

ANNUAL REPORT 2022



**Desert
Flower
Foundation**



INDEX



CHILDREN ARE HAPPY ABOUT FOURTH DESERT FLOWER SCHOOL

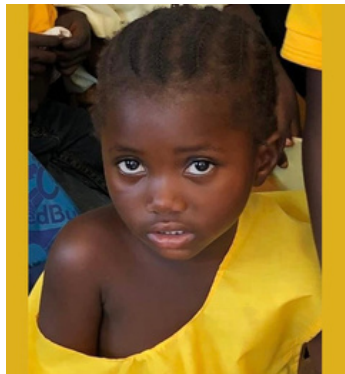
On October 5, 2022, the next milestone in the history of the Desert Flower Foundation was set with the opening of the Africa Aweee Desert Flower School in Sierra Leone, West Africa. 255 girls and 155 boys will receive a regular school education there.

1. Awareness & public relations in the fight against female genital mutilation (FGM)

- 1.1. Desert Flower Foundation social media platforms Meta, Instagram, Twitter, LinkedIn, YouTube, website and newsletter
- 1.2. Desert Flower Musical Wüstenblume: Desert Flower Foundation is represented at all performances with information desk, brochures and donation box
- 1.3. Workshops for Desert Flower Foundation Switzerland and for the newly founded organization Desert Flower Foundation Americas
- 1.4. Continuation of the long lasting cooperation with Google
- 1.5. PR work of the Desert Flower Foundation with highlight docu TV station NHK

2. Sponsorship project Save a Little Desert Flower

- 2.1. Further signing of sponsorships as part of our successful sponsorship project Save a Little Desert Flower in Sierra Leone, West Africa



WE FIGHT FGM!

The Desert Flower Foundation saves girls from genital mutilation.

3. Opening fourth Desert Flower School & education campaigns

- 3.1. Ceremonial opening of Africa Aweee Desert Flower School and new cooperation
- 3.2. Distribution of further Desert Flower education boxes in Sierra Leone
- 3.3. Workshops and awareness campaigns of the Desert Flower Foundation

4. Collaborations and campaigns for our mission

- 4.1. Film project Samia with Waris Dirie in a character and Desert Flower Foundation as exclusive charity partner.
- 4.2. Musical Wüstenblume at the Deutsches Theater Munich with fundraising for Desert Flower Foundation projects
- 4.3. Let's go to USA: foundation of Desert Flower Foundation Americas
- 4.4 Waris Dirie as testimonial for Heimat by Waris Dirie in Paris: profits from the sale of artworks go to Desert Flower Foundation

5. Medical care, education and prevention

- 5.1. Holistic care for women and girls at Desert Flower Center in Berlin
- 5.2. Workshops & trainings for medical staff

6. Dates: Webinars, presentations, campaigns, lectures, workshops, charity events, etc.



DESERT FLOWER STORIES



META & CO.

The Desert Flower Foundation has been active in social media for years and can point to tens of thousands of followers.

1. FGM awareness and public relations

1.1. Social media presence

The Desert Flower Foundation has been present in social networks for years. On Meta (Facebook), Instagram, Twitter, but also Youtube and LinkedIn. Together with founder Waris Dirie, we can point to thousands of followers who share and like our posts and raise awareness for our work. We also keep our donors informed through these channels.

Additionally, we use a monthly newsletter to inform 6,000 subscribers via direct mail.

Furthermore, the Foundation has been running its own website since the very beginning, which is regularly updated with stories and information in German, English, French and Polish.

Desert Flower Foundation, outreach on social media (as of Dec. 31, 2022):

- DFF Facebook with Waris Dirie Facebook - 65.519 followers
- DFF Instagram with Waris Dirie Instagram - 73.459 followers
- Twitter Waris Dirie - 8.369 followers
- DFF YouTube-Kanal with a total of 1,084,000 visitors
- DFF monthly newsletter to 6.000 subscribers (German, English)



WÜSTENBLUME - THE ICONIC MUSICAL ON STAGE

Performance in St. Gallen, Desert Flower info and Waris Dirie in front of musical poster.

