

FOUNDATIONsm for WOMEN

Eliminating Global Poverty Through Microcredit

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A Letter From Deborah

Happy New Year to all of you who are part of and believe in the work of the Foundation for Women! We are a mighty movement which has helped to change the lives of more than one million people living in dire poverty locally and globally! Quite an accomplishment!

As we begin our 15th year (WOW – how did that happen??) we celebrate our accomplishments and have even greater plans for this year and beyond – connecting with and supporting tens of millions of women and their families in America and globally!

One of our first tasks is to get all of you into our 2012 Foundation for Women Directory. If you have not made your end of year giving donation or your beginning of the New Year donation, I personally invite you to do so now. We want you as

part of our movement; we want you as part of our 2012 directory which we will publish for our birthday. Monday, April 23rd is our 15th FFW Birthday – we are planning a special celebration so please save the date now!

I bow in great gratitude to each of you for your unique and wonderful support over the years, from the homeless woman who saved \$40 to join us, to foundations and financial institutions which have offered support with many more zeros in the amount. Each and every one of you is treasured by me and all at the Foundation for Women. Thank you for caring, for supporting, for being part of this movement to eliminate global poverty through microcredit.

Hugs of joy,
Deborah

Welcome Barbara!

Barbara Insel is the newest member of the Deborah Lindholm League (DLL). Barbara has made a commitment to join the DLL in memory of her mother Idelle Weissenberg.

“The Foundation for Women (FFW) to me is the one nonprofit that I feel

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“It is this belief in a power larger than myself and other than myself, which allows me to venture into the unknown and even the unknowable.” - Maya Angelou



Barbara and her mom

connected to. I've been a member for 10 years and I've seen FFW's growth and its commitment to the success of the microcredit loans to women locally and in Liberia. I want to see that commitment and success continue and the only way that the work can be done is if the members who feel committed can continue serving in the highest way they can and that is through monetary donations. In my case, I was fortunate enough that my parents planned their estate so that my brother Gary and I could benefit from their inheritance. I want to see that a part of the money they left goes to an organization that my parents would be proud of. I invite other members, even those who might not be in the financial position to do so at this time, to join me in this commitment to the Deborah Lindholm League and the Foundation for Women."

Become a Member of the Deborah Lindholm League

The Deborah Lindholm League (DLL) is a group of very special donors who have included the Foundation for Women in their wills and trusts. Members of the DLL have drawn up their wills and made bequests to FFW's microcredit programs in order to ensure that underserved women continue to have access to credit for generations to come. Please consider becoming a member of the DLL. It is very simple - All you have to do is name a dollar amount or specify a fixed percentage of your estate to be directed to the Foundation for Women in San Diego, California.

Gratitude Abounds!

Thank you all for helping keep our doors open in 2011. We would especially like to extend our heartfelt gratitude to Feed the Hunger, Citi Foundation, PIMCO Foundation, Mission Federal Community Foundation, Weingart Foundation, Springfield Rotary Club, Mobilizing Rotary for Microcredit, Women Give San Diego, Union Bank Foundation, Colorado Women's Foundation, The Sister Fund and Calgary Rotary Clubs. Your

generous donations are making are real difference in the lives of women and their families.

Our sincere appreciation goes to all the individuals and organizations that have donated their time, space, services or money to support San Diego microentrepreneurs including, San Diego Woman's Club, Chic CEO, Diva Money Club, Chicano Federation, Point Loma Credit Union, MiraCosta Community College (Small Business Development Center), Fallbrook Chamber of Commerce, Africa & Beyond and Co-Merge. We are very grateful for your continued support and partnership. It takes a village to empower women!

Most importantly, we would like to thank our most generous funder and partner, Leichtag Foundation, for awarding us a three-year capacity building/matching grant in 2010. The grant enabled us to purchase a loan tracking software (GMS Revolving Loan Servicing Software), hire loan coordinators and efficiently serve thousands of women in San Diego and Liberia in 2011. **Thank You Leichtag Foundation!**

2012 Annual Benefit Luncheon

The plans for our 2012 *Honoring the Women in Our Lives Annual Benefit Luncheon* are already underway. This year the event will be held at the San Diego Marriott La Jolla on September 28th at 11:00 am. Call 858-483-0400 to inquire about FFW's prime sponsorship opportunities. Over 260 people attended the luncheon in 2011. All the proceeds from the event help fund our microcredit programs in San Diego and Liberia. Please save the date.

