



OUR MISSION:

To empower women with tools to work their way out of poverty, care for their families, and strengthen their communities



Women's Empowerment International (WE), a 501(c)(3) nonprofit organization headquartered in San Diego, CA, was founded in 2003 by a group of visionary volunteers with an ambitious goal to **disrupt the cycle of poverty** for women around the world, especially those living in severely under-resourced communities. We envision a world without poverty in which women are empowered, uplifted, and equal partners in society.

Since our first grant in 2004, **WE has provided over \$2.5 million** in funding for women's economic empowerment programs in nine countries, including the U.S. (in San Diego and Puerto Rico), Benin, El Salvador, Ghana, Guatemala, Haiti, Honduras, Mexico, and Uganda.

Together with our donor community and corporate sponsors, WE funds grants for women's economic empowerment programs with vetted, high-impact nonprofit partners—locally and internationally—providing vital services and resources for women and families experiencing poverty, including:



Microfinance programs



Small business development support



Training & education



Other barrier-breaking strategies benefitting thousands of women experiencing poverty around the world

To Learn More: www.WomenEmpowerment.org

“

Now, I realize that gender equality is crucial to achieving development in our communities. As women we are capable of making great contributions to our families and to society.

~ Marta, Guatemala

”



Empower a Woman; Change the World

“
There is always a
second chance in life.
~ Dulce, San Diego
”

Women's Empowerment International builds strong partnerships with our grant partners:

- Dedicated volunteers, Partner Liaisons, focus on strengthening relationships with each grant partner and deepening our understanding of issues affecting women in each region
- Skilled volunteers, WISE Project Coordinators (WISE = Women's Impact, Sustainability, and Empowerment), assist our partners with impact data collection and evaluation around areas of financial literacy, role in household decision-making, income sustainability, and other areas of interest for each partner
- Long-term funding and support builds sustainability
- Volunteer teams visit partners to connect with field staff and the women directly served
- WE provides educational opportunities for our volunteers, members, donors, and other supporters to learn about our partners and issues related to the WE mission, poverty alleviation, and other challenges faced by women locally and internationally

Join us in promoting women's economic empowerment to overcome poverty and build equity in the San Diego region and around the world.

2024 Schedule of Events:

- March Fundraiser – celebrating International Women's Day & Women's History Month
- Fall Fundraiser – our signature and largest annual fundraising event, *"Empowered WE Rise."* Tentatively scheduled for Sunday, September 22, 2024.
- WE Connects – educational, networking events held in-person, throughout the year, to focus on topics of interest related to the WE mission and spark thoughtful conversations
- Virtual Lunch & Learn Sessions – held quarterly via Zoom to connect with grant and community partners around the world, sharing the impact of WE donations and important regional updates



Annual Mission Support Sponsorship Benefits at a Glance



	Diamond \$25,000	Platinum \$15,000	Gold \$10,000	Silver \$5,000	Bronze \$2,500
Event tickets (your choice of events)	20	12	10	8	6
Recognition in email marketing pieces	Quarterly listing + newsletter article	2 Listings + newsletter article	2 Listings (logo + link)	1 Listing (logo + link)	1 Listing (logo)
Recognition in event materials, signage & webpages	Logo on materials & exclusive signage for all events	Logo on virtual event materials + signage at 1 in-person event	Logo on sponsor slide for all virtual events	Logo on sponsor slide for 2 virtual events	Logo on sponsor slide for 1 virtual event
Social media mentions	4 group recognition posts + 2 individual posts	3 group recognition posts + 1 individual post	2 group posts + 1 individual post	2 group recognition posts	1 group recognition post
Listed on supporter page of WE website for 1 year	Logo with link + logo on WE Grant Partner webpage	Logo with link	Logo	Logo	Name
Acknowledgement by emcee at 1 event	+ Speaking opportunity	✓	✓	✓	
Can distribute promotional or printed materials at events	✓	✓	✓		
Ad in fall fundraiser event program	Full page	1/2 page	1/4 page		

