María Fernanda Espinosa
GWL Voices Executive Director

Comprising a diverse group of leaders with expertise spanning various sectors, GWL Voices’ board plays a pivotal role in shaping the organization’s strategic direct



**Susana
Malcorra**

Co-founder and
President



Irina Bokova

Co-founder



Helen Clark

Co-founder



**Cristina
Gallach**

Secretary



**María Fernanda
Espinosa**

Executive
Director - Ex
officio

What GWL Voices Does

We leverage our voices and experience, to shape and rally global leaders and public opinion to build a gender-equal international system; that places women's rights and transformative power at the center.



What GWL Voices Wants to Achieve

To serve as a reputable and trusted source to influence leaders and decision-makers in transforming global governance towards a fairer, more effective, and gender-equal international system.

Values

Integrity



Diversity



Partnership



Intergenerational co-creation

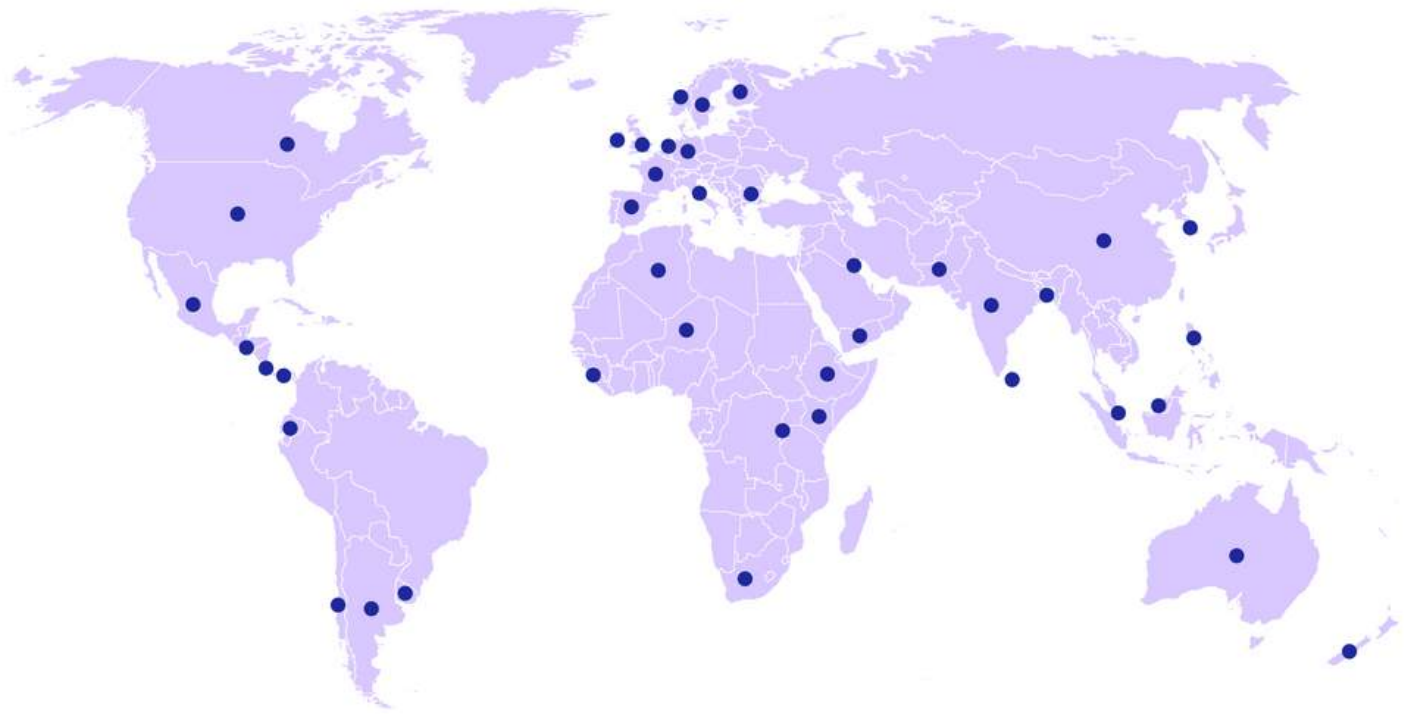


Sustainability





77 Members around 43 countries



**77
MEMBERS**

**43
COUNTRIES**



The two strategic anchors are present in all GWL Voices actions. Plus it is divided on five different thematic spheres, in order or relevance:

