

Leadership Council 100

Educating Women + Girls for Change

Foundation for Social Change is a 501(c)(3) non-profit U.S. corporation.
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About Us

Foundation for Social Change

The Foundation for Social Change helps corporations understand that **doing good is good for business** - that there is a financial impact to their bottom line.

We work with multinational corporations to create business cases that encourage active involvement in solving social and environmental problems.

The world's economic recession has given way to a new ethos of commitment by private enterprise to turn **social responsibility** into **business opportunity**.

We facilitate collaboration by convening the private sector, government organizations, NGOs and others in discussions and policy issues that address the world's problems - the challenges and the impact.

eLife, the Foundation's signature education program, is an example of our commitment to solving social problems via private and public collaboration. **eLife** teaches women and girls life skills, including language and literacy, communication, business, entrepreneurship, health and hygiene, and, personal finance, and technology.

Global Conference for Social Change is an annual event presented in conjunction with the **United Nations Office for Partnerships**. The Conference honors the



Leaders of Change - corporations that have made a major impact on sustainability. Leaders are chosen based on a set of rigorous criteria. The award recognizes innovative

organizations in environmental sustainability.

Women & Girls Education Summit is an invitation-only event that features a global network NGOs whose mission is to educate adolescent girls and women in poverty to drive economic progress.

e-Life - Economic Opportunity for Women & Girls is our flagship education program for girls, women entrepreneurs and women in the workplace teaching life skills, business, financial, technology, entrepreneurship, communication, and health and hygiene.

Leadership Council 100 is a network of individuals and organizations who support the Foundation's initiatives through funding and strategic engagements. Members participate in briefings, on-site visits to

program partners, roundtables with NGOs and corporate leaders and the Global Conference and Women & Girls Education Summit.



Louise M. Guido
CEO | Founder
Foundation for Social Change



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Global Partnerships Forum
Strategic Advisor



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NYU Stern School of Business
Board of Directors



Global Conference for Social Change produced by
United Nations and Foundation for Social Change



Shakira
Fundacion Pies Descalzos
(Barefoot Foundation)
Program Partner



Laura Welch
Chief Development Officer
Foundation for Social Change

About the Leadership Council 100

The **Leadership Council 100** is a global association of individuals and organizations who support the Foundation's mission to change lives by investing in **eLife - Economic Opportunity for Women & Girls**, the education program teaching life and business skills for economic empowerment in disadvantaged areas around the world.

The **Leadership Council 100** members believe that by educating the significantly untapped resource of women and girls in poverty the world will become more politically and economically stable. We implement **eLife** by partnering with local NGOs in low and middle-income countries, including **Colombia, Kashmir, Pakistan, India, Gabon, Ghana, Nigeria, China, Indonesia, Mexico** and **Brazil**. Through our global network of on-the-ground NGO partners, we can have both a direct and indirect impact on the financial well-being of a community.

Most importantly, your support will **drive positive and long-term social change** throughout the world.

The Leadership Council 100 supports...

- ☑ Education of women and girls in poverty from **middle-income countries** or **bottom-of-the-pyramid** locations
- ☑ **Live programs** of the **eLife** training after-school or in a community center
- ☑ **Tablet Apps for Teachers** to offer life skills training to students - allows for scalability of live the program
- ☑ **Mobile Apps** designed for specific users, such as **SmartWoman** - for women business owners
- ☑ **Private Label Mobile Apps** designed for corporations to promote both social and commercial engagements

"Investing in female education has a **multiplier effect** on productivity, efficiency and **sustained economic growth**. Educated women have more economic opportunities and engage more fully in public life."

Source: UNESCO / Investing in Women & Girls, 2008
Population Council, Center for Global Development, 2010

Why Women & Girls are a Good Investment...

- Studies show that **women reinvest 90% of their income** into their families, compared to men who do 30-40%.
- For every year of schooling, a girl's future earning power **increases up to 25%**.
- Educating girls **reduces the gender gap**, promotes democracy.
- **Reduced pregnancy** stops the intergenerational cycle of poverty.
- Girls who receive an education marry later, have fewer children and are **more likely to seek healthcare** for themselves and their children.
- Program design supports **income-generation** and **entrepreneurship**.

Leadership Council 100 Commitment...

- ☑ **Investment of \$10,000** annually for three years
- ☑ Limited to 100 members globally

Benefits...

- ☑ **Meetings of Leadership Council 100** members regionally and globally
- ☑ **Escorted site visits** to program locations with local NGO partners
- ☑ **Customized Employee Volunteer and Mentoring Program**
- ☑ **Branded Donation Banner on Mobile/Tablet Apps**
- ☑ **Participation** in the annual **Global Conference for Social Change** and the **Women & Girls Education Summit** - in partnership with the **United Nations**
- ☑ **Sponsorship designation** at the Conference & Summit
- ☑ **High-level briefings** about the global status of women and girls, and the progress of the **UN's Millennium Development Goals for Gender Equality**
- ☑ **Evaluation and impact study results**
- ☑ **Opportunity to open up new markets and expand social capital**

For more information or a *copy of the survey and evaluation from our programs*, please contact **Louise M. Guido** or **Laura Welch** for details.