Fall Fundraiser Sponsorship Benefits at a Glance



	Champion \$15,000	Lead \$10,000	Uplift \$5,000	Empower \$2,500	Impact \$1,000	Mission \$500
Event tickets	12	10	8	6	4	2
Recognition in event email marketing pieces	All, as leading sponsor (logo + link)	All (logo + link)	3 (logo + link)	2 (logo)	2 (name)	1 (name)
Recognition in digital and print event materials, signage & webpage	Logo + exclusive signage at event site	Logo + additional signage at event site	Logo or Name	Logo or Name	Name	Name
Social media mentions	As leading sponsor + individual post	3 group posts + individual post	2 group posts + individual post	2 group recognition posts	1 group recognition post	
Listed on supporter page of WE website for 1 year	Logo + Link	Logo	Logo	Name	Name	
Acknowledgement by emcee during event program	+ Speaking opportunity	✓	✓	✓		
Can distribute promotional or printed materials	✓	✓	✓			
Ad in event program	1/2 page	1/4 page				

March Fundraiser Sponsorship Benefits at a Glance



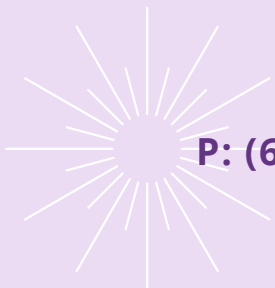
	Uplift \$5,000	Empower \$2,500	Impact \$1,000	Mission \$500
Event tickets	8	6	4	2
Recognition in email marketing pieces	All, as leading sponsor (logo + link)	All (logo)	2 (name)	1 (name)
Recognition in digital and print event materials, signage & webpage	Logo + exclusive signage at event site	Logo + additional signage at event site	Logo	Name
Social media mentions	As leading sponsor + individual post	2 group posts + individual post	2 group recognition posts	
Acknowledgement by emcee during event program	+ Speaking opportunity	✓	✓	
Listed on supporter page of WE website for 1 year	Logo	Name	Name	
Can distribute promotional or printed materials	✓	✓		

For sponsorship inquiries, contact:

Sarah Adams, WE Executive Director

P: (619) 818-9558 E: sarahadams@womenempowerment.org

Thank you!





IRC | San Diego **Partner since:** 2006 **Current Grant Funded:** \$50,000



IRC San Diego's "WE STAR" Program recognizes entrepreneurship as a viable option for low-income, immigrant, and refugee women to achieve economic mobility and lift themselves out of poverty. Many of these women face obstacles to financial stability, including a lack of: access to linguistically- and culturally-appropriate services, formal education, transportation, access to financial capital, and familiarity with business customs and regulations in the US. With WE's support, barriers are reduced for these women to open and operate a successful small business through training and workshops, 1:1 business counseling, business licensing assistance, access to microloans, and assistance with marketing and bookkeeping, as well as social and emotional wellness support.

Adelante | Honduras **Partner since:** 2007 **Current Grant Funded:** \$35,000

Honduras continues to be the poorest country in Central America, with over 70% of the population living in poverty. Thanks to WE, Adelante has been able to advance its mission to empower women in Honduras to achieve economic self-sufficiency. WE funding contributes to a microfinance loan pool for women starting and growing their businesses, along with trainings and program expansion. WE funds have supported the development and expansion of an online training platform to ensure women throughout the country, even in more remote areas, can gain financial literacy through a series of educational modules.



Nyaka | Uganda **Partner since:** 2014 **Current Grant Funded:** \$60,000



Uganda continues to face challenges such as a fragile economy affected by the Ebola outbreak, violence, and harsh weather conditions, which also affected agriculture and food access. Nyaka works with communities to nurture and protect children, so they can learn, grow, and thrive. WE supports its Grandmother program, which assists in caregiving, subverting sexual-based violence, and helping the grannies increase their earnings through microloans and investments. With WE support, the number of grandmothers with access to microfinancing, trainings, and support increases each year. These grannies have increased their household income and the economic wellbeing of their grandchildren, kept the children in school, and increased their own financial literacy. For every \$40 invested into a grandmother-led household, there is a 285% return on investment within 36 months.

