

WOMEN'S COMMUNITY LEADERSHIP PROGRAM

ONE MILLION EMPOWERED AND SELF-SUSTAINING AFRICAN WOMEN THRIVING BY 2040.



Pilot Program - Proposal

WOMEN'S
COMMUNITY
LEADERSHIP
PROGRAM



OUR MISSION AND GOALS

Equipping women in Africa with locally generated and embraced business skills, mental wellness and community through globally inspired education and support.

Whilst concurrently building the systems, beliefs and health solutions required to lift their entire community out of the cycle of poverty.



Successfully implement the first leadership program in Africa that uses both innovative technology and the guidelines of trauma sensitive care to lift women out of extreme poverty by January 2022.



Implement an educational empowerment curriculum by January 2020 that equips women in Africa with the knowledge, resources and self-confidence needed to ensure they can develop a self-sustaining, income generating enterprise.



Create efficient and affordable delivery systems to provide both bulk foods and basic household needs, medical needs and care to marginalized communities and individuals by January 2020 that are scalable and can embrace rapid expansion.



Implement a community based infrastructure to support the rapid increase in number of women taking the educational program, using bulk foods and creating their own income generating enterprise by January 2020.

THE PROBLEM - WOMEN IN POVERTY

Africa is the poorest continent on earth. Almost every second person living in sub-Saharan Africa lives below the poverty line. Those most affected by poverty in Africa are women and their children.



An estimated 388.7 million people in Sub-saharan Africa live in extreme poverty. ¹

A life of poverty drastically increases a person's risks of chronic and often fatal physical and mental illness, hunger and malnutrition, social isolation and lack of resources or support - all leading to early mortality.



It is estimated that 44% of Ethiopians live in extreme poverty - that is over 44 million people suffering the burdens of poverty and living a life quite literally starved of access to health, hope and opportunity for a better life.

Cont. Women in poverty...



1. The Globalist Research Center, World Bank

WOMEN IN POVERTY - A SOCIAL EPIDEMIC

When women are subjected to a life in poverty it has a negative impact on practically all areas of their lives.

Furthermore, when the women of a community are living in poverty it has a negative affect on their entire community.

- No access to adequate medication or medical advice.
- Inadequate understanding and access to good hygiene
- Cannot care for their families health properly.
- Illness spreads in communities without treatment.
- Their poor personal health can impede their ability to work to afford care or take care of others who are unwell

HEALTH

Health

EDUCATION

- Lack of access to proper education
- Boys education favored over girl's
 - Low value of education for girls
 - Lack of access to proper education
 - Girls not able to seek further study
 - Women not qualified for well paid jobs

Education

CHILDREN

- Without access to contraception or family planning education women often have more children than they can support
- When a mother is stressed, anxious and often ill it effects her children both physically and emotionally.
- If a mother has received little formal education it is challenging for her to help her children with theirs

Children

Hunger/
malnutrition

HUNGER/MALNUTRITION

- Can't afford regular quality food
- Lack of nutrition affects their health
- Lack of nutrition affects their physical ability
- Lack of nutrition affects their brain functions
- Lack of nutrition affects the health of their family
- Lack of nutrition affects the physical ability of their family
- Lack of nutrition affects the brain function of their family
- When a mother is not eating well she cannot take care of her family properly.
- When food is scarce she is also most likely to feed her family before she will feed herself.

OUR OPPORTUNITY TO CREATE CHANGE

An innovative, locally delivered - globally supported - approach



Our local team supports our participants with regular visits, check ins, scheduled trainings and bulk food deliveries while using basic technology to deliver lessons from our global support network.

Our global team records videos of the essential skills and lessons needed to start small businesses and sends them to our local team who matches them to each participants specific needs and curriculum.