1.2. Musical Desert Flower as a multiplier of our work

Since February 2020, the musical Desert Flower has been running at the theater in St. Gallen in Switzerland. The piece tells the touching and at the same time impressive life story of our founder Waris Dirie. From genital mutilation in the desert of Somalia, her escape from a forced marriage, the discovery as a supermodel in London and the struggle as a human rights activist. The musical has a clear message: It should encourage girls and women! After the best-selling book and the film, the musical Desert Flower is another tool to draw attention to the work of the Desert Flower Foundation. At each performance there is a separate information desk in the theater with additional information material, flyers, the Desert Flower Magazine and of course a donation box.

1.3. Workshop Desert Flower Foundation Switzerland and meetings for the foundation Desert Flower Foundation Americas

Waris Dirie's great wish is that the musical Desert Flower will be performed worldwide and one day be made into a film like her book. As part of the musical performances, the Foundation organizes investor workshops in St. Gallen for the financing of a possible musical film adaptation. As part of this, meetings are also being held for the establishment of a new organization in the USA, the Desert Flower Foundation Americas.

1.4. Cooperation with Google to continue in 2022

The Desert Flower Foundation website with founder Waris Dirie will continue to be supported by Google in 2022 with Google Grants worth 120,000 US dollars. Since the cooperation was established in 2009, the Desert Flower Foundation with Waris Dirie has recorded over 41 million entries on Google in various languages.



Eradicating Female Genital Mutilation: Waris Dirie / Founder of Desert Flower Foundation

Direct Talk 15m 00s
Broadcast on June 8, 2022
Available until June 8, 2025

NHK BROADCASTS DOCU

Japan's largest TV channel is airing a docu about Waris Dirie and the work of the Foundation. Reach 200 million viewers.



EVENT AT ZOO PALAST IN BERLIN

Desert Flower Foundation presents itself.

1.6. PR work of the Desert Flower Foundation

The Desert Flower Foundation has set itself the goal of creating worldwide awareness for the fight against the cruel ritual of female genital mutilation (FGM). Many media outlets use the photo, video and text material produced by the Foundation for its social media platforms since 2002 and made available to all media free of charge. Students and schoolchildren use info-photo and film material to illustrate their term papers, presentations, papers, etc. The Desert Flower Foundation's photo archive includes over 15,000 images and hundreds of videos. In this context, the Foundation has the largest archive on the subject of FGM in the world.

- **Highlight NHK-Doku:** Japan's largest TV channel NHK interviews founder Waris Dirie for the program Direct Talk and produces a 15-minute documentary about the work of the Desert Flower Foundation. Reach: 200 million viewers. Broadcast June 2022. [Click here to watch the documentary.](#)
- **Top event in Berlin:** The Desert Flower Foundation, together with partner Skyland Wealth, Germany's largest family office network, is hosting a Social Impact Evening at Zoo Palast in Berlin. The Desert Flower Foundation team with Waris Dirie and Kiera Chaplin, President of the Desert Flower Foundation in France, will report on the Foundation's progress and successes over the past 20 years.



An evening for the good cause at Zoo Palast in Berlin.



DESERT FLOWER SPONSOR GIRLS

Every Desert Flower girl is protected from FGM and forced marriage.



DESERT FLOWER DONATION APPEAL

For 30 euros a month, we save girls from FGM and enable them to attend school.

2. Save a Little Desert Flower - the sponsorship project as a flagship

The Desert Flower Foundation supports families in Africa with the donations if they contractually commit not to mutilate their daughters genitally, not to pressure them into forced marriages and instead send them to school. Furthermore, the parents or guardians commit themselves to regularly provide the Desert Flower Foundation with report papers and school certificates of the girls. The deal is: education and health instead of mutilation of the girls. The sponsored girls themselves are also examined every year by a doctor selected by the Desert Flower Foundation as part of a health check to ensure their physical integrity. They are checked to make sure that they have not been mutilated in the genital area. Furthermore, parents and guardians commit themselves to participate in FGM education workshops of the Desert Flower Foundation.

