

A woman with a red headband and a white shawl with black floral patterns is the central focus. She is looking directly at the camera with a slight smile. The background shows a rural landscape with dry grass and trees under a cloudy sky.

STAND FOR HER LAND

HER RIGHTS. HER LAND. A BETTER FUTURE FOR ALL.

A GLOBAL CAMPAIGN TO STRENGTHEN WOMEN'S LAND RIGHTS



WHAT IS STAND FOR HER LAND?

A multi-year collaborative and inclusive global campaign to **advance secure land rights for women worldwide**, in alignment with the 2030 SDG Agenda.

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WHAT PROBLEM DOES S4HL AIM TO SOLVE?

The persistent gap between law and practice that prevents millions of women around the world from claiming their equal rights to land.

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WHO STANDS TO BENEFIT?

The Campaign
is working to
EMPOWER women

across all settings

across all tenure
systems

to advance the full
spectrum of tenure rights



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WHAT IS S4HL's ULTIMATE GOAL?

To catalyze secure land rights for:



WOMEN



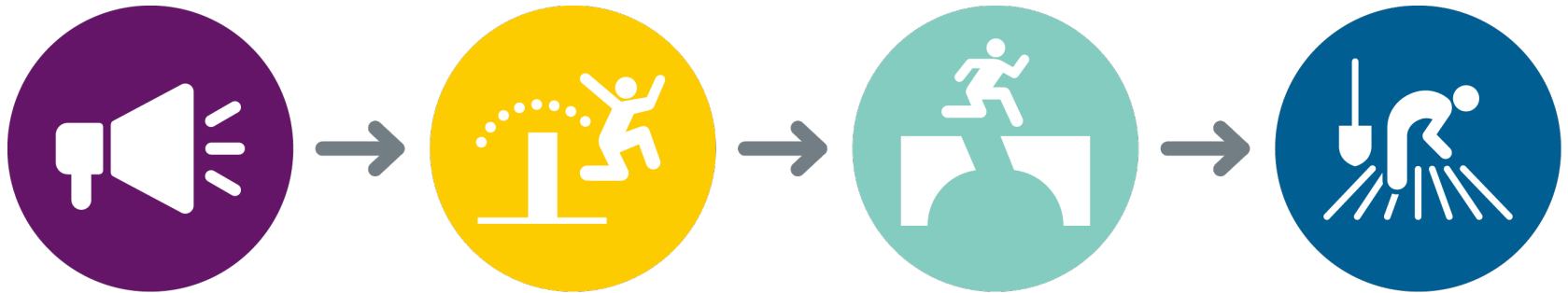
COUNTRIES



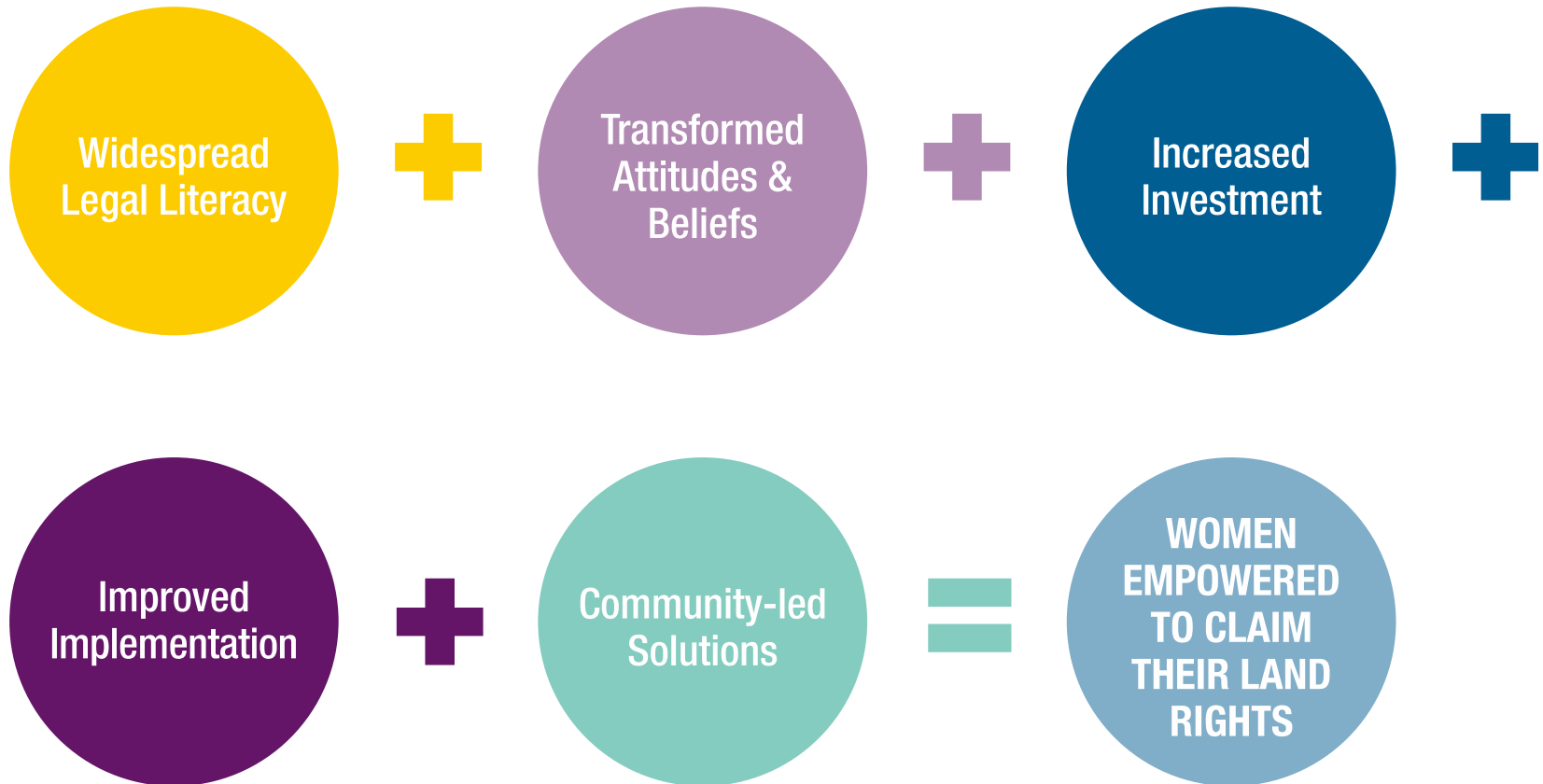
YEARS

HOW WILL WE ACHIEVE THIS?

Through collective advocacy, social communications campaigns, joint actions and coordinated solution-based activities at the local, national, regional and global levels.



WHAT DOES CHANGE LOOK LIKE?



CAMPAIGN STRUCTURE

A Collaborative Approach

STAND FOR HER LAND CAMPAIGN



COUNTRY CAMPAIGN
COALITIONS



GLOBAL
PARTNERS



GLOBAL STEERING
COMMITTEE

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STEERING COMMITTEE MEMBERS

