



“

I see women
becoming a strong
force to reckon with in
the business world.

Felicia Ohikere, Founder, Lillie's
Pastries and Cherie Blair Foundation
for Women alumna, Nigeria, 2020

100,000
women



Cherie Blair
FOUNDATION
FOR WOMEN



Ever since I downloaded HerVenture, I have learned a lot about how to grow my business. There's been a big improvement, a big growth from where we were to where we are now.

Now, I've learned how to approach new clients, how to get them on board, and how to keep old clients. So in that way, the revenue has grown, the people have grown, and so have our assets and equipment.

Mampho Sotshongaye, Founder of Golden Rewards 1981 and Cherie Blair Foundation for Women alumna, South Africa, 2021

Thank you

Every woman must have the choice, opportunity, resources, support and services so that she can start, sustain and grow a business on her own terms.

Thanks to our supporters and expert in-country partners, I am delighted to share that together we have contributed to **100,274 women achieving their ambitions** over the 100,000 Women Campaign's four year period.

The success of our Campaign means women across the world are better positioned to create jobs, generate income for their families, innovate, provide important services, solve social issues, contribute to their economies, and build women's influence and visibility as business leaders. The ripple effect of their success and your support will touch **millions of lives**.

Whilst we celebrate this important milestone, we also recognise that our work is not done. We now look ahead towards new goals, working with even more women entrepreneurs, partners and supporters. Together, we will revolutionise business opportunities for **one million women** by 2030. Together, we can eradicate gender inequality in entrepreneurship. Together, we will show the world that women entrepreneurs are truly **ready for business**.

As always, you have my utmost appreciation.

Cherie Blair CBE KC
Founder, Cherie Blair Foundation for Women



100,274
women
supported



90
countries
reached



£7.7m
funds
raised

The Campaign at a glance

2019

The Campaign begins.

We run our **Road to Growth** business skills training programme in Mexico and Nigeria.

Our **Mujeres AVE** project provides training and support to 300 women in Oaxaca, Mexico, where most of the population live in poverty.

Our **Ekta** project provides 80 women in remote villages in India with business development support.

Our ground-breaking business skills app **HerVenture** comes to Nigeria.

We develop **new HerVenture learning tracks** to support women through the pandemic.

Road to Growth launches in Indonesia and Vietnam.

We launch our first **annual audit**, key research surveying women entrepreneurs worldwide on their experiences and challenges.

Our WE Persist appeal with key figures including **Hillary Clinton, Kiran Mazumdar-Shaw, Olivia Colman, Indra Nooyi and Sheryl Sandberg** generates huge support for women entrepreneurs.

2020

The **COVID-19** pandemic severely impacts women entrepreneurs worldwide. We rapidly pivot and adapt our work in response to support them.

2021

Our WEAVE project in Vietnam and Indonesia supports over **12,000 women entrepreneurs** in Vietnam and Indonesia.

Road to Growth launches in Guyana and Kenya.

We bring **HerVenture** to South Africa and Guyana, reaching around 2,000 women in each country in just the first year alone.

We host a major global summit, **Women Entrepreneurs Mean Business**, bringing together business leaders, policymakers, women's economic empowerment practitioners and women entrepreneurs in order to challenge **gender stereotypes**.

Our new **Road to Leadership** programme is developed and piloted in Nigeria, Kenya, Vietnam and Indonesia.

Our **Mentoring Women in Business** programme is awarded **gold standard accreditation** by the European Mentoring and Coaching Council.

2022

Our new **Road to Finance** programme is developed and piloted in Nigeria and Guyana.

HerVenture wins its fourth award in recognition of its huge impact.

We begin a critical advocacy project, working to shape policy and practices relating to unequal **unpaid care work**.

Road to Growth launches in South Africa.

The Campaign achieves its goal, supporting a total of **100,274 women entrepreneurs!**

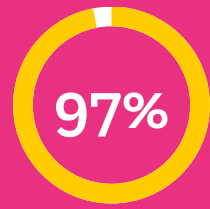
Four years of outstanding impact

Year 1: 2019



20,902

women supported



97%

gained skills



71%

of mentees increased profit



1,395

jobs created by mentees



100%

of Road to Growth participants in Mexico gained clearer business vision



92%

of HerVenture app users in Vietnam increased business confidence



11,000+

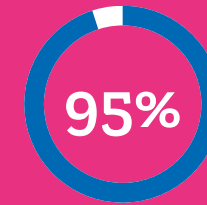
of women download HerVenture in its first year in Nigeria