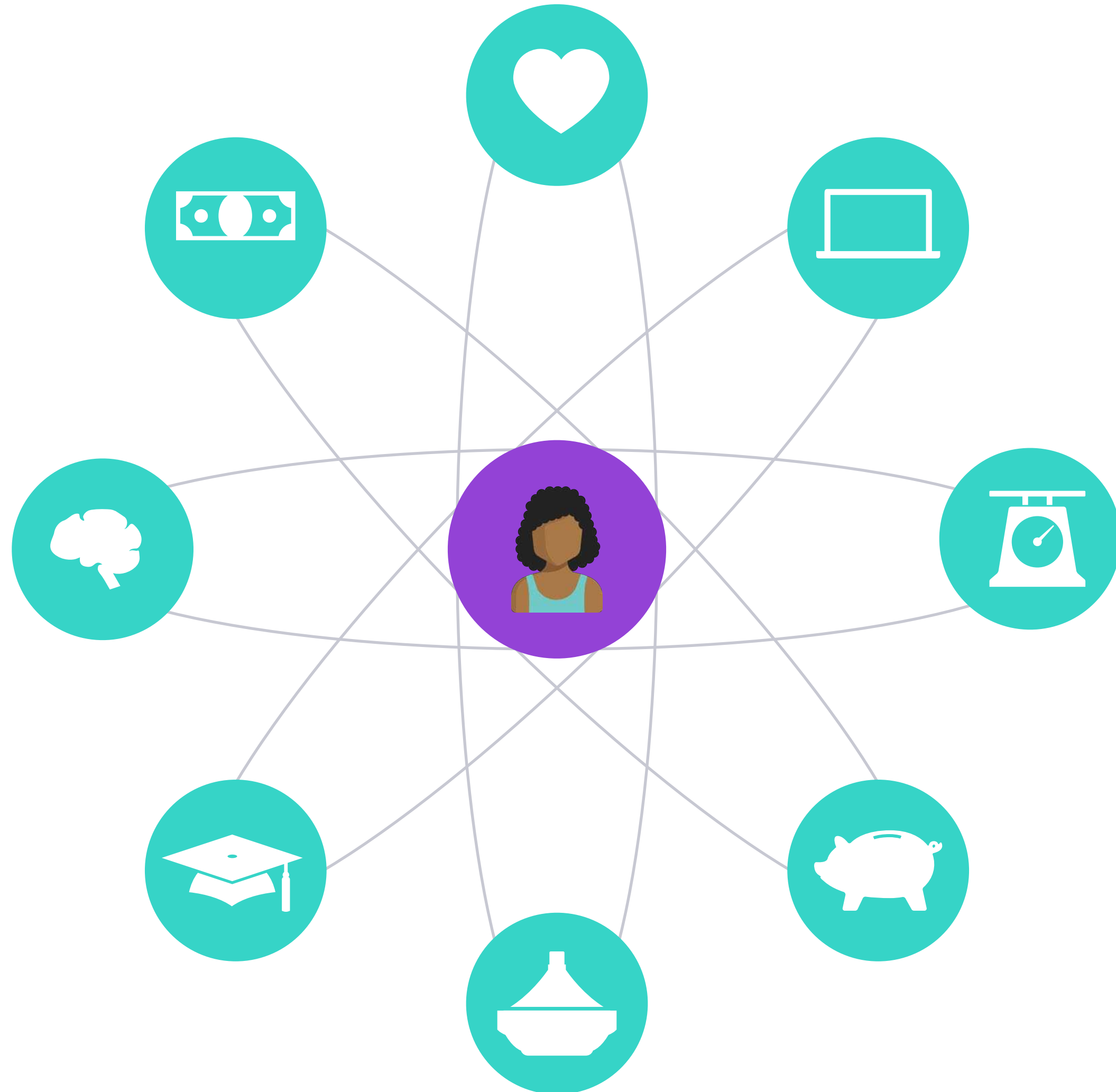
Both teams use the tenants of positive psychology to address the pervasive effects of physical and mental health that had not been previously addressed

A new era in Ethiopia

This program is launching at a serendipitous turning point in Ethiopia's history. With the newly appointed government taking shape we are confident that an organization that is empowering the success of its country's women will be not only received well by government officials but strongly supported.



