



Women Rebuilding Africa and Beyond... **Harnessing Technology to Build Human Capacity**

- **The Problem**

Poverty is endemic globally –

- Women make up 70% of the world's poor – almost two billion women living on less than \$2.50 a day
- Women in poverty cannot care for themselves or their children – one billion children – almost one of every two children live in poverty – almost 30,000 children in poverty die each day
- The cycle of poverty perpetuates itself through “poverty mentality” – the belief it is okay to be poor... because everyone is poor
- Poverty impacts the health of women and children now... affecting generations to come
- Lack of information and resources, as well as lack of money, accelerates the downward spiral of poverty, illness and ignorance
- Money alone is not the solution to poverty – microfinance and such are a good start but not the solution.



An ancillary problem to poverty is *violence against women* – although it often crosses all socio-economic lines -

- At least one in every three women, or up to one billion women, have been beaten, coerced into sex, or otherwise abused in their lifetimes (1999 Private Research Study)
- Up to 47% of women report that their first sexual intercourse was forced (2002 WHO)
- Up to 70% of female murder victims are killed by their male partners (2002 WHO)
- In the USA a woman is battered, usually by her husband/partner, every 15 seconds (UN Study)
- All physical abuse includes a psychological component
- Women at-risk include those psychologically abused as well physically damaged
- Psychological damage can incapacitate almost as much, often more than physical abuse
- Physical abuse compounded with psychological abuse can be totally debilitating – symptoms often manifest in themselves by decreasing self-worth and value.



Women, with the exception of a fortunate few, tend to view themselves as second-class citizens, somehow less worthy than others. In addition to having to work harder to get to the

same place in life, they often have to overcome deep seated beliefs that they are somehow inferior – sometimes even when outwardly successful.

Women need to recognize their intrinsic value, be enlightened as to how technology can enhance their lives and be empowered with practical life and business skills.

- **The Solution**

[1000 Women Can Change The World Corporation](#) (1000 Women) is creating a 21st century information highway worldwide - starting in South Africa with the *Women Rebuilding Africa Program (WRAP)* – developing virtual teams to create and deliver audio information modules (AIM) to spire, enlighten and empower women at the grassroots level with practical lifetime skills to banish poverty and to build self-worth, value and human capacity.



By utilizing 21st century technology effectively and efficiently, 1000 Women can...

- Inspire women by banishing the poverty mentality and building self worth
- Enlighten by showing women how technology levels the playing field creating more equality for women -
- Empower women worldwide by teaching them practical, useful life and business skills to increase their value to themselves, their families and society at large.

1000 Women, a 501(c)(3) public charity, is working with other charitable organizations and government agencies that assist underserved women in the USA and in other countries, reaching out to women at risk, victims of rape, domestic violence and other abuse, as well as assisting women in developing countries work toward economic equality and sustainability.

Women are the focus of this social enterprise based on the well-established premise that when women benefit, their families, their communities and so many others benefit as well. In 2004, Prof. Muhammad Yunus with the Grameen Bank received the Nobel Peace Prize for paving the way to underwrite women’s ability to improve their and, therefore, their family’s lives by providing microloans. Celebrated author and board member, Bill Lamond, introduced his groundbreaking work on “the Feminine Principle” in 2006. In his book entitled, *Born to Lead*, he posits that “...it is up to the 3.2 billion women on the planet to save it.”

Founder of World Leadership Day Embraces the Vision and Mission - “With a true visionary and inspirational leader with a conviction to empower, unite and build women leaders across the world for eradication of poverty and world peace... the vision and mission is far reaching and the approach unconventional and down to earth. *World peace starts with personal leadership and developing inner peace.* Women are in a powerful position to cultivate both within their family unit and communities. It is a pleasure and a privilege for World Leadership Day to join ‘1000 Women Can Change the World’ in a global community partnership to realize our aligned vision and mission.”
Elisabeth Gortschacher (Australia)

- **The Process**

1000 Women has created a process to build and train virtual teams of women leaders, who in turn identify, recruit and train other women leaders down to the grassroots level. These team leaders also identify, select and work with women “mentors” who have expertise in various areas of life and business development. These mentors record their specialized information on digital files that can be downloaded from a website or uploaded to an MP3 player (handheld audio player – like an iPod) – know as *audio information modules (AIM)*.

This process model uses technology for human capacity building, including:

- Teleconferences and VoIP (e.g. Skype) for effective communication (from local to intercontinental)
- Web 2.0 social networking for groups, forums and more
- Digital information files – primarily *MP3 audio and PDF written (AIM+)*
- Blogs and/or interactive websites – with password protected areas with links for digital information downloads
- MP3 players pre-loaded with life-enhancing *audio information modules (AIM)*
- Online surveys track outcomes so that programs can be adjusted accordingly to meet the needs of the women receiving the information.