Strategic Anchors

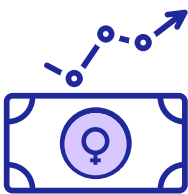


Women’s Leadership and Representation



UN Reform from Women’s Perspective

Thematic Spheres



Reform of Financial Architecture



Women’s Role in Peace and Security



Climate Change



Women in Global Health



Gender-based Violence

In 2024, GWL Voices made significant strides in advocating for women's rights and gender equality globally. Our active participation in multilateral events and fora highlighted our commitment to these causes and reinforced our leadership in the field.

A. Driving Change: Advocacy Through WIM and Leadership Tracking

GWL Voices' provided a unique view into the gender composition of the heads, governing bodies, and senior management teams of the world's most important multilateral organizations through its flagship report "Women in Multilateralism". In the 2024 edition, GWL Voices expanded its list from 33 to 54 organizations.

The WIM24 report captured global attention when it was launched at the GWL Voices Dialogue in January 2024, highlighting the persistent lack of women in leadership across international organizations.

Since then, GWL Voices members have actively shared its findings around the world, presenting the report 9 times throughout the year in countries including Spain, the United States, Iceland, Italy, Switzerland and various nations across Africa:

January: GWL Voices Dialogue, Madrid
February: Human Rights Council, Geneva
March: CSW68, NY
March: The road to equality in the international system, Milan
May: Feminist Foreign Policy Retreat, NY
May: CEDAW, Geneva
July: Ministerial Meeting on Women Foreign Policy, Mexico
August: World Women's Forum 2024, Mongolia
November: Reykjavik Global Forum, Reykjavik



To advance gender parity in global leadership, GWL Voices tracks key elections across UN institutions—highlighting critical opportunities to champion women’s representation at the highest levels. This initiative is further supported by GWL Voices Insights and Op-Eds authored by our members, offering expert analysis and advocacy to drive meaningful change.

B. Shaping the Future: GWL Voices in UN Reform and Global Governance Processes

GWL Voices is deeply engaged in the UN reform process, advocating for a reimagined global financial system that centers gender equality and justice. As a partner of the Coalition for the UN We Need (C4UN), we have collaborated with over 200 stakeholders through regular meetings, joint advocacy, and strategic event planning—especially in the lead-up to the 2024 Summit of the Future.

Anchored in our agenda for gender-responsive financial reform, we continue to push for structural changes—ranging from debt relief and tax justice to care economy investments—ensuring that every financial and institutional decision reflects the realities and rights of women and marginalized communities.



Reimagining A Gender-Inclusive Financial Architecture For Poverty Eradication

C. Revitalizing the Heart of Multilateralism:



GWL Voices actively engages in the revitalization of the United Nations General Assembly to ensure women's perspectives shape the future of global governance.

GWL Voices' work in UN revitalization is driven by the conviction that sustainable reform must be inclusive—and that means centering the leadership, experiences, and visions of women. As an advocacy group that works on the strengthening of the multilateral system, participating in the revitalization process of the UN General Assembly is crucial.

Shaping a Gender-Equal International System: The Role of GWL Voices

10

In 2024, this commitment was reflected through GWL Voices members' direct involvement in drafting and editing the outcomes of key multilateral events. Beyond policy spaces, GWL Voices amplified its voice in the public sphere by participating in over 40 events worldwide, with 12 of our distinguished members—including Susana Malcorra, María Fernanda Espinosa, and Helen Clark—speaking on behalf of GWL Voices and advocating for our organization's objectives.

