

Global Fund for Women Ethical Storytelling Guidelines

We tell stories to propel gender justice:

We tell movement stories from a **place of strength and power**, not deficit.

We collaborate with movements to **tell stories on their own terms** (how we tell the story, where we share, when we post).

We speak to support movements; we don't speak for them.

Our communications strategies are **non-exploitative and grounded in our values**.

We are nimble; we know language is always changing and we actively seek input from our network and the broader landscape to refine how we speak about gender justice as our understanding develops.

How we fulfill the above principles in practice:

We tell movement stories from a place of strength and power, not deficit.

- a. We do not exploit the pain, suffering, or vulnerability of individuals for the sake of a compelling story. Our focus is on empowering and amplifying voices.
- b. We engage and collaborate: tell stories with movements, activists, and organizations, not on behalf of others.
- c. We consider the potential impact of storytelling on the communities involved always. We think about how the story may affect them and whether it aligns with their best interests.

- d. We aim to be culturally sensitive and aware of the cultural context and avoid stereotypes and biases that may perpetuate harm or misunderstandings.

We collaborate with movements to tell stories on their own terms (how we tell the story, where we share, when we post).

- a. Informed consent is at the center of our storytelling and photography practice. Not only should we seek out active consent from everyone involved in our storytelling, but the avenue also to revoke consent should always be open and accessible. Those photographed should always know how their images are used. [Consent forms can be found here.](#)
- b. Informed consent is always secured prior to the collection of any content and aligns with the following consent principles:
 - Informed Consent: Permission granted in full knowledge of the intent of the data collection and any possible consequences
 - Continued/ Ongoing Consent: Both immediately before and after the data collection process the participants would be required to reconfirm their willingness to share the data collected from them. Participants would have the right to revoke consent before, during and after the data collection
 - Retrospective Consent: The participants' consent would be sought if the data collected needs to be repurposed in any other way, other than the initial intended purpose, at any point in time.
- c. Full Ethical Photography Guidelines, including how to capture images for Global Fund for Women can be found [here.](#)

We speak to support movements; we don't speak for them.

- a. Movements speak for themselves. We seek to employ designers, writers, and creators from within our supported movements to create content.
- b. We maintain an ongoing relationship with the individuals and communities featured in your stories. We continue to support their needs and provide

updates on how the story has been used.

- c. We compensate feminist activists and movement storytellers for their work, including participating on panels, speaking at events, and in other venues. Please see our honorarium policy [here](#).

Our communications strategies are non-exploitative and grounded in our values.

- a. There are longstanding histories of exploitation in many of the regions in which we work. Historically, storytelling and photography has been used to create and reinforce racist and oppressive ideas and imagery for many communities, especially people of color. Our photography practice must be aware of the varied histories people carry within their bodies and lives and work to accurately represent and uplift those we aim to support.
- b. We aim to take responsibility for any harm that may result from storytelling. We seek to be prepared to address and rectify any negative consequences that arise.
- c. All personnel and service providers (i.e.: photographer, freelancer etc.) collecting content on behalf of Global Fund for Women must adhere to our safeguarding policy.
- d. Safeguarding considerations are integrated into the risk assessment, approval, and planning of site visits where media assets are to be obtained.
- e. Our digital protection guidelines are [here](#).
- f. We do not use AI to generate, create, or modify images.
- g. Images and storytelling around children:

All content, publications, and presentations featuring Children are reviewed by Global Fund for Women's Brand and Culture Team to ensure no individual is put at undue risk. Where doubts exist, content decisions should be discussed with the Designated Safeguarding Leads.

- i. When addressing or publishing content on sensitive topics, we recognize the importance of empowering children and respecting their capacity to engage with complex issues.
- ii. An appropriate and inclusive written agreement or consent form is produced in any storytelling or documentation with children and the agreement is signed by the child and their parent or legal guardian, confirming their informed consent to participate in the Global Fund for Women communication initiative.
- iii. We collaborate with children at every step of the way in the content development process so that they, and their guardians, can opt into how content around them will be used and where.
- iv. Children participating in Global Fund for Women initiatives receive a briefing on safety measures by the staff responsible for any given activity. This includes advice on how to keep themselves safe in digital and public domains. They are provided with age-appropriate and inclusive versions of reporting procedures.
- v. Within grantmaking and organizational work, we actively encourage and facilitate the participation of children, ensuring they are central to decision-making processes. We engage key community members not just as supporters but as collaborators who empower children, providing them with the tools and opportunities to lead, express their views, and contribute meaningfully. This approach fosters an environment where children feel valued, heard, and capable of making a positive impact.
- vi. During content gathering, Children are enabled to give their own accounts and personal narratives rather than have people speak on their behalf.
- vii. When using content created by Children, Global Fund for Women shares media ownership with them as long as it does not place them at risk.
- viii. When incorporating content generated by children, Global Fund for Women ensures shared media ownership, prioritizing their agency and safety in the process, acknowledging the inherent risks

involved.

- ix. Children are provided with options to exercise control over their personal information, allowing them to opt-in or opt-out of data sharing as per their preference. We respect children's decisions regarding their personal information and will honor their choices to ensure their agency is always upheld.

We are nimble; we know language is always changing and we actively seek input from our network and the broader landscape to refine how we speak about gender justice as our understanding develops.

See our full [Style Guide](#) and [Brand Book](#) for fuller descriptions of how we use language in support of gender justice.