

FOUNDATIONsm for WOMEN

Eliminating Global Poverty Through Microcredit

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Volume 14 Issue 2

Visit Us: www.foundationforwomen.org



Check Out The New Store
<http://www.foundationforwomen.org/shop/>

The New FFW Ecommerce Site is Open for Business!

The Foundation for Women is very excited to announce that its new ecommerce site is up, running and ready for business. The site helps fulfill our mission of assisting women (and their families) move out of poverty by offering them an avenue to market their products worldwide. The Foundation understands that in order for families to permanently rise out of poverty they need a steady stream of income and multiple opportunities to build sustainable businesses. It is a service that gives our microcredit recipients in San Diego and Liberia much needed access to a larger customer base.

The site not only gives our micro-entrepreneurs leading-edge ways to connect with people from all over the

world, it also offers our gracious donors and members an easy and accessible channel to further support the work of our microentrepreneurs. Online shoppers will be able to set-up (and manage) their own personal accounts, list multiple shipping addresses, as well as, save favorite items in their shopping cart for purchase at a later date.

In the coming months, we'll be adding more features that will make the online shopping experience with FFW even more rewarding. Shoppers will soon have the option of automatically renewing their membership dues. A mechanism that will also allow them to make recurring orders when purchasing FFW's Micro Loan Blend coffee. This new renewal feature will give coffee buyers a means to automatically

schedule their orders weekly, bi-weekly, monthly, or as often as they like.

Another exciting feature to look forward to is the introduction of Foundation for Women merchandise that will include bags, t-shirts, hats, mugs, pens, pencils and more. These products will be made by our microentrepreneurs in San Diego and Liberia -- creating another revenue source

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"Cut not the wings of your dreams,
for they are the heartbeat and the freedom of your soul." - *Flavia*



Photo by Andrew Oh

Did You Know March is Women's History Month?

for them to make a living.

We'd like to encourage you to visit and shop often at www.foundationforwomen.org/shop. Your purchase will help eliminate poverty locally and globally.

Our gratitude goes to the wonderful, talented, and dedicated ecommerce team, Barbara Grabill, Bahram Moeen and Ryan Lum, who were instrumental in making the ecommerce store a reality.

March is Women's History Month!

This year's Women's History Month theme is "Our History is Our Strength". Before the 1970's, the topic of women's history was largely missing from general public consciousness. To address this situation, the Education Task Force of the Sonoma County (California) Commission on the Status of Women initiated a "Women's History Week" celebration in 1978 and chose the week of March 8 to coincide with International Women's Day. In 1981, Sen. Orrin Hatch (R-UT) and Rep. Barbara Mikulski (D-MD) co-sponsored the first Joint Congressional Resolution proclaiming a "Women's History Week." Finally, in 1987, the National Women's History Project petitioned Congress to expand the celebration to the entire month of March. Since then, the National Women's History Month Resolution has been approved every year with bipartisan support in both the House and Senate.

Foundation for Women wishes you all a happy and empowering Women's History Month!

Thank You for Your Valentine's Day Support

We have been delighted with your support of our Valentine's Day card. Thanks to those you have responded, so far we have raised over \$3,800. This is a good start. We are grateful to those who have contributed.

To those who still have their card in the .to-do pile, here is a little encouragement: When you give to support the Foundation for Women, you help us provide loans to women who are ready to go to work and pay it back! That means that when we put \$100 in the capital fund it recirculates over and over. This is unlike a contribution to a charity that uses your contribution only once.

Think about what you spend \$100 on -- Dinner out? Theater tickets? A month of Starbucks? These are all fun, and sometimes vital to staying vertical.

How about contributing to a fund that keeps regenerating? That is a great use of \$100, \$365, or \$1,000 or more. If you can't find your Valentine's Day card, call us at 858-483-0400 to set up an automatic credit card payment for the amount of your choice. Just \$83.00 per month provides \$1000 for a year. Join us in the Circle of Giving, or at any level that suits you. It is calorie free and makes you feel good over and over again!

