



Desert Flower Foundation

Annual Report 2015

Focus of the Desert Flower Foundation in 2015 were the following 5 projects:

- 1. Public Relations, Social Media campaigns und online-consultation**
- 2. Support and expansion of the Desert Flower Centers for holistic medical treatment of FGM victims**
- 3. Campaign „Save a Little Desert Flower“ and is expansion**
- 4. Establishment of independent Desert Flower Center Foundations abroad**
- 5. Preparations for an educational campaign in Africa**
- 6. Work report**

1. Public Relations, Social Media campaigns und online-consultation

The Desert Flower Foundation has accounts on following social media channels:

- Facebook
- Twitter
- Pinterest
- Tumblr
- YouTube
- WordPress

The Foundation's social media channels belong to the most visited ones within the FGM topic.

You Tube :	435.318 visitors
Facebook:	350.000 visitors per month/ 45.900 Likes
Twitter:	6.800 Follower

Compared to FORWARD number 2:

FORWARD is the oldest FGM NGO in Europe (founded in 1986) and the leading FGM NGO in the UK. Their work is supported by the British government.

BUDGET UK : 1.350 000 GBP (1.3 MIO GBP from government/ 50.000 GBP donations.

Media cooperations with Reuters Trust Law und Guardian

You Tube Kanal: 90. 840 visitors

Facebook: 50.000 visitors/1.350 Likes

Twitter: 6 400 Followers

Press review

In 2015 various media reported about the DFF work, such as:

- BBC
- SKY NEWS
- CNN
- Sunday Times Magazine (6 pages)
- Evening Standard
- Cosmopolitan UK
- Guardian
- Observer
- Daily Mail
- Marie Claire
- BILD
- STERN
- Spiegel
- ARD
- ZDF

The focus was mainly on the book launch "Safa" and the resulting campaign "Save a Little Desert Flower". Furthermore the media reported about the work in the Desert Flower Centers in Berlin, Amsterdam and Stockholm.

The Desert Flower Foundation gained international recognition through Waris Dirie's books and her movie "Desert Flower".

Therefore it is of great importance to invest in book, film, theatre and music projects, in order to gain international recognition for our goals and our cause.

Following projects are in development:

- “The Little Desert Flower” Waris Dirie’s first children book
- „Desert Flower“, musical, work in progress with Uwe Fahrenkrog Petersen, Youssou N’Dour and Hannes Rossacher
- „20 years Desert Flower“ ARD documentary (2018) and Waris Dirie’s first biography with Droemer
- “Desert Flower” play in cooperation with Hasytira theatre in Tel Aviv in work
- „Safas Song“ animated movie by Simon Egan (Oscar winning producer, “The Kings Speech)

Waris Dirie works out with a personal coach and is planning to participate in a desert marathon in Morocco in 2017 and to climb the Kilimanjaro, in order to collect donations for her children book.

2. Support and expansion of the Desert Flower Centres for holistic medical treatment of FGM victims

In 2014 a Desert Flower Surgical Training Center in Amsterdam and the Desert Flower Center at Karolinska University Hospital in Solna/ Stockholm/ Sweden were opened.

Until now 170 women were treated at the Desert Flower Center in Berlin and 100 to 150 women regularly take part in “Desert Flower” support groups.

The Desert Flower Center Berlin was honoured with the “Louise Schröder” medal and Joachim Gauck invited a delegation to his official residence.

ARD, CNN and NTV (polish TV channel) made reportages, magazines such as “die Zeit”, “der Spiegel” and “Weld am Sonntag” published multi-page reports about the Desert Flower Center in Berlin.

At the Desert Flower Center in Amsterdam 72 doctors participated in trainings and the Desert Flower Foundation Scandinavia organized in cooperation with the Karolinska institute workshops on the topic of FGM. 800 doctors from Scandinavia participated.

3. Campaign „Save a Little Desert Flower“ and its expansion

The sponsorship programme „Save a Little Desert Flower“ was successfully continued in 2015. The programme gained 330 new sponsors. (370 in 2014/ 330 in 2015/ 118 in 2016, Total: 818 sponsors. Updated: 01/09/2016)

4. Establishment of independent Desert Flower Center Foundations abroad

The Desert Flower Foundation Scandinavia was transformed into a trust and is sponsored by the Swedish government with 100 000 Skr/ year.

The Desert Flower Foundation France was re-launched as „Fondation Fleur du Désert“ in cooperation with Fondation de France. In the next 4 years the foundation will be supported by a French entrepreneur with a donation of 160 000 euro.

The Desert Flower Foundation Monaco closed, because of the president's (Joanna Berrebi-Foglia) overload.

Sherry Hormann had to resign from her position as a president at DFF Germany, because of work-related overload. Dr. Roland Scherer took over Hormann's position.

NTV and its presenters supported the Desert Flower Foundation Poland with a testimonial campaign. The campaign included ski-jumper world champion Kamil Stoch, multiple Olympic champion Justyna Kowalczyk as well as super model Joanna Krupa.

The Desert Flower Foundation UK was presented in the House of Lords in February 2015 by Waris Dirie. The Foundation got Swarovski and the Kering Foundation on board to sponsor a charity event (Film presentation „Desert Flower“ in London), but the event had to be cancelled.

Desert Flower Foundation BENELUX extended its workshop programme up to 12 workshops per year.

