

## THE WOMEN CAN CAMPAIGN FACT SHEET

**WHAT IS THE WOMEN CAN CAMPAIGN?** The **Women Can Campaign** is an international collaborative of leaders offering their expertise and financial support to help identify, inspire, train, and empower women leaders in developing countries and emerging democracies around the world, and to communicate the value of women's leadership throughout the globe.

**WHAT ARE THE ROLES OF THE FOUNDING PARTNERS?** Each of the partners has made a major commitment to expanding leadership opportunities for women from emerging nations, and to communicating the goals of the campaign worldwide.

**Diane von Furstenberg** provides support to Vital Voices Global Partnership and the Women Can Campaign. During the week of International Women's Day (March 2-8), she will donate 10% of the profits from all sales in her stores and on [www.dvf.com](http://www.dvf.com), her stores will host events featuring women speakers from the Vital Voices network, and she will host a production of a play about some of those women, *Seven*.

**ExxonMobil** more than doubled its investment in women's leadership in 2007, bringing its cumulative investment in its Educating Women and Girls Initiative to over \$11 million. In 2008 ExxonMobil has plans to significantly ramp up its investments in women's leadership development. ExxonMobil also has donated its advertising space in major newspapers to Vital Voices to kick off the campaign. Beginning Thursday, March 6, "Women Can" op eds will be featured in major newspapers, including *The New York Times* and *The Washington Post*.

**Carly Fiorina** has established a new organization, Carly Fiorina Enterprises, focused on global economic development and grassroots individual empowerment, with one key area of emphasis being economic empowerment for women in poverty-plagued societies.

**Euro RSCG Worldwide** is developing an international communications campaign to highlight women leaders making our world a better place. The campaign will broaden the way people think about women's issues.

**Vital Voices Global Partnership**, the convening partner of the Women Can Campaign, will lead the effort by supporting and multiplying a powerful group of corporations and institutions that are making significant investments in women's leadership through training and educational opportunities. Vital Voices currently trains, mentors, and builds the leadership capacity of more than 1,000 women per year. Working with our partners through the Women Can Campaign in the next three years, we will support an additional 10,000 emerging women leaders

around the globe.

**WHEN WILL THE ACTIVITIES TAKE PLACE?** The first phase of the **Women Can Campaign** will comprise a three-year period of activity, beginning on March 8, 2008, International Women's Day, and culminating on the 100th Anniversary of International Women's Day in 2011. Additional phases and plans will be announced.

**WHAT IS THE NEED FOR THIS CAMPAIGN?** Economists and political leaders have noted that in order for societies to increase economic development and social welfare, and to reduce crime and corruption, women and girls must be offered greater rights, access, and opportunities in the educational, political, and economic realms of their countries. Through more than 10 years of working with emerging women leaders, Vital Voices has found them deeply motivated and committed to moving their countries forward economically, politically, and socially. Investment in women's leadership around the world creates new agents for positive social, political, and economic change. This investment begins with one woman, but the ripple effects are felt throughout her community and country, and often around the world.

**WHY NOW, AND WHY NEW PARTNERS?** For the past century, women's groups and NGOs have been working to support women leaders to achieve greater economic opportunities and political leadership, and to combat violence against women. For more than a decade since the 1995 United Nations Fourth World Conference on Women in Beijing, governments have been supporting this cause by enacting new laws to protect women's rights and to provide new opportunities. But in order to create sustainable, positive change for women and for the world, we need the strength of all sectors of society. Corporations, leaders, and the media can and must play a key role in supporting women's leadership globally.

**WHAT ARE THE CAMPAIGN'S GOALS?**

1. We challenge corporations and institutions currently investing in women's leadership to double their investments, to help us create a better world for everyone.
2. We will engage 100 new partners to champion this campaign -- leaders, celebrities, corporations, international institutions, and the media.
3. We will train, mentor, and build the leadership capacity of an additional 10,000 emerging women leaders around the world.
4. We will honor the ten most innovative and impactful investments to women's leadership -- to inspire others to make similar commitments.
5. We will build public awareness and momentum for this cause and create a

global communications platform to spread the message that "women can" change the world for the better -- reaching millions of people throughout the world. Our aim is that these individuals will be compelled to join this campaign.

**HOW CAN INDIVIDUALS GET INVOLVED?** Vital Voices invites you to visit our web site, [www.vitalvoices.org](http://www.vitalvoices.org), to learn more about our history of empowering women leaders and to find out how you can get involved in the Women Can Campaign. You can read about other Vital Voices events in a series we have created on behalf of International Women's Week. On Tuesday, March 4, in Washington, DC, Vital Voices Founder and Co-Chair, Melanne Verveer will be with Her Majesty Queen Rania of Jordan, who will echo the message of the campaign and lend her voice to support the cause of women's leadership. On Wednesday, Vital Voices President, Alyse Nelson Bloom, will be at Emerson College in Boston to moderate a panel discussion with several women members of our Global Leadership Network. Additional events will be detailed on [www.vitalvoices.org](http://www.vitalvoices.org).

### **Background on Vital Voices Global Partnership**

Vital Voices Global Partnership is the preeminent non-governmental organization (NGO) that identifies, trains, and empowers emerging women leaders and social entrepreneurs around the globe, enabling them to create a better world for us all. We provide these women with the capacity, connections and credibility they need to unlock their leadership potential. We empower women to become change agents in their governments, advocates for social justice, and supporters of democracy and the rule of law. We equip women with management, business development, marketing, and communications skills to expand their enterprises, help to provide for their families, and create jobs in their communities. We are at the forefront of international coalitions to combat human trafficking and all forms of violence against women and girls. Our international staff and team of over 1,000 partners, pro bono experts and leaders, including senior government, corporate and NGO executives, have trained and mentored more than 5,000 emerging women leaders from over 150 countries in Asia, Africa, Eurasia, Latin America, and the Middle East since 1997. These women have returned home to train and mentor more than 100,000 additional women and girls in their communities. They are the Vital Voices of our time. Web site: [www.vitalvoices.org](http://www.vitalvoices.org). Media Relations Contact: Eileen White Read, Vital Voices Global Partnership, 1150 Connecticut Avenue NW, Washington, DC 20007, phone 202-861-2625, ext. 3003; [eileenread@vitalvoices.org](mailto:eileenread@vitalvoices.org).