



The work of the Desert Flower Foundation

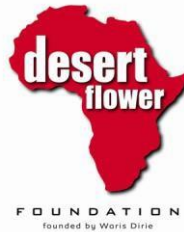
Desert Flower Foundation

Annual Report 2013

LONDON · PARIS · NAIROBI · MUNICH · MILAN

A-1030 Wien · Ungargasse 24/ 6

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The work of the Desert Flower Foundation

In 2013 the following projects were accomplished for the Desert Flower Foundation or corresponding concepts generated.

1. Public awareness

In accordance with company statutes the Desert Flower Foundation carries out international campaigns against FGM, educates and provides information. Essential tools for this work are the website as well as the Desert Flower Foundation Blog, social media platforms like Facebook, Twitter and YouTube, participation at by Waris Dirie or one of her staff members, interviews with the international press, press releases, ongoing monitoring of the campaign "Stop FGM now" as well as the design of new campaigns. All campaigns and platforms are available in English and German.

In 2013 the Desert Flower Foundation achieved more than 1.3 million entries on Google and therefore 20% more than in 2012.

1.1. Website and Blog

Weekly news about the work of the Desert Flower Foundation as well as contributions on the subjects FGM, women and human rights are published on the website in German and English. We link the website (approx. 1 million visitors per year) with the online shop and continuously report about the projects on Waris Dirie's Blog.

1.2. Social Media

Since 2010 the Desert Flower Foundation is featured on Facebook with a "Waris Dirie Foundation" page for supporters and a "Waris Dirie Friends" page. On both pages weekly news about FGM and the Foundation's work are posted.

1.2.2 Facebook

In 2013 the "Waris Dirie Foundation" page has had over 30,000 supporters and the "Waris Dirie Friends" page has had 5000 friends (that is the maximum number allowed by Facebook) and in addition more than 1,800 subscribers.



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1.2.3 Twitter

In 2013 around 1500 people subscribed to the Waris Dirie Twitter account, among them many journalists and NGO's. Altogether Twitter has approx. 4000 followers and 600 tweets.

1.2.4 YouTube Channel

The Desert Flower Foundation runs its own YouTube Channel, where Waris Dirie and her supporters, as well as celebrities and fans get the chance to introduce and promote campaigns and projects. By the end of December 2013 over 130,000 people had visited the DFF Channel.

1.3. Events

In 2013 staff members have held presentations in schools, at charitable and political organisations, like the Rotary Club and Lions Club in Austria and Germany, the Foreign Ministry and the Ministry of Justice in Germany, the US embassy in Djibouti and the African Union in Addis Ababa. Furthermore, a FGM-hearing was held in cooperation with the US embassy in Djibouti and the government, for all local NGOs and Ministries. Waris Dirie was honoured with the Thomas-Dehler award by the German justice minister, Susanne Leuthäusser-Schnarrenberger, for her work for the Desert Flower Foundation. Highlight of the year was Vivian Redding's (Vice President and Justice Commissioner of the European Commission) invitation of the DFF to present its work at the European Summit in Brussels. Waris Dirie held the opening speech and managing director Walter Lutschinger introduced the campaigns and projects of the Desert Flower Foundation. Next to other EU-commissioners, many EU-delegates, NGOs and reporters took part at the presentation.

2. Online Consultation

The entire year of 2013 is outlined in a separate document.

Since 2004 we were able to gather over 120,000 e-mail addresses of fans and supporters.

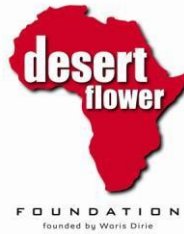
Since 2009, our first step is to write a target-group letter (approx. 10,000) from Waris Dirie to all contacts, asking for support, either through personal orders, the setup of a personal Social Business Account on the Internet, Facebook, Google +, sales in schools, in clubs and unions, in shops, at markets etc., or through the distribution of information on their own Facebook pages, in chat-rooms, interest-groups, internet forums, Blogs, etc..

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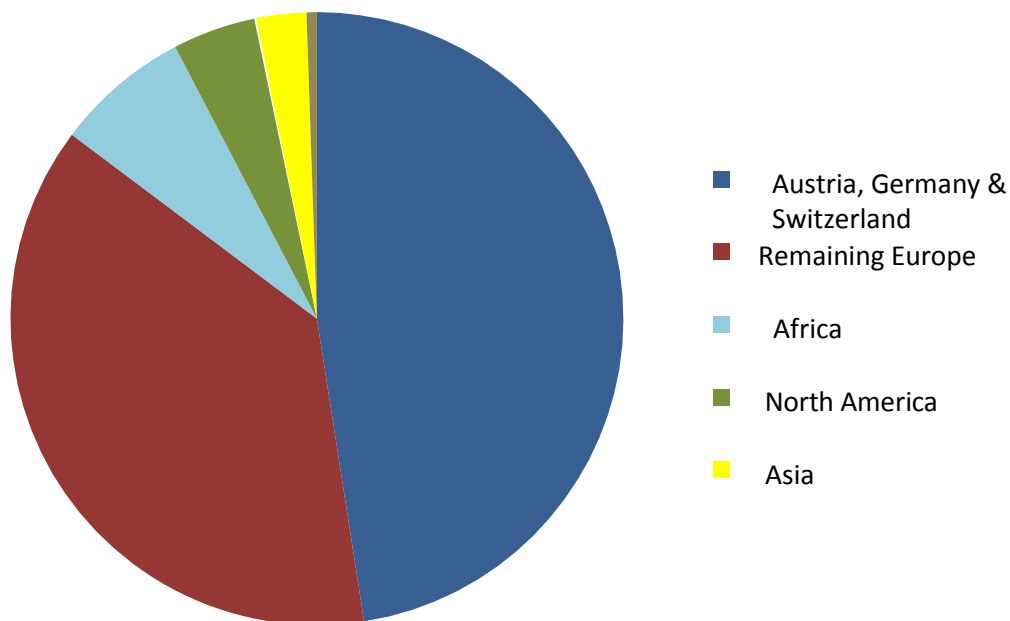
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Statistics and Analysis

Monthly Report January 2013

In January 2013 the Desert Flower Foundation has received and answered 183 e-mails. Inquiries were made from all over the world, as shown in the chart below:

Countries of Origin - January E-Mails



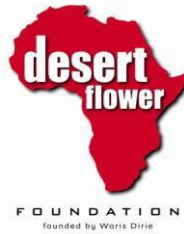
87 e-mails came from German-speaking countries, predominantly Germany. Furthermore, the DFF received 69 mails from the rest of Europe, above all Great Britain and France. The majority of e-mails from North America came from students. Fan e-mails and interview requests were received from Africa, Asia and Australia.