Save the Date

Join us again for the Outreach for Humanity's 4th Annual Rummage Sale! All proceeds from the event will go to the Foundation for Women. The Rummage Sale will be held at **St. Andrew's Episcopal**

Meet a Foundation for Women Microentrepreneur



My name is
Josie Jara

I am a woman of many talents and wear many hats. First I am a mother, an artist, psychic healer, and lover of all people and all cultures. As a businesswoman, I have over 30 years experience in metaphysics card readings, Qi Gong, Feng Shui and other healing arts. Last month I also got my Reiki Master certification. I have worked on several TV shows in addition to having my own radio show on Radio Hispano. A social and political activist in San Diego for many years, I have always fought for the betterment of education and for the rights of women and children. I am always searching to make constant improvements in my life, both spiritually and emotionally.

A friend of mine told me about a Foundation for Women meeting in Chula Vista, and having heard about microcredit in third world countries, I was intrigued. I thought this could be a great opportunity for my community and for networking. After being involved with a previous FFW collaboration for a few years, I reached out to the FFW office in early 2010 and asked if I could start my own group in my community. It started out with a few friends and me meeting wherever we could find free space. Now I am proud to say we have over 50 women in the group and a permanent home at the Chula Vista Masonic Temple. I'm proud of the role I have played in mobilizing underserved women in my community and encouraging them to join the Foundation for Women. Together we are improving our standards of living and changing our community for the better. I'm currently on my second loan with FFW. Thanks to the support that I've received from the Foundation and my group members, my business is growing steadily.

It has not been always been easy, but it has been an interesting journey for me.

Church, 890 Balour Drive in Encinitas, on May 21st from 7:00 am to 12:00 pm. If you would like to donate items or volunteer for the event please contact Cory Bridges at 858-483-0400. Outreach for Humanity staff is available to pick up your donations. It's a rummage sale with a purpose!

Last year's event was a blast! Over \$7,500 was raised for FFW's microcredit program. Outreach for Humanity also donated a brand new portable sound system to the Foundation for Women.

San Diego Program Notes

FFW is proud to announce a partnership with Ronald McDonald House and San Diego Futures Foundation. Through the San Diego Broadband Initiative, FFW's borrowers have been given access to their own free desktop computers, computer literacy training and two years of free Internet service. To date, 50 women have taken part of this incredible offer and even more are signed up to begin soon.

Our deepest gratitude to Team Muses; Katharine Kubichan Maliachi, Kim Koenigsberger, Gisele Moro, Maria Elena Brault, and Alka Subramanian. This dynamic group of professional women has been mentoring our National City loan center group of borrowers since the beginning of the year. Team Muses spends an hour, twice a month, with our borrowers teaching them valuable

marketing, communication and business skills. Thank you Team Muses for your incredible support- we only wish there were more of you to go around!

If Team Muses inspired you, we have twelve other groups all over San Diego that would love to have you as a mentor.

Call 858-483-0400 for more details.

Note from Deborah

We are very blessed to have Ann Lovell as a member and supporter of the Foundation for Women!! Ann and I met several years ago as we are both members of the Harvard Women's Leadership Board. She had been to Liberia with a delegation from the Board arranged and led by Swanee Hunt. She fell in love with the country and wanted to help in some way but did not know how. Exactly my story before Emily Peal, FFW Liberia CEO, walked into my office one day.

Ann has now been to Liberia several times with the Foundation for Women -- three times in the last year! She has funded a photography project which is documenting the amazing women in our microcredit program. She has contributed funds and computers and supplies to outfit our office in Monrovia. And in December her mother at Ann's suggestion contributed funds to purchase and

transport a handicapped accessible van to Liberia -- the first one ever in the country. It is a gift to our FFW Liberia Microcredit Program and our center for handicapped men and women, the Group of 77.

You are loved and treasured Ann by all of us here and in Liberia. Thank you for believing in and supporting our amazing work. You are truly a blessing. With hugs of great appreciation...



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