THEORY OF CHANGE



INPUTS

Caring, skilled staff and volunteers Training videos from around the globe
 Bulk food and materials Training stipend
 Enthusiastic global contributors Participant learning needs provided

ACTIVITIES

Daily business skills training Daily positive psychology activities
 Practical training with bulk goods Social integration support
 Financial training and support

OUTPUTS

Women equipped to run their own enterprise
 Women with positive mental health measures
 Women who are comfortable in competitive social market settings
 Women who are practices in saving, budgeting and planning

OUTCOMES

Women earning their own income Families supported by the mother
 Strong, empowered females in communities
 Families eating properly and living healthy lives
 Young women having powerful role models for education and careers



A 3 YEAR TEST OF EFFICIENCY, IMPACT AND SCALABILITY

Year 1 - 10 women, Year 2 - 50 women, Year 3 100 Women



WEEKLY TRAINING AND LEARNING SESSIONS - TESTING

Meeting with volunteers to receive training and learning support



COMMUNITY INTEGRATION PLAN - TESTING

A process of engaging participants in community life and removing anxieties from personal and business interactions.



BULK FOOD DELIVERY TESTING

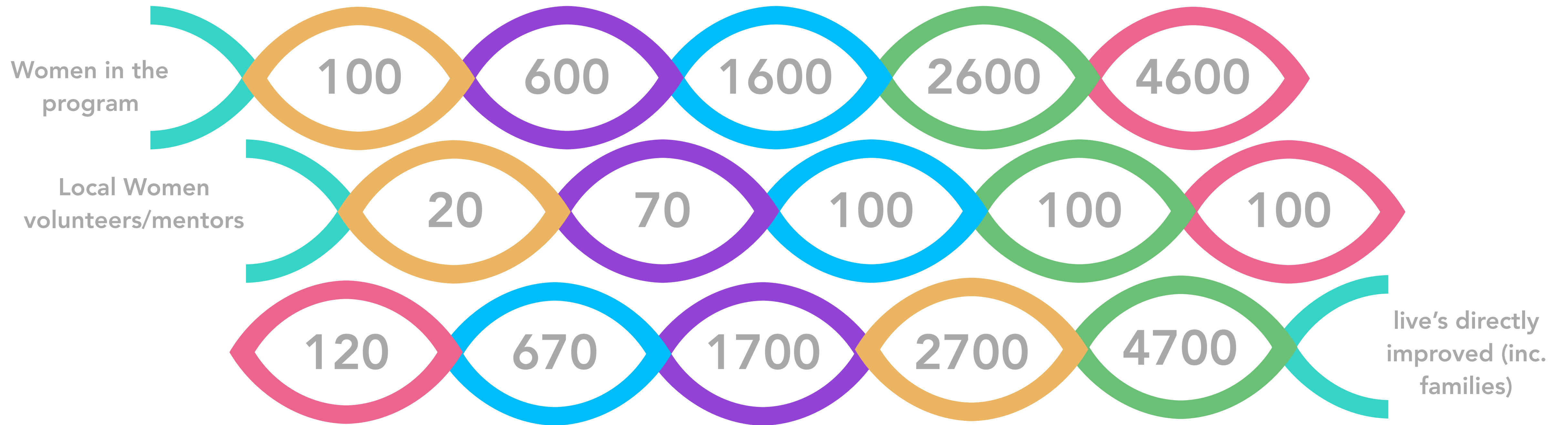
Trialing the lifestyle and cost saving benefits of food being delivered in bulk to our participants and their communities.



SELF SUSTAINABILITY TIME FRAME - TESTING

Trialing our assumptions that one year of training is sufficient to empower women with the skills and resources need to start their own business and be self sufficient.