In 2024, GWL Voices' network expanded to 75 members, bringing advocacy to global audiences in cities such as Madrid, Milan, New York, Nairobi, Paris, and Reykjavik.

40 Events
worldwide

12 Members
speaking on
behalf GWL
Voices



D. Championing Gender Equality at the Heart of Global Agendas

Throughout 2024, GWL Voices has actively shaped the global conversation on gender equality by participating in major international conferences:

- March– CSW68
- May – UN Civil Society Conference in Nairobi
- July – High-Level Political Forum (HLPF)
- September – Summit of the Future and UNGA79
- November – COP29 & Paris Peace Forum

Ahead of FfD4 in 2025, GWL Voices is also playing a key role in preparatory processes, ensuring gender considerations are embedded in the future of global financial architecture, participating in preparatory bilateral meetings and in the event “Jornadas Participativas de Financiación para el Desarrollo” organized by the Spanish Government in November in Madrid.





In 2024, GWL Voices expanded its **Her Turn initiative to connect experienced women leaders with the next generation of changemakers.** Including trailblazing diplomats and former heads of international organizations—shared their journeys, challenges, and insights, inspiring emerging leaders and reinforcing the path toward a more inclusive and representative global leadership. **Her Turn is fostering a powerful intergenerational dialogue on leadership, gender equality, and multilateralism.**



Her Turn in numbers



8

Inter- generational
dialogues

6



in 6 cities

Madrid
Milan
New York
Salamanca
Segovia
Nairobi

6

academic institutions

200



university students and young
professionals

11

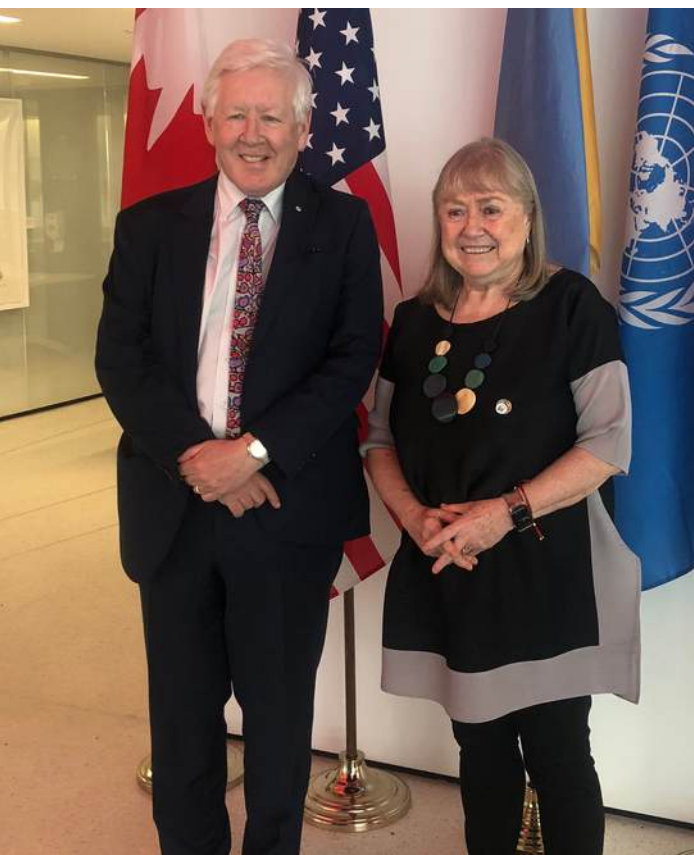
GWL Voices
members
involved

- Susana Malcorra
- María Fernanda Espinosa
- Cristina Gallach
- Michelle Bachelet
- Navi Pillay
- Valerie Amos
- Radhika Coomaraswamy
- Carol Bellamy
- Catherine Bertini
- Margot Wallstrom
- Flavia Bustreo