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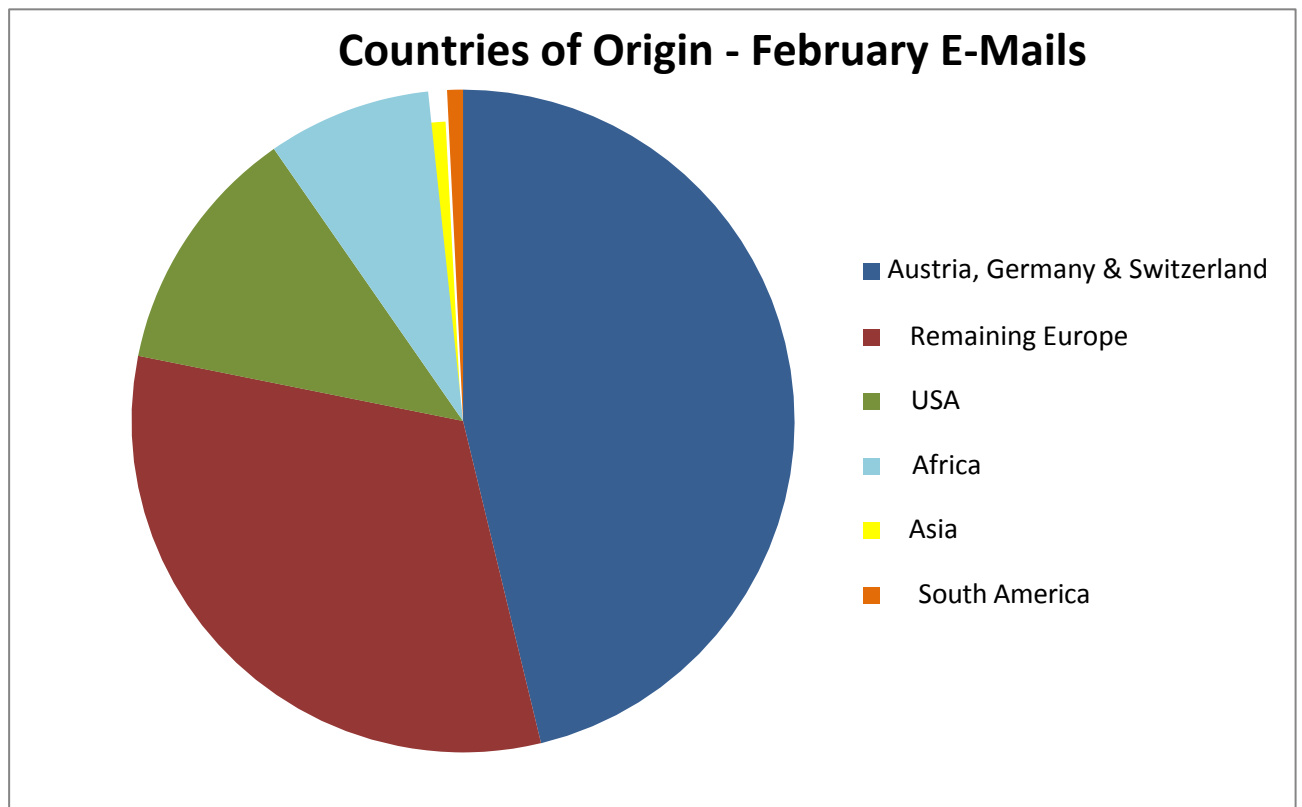
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Monthly Report February 2013

In February 2013 the Desert Flower Foundation has received and answered 238 e-mails. Inquiries were made from all over the world, as shown in the chart below:



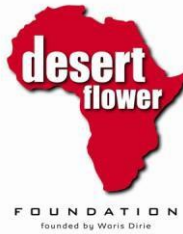
A lot of inquiries were received from students and volunteers. 76 e-mail were received from different parts of Europe, mostly France and Great Britain. Interview requests came from the USA, as well as Africa and Asia. Some students were writing from South America.

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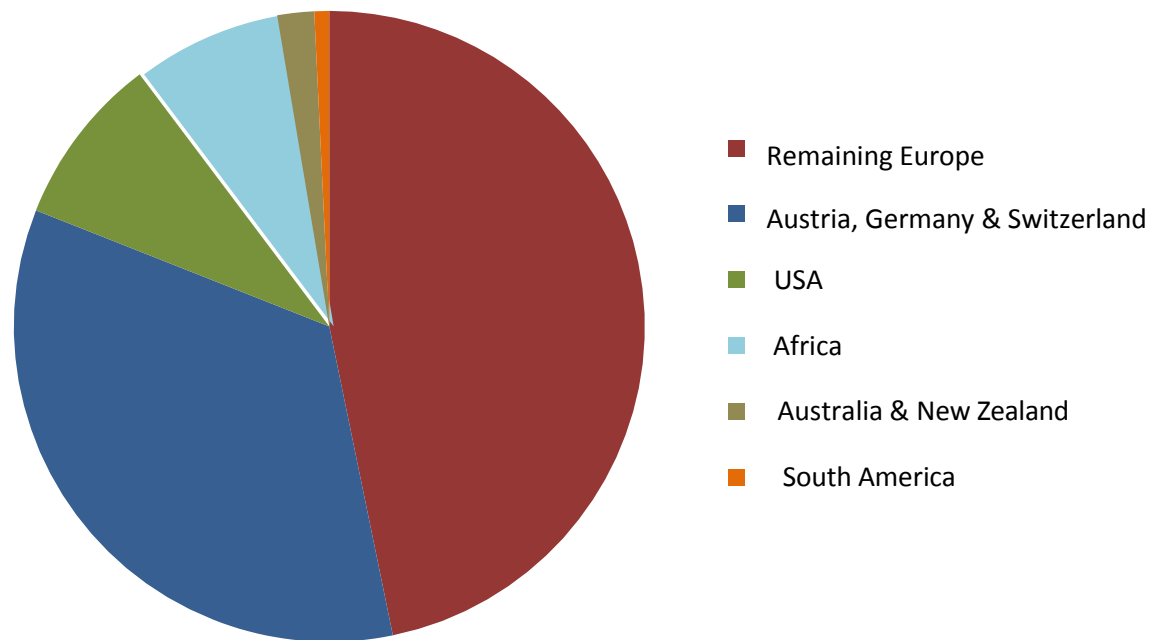


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Monthly Report March 2013

In March 2013 the Desert Flower Foundation has received and answered 263 e-mails. Inquiries were made from all over the world, as shown in the chart below:

Countries of Origin - March E-Mails



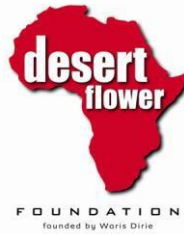
90 e-mails were received from German-speaking countries, predominantly Germany. From the rest of Europe the DFF received 123 e-mails, above all from Great Britain. Many e-mail from school children and students came from Europe, but also the USA and South America. From Africa, Australia and New Zealand a couple of fan e-mails, as well as a couple of interview requests were received.