Year 3: 2021



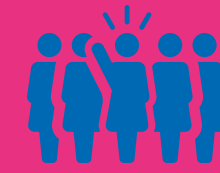
22,899

women supported



95%

of Road to Growth participants applied new business skills



135

women trained in leadership & advocacy



85%

of WEAVE participants in Indonesia grew revenue



778

people joined our global summit to challenge gender stereotypes affecting women entrepreneurs



1,136

women watched our free training webinars



90%

of HerVenture users in Guyana grew their business knowledge

Year 2: 2020



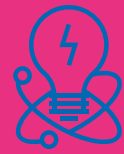
26,410

women supported



90%

grew confidence



95%

of mentees increased innovation



76%

of HerVenture users in Vietnam increased clients



93%

of women we spoke to were negatively affected by the COVID-19 pandemic



1,200

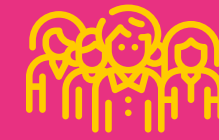
women took our online business resilience course to access rapid support through the pandemic



81%

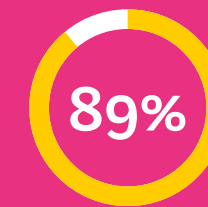
of Road to Growth participants in Nigeria increased savings

Year 4: 2022



30,063

women supported



89%

improved business management



100%

of Road to Growth participants in South Africa grew networks



92%

of HerVenture users in Nigeria improved business performance



87%

of Road to Finance participants in Guyana now feel confident applying for finance



100%

of Road to Leadership participants in Kenya learned about communication and leadership skills



90%

of women made progress towards their own objectives

90 countries; 100,247 incredible women



I see myself contributing to changing the world in a positive way. I see my work in trying to reduce energy poverty as very critical.

Damilola Asaley is a green energy trailblazer in Nigeria. Our HerVenture app and Road to Growth programme built her financial literacy, strengthening her business and better positioning her to tackle energy and sustainability issues.



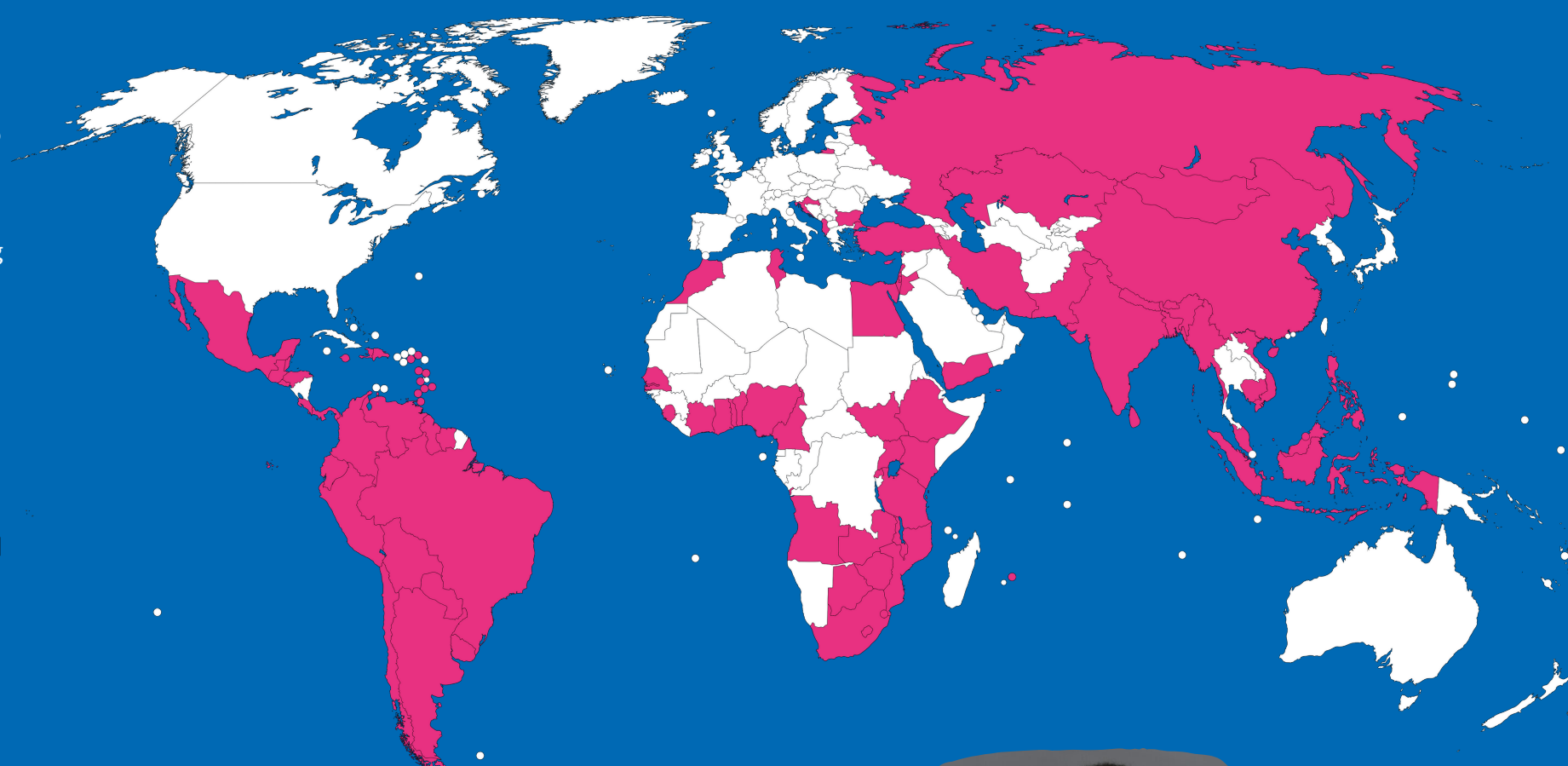
The success of our business has allowed us to pay Snowshan tea tree farmers in rural Vietnam double what they made before... they can afford better lives for themselves, their families, and their communities.