2.1. Our Desert Flower Family is getting bigger and bigger

The Desert Flower Foundation was able to expand its sponsorship project Save a Little Desert Flower also in 2022. In Sierra Leone alone, another 186 new sponsorship contracts were concluded and girls were saved from the cruel FGM ritual. But it is not only in Sierra Leone that the project has been placed even more strongly; it is also in the neighboring country of Guinea. After Djibouti and Sierra Leone, Guinea is the third African country where the Save a Little Desert Flower sponsorship program is active, with another 200 girls rescued. The total number of sponsor contracts could be increased to over 1,600 in 2022.



CHEERFUL MOOD AT THE OPENING OF THE SCHOOL

New partnership was crowned with construction of first Africa Aweee School.

3. Opening of Africa Aweee Desert Flower School

3.1. New partnership makes us even stronger

Africa Aweee is itself a charity organization that invests in aid projects in South Africa. With this cooperation, the Desert Flower Foundation 2022 opened a new chapter, because we also see ourselves as bridge builders in the worldwide fight against the crime of female genital mutilation. The opening ceremony of the first Africa Aweee Desert Flower School in Hastings, 24 kilometers east of the capital Freetown, turned into a colorful party. Sierra Leone's Minister of Education, the Archbishop of Freetown, dozens of media representatives, families from the community and hundreds of excited children who were unable to keep their seats, did not miss the spectacle.

The new Africa Aweee school can accommodate 255 girls and 155 boys. Lisa Boyer-Telmer, co-founder of Africa Aweee, explained during her opening speech: "Together with my friend Nada, we started Africa Aweee. As girls we read the book Desert Flower" by Waris Dirie and were deeply impressed. Working with the Desert Flower Foundation really means a lot to us." With the Africa Aweee School, already the fourth Desert Flower School in Sierra Leone, and the other schools of the Desert Flower Foundation, we can offer 1,600 children a regular school education.



Lisa Boyer-Telmer (m.) of Africa Aweee with Archbishop and Minister of Education.



DISTRIBUTION OF OUR DESERT FLOWER EDUCATION BOXES

In 2022, we provided school supplies to particularly disadvantaged children in Sierra Leone.

3.2. Desert Flower educational boxes for the poorest of the poor

Education is our most powerful weapon in the fight against the horrific crime of female genital mutilation. That is why the Foundation continued the major education campaign in 2022. This time, especially disadvantaged school children were supplied with Desert Flower education boxes. Our employees set off for Kakim Island, a remote island in Sierra Leone. The school children there were equipped with Waris Dirie's first reading and exercise book, pencils, sharpener, wooden ruler and school bag.

3.3. Workshops of the Desert Flower Foundation in Sierra Leone

All Desert Flower Foundation workshops aim to raise awareness among women, girls and men against female genital mutilation and for child protection. Repeatedly, our local staff in Sierra Leone travel to rural, remote areas where the cruel FGM ritual is still widespread. The workshops not only provided information about the terrible health consequences of FGM, but also took the opportunity to conclude further sponsorship agreements with families. Thus, all new Desert Flower girls will also become important ambassadors for our fight against female genital mutilation.



EDUCATION

Our employees educate people on the ground in Sierra Leone about the dangers of FGM.



WAITING FOR THE NEXT SHOOTING

Waris Dirie with the two leading actresses of the film project Samia.



ON THE FILM SET OF SAMIA

Waris Dirie (r.) takes another close look at a scene she has just shot.

4. Collaborations & campaigns for our mission

4.1. Film project Samia with Waris Dirie and Desert Flower Foundation

2022 the shooting of the film project Samia started, in which our founder Waris Dirie has taken on a supporting role and the Desert Flower Foundation is the exclusive charity partner. The film tells the real story of the Somali track and field athlete Samia Yusuf Omar, who finished last at the 2008 Olympic Games in Beijing, but was frenetically celebrated by the audience. The photo went around the world. Back in Somalia, Samia no longer received any support from her country. Against all odds, she tried to make it to the 2012 Summer Games in London, got on a refugee boat and was shipwrecked. Samia drowned in the Mediterranean Sea off Lampedusa. Like so many others.

