



# EMPOWERING WOMEN



2022

## Our Approach

Heifer International has worked with small-scale family farms for more than 75 years and has seen first-hand the benefits of gender equality between men and women, and their equal control of assets, decision-making and labor. However, in many communities, there is deeply ingrained inequality within customs, traditions, and laws, keeping women from reaching their potential, while keeping men in tightly constrained gender roles

## Taking Action For Equity

Gender equity remains at the very center of Heifer's work. We support women to develop the skills they need to take on leadership roles at the group and community levels and monitor our performance indication data to ensure women increase their decision-making power over productive assets. We incorporate gender strategies beyond the farm, extending them into leadership positions in cooperatives, enterprises, and market activities.

## Partnering With Heifer International

Heifer is inviting GFWC to play a key role in our Empowering Women strategy. With GFWC's generous support Clubwomen can make a transformational impact on the lives of small-scale women farmers in the following areas:

- Equitable control over household production, family income and assets
- Participation in leadership positions and management structures in community-based groups
- Social cohesion of individual households with their surrounding communities

Through a new and improved website, GFWC members will have access to fundraising resources and a series of compelling updates about the success our Empowering Women strategy has had around the world including, but not limited to, the following areas:

- Beekeeping and honey processing in Honduras
- Dairy enterprises in Nepal
- Value chain development in Bangladesh
- Poultry Project of National Pride in Cambodia
- Self-help groups in Zambia

## EMPOWERING WOMEN

**\$50,000**

Help grow women community leaders who receive training in group management, inclusive market systems, production, and finance to increase profits and services for their organizations.



**\$100,000**

Build strong women-led agribusinesses by providing specialized training and technical assistance to increase business acumen and links to profitable markets.



**\$250,000**

Match financing for farmer co-ops to invest in production equipment, transportation and affordable financial services for members so their enterprises can thrive.



Thank you for considering this unique opportunity to empower women around the world. For questions or requests, please contact Beth Gunzel, [beth.gunzel@heifer.org](mailto:beth.gunzel@heifer.org) or Brianne McNamara, [brianne.mcnamara@heifer.org](mailto:brianne.mcnamara@heifer.org).