



Zonta Advocacy: 1919-2013

**Zonta Club of Porterville
International Program
July 23, 2013**

A banner for the Zonta Says No campaign. It features a close-up of a woman's eye with a tear. The text "ZONTA SAYS NO" is in large, bold, black letters on an orange background. Below it, a black bar contains the text "JOIN THE CAMPAIGN TO END VIOLENCE AGAINST WOMEN" and a small Zonta logo.

ZONTA SAYS NO

JOIN THE CAMPAIGN TO END VIOLENCE AGAINST WOMEN 

What is Advocacy?

- “Advocacy is a type of service that involves understanding the issue, examining possible solutions and working with others to bring about sustainable positive changes”.
- Without advocacy, action is not long lasting.

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It all began with Advocacy!



In 1919 professional women executives got together in Buffalo New York, to form Zonta to help women get their rightful positions in employment.

A close-up photograph of a woman's eye, looking directly at the camera. The eye is blue and has dark, well-defined eyeliner. The skin around the eye is fair. The image is used as a background for the top section of the slide.

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Advocacy for women continued!

- In 1928 members of Zonta were required to provide information regarding their job descriptions, education, compensation and training to create a database for young girls.
- In 1938 Amelia Earhart fellowships introduced to encourage women in science education.
- 1948, Z clubs were started to mentor school girls for leadership and education.

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UN was formed in 1945 after Second world war.



A close-up photograph of a woman's eye, looking directly at the camera. The eye is light-colored with dark eyeliner and mascara. The skin around the eye is fair.

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Start of a Relationship with UN: 1946.

- Zonta members recognized the value of such an organization for the legitimacy and reach it could provide for larger good and so they were quick to announce support for UN at 1946 Zonta International Convention.
- In partnership with UN and its agencies, Zonta started undertaking service projects towards helping women internationally.

A close-up photograph of a woman's eye, looking directly at the camera. The eye is light-colored with dark eyeliner and mascara. The skin around the eye is fair.

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Relationship with UN strengthens : 1969

- In 1969, UN gave Zonta a General Consultative status.
- UN offers three levels of status, General, Special and Roster.
- General status is the highest category and is offered to those Non Governmental Organizations (NGO) that make substantive and sustained contributions to every area of activity that UN undertakes.
- Of over 145 organizations with General Status, Zonta was 23rd to be awarded such honor.



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Zonta International Foundation : 1984

- In 1984, at its International Convention in Sydney, Australia, Zonta International Foundation(ZIF) was formed, for a sole purpose of raising and funding projects for greater understanding and serving of women of the world.
- ZIF facilitated Zonta to take on projects in partnership with UN agencies like UNICEF, UNIFEM, UNFPA and NGOs recognized by UN.

A close-up photograph of a woman's eye, looking directly at the camera. The eye is blue and has long, dark eyelashes. The skin around the eye is fair.

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ZISVAW initiative : 1998

- Through its many worldwide projects, Zonta observed that Violence against women was the least recognized and most ignored problem.
- At the 1998 convention, Zonta started its own initiative by launching **Zonta International Strategies for Violence against Women (ZISVAW)**.
- Between 1998 and 2004, ZIF was providing funds to Zonta clubs worldwide for undertaking specific ZISVAW related projects either themselves or in partnerships with local NGOs.
- In 2004, Zonta started funding projects initiated by UN agencies and NGOs recognized by UN. These projects have to be designed to change personal knowledge, attitudes and behavior of mass populations as a tool to reduce gender violence.

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UN Committee of ZI

- UN Committee of ZI facilitates collaboration with UN and NGOs.
- There are 15 members in the committee. The Chairperson of the Committee has office in New York.
- The other 14 members are split up in different locations like Paris, Geneva, New York, Vienna.
- Due to Zonta's General Consultative Status with UN, the committee members are able to participate in planning and strategy sessions of all UN agencies and NGOs all over the world.
- They also make sure that the member nations of the UN, implement and follow through with the initiatives undertaken on women's issues.
- More ongoing advocacy for women world wide.

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Project Selection & UN Committee of ZI

- The chairperson of the UN committee plays a big role in selection of the projects undertaken by ZI and ZISVAW, by facilitating the following process every 2 years:
- **Step 1.** The Zonta International President –Elect solicits proposals for projects from various UN agencies and NGOs recognized by UN.
- **Step 2.** She, then visits the UN agencies in New York City, that have proposed potential projects and gets more information about each one of them.
- **Step 3.** She returns to her home/club with all this information and studies it at length. She considers the mission of the proposed projects to make sure they align with Zonta's goals and Mission. She then considers the impact on the target population and financial resources needed.

A close-up photograph of a woman's eye, looking directly at the camera. The eye is dark and has long, dark eyelashes. The skin around the eye is fair.

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Project Selection & UN Committee of ZI

- Step 4. After studying the proposed projects, she returns to New York City and visits the UN agencies once again. During this visit, she gets more details and answers that clarify and crystallize the proposed projects further.
- Step 5. Once she is satisfied that she has all the information needed for making the decision, she finalizes the projects she would like to put forward. She presents her selections to the Zonta International Board for approval.
- Step 6. After the ZI Board's approval she presents the projects to the membership at the International Convention for the approval from the members.



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ZI Projects for 2012-2014

ZI Projects	ZISVAW Projects
Liberia Fistula Program in partnership with UNFPA. We have been funding this since 2008. \$1,000,000.00	Mass communication with a Purpose: Edutainment for Social Change funding through UN Women but implemented by Oxfam Novib, an NGO, in Bangladesh and Nigeria in year one and Afghanistan, Cambodia, Egypt, Mali, Niger, Pakistan, Rwanda, Somalia, Sudan and Vietnam in year two. \$802,124.00
PMTCT-preventing mother to child transmission of HIV in Rwanda in partnership with UNICEF. Also since 2008. \$1,000,000.00	Safe Cities for Women project in Honduras in partnership with UN Women. \$250,000.00
	Empowering Women in Rural Samoa to combat violence, in partnership with UN Women and implemented by Samoa Victim Support Group, and NGO. \$109,876.00

TOTAL ZIF FUNDING DURING 2012-2014 \$3,162,000.00

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Thank you for being Zontians!!

Ensuring a Brighter Future through Service & Advocacy



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Liberian Fistula Project is a UNICEF and UNAIDS special project.

- Fistula is an embarrassing and painful illness that causes women to urinate or pass stool on themselves due to abnormal openings in the victims' private part resulting from damages or operations and other labor-related complications.

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- **Preventing Mother to Child Transmission (PMTCT) of HIV infection**
- To reach our objectives, pregnant women across the developing world must be tested for HIV. And where prevention of mother-to-child HIV transmission is accessible, it must be delivered consistently and with the most effective drugs available.

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Thank you for being Zontians!!

Questions?

Local Advocacy.

Future?

ZONTA



INTERNATIONAL