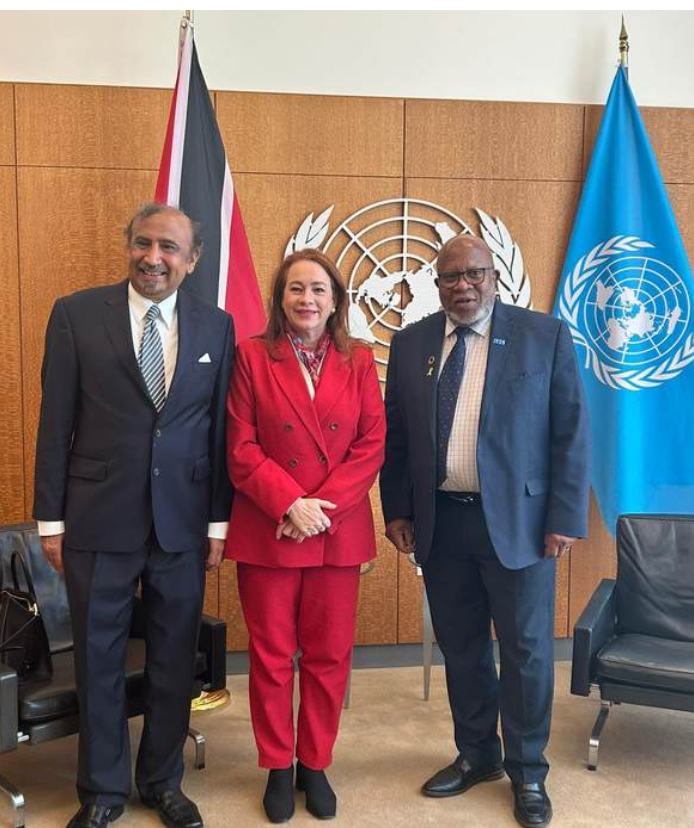
In 2024, GWL Voices advanced two flagship advocacy campaigns—Madam Secretary-General and Rotation for Equality—with strategic momentum across the multilateral arena.

Leveraging major global platforms, we presented these campaigns at high-level gatherings such as the Women Permanent Representatives meeting, the Feminist Foreign Policy(?) convening, CEDAW sessions, the Reykjavik Global Forum, the Women in Diplomacy Commemorative Event, and the World Health Summit.





GWL Voices members engaged directly with diplomats and decision-makers to push for gender-balanced leadership and equitable geographic rotation in top UN appointments. We also launched a targeted outreach effort to all 193 UN Member States, encouraging support for both campaigns and their inclusion in national statements during UNGA79.



Spain, Mexico and Slovenia have become strong GWL Voices' allies and partners in supporting the campaigns. With their help, GWL Voices proudly closed 2024 with the backing of 85 countries, through formal signatures and public endorsements delivered from the UN General Assembly podium—marking a powerful milestone in the global movement for inclusive leadership



In 2024, **GWL Voices launched Women in Politics**—a bold new initiative aimed at bridging local leadership and global influence to **advance gender equality.**

This effort seeks to amplify the voices and impact of women in local politics while connecting their experiences to global decision-making arenas. The initiative includes building a robust evidence base through a forthcoming report on women in local governance and creating opportunities to strengthen the leadership capacities of emerging and established local women leaders.

Women in Politics is a work in progress with powerful potential to reshape the political landscape from the ground up. Additionally, GWL Voices closed 2024 with one important partnership to support this initiative with UN Women LAC.

During 2024, GWL Voices continued to expand its alliances while strengthening existing partnerships. **As a network of networks, it is fundamental for GWL Voices to join forces with other organizations that share its goals and objectives.** By collaborating with like-minded groups, GWL Voices amplifies collective impact and drives progress towards a shared vision of gender equality and empowerment.