Via International | Mexico **Partner since:** 2014 **Current Grant Funded:** \$30,000

Families in Tijuana continued to face unexpected challenges and changes in the aftermath of COVID-19. The trauma experienced during the pandemic has had ripple effects for mothers and children, as well as for single women, who experienced isolation and struggled to make their way with or without children in their care. With WE support, Via has formed solidarity groups for women experiencing poverty, immigration challenges, deportation from the US, sex trafficking, and other traumas. The women are supported holistically in their well-being and empowerment and provided resources, training, microloans, and coaching for their small business endeavors as paths to financial independence and security.



Fonkoze | Haiti **Partner since:** 2016 **Current Grant Funded:** \$33,330



Nearly half of Haiti's population is experiencing acute hunger due to a record-breaking food shortage triggered by drought, global shortages, rising gas prices, inflation, escalating gang violence, and natural disasters. WE contributes to Fonkoze's vision working toward a Haiti where people, standing together, have pulled themselves out of poverty. WE supports Fonkoze's award-winning health program, Boutik Sante, with funding for training and the purchase of supplies. Women microfinance clients are able to become Community Health Entrepreneurs (CHEs) through this program and conduct basic health screenings and education sessions in their communities and sell health products for additional income.



Girls Invest | San Diego 🕒 Partner since: 2019 💰 Current Grant Funded: \$10,000



Economic vulnerability can create low expectations of economic or career opportunities, which can shift girls' priorities away from their future training and education. Girls Invest is a mobile app-based training for adolescent girls to reduce economic vulnerability and promote healthy relationships, financial literacy and inclusion, and encourage the pursuit of education and career goals. The app-based training covers basic financial literacy (e.g. loans, interest, credit cards, educational loans), and gender-specific topics. WE funding provides funds for savings account deposits or gift cards that can be earned upon completion of each module.



Multicolores | Guatemala 🕒 Partner since: 2022 💰 Current Grant Funded: \$18,600

Guatemala suffers from widespread poverty, child malnutrition, and violence stemming from a long history of civil conflict and political unrest. Its societal structure often excludes and oppresses women, especially Indigenous Maya women in rural communities. Multicolores, based in rural areas, is an association for Maya women artists, who create original works of textile art using rug-hooking and embroidery. Through their work with Multicolores, women develop a long-term, sustainable source of income, celebrate their heritage, learn new skills, gain leadership experience, and become catalysts for social change in their families and communities. With WE support, Multicolores elevates the skills and income-earning potential of Maya women embroidery artists in their Stitching New Narratives program. With their earnings from Multicolores, most artists have become the primary income earners in their family. The artists' increased economic empowerment means they can invest in schooling, home improvements, nutrition, and more and grow in their sense of self-worth.



OEF | El Salvador 🕒 Partner since: 2022 💰 Current Grant Funded: \$20,000



The culture and systems in El Salvador still limit the participation of women in society and entrepreneurial activities and prevent access to financial institutions' resources. OEF's three-part model focuses on education, employability, and preventative health. With WE support, OEF launched a pilot microloan project for the social and economic empowerment of women that not only provides inclusive loan opportunities and business development support, but also provides training on job and life skills, women's rights, gender equity, and leadership. The project works to increase women's participation and decision-making, both at the family and community levels.



Urban Corps of San Diego County 🕒 Partner since: 2022

💰 Current Grant Funded: \$10,000

It has been said that "transportation is the aorta of poverty" and this is very accurate for Corpsmembers at Urban Corps. Corpsmembers were found to be missing career opportunities because they didn't have their own vehicle. WE has provided support for down payments for female Corpsmembers to purchase cars, which have become lifelines for them, enabling them to commute efficiently and reliably, eliminating the barriers that once stood in their way. Now, each woman can confidently navigate the demands of work and education, empowering them to reach their goals and create a brighter future.



For more information & women's stories:

www.womenempowerment.org

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