

Join Our Campaign to Power Economic Justice for Women

100,000 Women Campaign

“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 Kathendu, owner of a vegetable stall in Nairobi, Kenya, and a user of the Foundation’s HerVenture app

100,000
women



Cherie Blair
FOUNDATION
FOR WOMEN



Why this campaign, now?

Launched at Davos in 2020, the 100,000 Women Campaign is our rallying call to companies, business leaders and philanthropists everywhere to take action to close the global gender gap in entrepreneurship.

Since 2008, the Cherie Blair Foundation for Women has worked with hundreds of thousands of women entrepreneurs in over 100 low and middle income countries. Building on this success, the 100,000 Women Campaign is directly supporting a further 100,000 women to gain the skills and support they need to build their business. It also funds our advocacy work to break down gendered barriers in business environments that unfairly hold women back.

"We want to show the world that women mean business. We want to empower women to boost the global economy, and to redefine the future for themselves, their families, their communities, and the world. We hope that you will join us."

Cherie Blair CBE QC,
Founder, Cherie Blair Foundation for Women

Imagine a world with gender equal economies...

Can you wait 268 years?¹

Unless we change things, economic equality is nearly three centuries away.

You may have heard that before, but really take it in. Women not achieving gender equality until 2290... That is simply wrong, and change is long overdue.

Gender equality across every aspect of society is a fundamental human right and essential for our societies to be safe, prosperous and to thrive.

Yet across the world, women are still being held back, short changed and denied these human rights. At least 231 million women run formal businesses in low and middle income countries and many more necessity-driven entrepreneurs run informal businesses to support their families.² But they face unequal economic, social and legal barriers to setting up, growing and making their businesses sustainable.

We know change is possible and we won't wait. We're ambitious for fast and impactful change. If you feel the same, keep reading to learn more about how you can contribute to this vital campaign.

12

That's the number of countries that give men and women equal rights in relation to laws affecting access to employment and entrepreneurial activity.³

\$5 trillion

That's the lost opportunity for the global economy if women do not have equal opportunities as entrepreneurs.⁴

70%

That's the percentage of women entrepreneurs who told us gender stereotypes have negatively affected their work as entrepreneurs.⁵

With your help, together, we are unstoppable.

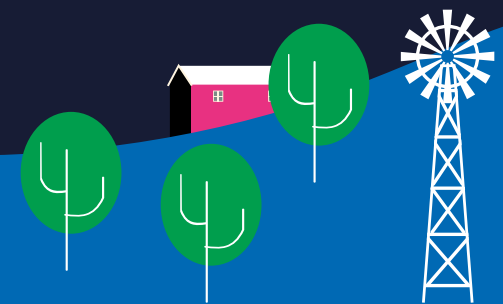
¹ World Economic Forum, Global Gender Gap report, 2021

² GEM Global Entrepreneurship Monitor 2018/2019 Women's Entrepreneurship Report, 2019

³ World Bank, Women, Business and the Law report, 2021

⁴ Boston Consulting Group, 2019

⁵ Cherie Blair Foundation for Women, Gender Stereotypes and their Impact on Women Entrepreneurs Report, 2021



What we do

Our programmes are delivered across the world through our network of partners, harnessing the power of tech and adapting each programme for the local context.

Road to Growth: Our intensive seven week blended learning programme designed to support women SME owners become investment ready (fully online version also available). Currently available in Nigeria, Kenya, South Africa, Guyana and previously in Vietnam, Indonesia, and Mexico. 2,800 women have benefitted from Road to Growth to date.

Mentoring Women in Business: The programme pairs women entrepreneurs in low and middle income countries with business professionals of any gender from across the globe for a fully supported 1:1 mentoring relationship for a year. Nearly 6,000 women in over 100 countries have participated in the programme to date.

HerVenture: Our business skills learning app for women entrepreneurs at the start-up and early growth stages of business development. Currently available in Nigeria, Indonesia, Vietnam, Kenya, South Africa and Guyana. Available on Android and iOS, HerVenture can be adapted to any local language. Since launching in 2018, the app has reached over 60,000 users.

Advocacy: Including research, policy and thought leadership, we influence decision makers locally, nationally and internationally to advance women's entrepreneurship. In 2021 we convened a world-leading global virtual summit, Women Entrepreneurs Mean Business, where we brought together key stakeholders interested in advancing women's entrepreneurship.

We see a better future

When women thrive, we all benefit. The women entrepreneurs of today are creating a better tomorrow for everyone and we can't afford to leave them behind.

The ripple effect of women's success contributes directly to their local economies. When women entrepreneurs succeed, they're more likely to invest back into their families and communities – into education, nutrition, wellbeing, and children's health. What's more, their businesses are more likely to provide necessary services and opportunities to their communities. Empowering and equipping women entrepreneurs to succeed is exactly what our award winning and tailored programmes do.

'I am able to make better choices for my family.'

Wangari Mwaura, who used our HerVenture app, explains what financial independence means for her

1,946

new staff were hired in 2022 by our graduating mentees.

'The growth of my business has had a tremendous impact on the people around me.'