GWL Voices **has over 50 alliances**; among these, 21 are universities, 19 are NGOs, and over 10 fall in other categories, such as fora, individual partners, etc. During 2024, the organization developed activities with these partners; **for 8 of them, this was their first collaboration with GWL Voices.**



Universities

- NYU
- CUNY
- Columbia SIPA
- Universidad de Salamanca
- Bocconi University



NGO's

- LAC
- UNA-UK
- Nalafem

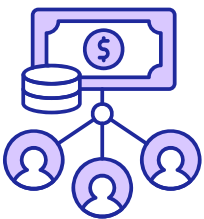


Other Alliances

- United Nations Assistant Secretary General for Youth Affairs
- UN Women

In 2024, GWL Voices conducted an in-depth organizational assessment using the Organizational Mapping Tool (OMT) to review its structure, align on priorities, and create a four-year roadmap for growth. Despite external challenges, the focus areas identified remain vital to GWL Voices' mission.

KEY PRIORITIES



FUNDRAISING ENHANCEMENT

GWL Voices hired senior consultants in Europe and the USA, diversified its donor base, and plans to develop a long-term strategy and evaluation system in 2025.



COMMUNICATION STRATEGY:

GWL Voices improved communications through quarterly reports and targeted strategies. An intranet platform was launched to boost member engagement and collaboration as well as a new website with better position GWL Voices.



PROGRAM DEVELOPMENT:

The organization refined planning methodologies in 2024, focusing on measurable impact in 2025/2026.

In compliance, GWL Voices successfully renewed its NGO status, updated legal certifications, and introduced new protocols for data protection and workplace well-being, ensuring a secure and supportive environment for the team.

GWL Voices institutional growth and ongoing commitment to these priorities ensure that GWL Voices remains adaptable, focused, and impactful in achieving its mission.

Effective external communications are vital for GWL Voices to amplify its mission, engage with a global audience, and build a robust network of supporters and partners.

◆ Media

During 2024, GWL Voices achieved 289 media hits compared to 13 in 2023.

This increase is due to the GWL Voices Dialogue held in Madrid in January 2024, as well as the increased quarterly inputs throughout the rest of the year.

289

Media Appearances in 2024



Compared to 2023, media coverage has increased. In 2024, GWL Voices participated in television and podcast interviews, in addition to press articles.

| 2023 COMPARATIVE | 1Q | 2Q | 3Q | 4Q | TOTAL 2023 |
|-------------------|----|----|----|----|------------|
| Media Appearances | 2 | 1 | 5 | 8 | 16 |

| 2024 COMPARATIVE | 1Q | 2Q | 3Q | 4Q | TOTAL 2024 |
|-------------------|-----|----|----|----|------------|
| Media Appearances | 262 | 13 | 4 | 10 | 289 |



Here you can click and access to some media examples:



[“Senza le Donne democrazia e pace non ci sono”](#)



[Só 13% dos líderes de organizações internacionais foram mulheres desde 1945](#)



[地球连线 | 联大前主席：COP谈判议题不仅仅是气候危机](#)



[Time for a Female UN Secretary-General](#)



[“¿Qué implica el liderazgo femenino en México?”](#)

Le Monde

['Putting a woman at the head of the UN is key to rebuilding a functioning global order'](#)



[All these crises are human creations, therefore they have human solutions](#)

Project Syndicate

[“Did COP29 Fail Women?”](#)



4 diciembre, 2024

0 Gobernadoras y 57 alcaldesas: Una señal de alerta en el camino hacia la democracia paritaria

[“0 Gobernadoras y 57 alcaldesas: Una señal de alerta en el camino hacia la democracia paritaria”](#)

EL UNIVERSAL

[“En la OEA, resistencia a la igualdad de género”](#)



[After 80 years 'things can be done differently', female UN leadership advocate says](#)

Miami Herald

[“To revive the OAS, let's give women a turn at the top | Opinion”](#)

Clarín

[“Una mujer al frente de la OEA”](#)

La Prensa

[“La OEA requiere de un liderazgo inclusivo”](#)

✦ Digital Communications

GWL Voices has centralized all its communications on its website while actively sharing activities, initiatives, and campaigns across its social media channels. Below is a summary of GWL Voices' digital performance:



WEBSITE PERFORMANCE

In 2024, GWL Voices saw a significant increase in website visits and engagement. The organization reached 274,900 impressions, marking a 52.7% increase compared to 2023—well above the nonprofit industry average of 12,700 (according to NonProfit Tech For Good). Additionally, GWL Voices recorded over 7,127 clicks, reflecting a 64.6% increase from the previous year.



