

100,000

Year 2

women

"Online business has helped me; I learned it from the HerVenture app. In the future you won't find me here – I will be an international businesswoman, because **I have that big vision in me.**"

Juliet, owner of a vegetable stall in Nairobi, Kenya, and a user of the Foundation's HerVenture app



100+

countries

40,000

women entrepreneurs

£2.3 million

in support



Cherie Blair
FOUNDATION
FOR WOMEN

Our ambition

With our support, women in low and middle income countries are better able to start, grow and sustain successful businesses.

We've proven this even through the COVID-19 crisis, giving 24,000 women entrepreneurs the skills to earn a better living in 2020.

Women's economic equality is a smart, sustainable investment with long-term returns for us all. It changes the health and education outcomes for children, creates safer, more prosperous societies and boosts global GDP. Most importantly, women can reclaim the rights and freedoms they are too often denied.

With our partners around the world, we help women break through the barriers to entrepreneurship. Through training and mentoring we offer skills, knowledge and guidance. We open doors to finance, markets and networks. We use technology to reach more women and help them increase their business skills, confidence and financial literacy. Together, we press for change to stop women entrepreneurs being held back.

By January 2020, the Foundation had directly supported over 160,000 women business owners across more than 100 low and middle income countries.

Juliet, quoted on the front page



Then, we began advancing towards a new goal: expanding our reach to support 100,000 more women entrepreneurs in just three years while advancing their rights and opportunities. This gave rise to the 100,000 Women Campaign, launched at Davos 2020 alongside the World Economic Forum, and setting out ambitious plans to raise £10million over the next three years.

We called upon companies, business leaders and philanthropists to support us to tackle the global gender gap by empowering thousands of women with the skills, resources and networks they need to participate equally as entrepreneurs.

Then the world changed.

2020: the year of the pandemic

In April 2020, due to the rapidly escalating COVID-19 situation, we surveyed the women in our programmes. **93% of respondents had already been negatively impacted by the pandemic, and 76% requested additional support from us.**

Overwhelmingly, we heard the need from women everywhere to protect their businesses, and in turn their livelihoods and their families' futures.

Fortunately, the tech-based, online nature of most of our services helped us remain relevant and adapt quickly, equipping women to emerge as well as possible from the crisis.

In 2020, we supported over 24,000 women.

Despite an unprecedented global health and economic crisis, we reached 78% of our target for the number of women supported in 2020. With your support we're confident we can end 2021 on track to hit our target.



Our programmes and achievements

Road to Growth: an online and face-to-face training and development programme designed to build business skills and financial literacy. **In 2020:** new R2G programmes were launched in Nigeria, Vietnam and Indonesia.

HerVenture: a mobile learning app that provides essential business training and support 'on the go'. **In 2020:** Over 20,000 women joined HerVenture, in Kenya, Nigeria, Indonesia and Vietnam. In response to the crisis, we added new modules on e-commerce and digital marketing. We also launched on iOS for the first time.

Mentoring Women in Business: pairs women with business mentors elsewhere in the world for a supportive online mentoring relationship focused on professional development. **In 2020:** more than 1,500 women were mentored. 95% of 2020's graduate mentees became more innovative and able to challenge existing ways of thinking or acting and 70% reported increased profits or sales.

Open-access online training was launched in rapid response to the pandemic, to support women entrepreneurs across the globe to be resilient to its impacts. Over 2,500 women accessed this training in 2020.

Advocacy, including research, policy and thought leadership, influences decision-makers locally, nationally and internationally to advance women's entrepreneurship as we work to a global economic rebuild.

Our reach and impact

-  2020 Entrepreneurships programme
-  2021 Entrepreneurships programme
-  Mentoring
-  Our partners (corporate/funder)
-  Our partners (delivery/local)
-  Our allies



UK

We work through the Gender and Development Network to put gender equality and women's rights at the heart of international development.



Switzerland

We launched the Campaign in 2020 at Davos, alongside the World Economic Forum, to an audience of political, business and academic leaders committed to improving the state of the world.



India

Medha owns a clothing brand in India. Open-access online training supported her to adapt her business to the challenges of COVID-19: "It has given us the opportunity to rethink our strategies and rebuild our network, only this time better and stronger. We're looking forward to a bright future."



USA

We are part of UN Global Compact's Target Gender Equality Global Coalition, committed to advancing women's business leadership.



Mexico

Lubet runs a consulting and training company in Mexico. Road to Growth enabled her to take her business to the next level and reach her goals: "Having this chance really made a change in me. Women have the power to make such a difference. Road to Growth's graduates are changing the world. I was very, very lucky to be part of this."



Lagos

Ngozi runs an office furniture and PPE supplier in Nigeria. Road to Growth supported her to build her networks and put her business on the right path: "In the training, you never stop learning. Road to Growth really impacted my business and the tutors were just perfect for the job. Road to Growth is a literal road to growth and I would recommend this programme to everyone."



