When women entrepreneurs have the support and opportunities to thrive, the future is transformed. Businesses flourish. Communities prosper. Economies grow. Attitudes shift. For every woman who has discovered the power of being an entrepreneur, so many more are held back: excluded from the knowledge, skills and self-belief an entrepreneur needs, doubted by those around them, or prevented from accessing the credit or resources a business depends on to succeed. Our role is to support women and girls to break through these barriers. We deliver training, facilitate mentoring and share knowledge, inspired by the women we work with around the world – and by our partners, donors, staff and collaborators. We open doors to finance, markets and networks. We use technology to help women connect, learn and push boundaries. And we press for change to stop women entrepreneurs being held back. We are the Cherie Blair Foundation for Women. We help release the potential of women entrepreneurs, so they can redefine the future.
Who we work with and how we work

Since 2008 we’ve worked with nearly 150,000 women entrepreneurs in over 100 countries. From 2019-2022, we are prioritising working in places where the need is greatest for women and girls and where our experience, knowledge and relationships mean we can achieve the greatest impact.

We will continue to work with women who own or are starting up small and growing enterprises and women micro-entrepreneurs involved in small-scale informal work. We will develop our programmes to work with young women and girls who are aspiring entrepreneurs.

We will reach these women by working with community and not-for-profit organisations, corporations, financial institutions and government bodies to co-create and deliver programmes rooted in local realities and personal experiences.

A sustainable income leads to independence
For the women we work with, becoming an entrepreneur and building a business creates a route towards financial independence. With that independence comes more opportunity to make yourself heard and shape decisions that affect your life.

When women and girls can enjoy their potential, everyone benefits
As well as entrepreneurship having a profound impact on the women we work with, if women and men participated equally as entrepreneurs, global GDP could rise by 3-6%, boosting the global economy by $2.5-$5 trillion.

Young women represent the majority of the 628 million young people aged 15-24 who have neither a job nor an education. Investing in the economic empowerment of girls and young women is pivotal to the broader struggle for gender equality.

The possibilities are endless
We don’t know yet what could be accomplished if women had economic equality – because no country in the world has achieved it. However, the potential is unlimited.

Women entrepreneurs

Women’s economic equality is non-negotiable
All over the world women earn less than men and are more likely to own micro, vulnerable and informal businesses. And based on the current rate of progress it will take 202 years to close the economic gender gap globally.

Why women entrepreneurs?

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Our vision is for every woman and girl to enjoy equal economic opportunities so they can live to their full potential.

Over the last decade we have developed an expert model of working. Our approach is:

Participatory
The women we work with are the experts on their own lives, so we find and design the best solutions to the challenges they face together.

Robust
We constantly evaluate, learn and evolve, by assessing the difference we make to people’s lives.

Holistic
We respond to the specific social, economic and systemic barriers women face, and work with men and boys to achieve the widest possible impact.

Digital
Technology has always driven our work forward, and we continue to seek out new possibilities for women entrepreneurs.

Innovative
We are committed to innovation and are always ready to test approaches or undertake research that could disrupt the status quo if they are likely to lead to better results.

Women entrepreneurs

Ada owns a laundry service business in Lagos, Nigeria

Nur is the owner of a juice cart in Bandung, Indonesia

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