274,900
impressions



7,127
clicks



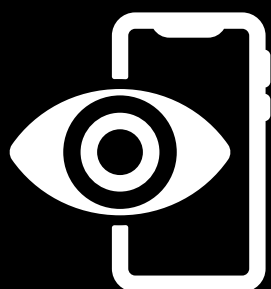
[MEMBERS](#) [ACTIONS](#) [RESOURCES](#) [EVENTS](#) [DATA](#) [ABOUT](#)





SOCIAL MEDIA PERFORMANCE

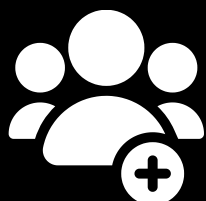
GWL Voices actively creates, curates, and shares content across X, LinkedIn, Facebook, and Instagram, publishing a total of 2,550 posts in 2024. The organization's social media reach has been substantial, accumulating:



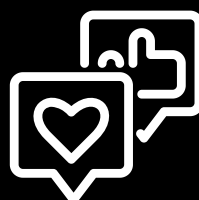
**737,000 +
impressions**



**2,400+
shares**



**8,174
followers**



**18,000+
reactions**





Audience growth of 50.77%, far exceeding the NGO industry benchmark of 3.24% Engagement rate of 8.03%, surpassing the industry average of 2.22%.



Audience growth of 27%, compared to the NGO average of 0.94%. Engagement rate of 9.21%, which is 6.82% higher than the industry benchmark.



Audience growth of 11%, significantly outperforming the NGO industry benchmark of -11.5% (based on Hootsuite). Engagement rate of 4.13%, above the industry average of 1.57%.



Audience growth of 30.36%, far surpassing the NGO average of -4.89%. Engagement rate of 18.8%, compared to the industry average of 1.91%

Expanding Digital Presence



GWL Voices also maintains a YouTube channel, serving as a repository for recorded events, initiatives, and campaigns.



Additionally, at the end of 2024, the organization expanded its presence by launching new channels on BlueSky and Mastodon.



GWL Voices produces two newsletters:

one called "Only for Members," which is sent monthly to members, and another sent quarterly to the general audience in our database. The open rates of our newsletters have increased compared to 2023.

In the case of the **"Only for Members"** newsletter, the open rate increased from 79% to 85.02%, representing **a 7.63% increase**.

In the case of the **"General Audience"** newsletter, the open rate increased from 52.3% to 53.4%, representing a **2.10% increase**.

| 2023 COMPARATIVE | 1Q | 2Q | 3Q | 4Q | Average 2023 |
|------------------|-------|-------|-------|-------|--------------|
| Only for members | 71,7% | 83,7% | 78,8% | 81,8% | 79% |
| General Audience | 56,8% | 49,6% | 51,7% | 51,3% | 52,3% |

| 2024 COMPARATIVE | 1Q | 2Q | 3Q | 4Q | Average 2024 |
|------------------|-------|-------|-------|--------|--------------|
| Only for members | 83,8% | 80,7% | 85,5% | 79,4% | 85,02% |
| General Audience | 51% | 60,9% | 48,6% | 53,4 % | 53,4 % |

GWL Voices' progress would not be possible without the generous support of our donors.

Their contributions enable us to drive impactful change and pursue our mission of gender equality and women's empowerment on a global scale.

During 2024, GWL Voices' work was supported by:



**OPEN SOCIETY
FOUNDATIONS**

**Ford
Foundation**

BILL & MELINDA
GATES *foundation*



Sponsors:



Since its inception, GWL Voices has been committed to the responsible management of resources entrusted by donors and partners, emphasizing transparency, accountability, and sustainability.