5 YEAR PLAN - PLANNING TO SCALE



YEAR 1

100 women in the pilot program 20 volunteers

YEAR 2

600 women in the pilot program, 100 women in their first year of business 70 volunteers

YEAR 3

1600 women in the pilot, 600 women in their first year of business. 10 women returned as mentors 100 volunteers

YEAR 4

2600 women in the program, 1600 women in their first year of business. 50 women returned as mentors 100 volunteers

YEAR 5

4600 women in the program, 2600 women in their first year of business, 100 women returned as mentors 500 volunteers

AND BEYOND

We will then expand this model to other cities using the same technologies and methodologies with a local program director and volunteers



THE DIRECT IMPACT

Four of our 10 families in the pilot program



GLOBAL OPEN SOURCED EDUCATION MODEL

Creating mental wellness in our participants and contributors

GLOBAL INSPIRATION

Seeing people around the world that look like them inspires our participants to think big and believe in possibilities.

EXPANDS WORLD VIEW

With new shared perspectives the participants can experience new ways of seeing the world and their role within it - thus increasing their mental wellness.

HUMAN CONNECTION

A safe, entry level form of human connection to help our participants develop comfortability with new friendships and relationships before stepping into the business sphere.

TRUST BUILDING

These new friendships will help build our participant's trust of others and encourage them to build friendships and working relationships with others in the future.



CREATES AWARENESS

As more Ethiopian nationals help by creating training videos more people will become aware of our work and invested in the movement.

COMMUNITY GENERATION

This program is based on the importance of community. Through filming videos, it offers an opportunity for Ethiopian nationals to join the global community and grow our sense of 'family.'

HUMAN CONNECTION

By contributing to the community supporters will increase their experience of connection with others, specially their heritage which will increase their personal wellness.

THE JOY OF CONTRIBUTING

It is widely documented that 'giving' increases someone's level of happiness and wellness.

POTENTIAL FOR RAPID SCALE

With the use of training videos we are able to extend our reach to many more women faster without having to hire more staff as teachers.

INTRODUCING AND INTEGRATING TECHNOLOGY

● LAPTOPS - A NEW EXPERIENCE

For most of our women this is the first time they are using a laptop. We have trained our volunteers to work at their pace to understand who they work and how they can use them as learning and communication tools. We want to avoid overwhelming them with unattainable technical knowledge but rather equip them with basic skills that they need for training and may one day be able to use in future work, for their own business or in employment



● PILOTING VIRTUAL REALITY FOR SOCIAL ENGAGEMENT

In our first year we will create a trial program to test the viability of using virtual reality films of social settings to slowly develop the comfortability of our women with town squares, selling environments and experiences that cause them anxiety.



● A MEANS FOR COMMUNICATION

Our primary goal with the laptops is to create communication and connection between our participant and their support community.

● TRACKING PROGRESS AND DATA

Having lessons delivered through the laptops means we can easily track each woman's progress for anywhere in the world and collect this data for our knowledge and partners.

● CULTURALLY SENSITIVE

We do not assume that technology will replace many of the simple ways in which our community live and conduct business. Instead we will use it as training tools and introductions to other innovations and opportunities to expand their world view.

COST EFFECTIVE AND SELF SUSTAINING

● TRAINING AT MINIMUM COST

Unlike most training programs we do not have to pay more trainers when we work with more women. Our only training costs are web services to house and host videos, transport for participants, training stipend for participants and occasional food and beverage costs

● BULK FOOD DELIVERY

As a means to support our participants we supply them with foods through bulk purchasing. This serves not only to cut costs drastically but to teach them the benefits of bulk buying and to introduce this as a potential business opportunity.



● VOLUNTEER TEAM

We are embracing the newly praised culture of Ethiopia to celebrate and encourage volunteerism to both create community support and keep our costs down. Volunteer duties include: Visiting women and supporting with training, delivering bulk goods, mentoring participants as well as paper work, accounting and logistics.

● GRADUATES AS MENTORS

Once women have completed their year of training and their first year of business they will return as mentors to work with the women in their first year of training - another way to maximize the power of volunteers.

● INCOME GENERATION FOR WCLP

Just as we are empowering our program participants to create a healthy income we intend to create an income from WCLP that does not rely on the generosity of donors.