Ha Shanam set up Vietnam's first ancient snowshan tea brand. Our Mentoring programme gave her confidence and knowledge that brought growth and success to her business.



We're a new generation of strong women to lead the family. Road to Growth's graduates are changing the world.

Lubet Garrido owns a business training consultancy in Mexico. Our Road to Growth programme supported her to develop her skills, achieve her dreams and inspire other women.



With these resources, I am able to plan strategically for the future and think about what I want to accomplish and how I can achieve that.

Susi Lawati runs a Japanese restaurant in Indonesia. Our programmes supported her to successfully start and build her business in the midst of COVID-19. Now she's pursuing her goal of introducing Japanese food and culture to her country.



I want to encourage people to become more aware of their environmental footprint. That's why it is so important that sustainable businesses like mine exist – to ensure a better life for the present and future generations.

Alana Bunbury-Walton runs Guyana's first zero-waste store. Our Road to Growth programme taught her about market segmentation and product refinement, strengthening her business so she can propel her mission.



If you want to know about business, HerVenture is there. If you want to know about planning, HerVenture is there. It has an answer or solution for everything.



Mercy Manzini is an agripreneur who founded her social enterprise in South Africa to create jobs for other local women during the pandemic and support her community. Our HerVenture app taught her how to plan for her business, get sponsorship, expand her enterprise and, in her words, how to keep on pushing and not give up.

We're ready for business. Are you?

After the 100,000 Women Campaign's incredible success, we have a new, even more ambitious goal.

By 2030, we will significantly scale up our work to revolutionise business opportunities for one million more women entrepreneurs in low and middle income countries and rapidly accelerate progress for women across the world.

Together, we plan to:

- **Scale up and innovate our women-centred services so more women are able to fulfil their potential.**
- **Grow a network of expert partners to develop and deliver our work with us.**
- **Amplify women entrepreneurs' voices and advocate globally to challenge the systems and structures holding women back.**
- **Create a worldwide community committed to funding our work and accelerating equality for women entrepreneurs.**

Women the world over have the appetite and ambition to run their own lives and businesses. But inequality continues to hold them back from achieving their full potential.

We've seen the incredible things we can achieve together. Now, we invite you to work with us to reach **one million women, revolutionise business and change the world**. We hope that you'll join us!



I want to raise my daughters to be independent and confident in themselves. I want them to know that their dreams are valid, and that if they work hard, they can achieve them. So I try to involve them as much as possible in my business journey.

But I know we cannot do business alone. We cannot grow alone. We need networks, we need connections. We need to meet other people out there. So programmes like this one fulfil an important role.

Muna Elmi, Founder of Mubi Leather and Cherie Blair Foundation for Women alumna, Kenya, 2022



It is simply fantastic that the Foundation is available to support women around the world, to help them set up their own firms, become independent and close the global gender gap in entrepreneurship and leadership.

Joy-Marie Lawrence, business consultancy firm owner and Cherie Blair Foundation for Women alumna, South Africa, 2021

Click to make a transformational donation and accelerate empowerment for one million women entrepreneurs:

[Donate now](#)

cherieblairfoundation.org
partnerships@cherieblairfoundation.org

Facebook: [/cherieblairfndn](https://www.facebook.com/cherieblairfndn)
Twitter: [@cherieblairfdn](https://twitter.com/cherieblairfdn)
Instagram: [@cherieblairfdn](https://www.instagram.com/cherieblairfdn)
LinkedIn: [/cherieblairfndn](https://www.linkedin.com/company/cherieblairfndn)

Cherie Blair Foundation for Women Registered UK Charity No: 1125751