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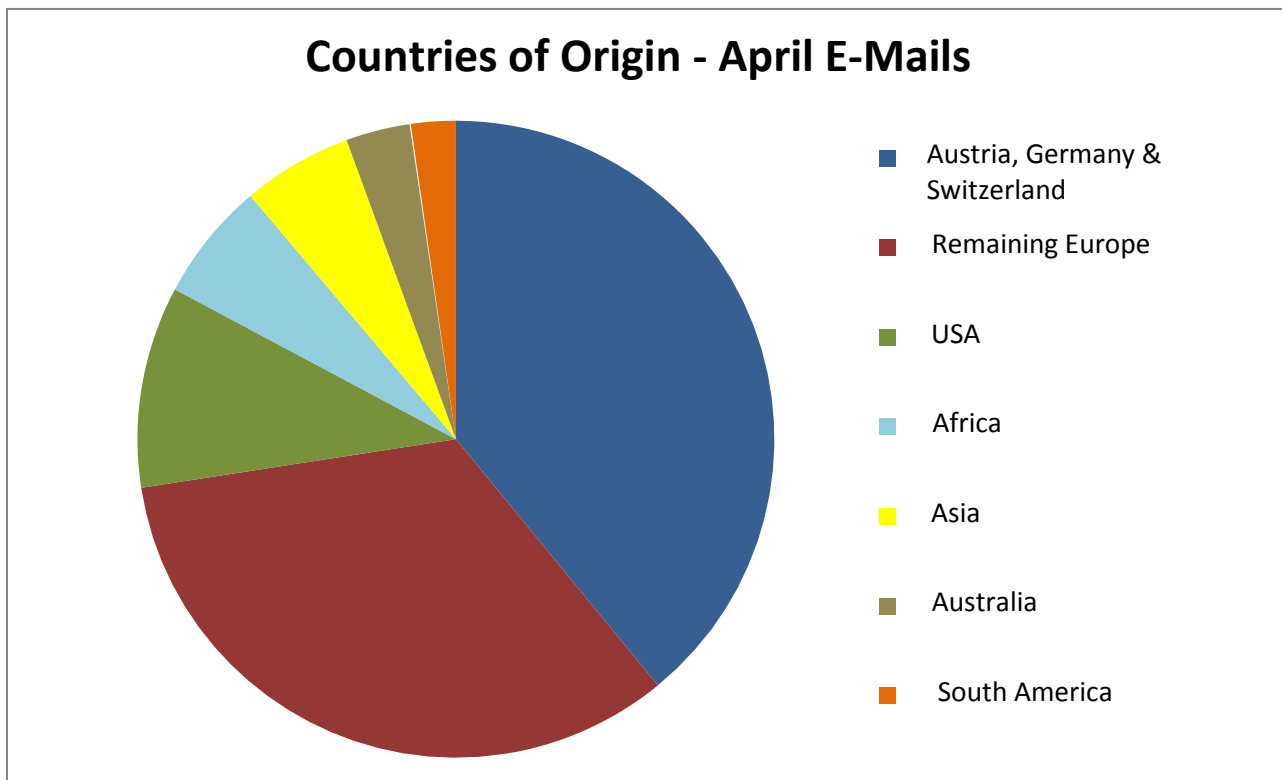
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Monthly Report April 2013

In April 2013 the Desert Flower Foundation has received and answered 215 e-mails. Inquiries were made from all over the world, as shown in the chart below:



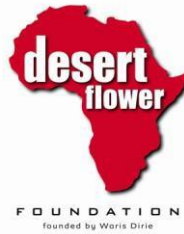
The Desert Flower Foundation has received 84 e-mails from German-speaking countries and 72 mails from other European countries. From the USA, Africa, Asia, Australia and South America mainly interview requests, but also e-mails from fans and supporters were received.

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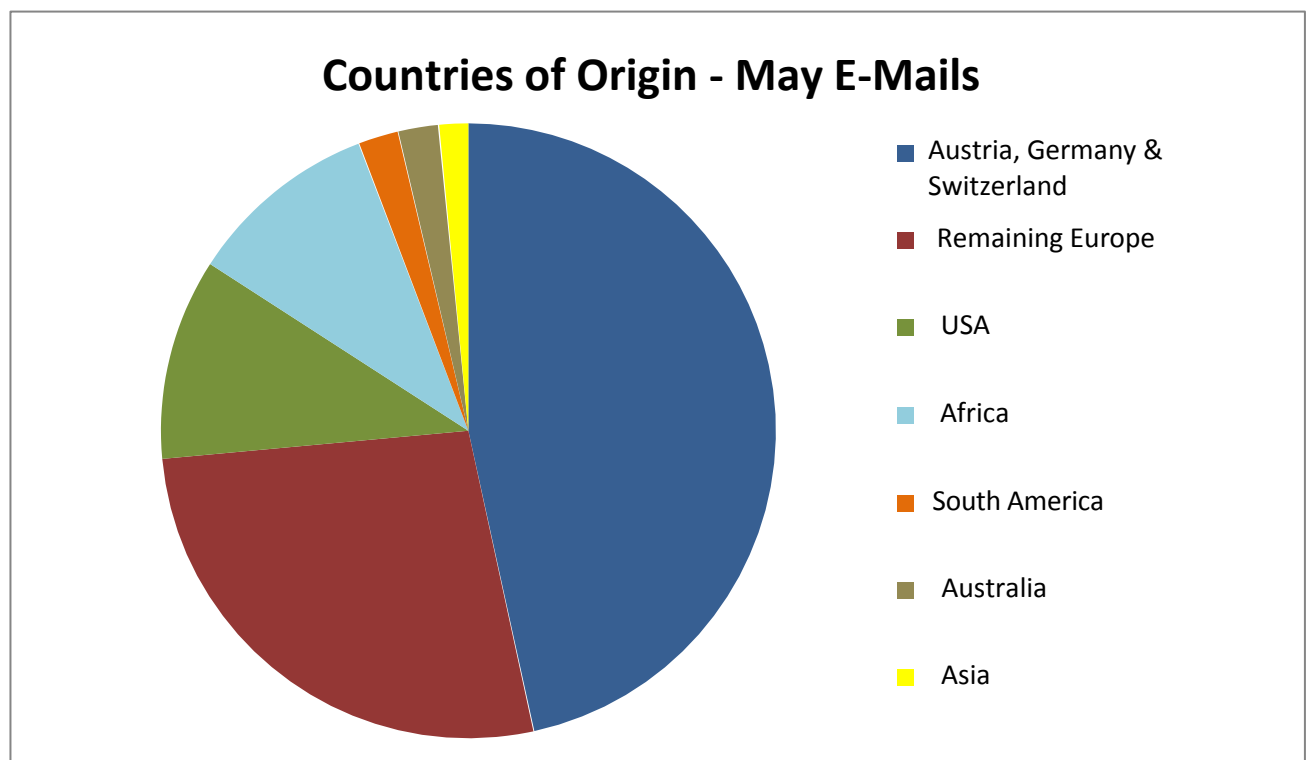
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Monthly Report May 2013

In May 2013 the Desert Flower Foundation has received and answered a total of 189 e-mails from all over the world, as shown in the chart below:



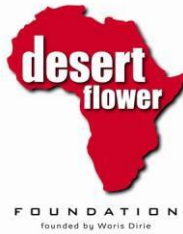
From German-speaking countries 88 e-mails were received. Among them many requests from students and volunteers. Furthermore, the DFF received a total of 51 e-mails from the rest of Europe, above all from France and Great Britain. From all other countries mainly interview requests, but also fan e-mails and from supporters were received.