Stand For Her Land is coordinated by a core group of organizations working to support, sustain and grow the campaign worldwide



JOIN US: GLOBAL PARTNERS

COUNTRY
CAMPAIGN
CONNECTORS

IN-KIND
CONTRIBUTORS

S4HL
AMPLIFIERS

CONTENT
PARTNERS

MEDIA
PARTNERS

FUNDING
PARTNERS

ADVANCING SHARED OBJECTIVES WITH ONE VOICE

Diverse membership
base to enhance,
influence and
deepen impact





S4HL COUNTRIES

- First country campaign: S4HL Tanzania
- Campaign Campaign coalitions forming in Kenya & Uganda
- Plans to expand beyond East Africa in 2020
- New country campaign conversations

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STAND FOR HER LAND TANZANIA

- First Convening in January 2019
- National Launch in November 2019
- Diverse civil-society driven coalition of 25+ organizations
- Designed, Developed and Piloted the Stand For Her Land App feature

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NEXT 2 YEARS

- Secure resources
- Grow global partnership base
- Launch in at least **5-7 countries** in at least **3 global regions**



Campaign Investment

Launch Funding: \$100,000

Kick-start and grow 1 country campaign for 2 years

Country Campaign Boost: Scale S4HL Tanzania

\$125,000 to support activities tackling social norms for 2 years

or

\$350,000 to support all campaign activities for 2 years

Global Boost: \$500,000

Build, grow & sustain global campaign network for 2 years

360 Package: \$1,000,000

Combined global boost + core support for 5 country campaigns for 2 years

HOW TO FIND US



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Stand4herland.org



twitter.com/Stand4HerLand



facebook.com/Stand4HerLand/



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