For Waris Dirie, the project is a matter of the heart, since Samia, like her, comes from Somalia and the topic unfortunately enjoys sad topicality. For the Desert Flower Foundation as a charity partner, the film project is an opportunity to draw attention to its work and to generate further income for its own aid projects.



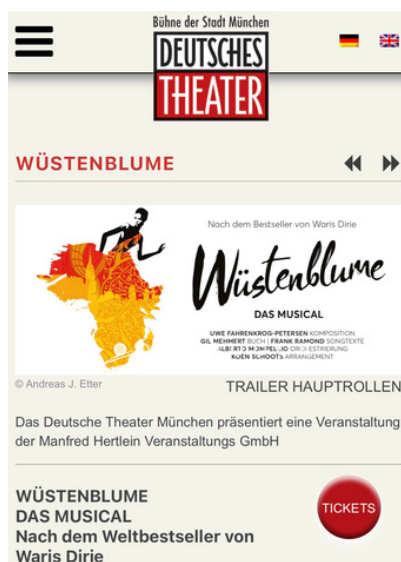
FILMING IN THE STUDIO

Scenes in the desert were filmed in the famous Cinecittà film city in Rome.



ON STAGE

The iconic musical *Wüstenblume* is now conquering Germany.



GERMAN THEATER MUNICH

The musical's journey now continues in Germany.

4.2. Confirmed: Musical *Wüstenblume* from St. Gallen to Munich

The negotiations ran for months, then in 2022 the final breakthrough. The successful musical *Desert Flower*, which celebrated its world premiere in St. Gallen, Switzerland, in 2020, is now coming to Germany. In October 2023, it will be staged at the Deutsches Theater in Munich. A success with added value for the Foundation, because this guarantees: In connection with the musical, the *Desert Flower* Foundation can continue to raise money for projects.

Fundraising works best through storytelling. And what could be better than the impressive life story of our founder Waris Dirie, which, following the bestseller book and film adaptation, is now also being successfully narrated as a musical on the theater stage? The Foundation will not tire of using every opportunity to draw attention to the important fight against the terrible crime of female genital mutilation. This also works excellently with a musical.

4.3. Foundation lays cornerstone for *Desert Flower* Foundation Americas

In 2022 the next important step for the future of the *Desert Flower* Foundation was taken. The Foundation will also be represented in the USA with its own organization, the *Desert Flower* Foundation Americas, and thus gain access to one of the largest donation markets in the world. The Foundation can count on the strong support of the renowned law firm Covington & Burling LLP right from the start. The firm is committed to human rights and handles all legal matters required for the establishment of the *Desert Flower* Foundation Americas. Covington represents the *Desert Flower* Foundation pro bono worldwide.



Soon, donations for *Desert Flowers* will come from the U.S. as well.



HEIMAT BY WARIS DIRIE

Our founder Waris Dirie is testimonial of a gym in Paris.



FITNESS & ART

New concept,
new
fundraising
opportunity
for
Foundation.



4.4. Waris Dirie testimonial of Heimat by Waris Dirie in Paris

Fitness and art for a good cause - that fits! In 2022, the high-premium fitness studio Heimat by Waris Dirie opened in Paris. As the name suggests, our founder is the testimonial. A deal that makes the Desert Flower Foundation and its mission even stronger. The space can be used by the Foundation for important fundraising events. In addition, artwork by Waris Dirie is on display in the women-only (Proud Female Fitness) gym. The paintings can be purchased directly on site, with all proceeds from sales going to Desert Flower Foundation projects.

5. Medical care, education and prevention

5.1. Holistic care at the Desert Flower Center in Berlin

This is something unique: Since 2013, women and girls who have been affected by genital mutilation have found support at the Desert Flower Center at the Waldfriede Hospital in Berlin. Women also took advantage of the treatment offer in 2022. The Desert Flower Center offers a globally unique, holistic treatment concept with a team of experienced surgeons, psychologists, social and spiritual counselors. The Desert Flower Center in Berlin is managed and coordinated by Dr. Cornelia Strunz and Dr. Roland Scherer. Reconstructive surgeries after genital mutilation are undertaken by Dr. Uwe von Fritschen, the head physician for plastic and aesthetic surgery at the Helios Clinic in Berlin. Both medical and psychosocial treatment are free of charge for the women concerned.



