



Be the change!

Imagine if there was a way to increase a family's income, reduce infant mortality, improve community health and well-being.

Would you help?



The fastest way to achieve these goals is to educate women

PS we're not just saying this. It has been proven in a multitude of academic studies



The way to create lasting positive change in society is to ensure the women that are educated are then free to take on leadership roles across community, government, and in business.



The UN recognises this as a global priority,
and the We women foundation dedicates
itself to making it a reality in Myanmar



Our mission is to prepare women for leadership



If you agree that women and men should have equal power to shape their societies – then welcome aboard, you're already part of the change!

We women foundation runs programmes that equip women in Myanmar to step into leadership roles.

In return they go on to affect lasting culturally-relevant change through reform, policy, business and leadership!



We're part of a global change!

THE GLOBAL GOALS

For Sustainable Development



We women foundation is an organisation delivering against the UN's Sustainable Development Goal 5: Achieve gender equality: Empower all women and girls

We women foundations programmes help:

- Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life
- Adopt and strengthen sound policies and enforceable legislation for the promotion of gender equality and the empowerment of all women and girls at all levels

Here's what we do to make change a reality



Scholarship

We provide scholarships to enable women to complete tertiary education. Each scholarship runs on the understanding that women will return to their region to take an active leadership role to be the change for the future.



Business and project development

Our recently launched programme in Myanmar provides training to develop the project management, business management, and executive-level skills of women. This unique program provides an opportunity for women from marginalised communities to build upon their strengths and entrepreneurial skills



We women leadership network

We create strong multi-discipline networks across the ethnic areas in Myanmar and link them together at a national level to give them one single strong voice together – more powerful for influencing and working for change!

Because she's a leader...



Meet Pao Hom!

She is contributing to change by working across stakeholders to help build a more sustainable and equitable peace process for Myanmar

How?

Pao Hom went to university because of a We women foundation scholarship funded by...people like you!

Because she's a leader...



Meet Noan Harn

She started her own social business and is improving the capacity of women to run a profitable, ethical and inclusive, business, which inspires many ethnic women.

How?

She was a *We women* pre-University student studying for the TOEFL exam, she found a scholarship sponsor herself and continued as an in-University *We women* student, she graduated with an MBA in January 2014.

“In my home town, business is based mainly on agriculture; there are no other opportunities and there are not enough jobs for individuals or families without land or resources. It is my dream to develop local businesses for local people, and in so doing, build human capacity for the entire nation ”

How your company can help?

MATCHING GRANT: As part of the campaign launch, *We women* is looking for three corporate sponsors to provide funding for a matching grant challenge.

The sponsor would agree to match every donation *We women* receives within a certain time period (and up to a certain amount).

This is an extremely effective method to attract new supporters, encourage existing donors to continue their support, and to motivate people to spread the word.

People can see their donations going twice as far. Corporate sponsors also have the benefit of being featured prominently and can see how their support is able to leverage additional gifts for the organisation. The time sensitive nature of the challenge is important in motivating immediate gifts.

Time Period: 7st of December 2015 – 7st of January 2016

Matching Grant Amount Requested: €5,000 / €10,000

Choose one of the following:

Single Matching: Every donation is matched up to €5,000 or €10,000– a \$10 donation becomes a \$20 donation

Double Matching: Every donation is matched twice up to €5,000 or €10,000 – a \$10 donation becomes a \$30 donation



How individuals can help?

1. **Spread the word:** Help us raise awareness for this year's campaign ***Because she's a leader...*** by following us on Twitter, LinkedIn or Facebook and helping us spread the word #sheleads



facebook.com/Wewomenfoundation



linkedin.com/company/we-women-foundation



@wewomenfound

2. **Donate:** our target this year is to raise €30,000 and every euro, pound or dollar contributed goes towards helping a woman become a leader in Myanmar



wewomenfoundation.org/campaign



www.pifworld.com/en/projects/BecauseSheisaLeader/2301



<http://globalgiving.org/projects/sheleads>



Small actions really can make a big difference

Dear Ursula,

"I won a medal for outstanding student and received a certificate, since my GPA is over 3.5. I was flabbergasted, when they called my name for the gold medal, as there were only 3 students who were granted a medal. With this I would like to say that I am thankful for the place where I currently am in life. For that I would like to express my deepest heartfelt gratitude to the donor and we Women for your continuous support, without you I wouldn't be standing proudly here today."



"Nothing is impossible.
The word itself says *"I'm possible"*

*We would welcome your support
in whichever way, shape or form
you can provide it.*

THANK YOU!



“The journey to equality starts here!”