



WE CAN IS WORKING TO CHANGE ATTITUDES AND BEHAVIORS TO REDUCE SOCIAL ACCEPTANCE OF **VIOLENCE AGAINST WOMEN & GIRLS.**

Organization Profile

'WE CAN' is an advocacy and research oriented Non-government, Non-profit organization, registered under the Societies ACT XXI of 1860. It promotes mitigation of social disparity and discrimination of women and other marginalized groups in the society by changing attitudes and perceptions that provoke violence and prejudice. 'WE CAN's premise is inclusiveness of all stakeholders and promotion of equal rights for peace and prosperity in the society. It (initially a campaign) has an extremely enriched and long-standing history not only in Pakistan but also in five other countries of South Asia.

The campaign since the very onset has been working to reduce social acceptance of VAW in South Asia through mobilization and awareness raising, using a unique behavioral change model. The campaign was initially launched by OXFAM back in 2005 and over the period of six years it emerged as an independent organization with extensive on-ground presence. Currently, a 'WE CAN' global alliance has been established which represents 16 independent WE CAN campaign countries around the world and Pakistan is also an active member.

OUR MISSION AND VISION

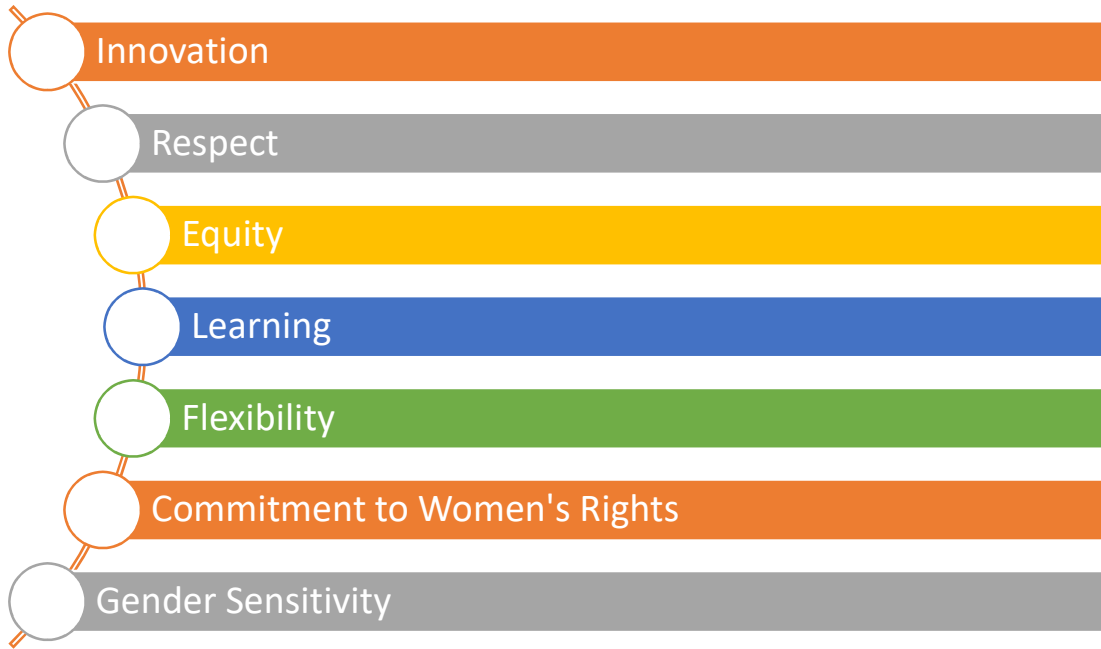
Vision Statement

- An aware society where women are able to exercise their rights to contribute to social and human development for achieving peace and harmony.

Mission Statement

- Mobilize wider society to internalize personal change in order to become agents for social and attitudinal change to promote women's rights.

Core Values



WE CAN approach of gender equality involves working with women to gain more power over their lives. And this will happen through change in attitudes, ideas and beliefs about gender power relations, and through increased levels of women's active engagement and critical leadership in communities, institutions, decision making and changes processes.

CHANGE MAKERS AND CHANGE PROCESS.

The process is led by agents of Change known as 'Change Makers', men and women who pledges to refrain from violence in his/her own life and to convince ten other people to become Change Makers. The current social capital of the campaign is of more than 550,000 change makers who on volunteer basis are working in their respective areas to create a tipping point against acceptance of gender based violence.



WE CAN was an Oxfam initiated South Asian campaign launched from South Asia in 2005 which has which is now evolved into a local independent organization "WE CAN" (End All Violence against Women) – Pakistan Chapter"

'WE CAN' Pakistan since its inception has successfully carried out campaigns on ending honor killing and domestic violence, protection of women in post emergency situations, equal rights to education and has ensured increased awareness and implementation of Anti-Harassment Act in 22 Districts 'Prevention of Sexual Violence' (PSVI) in four districts of KP and south Punjab and Religious Sectarian Peace-Harmony project in 2 Districts Multan and Muzaffargarh of South Punjab.