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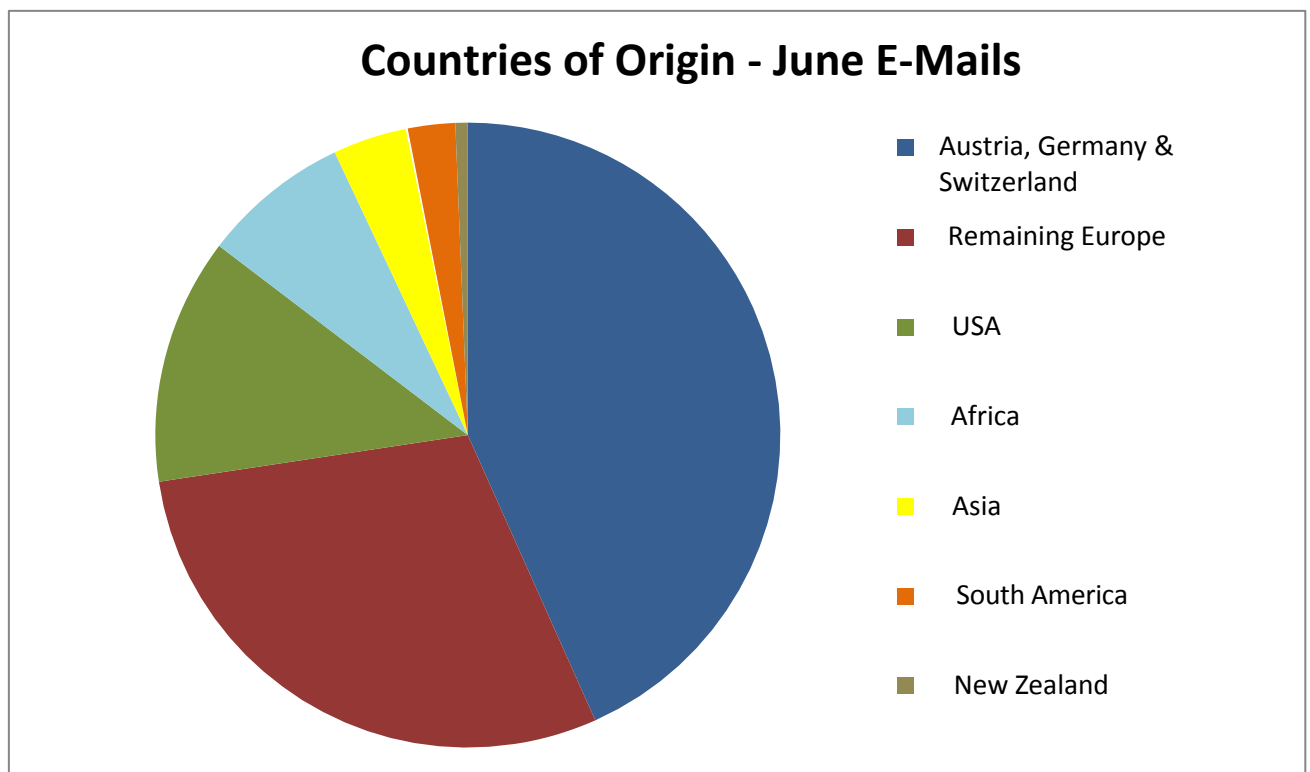
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Monthly Report June 2013

In June 2013 the Desert Flower Foundation has received and answered 157 e-mails. Inquiries were made from all over the world, as shown in the chart below:



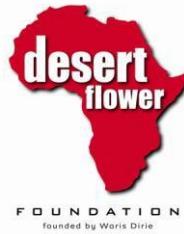
68 e-mails were received from German-speaking countries, predominantly Germany. Furthermore, the DFF received 46 mails from other European countries, above all Great Britain and France. The majority of e-mails from the USA came from students. From Africa, Asia, South America and New Zealand fan e-mails, as well as interview requests were received.

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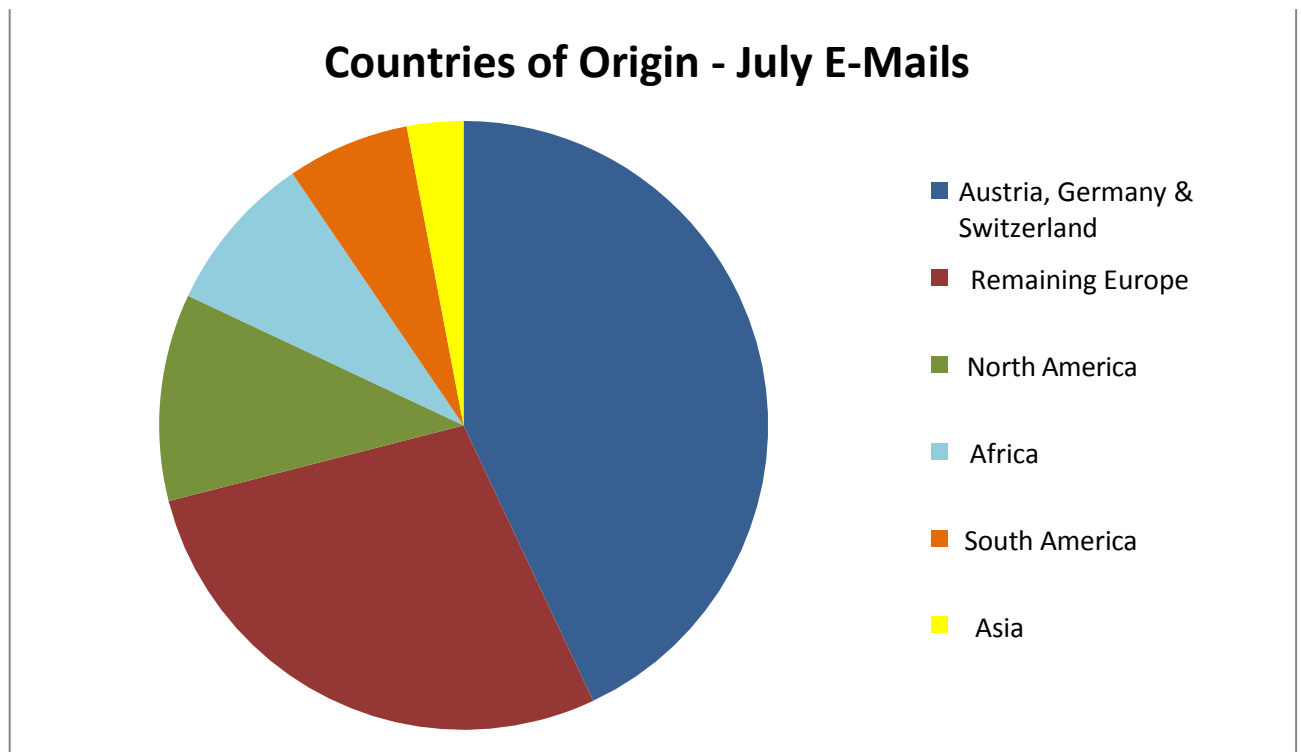
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Monthly Report July 2013

In July 2013 the Desert Flower Foundation has received and answered 200 e-mails. Inquiries were made from all over the world, as shown in the chart below:



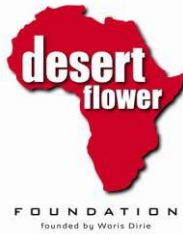
86 e-mails from German-speaking countries, mainly from students and fans. 56 e-mails were received from the rest of Europe, most of them from Great Britain. From North America, Africa and Asia many interview requests, but also e-mails from supporters were received. From South America e-mails came from students.