Arewa Tobiloba, who took part in our Road to Growth programme.

Her Stories...

Atinuke Badejo

Atinuke Badejo owns Sterlage Events in Nigeria. Road to Growth supported her to keep going when her industry was badly hit: "The lessons taken [...] were a big part of the steps I took to navigate through the pandemic."



Ha Shanam

Ha Shanam is Founding Partner of Tay Bac Tea and Specialties Company in Vietnam. HerVenture supported her to direct her business more clearly: "I truly trust that I have had a guide, like a lighthouse. I am not afraid that I might take the wrong road."



Carolina Varzabetian

Carolina Varzabetian is the founder of WomanWeConnect in Argentina. Thanks to the Mentoring programme and her mentor Beth's support, her business went from strength to strength: "My revenues were great but not just that, achieving my goals made me feel confident about myself. I'm still using the techniques that Beth gave me to this day."



Be part of accelerating the change

For all that we have achieved, we know there is more to be done. We won't wait 250+ years to achieve gender equality. So to speed up progress our Founder, Cherie Blair CBE QC, has convened the global 100,000 Women Campaign Board.

Comprised of visionary volunteers from six regional chapters, our Chairs, Members, Advisors and Ambassadors leverage their resources, networks and profile to increase support for women entrepreneurs around the world.

We have achieved:

£5million

The amount we raised with the amazing support of our volunteers and commitment of corporate and institutional partners. This has allowed us to provide all our programmes free of cost to women entrepreneurs.

Amplifying Women's Voices

Since launching the Campaign we have conducted four research reports exploring the barriers women face in entrepreneurship, including gender stereotypes and the impact of COVID-19.

67,596

Despite the challenges we've faced with COVID-19, together we have been able to provide training and skill development to 67,596 entrepreneurs in low and middle income countries in the last three years.

Awareness Raising

Recent awareness events included a feature at the Dubai Expo, a talk at DC Finance Conference, workshops at our Women Entrepreneurs Mean Business summit, podcasts and more!

Wherever you are in the world, you can 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.

What part will you play?

Our funding target in 2022 is £2,300,000

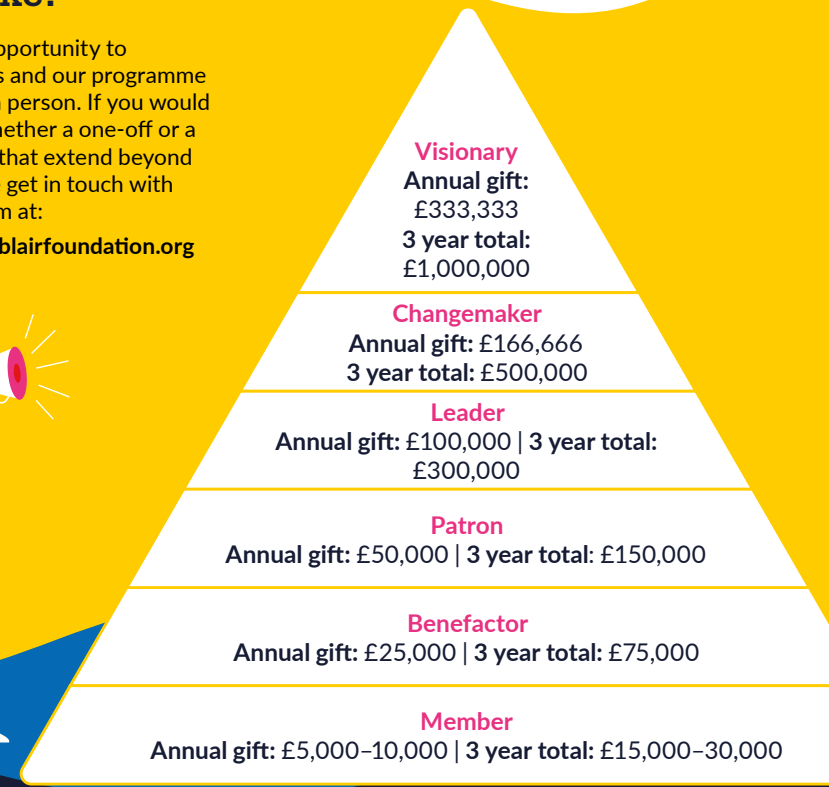
Our 100,000 Women Campaign has been a truly remarkable driving force for the ambitions of the Foundation. It has inspired, and continues to inspire, generous gifts in the form of unrestricted income.

This has enabled us to start projects in new priority countries, increase our reach in countries we were already established in, bolster our advocacy work, and conduct insightful research.

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



There is more to come

For more women entrepreneurs this year and beyond.

Our Ambitions 2023+

With the COVID-19 pandemic still having a huge impact across the world, particularly in low and middle income countries, our work will continue to adapt. We will continue building on the incredible success of the 100,000 Women Campaign and have plans to grow this amazing network of committed individuals who wish to help us raise funds to support even more entrepreneurs in years to come.

Please also keep an eye out for our exciting new organisational strategy, which we look forward to sharing with you soon.

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