DESERT FLOWER CENTER

Women affected by FGM are helped at the Waldfriede Hospital.



OUR MEDICAL TEAM

Scherer, Strunz and von Fritschen (from left to right) at the Center.

5.2. Workshops and trainings for medical staff at the Desert Flower Center Waldfriede in Berlin

In addition to the self-help group, which is organized and led by Dr. Cornelia Strunz, the Desert Flower Center in Berlin also repeatedly offers trainings and workshops on the topic of female genital mutilation. These workshops are aimed at medical personnel such as nurses and midwives. The aim is to raise awareness among professional groups who may come into contact with the horrific FGM ritual.

6. Dates: Webinars, presentations, campaigns, lectures, workshops, charity events, etc.

March 2022

- 04.03. Workshop for Heimat by Waris Dirie in Paris.
- 08.03. Webinar International Women's Day with Covington & Burling LLP in Los Angeles - with Waris Dirie, Kiera Chaplin, Beatrice Vos (General Council Elanco), Susan Genco (The Azoff Group) and Neema Sahni (Vice Chair Covington Music & Covington Sports Group).
- 15.03. Webinar Waris Dirie with Leo Burnett Dubai.
- 22.03. Webinar Waris Dirie with LuisaViaRoma Florence.
- 29.03. Workshop & presentation Desert Flower Foundation Switzerland in Zurich.

April 2023

- 29.04. Social Impact Event, presentation Desert Flower Foundation with Waris Dirie and Kiera Chaplin for Skyland Wealth at Zoo Palast in Berlin.

May 2023

- 07.05. Presentation Desert Flower Foundation Taggenbrunn, Austria.
- 10.05. Desert Flower Foundation presentation for 20 Minuten in Zurich.
- 19.05. Desert Flower Foundation presentation for Globetrotter in Zurich.



FEMALE POWER

Announcement for webinar with partner Covington & Burling LLP.



DESERT FLOWER SCHOOL

All sponsored girls receive school education.



SAFE FROM FGM

One of our rescued girls in Sierra Leone.

May 2022

- 23.05. Desert Flower Foundation presentation for The Vavengers Group London Covent Garden.
- 24.05. Desert Flower Foundation presentation for RSG Group in Berlin.
- 27.05. Presentation Desert Flower Foundation and Board Meeting BENELUX/Amsterdam.

July 2022

- 29.06. Presentation Desert Flower Foundation for INDYCA Group Ungarn.

August 2022

- 01.08. Founding Desert Flower Foundation Americas, NYC.

September 2022

- 02.09. Workshop Desert Flower Foundation with Yasemin Samdereli, Director film project Samia.
- 29.09. Board Meeting Fondation Fleur du Desert, Paris.

October 2022

- 01.-07.10. Opening Africa Aweee Desert Flower School in Sierra Leone / Press Conference / Workshop with Stakeholders / Meeting with Ministers / Meeting with EU Ambassador.
- 11.10. Webinar Desert Flower Foundation for Dubai Cares.
- 20.10. Webinar Desert Flower Foundation and Waris Dirie for Barwaaqo University (first university for girls only in Somalia).
- 26.10. Desert Flower Foundation presentation BBC HardTalk in London.
- 31.10. Desert Flower Foundation Americas Board Meeting in St. Gallen.

November 2022

- 01.11. Desert Flower Foundation presentation for Harmonia Holdings NYC and Royo Group London in St. Gallen.
- 12.11. Desert Flower Foundation presentation and charity event at the festival Moon, Dance and Magic in Straubing, Germany.
- 15.11. Desert Flower Foundation presentation for Sara Aduse Foundation in Zurich.
- 21.11. Workshop and program planning for Desert Flower Foundation Americas via Zoom meeting.
- 22.11. Workshop Fondation Fleur du Desert with Kiera Chaplin for upcoming program 2023 in Paris.
- 26.11. Desert Flower Foundation presentation with Waris Dirie at the opera gala in Frankfurt, Germany.

December 2022

- 17.12. Desert Flower Foundation presentation for Deutsches Theater Munich in St. Gallen.