



THE 2013-2016 FAWCO TARGET PROGRAM “HUMAN RIGHTS FOR WOMEN”

FAWCO Member Organizations are proud to announce that they have voted for *“Free The Girls”* as the fundraising project for The Target Program.



*Gender equality and women's empowerment is one of the UN's Millennium Development Goals and it is essential to achieving all of the goals, from preventing the spread of HIV to sustaining the environment. Gender equality is not only a basic human right; it has enormous socio-economic ramifications. **The vast amount of studies show, when women are economically empowered, everyone wins.***

The purpose of the Target Program is to unite the power of nearly 12,000 individual members of the 64 FAWCO Member Organizations in 33 countries to make a significant and sustainable impact on critical issues that support the UN Millennium Development Goals.



ABOUT THE PROGRAM

The Target Program is a three-year program to educate, raise awareness, and fundraise for a global issue that supports FAWCO's goal to "improve the lives of women and girls worldwide, especially in the areas of human rights, health, education and environment."

This program was initiated in 2009 by **FAWCO** (www.fawco.org), a Non-Governmental Organization (NGO) with special consultative status to the United Nations Economic and Social Council. It is a network of independent American and international volunteer organizations. The FAWCO Foundation is a full partner in the Target Program and serves as the fundraising body for the Target Project. The FAWCO Foundation is a US 501(c)(3) registered charity.

The Program consists of two phases. In the first year, FAWCO raises awareness and educates their members about the issue's challenges and needs. **Using the FAWCO website, newsletters and social media, FAWCO reaches out to Member Organizations with "must read" information.** FAWCO Representatives in each of the Member Organizations speak at meetings or hold special events to inform their membership about the issue.

The second phase, The Target Project, gives FAWCO members the opportunity to financially support a project that meets the Target goal. **FAWCO organizations, or individual members, may submit a proposal for The Target Project.** After a rigorous and thorough review process to select three semi-finalists, the final project is selected by a vote from all Member Organizations.

ABOUT THE PROJECT



Free The Girls, a 501(c)(3) headquartered in Denver, CO, is currently working in Mozambique, Uganda and El Salvador assisting trafficking survivors to set up micro-enterprises in the second-hand clothing markets prevalent in developing countries. The women sell bras donated by women and industry partners in North America and Europe. For more information about "Free The Girls" go to their website: www.freethegirls.org

Proceeds from our fundraising campaign will create the infrastructure necessary to support the "Free The Girls" management team overseeing current projects as well as planned future expansion of programs to Lesotho and Mexico.

ABOUT THE FAWCO FOUNDATION'S FUNDRAISING CAMPAIGN



BACKING WOMEN

The FAWCO Foundation Fundraising Campaign in Support of the FAWCO Target Project

FAWCO and The FAWCO Foundation believe that “Human Rights for Women” is the right cause at the right time. FAWCO Organizations will make a real impact on the issue by fundraising for “Free The Girls” - a project that promotes gender equality and economic opportunities.

As its commitment to assist Member Organizations with their fundraising efforts for the Target Project, The FAWCO Foundation has created a two-year fundraising campaign, “Backing Women”. The logo comes from artwork created and donated by the renowned French artist Christian de Laubadère, whose collection of works, “The Necks” depict the nape of the neck as a powerful symbol of strength and femininity.

The FAWCO Foundation is organizing a number of fundraising activities such as:

- The “Backing Women” Online Boutique
- Individual Donor Matching Challenge
- The “Backing Women” Photography Competition and Exhibition
- 2015 Live Auction of the painting by Christian de Laubadère
- A Corporate Matching Challenge



WHY WE ARE ASKING FOR YOUR HELP?



The goal of the FAWCO Target Fundraising campaign “**Backing Women**” is to raise \$120,000 from our Member Organizations.

100% of all donations made by Member Organizations or their individual members to the FAWCO Foundation programs are sent directly to the projects we support. NO amount is taken from the donation to pay for The FAWCO Foundation’s operating expenses. This makes creating a two-year fundraising campaign of this scale a tremendous financial challenge.

The FAWCO Foundation wants to involve businesses and outside organizations in the “Backing Women” fundraising campaign through donations and sponsorships. The FAWCO Foundation is seeking a donor that will match FAWCO Organization donations through a matching challenge. **This will reinforce to FAWCO Organizations that their fundraising efforts will make a difference.** Our goal is to have \$20,000-\$25,000 pledged from a corporation for the challenge.

As a high profile organization, your example of support would **encourage donations from other like-minded organizations.** We would be honored to have you as one of our first benefactors. Our Benefactor Program will acknowledge your contribution to a large and grateful audience.

We thank you for your time and consideration. More information on how you can contribute to the campaign is available from the Target Corporate Donor Coordinator, Elsie Bose at: targetsponsors@fawcofoundation.org



The FAWCO Foundation is a US 501(c)(3) organization. It is registered in the US State of Missouri as a not-for-profit organization. All donations are tax deductible to the full extent allowed by law. See our website: www.fawcofoundation.org/resources for our tax and financial statements.



TAKE ACTION

3 Things You Can Do In The Next 10 Minutes



Follow “Free The Girls” at www.freethegirls.org as well as on Facebook and Twitter. Learn more about the Target Program at: www.fawco.org/global-issues/target-program/human-rights-for-women



Show your Support and Become a Donor or Backing Women Event Sponsor

To make a donation: <http://www.fawcofoundation.org/donations/how-can-i-donate.html> If you are interested in making a donation or participating in a matching grant challenge, please contact us at targetsponsors@fawcofoundation.org



Shop Online at The FAWCO Foundation’s “Backing Women” Online Boutique in Support of the Target Project

<http://www.fawcofoundation.org/fundraising/backing-women/boutique.html>

Browse the website and make a purchase for you or loved one and help us achieve the goal.



TARGET PROGRAM DONOR INFORMATION

Thank you for your assistance with our campaign. We look forward to working with you whether as a Corporate Matching Donor, an event sponsor or donor. All contributions to the campaign will be acknowledged through our Benefactor Recognition Program.

WIRE TRANSFER:

Ask your bank convert the local currency to US dollars and to make the transfer to:

Account number: 447652806

Name on account: The FAWCO Foundation

Address for account: 433 S Ridge Rd.

Lake Forest, IL 60045 USA

Phone number associated with the account: 001 (847) 234-7576

Swift code: CHASUS33XXX

Chase Bank

Address of Chase Branch Bank:

600 Valley Road,

Upper Montclair, NJ 07043

Phone number of Chase Bank:

001 (973) 655- 1824

In comments: TARGET PROGRAM

PAYPAL:

Go to The FAWCO Foundation website: www.fawcofoundation.org Click on the "Donations" tab and select and click "How Can I Donate"

On this page you will see "PayPal" button for the **Target Project**  Select and click on the button. Follow the easy instructions provided.

CHECKS:

We accept only checks drawn on US banks.

Please make the check out to "The FAWCO Foundation"

Indicate on the bottom of the check, "THE TARGET PROGRAM"

Please mail to:

Kathy Coughlan,

Foundation Treasurer

433 S. Ridge Rd

Lake Forest, IL 60045 USA