OUTREACH

Punjab

Muzaffargarh
Bahawalpur
Lodhran
DG Khan
Lahore
Multan
Layyah
Sialkot
Mianwali

Sindh

Hyderabad
Jarrah
Khairpur
Sakkhar
Nawab Shah
Nowahero
Feroz
Shikar pur
Gotki
Jacobabad

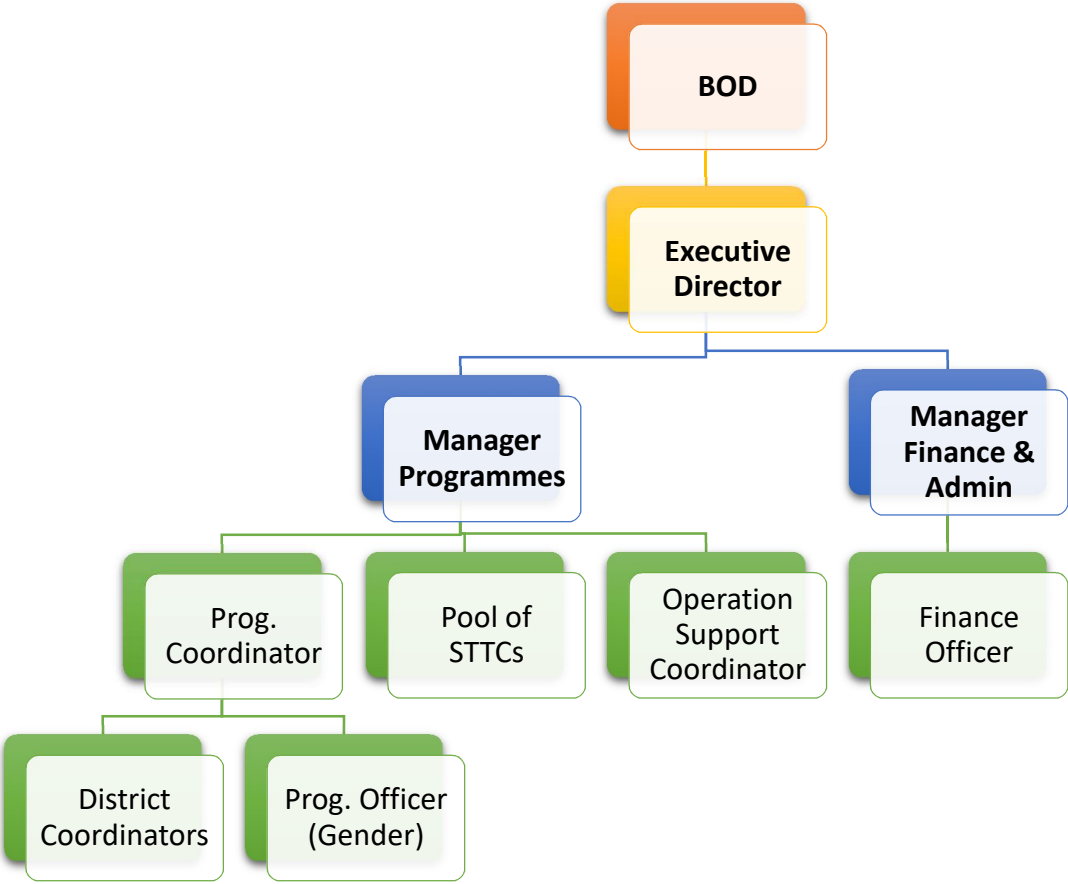
Baluchistan

Jaffarabad
Naseerabad

KP

Sawabi
Nowshera
Swat

ORGANIZATIONAL ORGANOGRAM



WE CAN PROJECTS

Reducing Violence Against Women (VAW) and Improving Sexual Reproductive Health Rights (SRHR)

- Targeted beneficiaries - 40000
- Location: District Multan and Mazaffargarh
- IEC material dissemination
- 8 Orientation sessions
- 8 reinforcement sessions
- Formation & orientation of 26 mother in laws change maker group
- 16 days of activism on VAW
- 528 informative sessions by champions



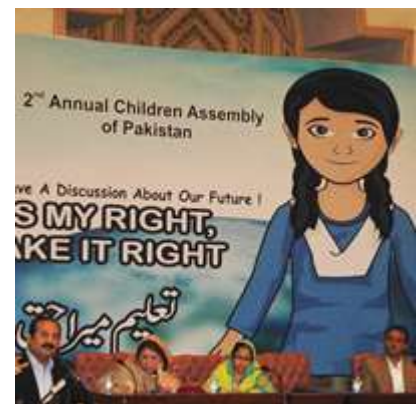
Integrated Approach against Child Marriage