February First Friday

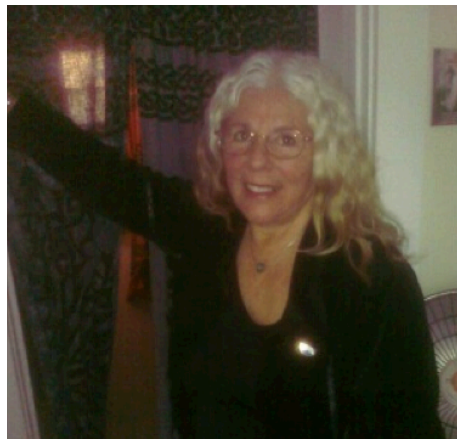
Our next First Friday gathering is on **February 3rd**. The guest speaker will be Gail Dimitroff. Gail is an activist for women and women's issues and is a former chair of the San Diego County Commission on the Status of Women. She is also an active participant in American Association of University Women (AAUW), Voices of Women (VOW), and a graduate of LEAD San Diego. Gail Dimitroff was one of the first students at the San Diego College of Women, now USD. Come get inspired while enjoying the *sunset by the sea* at Deborah's house! Call Cory at 858-483-0400 to RSVP and for directions.

For details about this free event, please visit our website at www.foundationforwomen.org/news-and-events.html.

Liberia in Need of Computers

FFW Liberia is in need of two new and one used computer. They need a computer for our new COO, David Beyan, and another for Judge Willie, who many of you have

Meet a Foundation for Women Microentrepreneur



My name is
Amy Wiechert

Linda Vista Loan Center

I love making products that help to reconnect us to nature. The organic and natural ingredients that are in my body butters, face creams, scrubs and toners nourish and provide protection for the skin. I like the fact that the raw ingredients are made by women in West Africa and that we all benefit from this trade.

I used the first microloan from the Foundation to purchase business cards, raw materials and packaging. There is no way to put a monetary value on the encouragement and education I continue to receive. My steps may be small now but soon I will be running.

met before when he was taking classes through USD's Peacemaker Program. The third computer that FFWL needs is for a young girl named Karen who is in our scholarship program. Karen is going to be taking computer classes once she is done with her high school education this year. Please call Cory at 858-483-0400 if you have a computer to donate.

A Bounty of Talent

Our fearless San Diego Microcredit Program Director, Kristi Pennington, is returning from maternity leave to assume the direct supervision of the program on a part time basis. Continuing in her absence and thereafter are two wonderful women, Nora Batley-Nido and Sandra Martinez.

Program Manager, Nora Batley-Nido

Kristi selected Nora from our Carlsbad meeting to become the North County

Program Leader and trained her to assume the accounting/computer data entry for the entire program. Nora has a degree in Elementary Education with a minor in Early Childhood Development, and has managed several Head Start programs. After working in her family business for a few years, Nora decided to start her own business. She joined the San Diego Microcredit Program and soon excelled as a leader. She is concurrently doing market analysis and fulfilling permit requirements for importing and selling Chia seeds and products. Nora has brought a unique perspective and skill set to the FFW microloan program. She is bilingual, understands business, is a budding entrepreneur, and a wonderful role model for our borrowers.

Program Leader, Sandra Martínez

Sandra has been with the Foundation for Women since August of 2011, first as a volunteer and mentor for our Chula Vista group of women and now as a program leader for our San Diego central and southern groups. Sandra holds a Bachelor's degree in economics from El Salvador and has over ten years of professional experience in economic development and project management both at the Ministry of Planning and at USAID El Salvador, as well as extensive global market research and cluster competitiveness studies at

Monitor Company. Besides running the loan centers of the central and southern groups in San Diego, she has been successfully assisting some of our micro entrepreneurs in preparing and implementing their business plans. We are blessed with the depth of Sandra's knowledge and her generosity and dedication to our program.

January Open House

We invite you to tour one of our microcredit centers on **Friday, January 27th** so that you can meet the women and hear about the wonderful work that they are doing. The following centers will be open for site visits:

Spring Valley Microcredit Center – 9:30 a.m. – 10:30 a.m.

Fallbrook Microcredit Center – 10:00 a.m. – 11:00 a.m.

San Marcos Microcredit Center – 1:00 p.m. – 2:00 p.m.

Linda Vista Microcredit Center – 1:15 p.m. – 2:15 p.m.

Call Cory at 858-483-0400 to schedule your visit and for directions.

THANK YOU FOR YOUR SUPPORT

To become a member please call FFW (858) 483-0400.

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Visit Our Social Media Sites

We are actively documenting the stories of our microentrepreneurs on our social media sites. You can follow both their successes and challenges as they work their way out of poverty by starting and building sustainable businesses.



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Eliminating Global Poverty Through Microcredit

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FFW Liberia COO: David Beyan
Chief Operating Officer: Judy Bee
VP Community Development: Murugi Kenyatta
Program Director: Kristi Pennington
Program Manager: Nora Batley-Nido
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