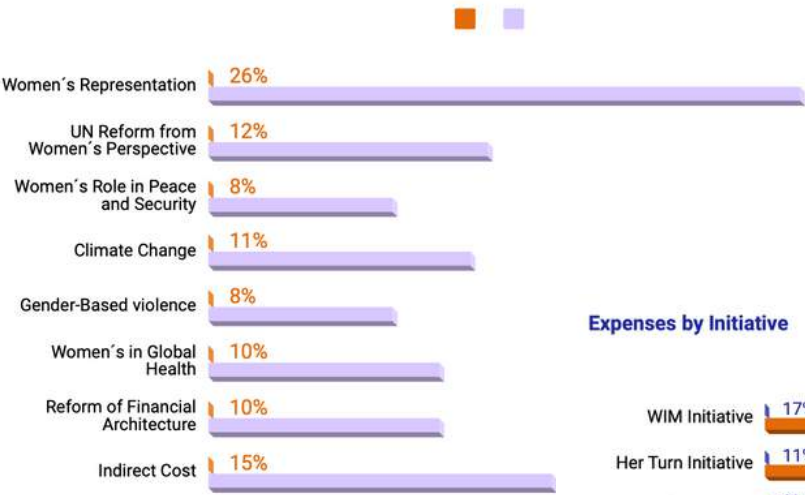
This commitment involves implementing robust oversight mechanisms with a systemic approach, ensuring programmatic flexibility while maintaining proper resource allocation.

As a result, we have achieved:

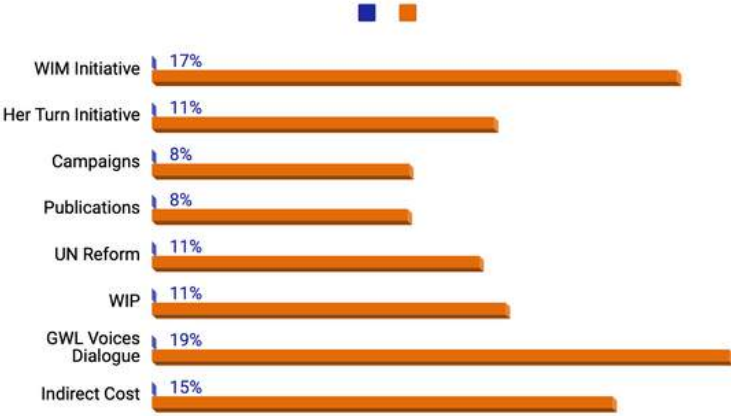
- Financial statements in compliance with Spanish legislation.
- A clean audit opinion and independent audits of financial statements for 2022 and 2023.

GWL Voices collaborates with various other organizations and networks, allowing it to operate with a modest annual budget. For the fiscal year 2024, its annual expenditure was USD 1.3 Million.

Expenses by thematic area



Expenses by Initiative



Year ended December 31, 2024

GWL Voices is supported by a dedicated team of professionals committed to advancing gender equality and women's empowerment. Each staff member brings a unique blend of skills, expertise, and passion, playing a crucial role in the organization's success and the impact of its initiatives.



Juli Blasco
Chief of Operations



Laura Felix S.
Executive Assistant



Natalia Menvielle L.
Financial and
Administrative
Manager



Andrea Ortega C.
Strategy and
Communications
Specialist



Nat Pastor
Communications

Salma S.
Executive
Assistant

GWL Voices Collaborating consultants/ Advisors:



Penny Abeywardena
Senior Advisor



Fernando Blasco
Senior Consultant



Claudia Briones
Women in
Politics Project
Manager



Alba Gavaliugov M.
Her Turn
Coordinator and
Research Adviser



Patrice Juah
Researcher on
Global Governance
and Gender Issues



www.gwlvoices.org

Leading change, driving leadership.



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