5. Preparations for an educational campaign in Africa

700 million people world wide can't neither read nor write.

With 41,6% Africa and especially the region of the Sub-Sahara, counts the highest illiteracy – rate worldwide.

Education is crucial for the female self-determination and in further consequence an important step towards the eradication of FGM.

Therefore Waris Dirie and her Desert Flower Foundation plan an educational campaign for Africa. The first step is to distribute a first reading book for children in African schools, as only 3% of the education budget in Africa go to textbooks.

6. Work report

January 2015:

- Meeting with Katja Wagner (Miss Earth) regarding a Desert Flower Foundation Indonesia. 70 million women are affected by FGM in Indonesia, it's the highest FGM-rate worldwide
- Waris Dirie presents Desert Flower Foundation UK and „Save a Little Desert Flower“ campaign in the UK. She is honoured by the House of Lords with the International Freedom Prize.
- First Board meeting DFF UK. Reports in BBC, Sky News, Cosmopolitan UK, Marie Claire, Sunday Times, Daily Mirror, Reuters, Somali TV UK
- Meeting with producer Simon Egan regarding an animated film on the matter of FGM.
- Meeting with BBC, Kering Foundation and our publishing company „Little Brown“ regarding the funding for the animated film.
- Visiting Safa in Djibouti with British pop star Joss Stone (14 Mio. YouTube Views, 1.3 Mio. Facebook-Likes). Reports about the visit and the work of DFF on Stone's social media channels. Her visit will be released as a part of her documentary „Joss Stone-Total World Tour“ in 2017.
- Meeting with Moritz Lobeck (head dramaturg at „Wiener Festwochen“) regarding a play about the „Desert Flower“ in 2018
- Meeting with Uwe Fahrenkrog-Petersen, who is composing the music for „Desert Flower“
- Meeting with the Team of Non-Profit Agency YELL, who edited DFF's internet presence

February 2015:

- Meeting at Desert Flower Center Berlin regarding the Center's certification
- "Save a little Desert Flower" campaign start with YELL
- „Save a little Desert Flower“ campaign in nTV Poland, supported by many polish stars
- Meeting with Prof. Heinzelmann at university hospital Basel regarding a Desert Flower Center in Switzerland

March 2015:

- Lecture at Medical Congress GAERID
- Meeting with Sherry Hormann regarding a TV documentary about Waris Dirie and the Desert Flower Foundation
- Employee workshop in Vienna

April 2015:

- "Be a slip power" campaign start
- Meeting with Ntalian Lolkoki
Mrs. Lolkoki had a reconstructive surgery at the Desert Flower Center in Berlin. Furthermore she is part of the Center's self-support group. After her surgery and her therapy she discovered her body and sexuality again. She writes a book about her story, which will be published the Frankfurt book fair in 2017.
- Meeting with German star photographer Martin Schöller.

May 2015:

- Meeting with Francois Pinault regarding the animated film
- Desert Flower Foundation UK Board Meeting
- Meeting at BAFTA with Simon Egan regarding the film premiere of “Desert Flower”
- Meeting with EU representative Marina Yannakoudakis regarding a sponsorship from the EU

June 2015:

- Desert Flower Foundation presentation at London’s city hall at Boris Johnson’s (mayor) invitation. Interviews in Evening Standard, Observer, Guardian und Daily Mail
- “Save A Little Desert Flower” campaign start in Sunday Times
- Meeting with Uwe Fahrenkrog-Petersen regarding the musical
- Meeting with YELL regarding the proceeding of „Save a Little Desert Flower“ campaign at the German book trade
- Press Release „Save a little Desert Flower“ in cooperation with publishing house „Little Brown“
- Ntalian Lolkoki on the cover of Evening Standard
- Board meeting with Kering Foundation
- Meeting with Maïke Lenoble regarding „Save a Little Desert Flower“ in the Netherlands
- Meeting with Helge Sasse regarding a TV- documentary about the Desert Flower Foundation and its work

- Meeting with Dr. Übleiß regarding a Waris Dirie children's book

July 2015:

- Meeting with theatre from Tel Aviv in Hamburg regarding the play „Desert Flower“
- Meeting with Daniel Campe from Hoffmann & Campe regarding a Waris Dirie biography
- Meeting with Christian Pressl regarding “Hand of Luck”

August 2015:

- Meeting with Gustavo Cores de Lima (film producer from Brazil) regarding a Waris Dirie and Desert Flower Foundation documentary
- Meeting with YELL regarding „Save a Little Desert Flower campaign“
- Meeting with Nina von Gaile regarding Sparkling Elephant in Tanzania

September 2015:

- Meeting with BAFTA regarding film premiere in London
- Meeting in Munich with Droemer publishing house regarding „Save a little Desert Flower“ campaign
- Meeting with Dr. Guggenberger regarding Desert Flower Foundation documentary

October 2015:

- Frankfurt Book Fair
- Meeting with Droemer and Hoffmann & Campe regarding a Waris Dirie children book and biography

- Meeting with Marco Polini regarding a Desert Flower Foundation in Italy and „Save a Little Desert Flower“ campaign

November 2015:

- Meeting with Waris Dirie regarding Desert Flower Foundation in 2016/17

Dezember 2015:

- Founding Fondation Fleur du Désert and cooperation with Hôpital Delafontaine
- Board meeting Desert Flower Foundation in Berlin about the project: Desert Flower Foundation conference

20.09.2016

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