

INTRODUCTION

The Coalition for Women's Health in Africa (COWHA) is hosting an interactive webinar titled: **Mastering Grant Writing: Securing Funds for Women's Health Initiatives.**

This session is designed to equip local organizations with the skills to craft compelling grant proposals, enabling them to compete effectively for funding in Africa's women's health sector. By enhancing participants' grant-writing skills, we aim to empower them to navigate the increasingly competitive funding landscape for women's health initiatives in Africa.

BACKGROUND AND SIGNIFICANCE

Access to healthcare funding remains a major barrier for organizations dedicated to improving women's health in Africa. According to the World Health Organization, over 200 million women in Africa still lack access to basic reproductive and maternal healthcare, contributing to alarmingly high maternal mortality rates ^[1]. Sub-Saharan Africa (SSA), home to over 230 million women of reproductive age facing intersecting health, social, gender, and economic challenges. The region accounts for 70% of global maternal deaths, with over 200,000 women dying annually from pregnancy-related complications ^[2]. The lack of access to essential services such as family planning, maternal care and cancer screening exacerbates the region's health crises. Additionally, cervical cancer, a preventable condition, continues to claim the lives of thousands of women each year, with HPV vaccination coverage still below 50% ^[3] ^[4].

These statistics highlight the urgent need for innovative approaches to health financing. However, a growing challenge for organizations is the consistent decline in global donor funding. In 2022, global health funding in Africa decreased by 5.3%, tightening the resources available to address these pressing health issues ^[5]. The funding gap is vast: African governments currently spend just \$4.5 billion annually on health, far below the estimated \$26 billion needed to meet the continent's evolving health needs over the next decade. Furthermore, Africa's healthcare financing gap is estimated to be \$66 billion annually ^[6]. This makes it crucial for organizations to identify alternative funding sources.

Evidence-based proposals that incorporate health impact data have been shown to increase grant approval rates by 40%. However, many organizations lack the technical expertise required to develop winning proposals. This webinar will bridge that gap by providing practical guidance on grant writing, strengthening local organizations' capacity to access funding ^[7].

At the same time, the COVID-19 pandemic has strained health systems and left many African nations grappling with rising debt. In this context, the ability to secure alternative funding through grant proposals has never been more critical. Strengthening the capacity of local organizations to access funding can make a transformative impact on health outcomes, particularly in addressing the needs of women in underserved areas.

WHY THIS DISCUSSION MATTERS

- Holistic Development:** Securing funding for women's health initiatives strengthens healthcare systems, improves economic productivity, promotes gender equality, and contributes to overall social well-being.
- Sustainability:** Equipping organizations with grant-writing skills fosters long-term funding solutions, enabling sustainable health programs that can be scaled and replicated in different regions.
- Increased Accountability:** With better funding management and clearer reporting structures, funded projects will be able to demonstrate measurable impact, building trust among donors and stakeholders.
- Innovation in Health Financing:** Grant-writing expertise is critical in encouraging innovative health financing strategies, allowing organizations to explore diverse funding streams such as corporate social responsibility initiatives, impact investing, and community-driven philanthropy.

OBJECTIVES

- Enhance grant-writing skills:** Equip participants with the skills and strategies necessary to craft compelling, competitive grant proposals that stand out to funders.
- Identify funding opportunities:** Provide guidance on how to identify and pursue diverse funding opportunities from government agencies, international donors, and private foundations.
- Strengthen advocacy efforts:** Offer insights into how organizations can position their health initiatives to align with donor priorities and global health objectives, increasing their chances of securing funding.
- Foster collaboration:** Encourage partnerships among local organizations, helping them pool resources and knowledge to increase their collective impact and funding potential.

EXPECTED OUTCOMES

- Improved grant success rates:** Participants will gain the skills to craft high-impact proposals that meet donor expectations, leading to higher funding approvals and expanded health initiatives.
- Sustainable Health Financing** – Organizations will implement diverse funding strategies, reducing reliance on short-term grants and securing long-term program stability.
- Expanded access to health services:** With increased funding, organizations will be able to broaden their reach and improve access to vital services, such as maternal care, family planning, and cancer prevention.
- Stronger Partnerships for Greater Impact:** This webinar will help organizations form collaborative partnerships, increasing joint funding opportunities and scaling their impact across communities.

CONCLUSION

Join us on **Tuesday, 18th March 2025**, for a hands-on webinar featuring expert insights and practical grant-writing strategies. You will learn from experienced grant writers, funding experts, and successful grantees, who will share their insights into the grant-securing process for women's health initiatives. This is a unique opportunity to enhance your organization's capacity to access the funding needed to improve women's healthcare in Africa.

Secure your spot today and take a step toward sustainable funding for women's health initiatives!

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