What make this initiative unique is that the program model is *completely scalable from the global level down to the grassroots level* and anywhere in between. The process model can be *replicated in any setting for any organization anywhere in the world*. Because the MP3 players can be listened to anywhere, anytime – the process is not dependent on electricity or Internet connectivity. In addition, because the user can listen to the AIM over and over again, as well as pass it on to others, she retains more of the information so that each module has more impact on her life.

Because the process is technology based, the entire process is also environmentally sound with communication and information dissemination being primarily virtual - reaping immense savings of physical resources like buildings, books, papers, etc. By working with organizations already existing in the targeted regions, 1000 Women complements their services by enhancing their programs through the innovative use of technology... increasing the impact of their services exponentially.

Leading Women of Africa Founder Lauds “The Process” - “I am so excited to be working 1000 Women... with the aim to pool resources to build virtual teams in SA and to develop and deliver audio information modules (AIM) to women in SA. *I believe that these programmes will change lives of African women...* to train the first group of women on how to do a recording on radio acrobat, our eyes opened wide... Charlene, one of my colleagues... *She saw the impossible become possible. Charlene’s life is never the same!* We look forward to working with you, Paula.” *Madelein Mkunu (South Africa)*

- **The Company**

1000 Women Can Change the World Corporation is a Maryland nonprofit corporation certified by the IRS as a *501(c)(3) public charity* with EIN 26-2428298, as of March 2008, based near Washington, DC.

This social enterprise has a website at <http://www.1000womencanchangetheworld.org> and a blog at <http://1000womencanchangetheworl.typepad.com>. Online donations are accepted with investments/donations in the amount of \$1,000 or more as *Visionaries – investing in the future*.

1000 Women is dependent upon funding from foundations, other charitable organizations, NGOs, and government agencies for sustainability.

For 1000 Women to impact the future of the world, *this social enterprise needs donations, funding and corporate sponsors to...*

- Obtain MP3 players, batteries, computers (needed for the organization hubs)
- Implement virtual team/mentor programs, such as WRAP in all parts of the world
- Build the technology platform needed to support this global system
- Retain and maintain staff, including...
 - Support staff – to enable executive staff to implement and sustain the process
 - Data processing and other technology specialists for the backend operations – to build the technology platform
 - Professional administrators to oversee and adapt the programs with changing times and technology
 - Language and culture specialists to facilitate development of informational materials



- **The Expected Outcomes**

As an innovative social enterprise, 1000 Women expects to achieve significant gains within a short period of time – *expected outcomes within less than one year include...*

- Virtual Teams functioning in at least 10 countries in Africa – as well as Afghanistan, Latin America, Middle East and Southeast Asia
- Each team providing AIM (audio information modules to at least 50 women locally – many more with AIM + using the Internet)
- Each Team Leader training at least 5 new team leaders in her area (more teams – more AIM >>)
- In USA, at-risk women receive AIM + (AIM plus written materials via the Internet) through interfaith groups, YWCA, and other groups and agencies working with underserved women



- Technology platform in the process of being built to take this mission global.

Within three years, 1000 Women expects the following outcomes:

- Tens of thousands of virtual teams throughout the world – each with its own infrastructure and information “AIM”ed at the needs of the women it serves
- *Hundreds of Global Community Partners* (NGOs, Foundations, etc.) working with 1000 Women to create and implement more programs using AIM +
- Government agencies implementing programs using AIM+
- Technology platform completed with interactive websites, forums, directories, password protected areas for AIM+, blogs, articles, e-commerce portals for women globally to market crafts, etc.
- *Global presence of influence* in nations of the world with women leaders
- More women inspired, enlightened and empowered worldwide moving forward for world peace for future generations

In summary, with its supporters, global partners, funding agencies, corporate sponsors and other like-minded people, 1000 Women can in deed...

Endow women of the world with practical lifetime skills to facilitate economic equality and women's empowerment which in turn takes significant steps on a large scale to...

- *Reduce poverty* and hunger
- *Improve maternal health*; reduce child mortality; and combat HIV/AIDS, malaria and other diseases
- *Ensure environmental sustainability*
- Create more *economic stability and sustainability*
- *Build human capacity* for generations to come and
- *Create world peace* – the ultimate goal for all.



Founder of Women Forward Sees the Possibilities - "...workings of women empowerment at grassroots level through ... 1000 Women... is indeed very special. The unique aspect that it *brings is technology working at grassroots level, among women, to inspire and motivate one another to see the solutions to their challenges as within their reach.... opens up possibilities to the many millions of women who have become despondent...* [and] has also managed to cross the continental divide." *Nana Ngobese (South Africa)*

You & your organization can be on the ground floor of this world-changing initiative & ride along to the penthouse and beyond – giving back has its rewards!

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