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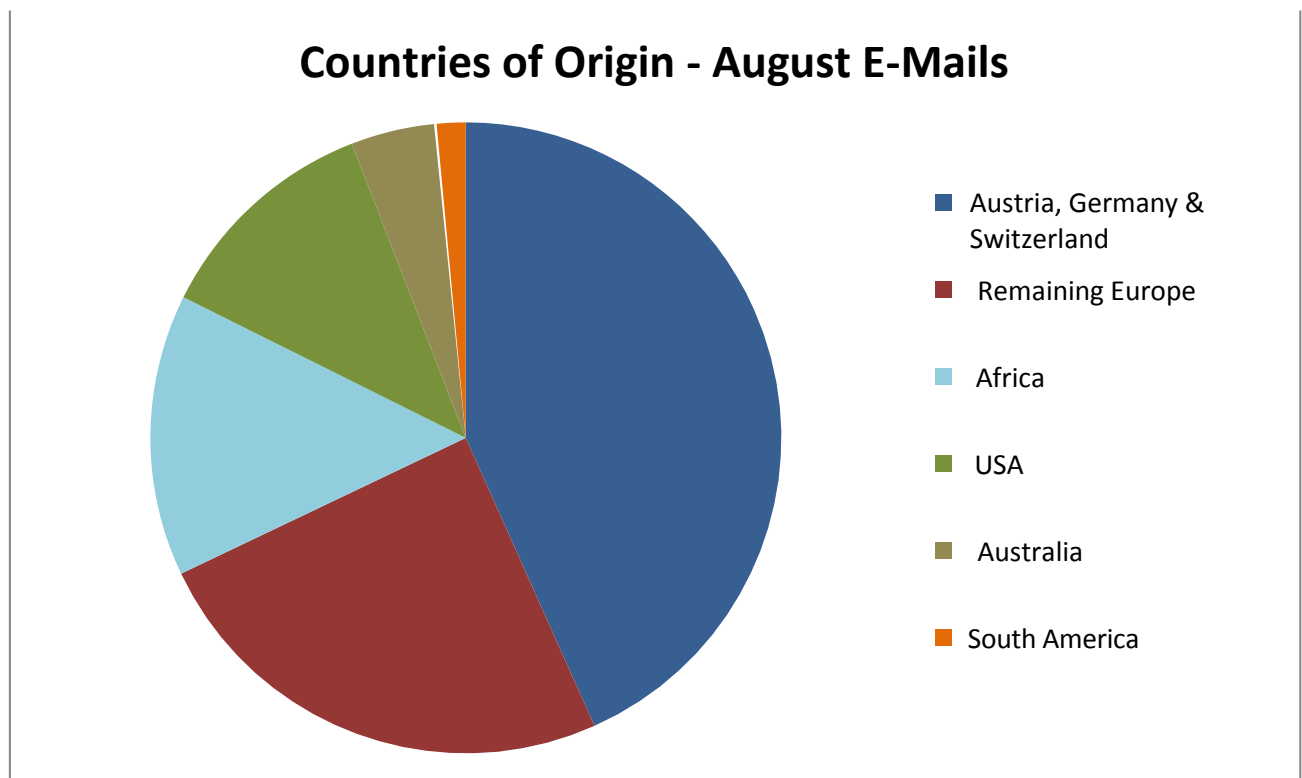
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Monthly Report August 2013

In August 2013 the Desert Flower Foundation has received and answered 187 e-mails. Inquiries were made from all over the world, as shown in the chart below:



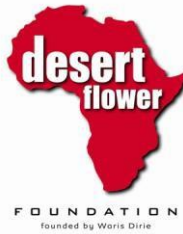
81 e-mails from German-speaking countries, mainly Germany. From other European countries the DFF received 46 e-mails. Student e-mails and interview requests came from North America, Australia and South America. From Africa e-mails from supporters were received.

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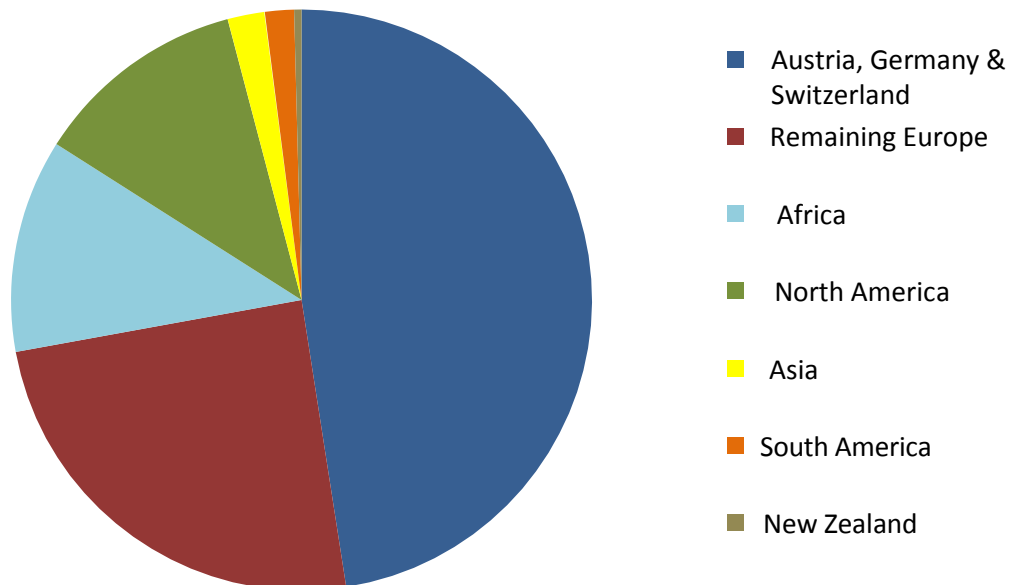


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Monthly Report September 2013

In September 2013 the Desert Flower Foundation has received and answered 244 e-mails. Inquiries were made from all over the world, as shown in the chart below:

Countries of Origin - September E-Mails

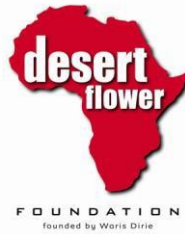


116 e-mails came from German-speaking countries, predominantly Germany. Furthermore, the DFF received a total of 60 mails from other European countries, most of them from France and Great Britain. Most e-mails from North America came from students. From other countries mainly interview requests and some fan e-mails and e-mails from supporters were received.

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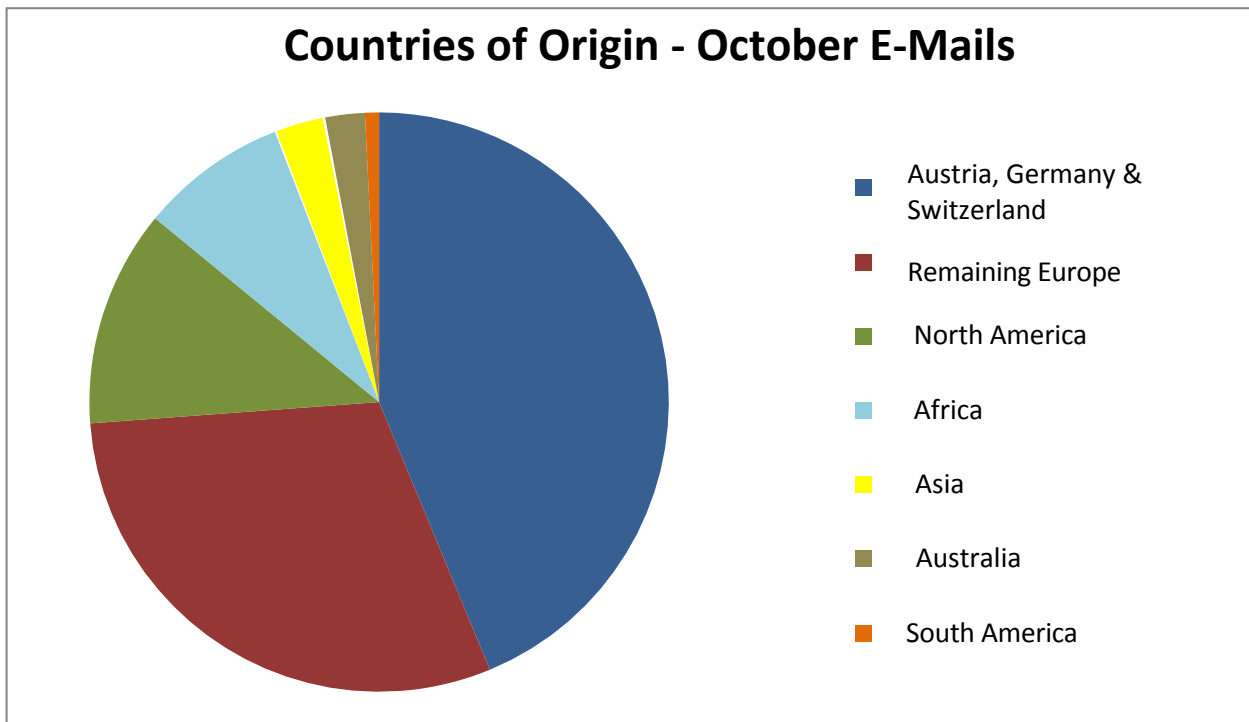
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The work of the Desert Flower Foundation