Once our pilot program has launched we will be partnering with Peace Water Filter to provide water filters to Ethiopian communities this will provide a regular income that will help sustain the work of WCLP



● A COMMITMENT TO EVALUATION

Integral to the pilot program is constant monitoring and evaluation. Our team of volunteers, directed by the CEO, will complete weekly reports of participants progress and each woman will also complete her own self assessment and feedback on her training

● TESTING FOR IMPACT

Each month the CEO and chairman will review the evaluations and feedback to assess if impact measures are being met and if not what changes need to be made

● QUICK TO REITERATE AND ADJUST

If the same feedback has been provided two months in a row a program or process will be changed per the requests of participants and/or volunteers. This maintains the participants ownership in their training.



**FOUNDER/CHAIRMAN-
GEORGIA VAN CUYLENBURG**

Global activist and social entrepreneur, philanthropist and entertainment professional. Founder of US organization Arts Bridging the Gap, chairman of HECA (Uganda) Focus: global mental health and childhood trauma epidemic.



FOUNDER/CEO- YOSEF DESTA

Previously African representative for Children's Hunger Fund. Worked with Ethiopian government before moving to the USA for his masters in Theology and advises global NGO's on ministry trips to African nations. Focus: self sustainability for women in Africa



**CHIEF ADVISOR - ALEMAYU
AYALEW TEGEGN (ALEX)**

Youth Development Program Department head and Operational Unit Advisor - Institute for sustainable development (Ethiopia) Founder of first community libraries in Ethiopia. Focus: youth and community rights.

THE WCLP TEAM - BOARD MEMBERS



VICE CHAIRMAN- LULIT SOLOMON

Extensive experience in creating sales and dynamic marketing solutions in both the entertainment and technology industries. Integrated Marketing Manager at Jaunt. track record of success activating events and executing marketing strategies across Europe and Asia. Focus: creative marketing, philanthropy, and international strategy



SECRETARY - MELATE BEKALE

Founder of Habesha Networks. Over 13 years in private and public sector experience in strategic planning, community relations, project management, stakeholder engagement with a sustainability/philanthropic lens. Focus: creating connections, providing access and helping others.



STEPHAN ROSS - TREASURER

Executive Director of Mission at Seed of Mercy. He currently directs urban ministry development at Children's Hunger Fund, equipping global leaders in the complexities of urban poverty, compassion, and humanitarian aid. Focus: Multicultural advancement and community

For those wanting to read more about the:

- Historical, social, economic and psychological research that is the foundation of WCLP.
- The Goals and objectives of the organization
- The organizational structure and format
- Pilot program participants.
- The training curriculum etc.

Please request a copy of the WCLP Charter by emailing
info@womenscommunityleadership.org

● POVERTY IN AFRICA - THE INDICATORS

According to the definition of the World Bank one is regarded as absolutely poor, who has **less than 1.25 US dollars a day to life**, and thus lives on the very edge of existence. The United Nations Development Program (UNDP), for its part, sets various indicators in its **Human Development Index** (HDI) to measure poverty in Africa and all other countries in the world. This includes:

- the life expectancy at birth,
- the average school attendance period,
- the expected school attendance period as well
- the per capita income.

<https://www.sos-usa.org/about-us/where-we-work/africa/poverty-in-africa>

● ECONOMIC GROWTH

According to the International Monetary Fund (IMF) by 2035 the number of Africans joining the working age population will exceed that of the rest of the world combined, Africa is currently achieving a yearly economic growth of around 4.5%, a rate higher than predicted for the mature economies of the world. Amazingly, this is set against a backdrop of a Eurozone crisis, low growth and stagnant wages in the West and a slowdown in China. Africa's economic expansion is nothing short of remarkable. There is something unique about what is happening on the continent now.

Analysts believe that the majority of this boom is due to the growth of small and medium-sized enterprises (SMEs). Today, these small and growing businesses create around 80% of the region's employment, establishing a new middle class and fueling demand for new goods and services. The scale of this transformation should not be underestimated. The IMF's Regional Economic Outlook for Sub-Saharan Africa, released in April 2015, says: "Over the next 20 years ... sub-Saharan Africa will become the main source of new entrants in to the global labor force."