- 3000 copies of IEC material
- Training manuals
- Sensitization and training sessions
- Theater group performances
- Formation of early marriage task force
- Media campaigns
- Capacity building



It's My Right Make It Right

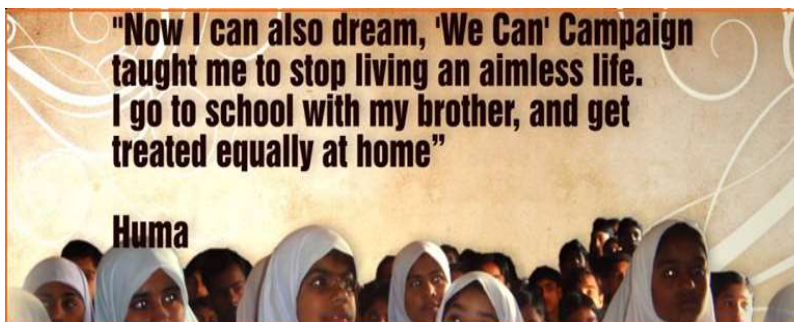
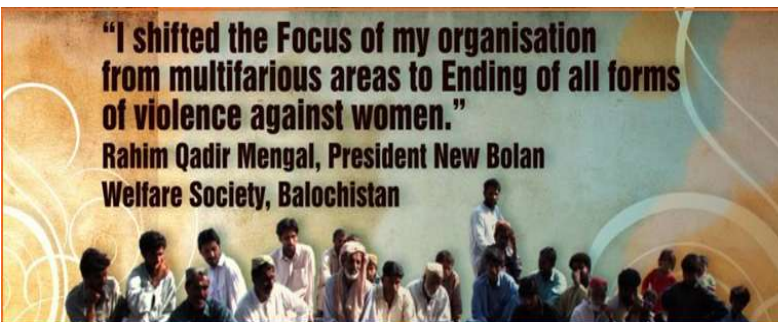
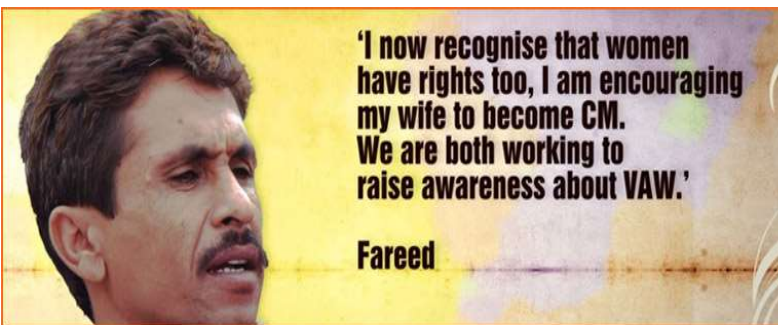
- 26 target districts in four provinces
- 130 targeted schools
- 120 district Children club with 2,519 children
- 4 Universities in four provinces
- 1,500 Junior Leaders
- Number of Connectors (96)
- Children Parliament (Punjab, National)
- Capacity Building of around 14,360
- Facebook Page



RECENTLY COMPLETED PROJECTS

- Mental Health and Psycho-social needs assessment in Bannu and Nowshera - Handicap International
- TOT of UNDP RAHA Team and communities on WE CAN Model of change to run a sensitization campaign against VAW and Gender based Violence in their target areas.
- Creating Safer District for Women – PSVI – International
- Raise Awareness on Anti-Harassment Act
- Creating Acceptance of Diversity and Multiple Identities
- Working on Protection Issues post Humanitarian emergencies
- Working with Institution on ending violence against women
- Engendering Change Programme

IMPACT OF OUR WORK



OUR THEMATIC AREAS & APPROACHES

- **Women Empowerment** through addressing Gender Inequality, Discrimination, Child Marriages, Child Labour and Customary Practices with different approaches such as Community based Response Mechanism; Change in Behavior, Beliefs, and Mindsets; Youth, especially women to women and men to men engagement; Capacity building, Information Dissemination, Awareness Raising Impacting to Personal and Social Sphere.
- **Transformational Leadership** through Capacity Building, Rights Promotion, Behavioral Change.
- **Good Governance** through Awareness Raising, Advocacy, Sustainable Development, Social Service, Research, Rights Promotion and Monitoring,
- **Livelihood** through community based Response Mechanism, Emergency Relief, Advocacy for Women's Protection Issue

Contact Us

Address:

413-A, 2nd Floor, Millennium Heights, F-11 Markaz, Islamabad

Contact Person:

Hina Ambreen:

Manager Programmes

Contact #:

Cell: 03419689469

Tel: +92 51 -2224860

Email: secretariat@wecan.org.pk