Monthly Report October 2013

In October 2013 the Desert Flower Foundation has received and answered 256 e-mails. Inquiries were made from all over the world, as shown in the chart below:

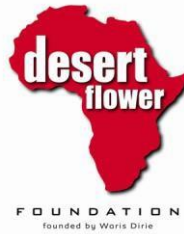


112 e-mails from German-speaking countries, predominantly Germany. 77 e-mails were received from other European countries, mainly from Great Britain. E-mails from North America came from students, fans and supporters. There were some interview requests from Africa, Asia and Australia.

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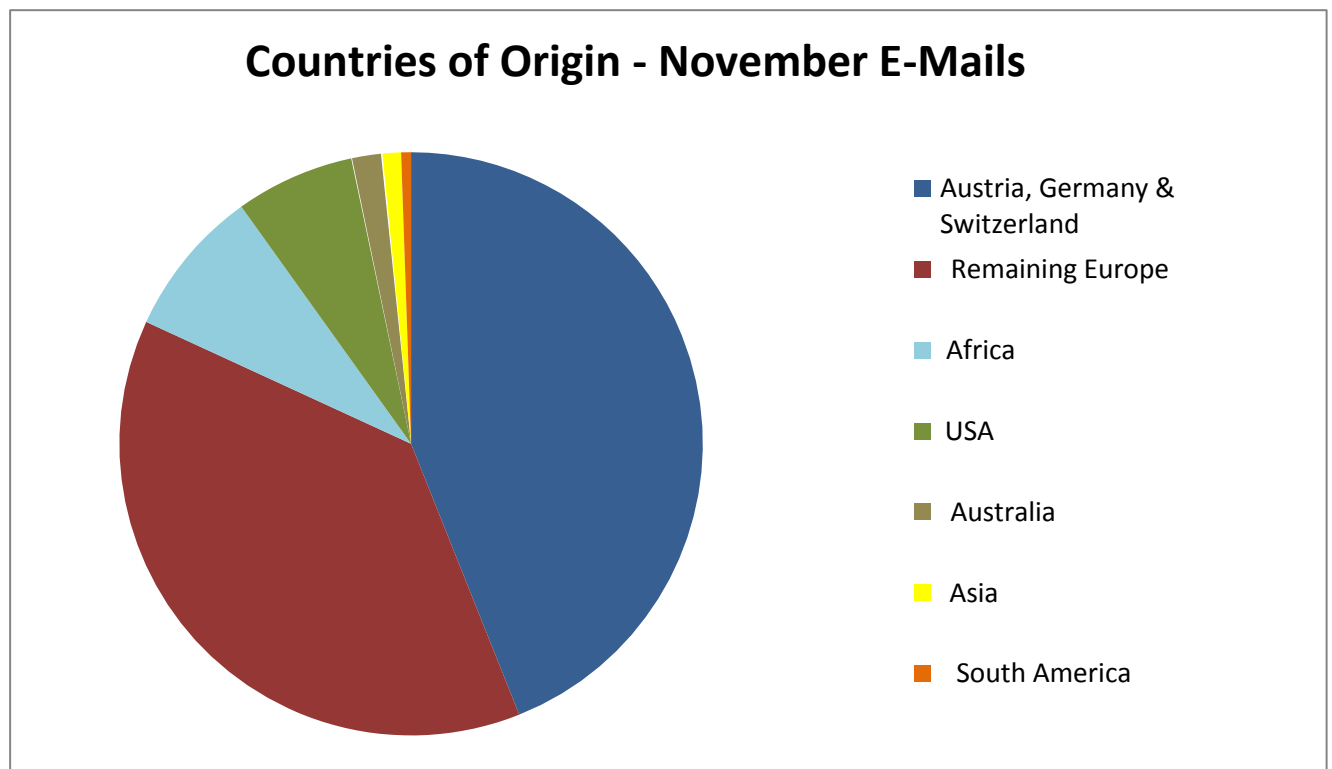
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Monthly Report November 2013

In November 2013 the Desert Flower Foundation has received and answered 182 e-mails. The following chart gives an overview of the different countries:



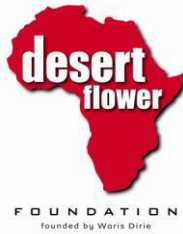
80 e-mails were received from German-speaking countries. From other European countries the DFF has received a total of 69 e-mails. The majority came from Great Britain and France. E-mails from school-children and students came from Europe, the USA and South America. From Africa, Australia and Asia a couple of fan e-mails, as well as some interview requests were received.

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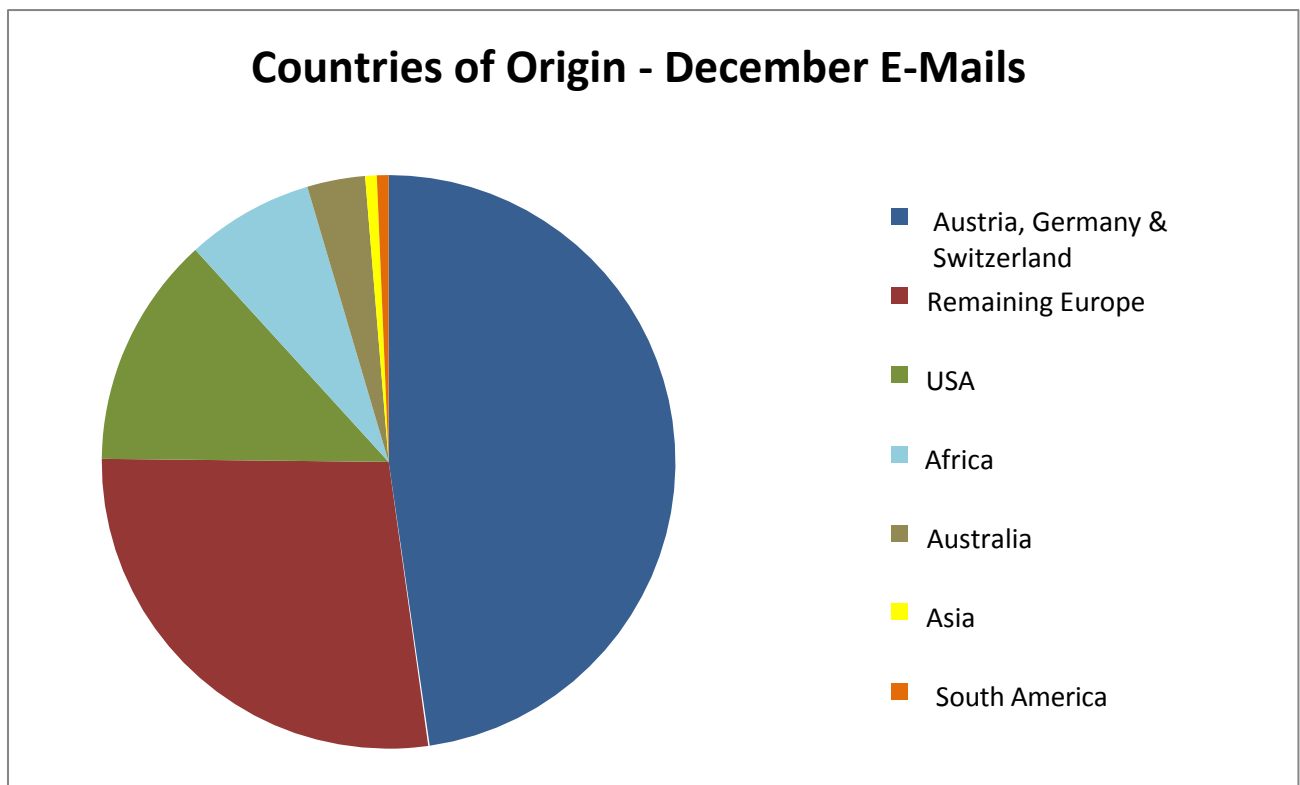
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Monthly Report December 2013