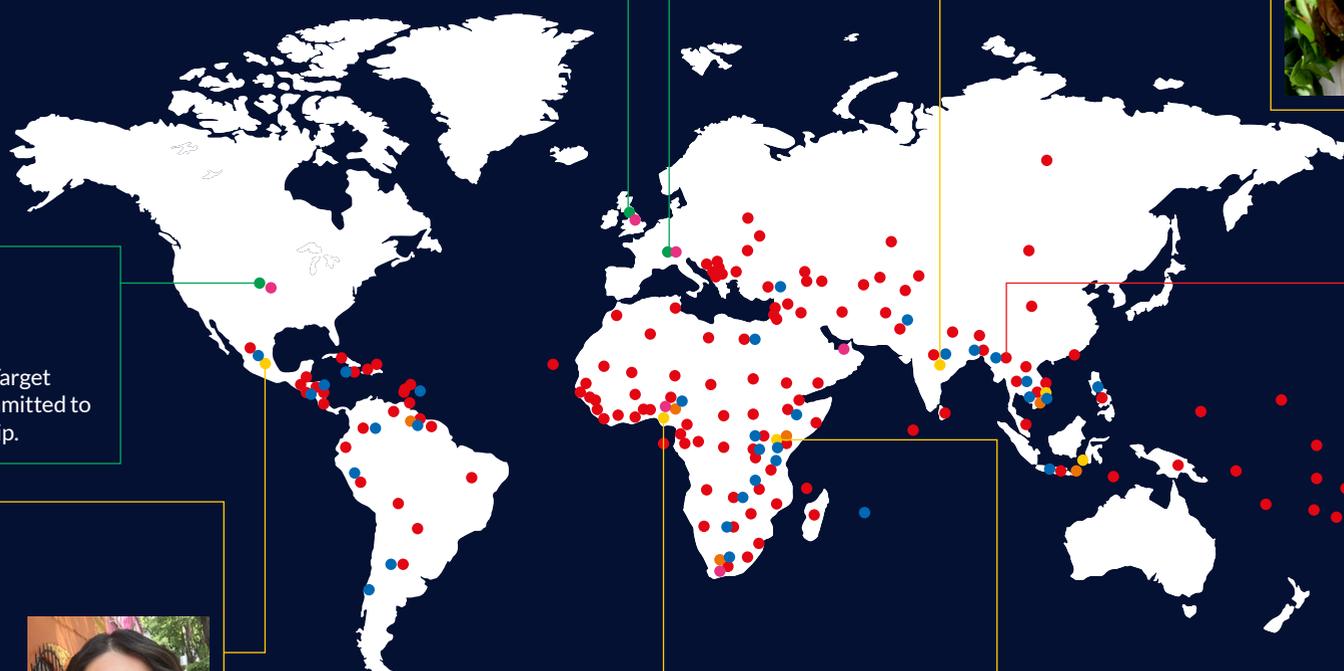
Nairobi

Wangari owns a soap manufacturing business in Kenya. HerVenture supported her to run her business from home while caring for her baby: "Before we were running blind, so the app is a light in the dark. It helps us to know what to do, and if you're stuck you can access the tool to address it. It's also boosted my confidence in business."



Myanmar

Thu Zar runs a business providing youth education services in Myanmar. Mentoring enabled her to improve her leadership and decision making skills: "This programme is the best treasure of life for me because I have improved my business and I obtained foreign investment."



Our ambitions

Our geographical priorities continue to be informed by the women's entrepreneurship landscape: the needs of women entrepreneurs, the economical and political landscape in which they work, and our ability to make an impact on the growth of these businesses.

2020 24,000 women

Last year, we reached 20,245 women across Nigeria, Kenya, Indonesia, Vietnam and Mexico through our Entrepreneurship programmes, as well as an additional 1,522 globally through our Mentoring work, and 2,524 more through our open-access programmes. Despite being slightly behind our target, we are proud of what we achieved against the backdrop of COVID-19.

2021 More than 35,000 women

This year, we're targeting Vietnam, Indonesia, Nigeria, Kenya, South Africa and Guyana with our Entrepreneurship programmes, and continuing to deliver our newly-redeveloped Mentoring programme to every low or middle income country. This will put us on target to achieve the Campaign's ambitions, contingent on funds raised.

2022 More than 40,000 women

In 2022 we're aiming to reach more than 40,000 women. We are confident that the third and final year of our Campaign will see us make our ambitious target of reaching 100,000 women, but also grow our advocacy work, aimed at creating a more enabling global landscape for women entrepreneurs.

This year's funding target: £2.3 million

We're targeting raising **£2,300,000 in 2021** through individual gifts, corporate partners and institutional funding.

A gift to the Campaign is one of the best ways you can support our crucial mission. It comes in the form of flexible funding, meaning we can direct the funds to where there is the greatest need, and create the most value. This unrestricted funding is also used to meet needs not covered by other grants, so that despite COVID-19 we are able to fund our core and continue offering certainty to women entrepreneurs that our programmes will be there to support them no matter what.

What kind of gift can you make?

We would love the opportunity to discuss giving options and our programme ambitions with you in person. If you would like to make a gift, whether a one-off or a series of annual gifts that extend beyond the Campaign, please get in touch with the Partnerships Team at partnerships@cherieblairfoundation.org



Be a driver of our vision

Want to have even more impact? Our Founder, Cherie Blair CBE QC, is convening a Global Campaign Board of visionary volunteers to be the propelling force behind all of this phenomenal work. Join as a regional Board member, pledging your own transformational gift before working to help us raise vital funds through shared networks to support our work.

If you're interested in joining our incredible Global Campaign Board, please contact fundraising@cherieblairfoundation.org.

We thank you for your generous support.



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Jacqueline Finkelstein-LeBow



Europe Chair
Angela Jilina



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Latin America Chair
Beatriz Gasca Acevedo



Africa Chair
We are currently seeking a chair for the Africa region to complete our Campaign board!

“Empowering women is one of the smartest investments we can make. That’s why I am delighted to support such a timely and vital campaign.”

Hillary Rodham Clinton



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cherieblairfoundation.org/100000women
fundraising@cherieblairfoundation.org

Facebook: /cherieblairfoundation
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