In December 2013 the Desert Flower Foundation has received and answered 153 e-mails. Inquiries were made from all over the world, as shown in the chart below:



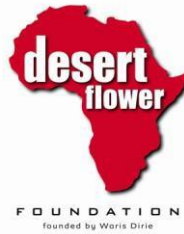
73 e-mails from German-speaking countries, mainly from Germany. From the rest of Europe 42 e-mail were received, above all from Great Britain. From the USA and South America some e-mails from students arrived. Personally affected women from Africa also wrote to us. From Australia and Asia fan e-mails, as well as interview requests from the media were received.

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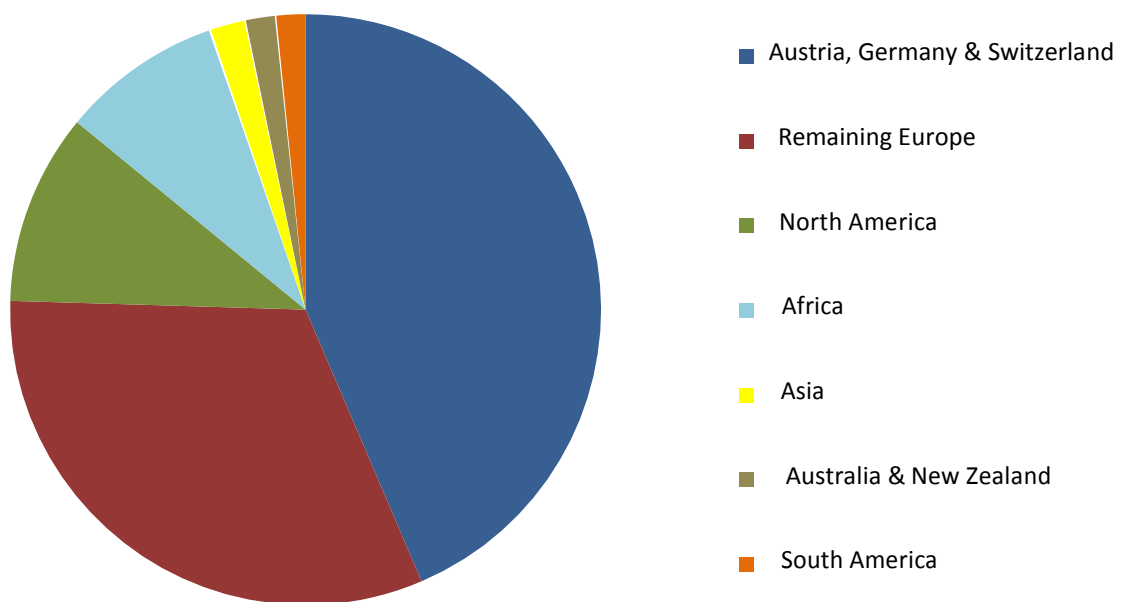


The work of the Desert Flower Foundation

Annual Overview

In 2013 the Desert Flower Foundation has received and answered a total of 2467 e-mails. The numerous e-mails came from all over the world, as shown in the following chart:

Countries of Origin of all E-Mails in 2013



1075 e-mails were received from German-speaking countries and 787 from other European countries. From North America a total of 258 e-mails and from Africa a total of 216 e-mails were received. 49 e-mails came from Asia, 41 from Australia and New Zealand and 41 e-mails from South America.

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The work of the Desert Flower Foundation

3. Online Shop

The Desert Flower Foundation has set up its own online shop for this project, where all products, the businesses, as well as the women finding work there, are introduced.

Each business is presented and regular progress-reports are published. An order- and affiliate system has been introduced on the portal, which enables Waris Dirie supporters to boost product sales with their orders. We call these supporters "social entrepreneurs".

3.1. Online shop links

Our publishing partners, film distribution partners and supporting NGOs are asked to link their web sites with the online shop. Publishers are asked to print the online shop address on the cover or the back of books when reprinting them.

4. Project-report 2013

4.1. Desert Flower Foundation Sponsorship-Project

In November 2013 the Desert Flower Foundation has started the new sponsorship-project "Save a little Desert Flower" in Djibouti, and in April 2014 also in Sierra Leone. In both countries, FGM is very common, in Djibouti 98% of women are affected and in Sierra Leone 94% of women. Both countries belong to the world's poorest countries, where 70% of the population are living below the poverty line with an average monthly income of 30 USD or below.

Together with local trade partners, the Desert Flower Foundation offers families sponsorship-contracts for their daughters with the following conditions:

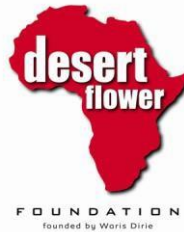
- The Desert Flower Foundation commits itself to providing a monthly food-supply, school fees as well as medical care for the girls, at an equivalent value of 25 EUR.
- In return, the parents commit to not-circumcising their daughters, to sending them to school and to not marrying them off before the age of 16.
- Furthermore, the parents commit to getting their daughters examined by a paediatrician twice a year, in order to confirm their integrity, to presenting the girls' school registration forms and final grade certificates and also to taking part in an FGM information workshop twice a year.

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The first sponsorship-contracts were already set up in Djibouti in 2013. A further 282 contracts were set up in Sierra Leone in April 2014. There already exist over 800 applications from families in Sierra Leone, for whom sponsors are needed. Each of them runs for the duration of one year and has to be renewed after this period.

The new book by Waris Dirie called "Safa" was published in February 2014 and received a lot of interest from the media. The German magazine "Bild Zeitung" has published a three-piece series, "Stern", "Brigitte", "Jolie", "Freundin" and many more magazines have reported about DFF's new project. In Austria, magazines like "Woman", "Madonna" and newspapers like "Kurier", "Östereich", "Kleine Zeitung", "Salzburger Nachrichten", "Tiroler Tageszeitung", etc. have also written about the project. In England the "Guardian", the "Observer", the "Daily Mail" and the BBC have reported about the "Save a little Desert Flower" project.

4.2. Safa and Idris

Since 2012, the Desert Flower Foundation is supporting the families of Safa and Idris, who featured in the movie „Desert Flower". Safa played little Waris in the genital mutilation scene, Idris played Waris Dirie's little brother "Old Man". The Desert Flower Foundation provides food supplies for the families and pays the children's school fees. Meanwhile Safa has become an icon for African girls. Stories about Safa get up to 80,000 clicks on the DFF social media platforms. This project was the show-case for our sponsorship-project.

4.3. Desert Flower Centre Berlin

In September 2013, the Desert Flower Foundation, together with Waris Dirie and the hospital "Waldfriede Berlin", has inaugurated the Desert Flower Centre Berlin. The purpose of the Desert Flower Centre is an integral medical treatment of women, who were victims of FGM. More than 100 journalists took part at the opening ceremony, among them 12 TV-channels from Germany, USA, England, France and the Arabian region, as well as many politicians, ambassadors and doctors from all over the world. Sir Simon Rattle and the Berlin Philharmonic Orchestra were playing a free concert for the opening.

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The work of the Desert Flower Foundation

4.4. International Desert Flower Foundation Centres

After the opening of the Desert Flower Foundation Centre in Berlin, numerous inquiries from hospitals, NGOs and authorities were made to the Desert Flower Foundation, wanting to open their own Desert Flower Foundation Centres. Among the countries were: France, Holland, Spain, Switzerland, Monaco, Austria, England, USA, Ethiopia, Sudan, Kenya, Tanzania, Sierra Leone, Senegal, Somalia, Egypt and Turkey. Currently we are working on the certification of the Desert Flower Foundation Centres.

4.5. Desert Flower Foundation Surgical Training Centre Amsterdam

Since 2013, the Desert Flower Foundation is organising regular trainings for plastic surgeons, gynaecologist and urologists. Up to 4 physicians can participate at each training. Part of the training are reconstructive operations of FGM victims, as well as a presentation. The trainings were carried out in cooperation with the French urologist Dr. Pierre Foldes in Paris.

Together with the Dutch surgeon Dr. Refaat Karim, the DFF opened the first Desert Flower Surgical Training Centre at the Amstelvee clinic in Amsterdam in June 2014. Doctors from Spain, Monaco, France, Holland, Germany, Italy, Brazil, Austria and Sweden have already participated in the trainings.

4.6. Desert Flower Foundation Trainings with Dr. Pierre Foldes in France

The Desert Flower Foundation regularly organises trainings for surgeons and gynaecologist with Dr. Pierre Foldes in the L'Hopital St. Germain e Laye. Dr Foldes has developed the technique used for the reconstructive surgery of the clitoris. Five doctors per day can take part in the training. By the end of 2013, 15 doctors had completed the training.

4.7. Desert Flower Research Center Montreux Switzerland

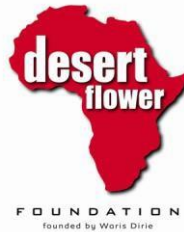
The Swiss gynaecologist Dr. Igor Martinek, head of the gynaecology unit at the La Prairie clinic and head of the Desert Flower Centre Montreux, has developed a special cream in cooperation with the Intercos Group, which is used for the postoperative treatment of reconstructive surgery. The cream contains extracts from African desert flowers. These are plants used as a remedy by nomads in Africa and the extracts are also used as a sunscreen. The Desert Flower Foundation Cream is scheduled to be introduced on the market in 2015.

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The work of the Desert Flower Foundation

4.8. Desert Flower Foundation international

In 2013 and 2014 more Desert Flower Foundations were established in Europe and Africa. Each organisation has its own board of directors, and donations are tax-deductible (except in France).

- Desert Flower Foundation Germany: President Sherry Hormann
- Desert Flower Foundation Benelux: President Femke Böhlen
- Desert Flower Foundation Switzerland: President Reto Feissli
- Desert Flower Foundation Monaco: President Joana Foglia
- Desert Flower Foundation Spain: President Denise Klishan
- Desert Flower Foundation France: President Linda Weil Curiel
- Desert Flower Foundation Poland: President Ana Bufnal
- Desert Flower Foundation UK: President Maria Savitt
- Desert Flower Foundation Sierra Leone: President Father Peter Konteh

Further foundations are planned in Kenya, Tanzania and in the USA. In 2014 and 2015 a standard structure for all Desert Flower Foundations is planned to be introduced.

4.9. Desert Flower Foundation Invitations and Honours

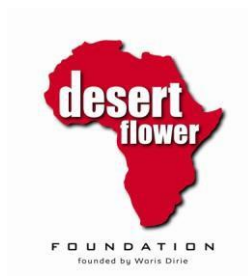
In 2013 and 2014, the Desert Flower Foundation and Waris Dirie were invited to numerous congresses, events and honorary events. Among other awards, Waris Dirie was honoured for the work of the Desert Flower Foundation with the Thomas-Dehler-award 2013, by the German Justice Minister Dr. Sabine Leutheusser Schnarrenberger at the town hall in Munich. In 2014 she was awarded the "LI Prize for Freedom" of the Liberal International, and in 2013 the "Woman of the Year Award" in London was presented to her. Invitations were issued by the US Foreign Minister Hilary Clinton to Washington, the UN- Secretary-General Ban Ki Moon to New York, and the British Prime Minister David Cameron to London.

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The work of the Desert Flower Foundation

Organisational Chart 2013

Desert Flower Foundation – Association for the promotion of aid operations for Africa, founded by Waris Dirie

Executive Board

Waris Dirie	Honorary President
Dr. Gabriel Lansky	President
Dr. Linda Weil- Curiel	Vice President
Dr. Gerald Ganzger	Vice President.
Mag. Alfred Lutschinger	Vice President
Walter Lutschinger	Managing Director (also responsible for donation income and utilisation)

Members of Staff

Sophie Gigele	Project Manager and Administration
Juliana Posada	Project Manager
Brigitta Lutschinger	Accounting
Fardouza Moussa Equeh	Project Manager (Djibouti)
Florian Ivo	Data Protection Officer

And further voluntary members worldwide.

Registered Office

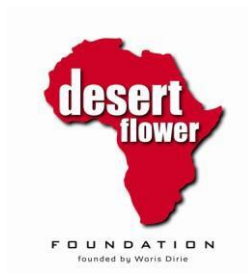
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The work of the Desert Flower Foundation

Affiliated Organisations

Germany

Desert Flower Foundation

President: Sherry Hormann
Argentinische Alle 40
D-14163 Berlin – Zehlendorf

France

Fleur du désert

President: Dr. Linda Weil Curiel
6, Place Saint- Germain de Prés
75006 Paris

Monaco

Desert Flower

President: Joana Foglia
32, rue Grimaldi
98000 Monaco

Netherlands

Desert Flower Foundation

Managing Director: Femke Boelen
Groenhof 111
1186EW Amsterdam

Switzerland

Desert Flower Foundation

President: Reto Feissl Wollenhof
Immobilien AG Gellerstraße 47
4052 Basel

Spain

Flor del Desierto Waris Dirie Foundation

Managing Director: Denise Klichan
Calle Bartolomé Vicente Ramón, 4-1-3a
E – 07800 Ibiza

Sierra Leone

Desert Flower Foundation

Rev. Father Peter Konteh
St. Edwards May Park, National pre-School
Centre
Kingtom

Poland

Fundacja „Kwiat Pustyni
ul. Śląska 54/5
81-310 Gdynia
KRS: 0000463394

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