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eLife Economic Opportunity for Women & Girls

Teaching life and business skills for economic empowerment and community development



“If you want to change the world, invest in a girl.”

Course Overview

The **eLife - Economic Opportunity for Women & Girls** education program offers a **core curriculum of life, financial, business and technology skills** to achieve economic empowerment and financial independence.

A United Nations report (Investing in Women and Girls, February 2008) states that investing in female education “...**has a multiplier effect on productivity, efficiency and sustained economic growth. Educated women have more economic opportunities and engage more fully in public life.**”

This initiative invests in a significant resource - **the power of women for entrepreneurship, job creation and income generation.**

The program is designed to teach:

- ▶ **Adolescent girls and teenagers ages 11-19** for life and job skills
- ▶ **Women in the workforce** for employee training and retention
- ▶ **Women entrepreneurs** for job creation and economic development

“A woman is the key to unlocking the wealth of a country.” - Karim Khoja, Roshan, Afghanistan

TEACHING LIFE, FINANCIAL AND BUSINESS SKILLS

Components of the Program

- **Core curriculum** relevant to women and girls: life skills, financial skills, communication, language proficiency, business and entrepreneurship - **customized** by culture, community and language
- **Mentoring, tutoring** and peer support for each student
- **Scholarship, stipend** or in-kind services
- **Training and recruiting of female teachers**
- **Advocacy** and community engagement
- **Co-Teaching Methodology** for instructors
- **Access to technology** and job training
- **Evaluation** and measurement of process with outcomes and impact
- **Certificate of Completion** to be used as a reference for a job/vocational training or university

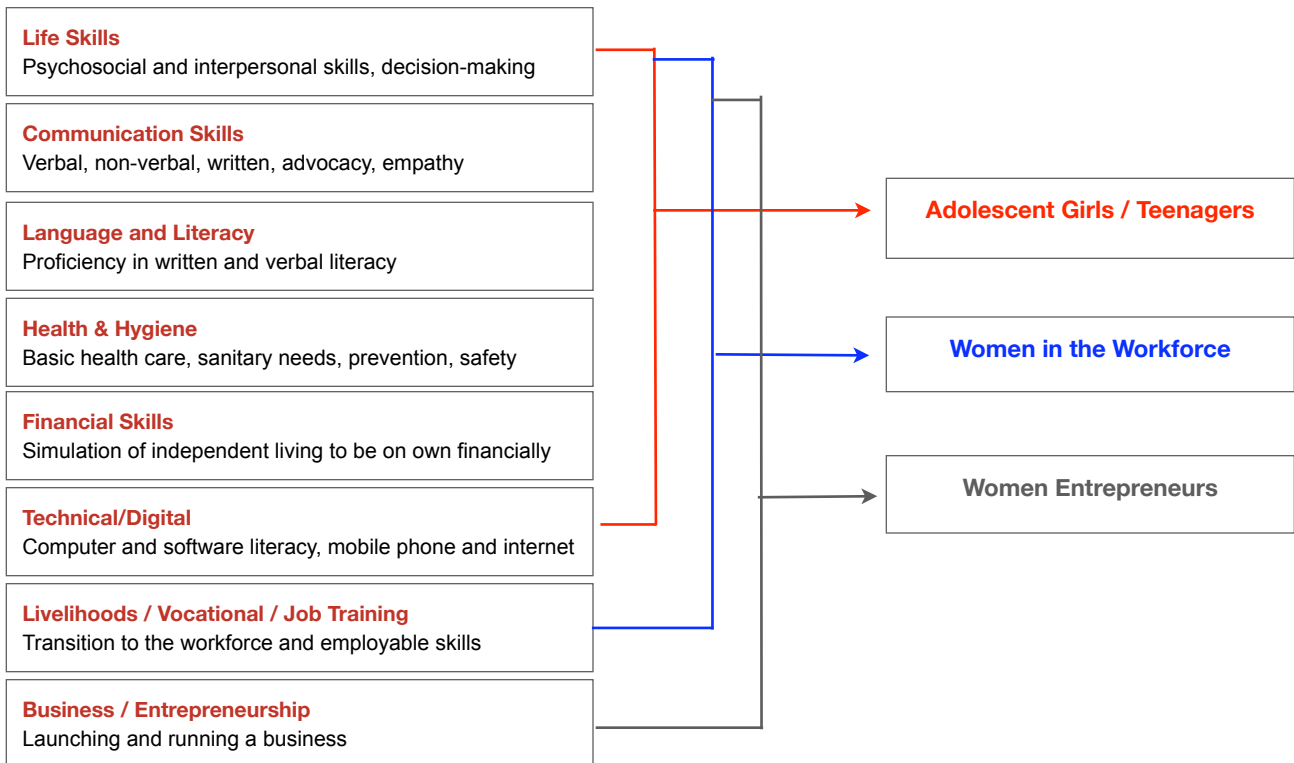
Program Details

- ✓ 12-week course for 2 hours per week
- ✓ 20 to 40 students per class / per day
- ✓ Evaluation and continuing education takes place up to 12-months after completion of intensive program
- ✓ **Job Fair** and **Business Plan Competition**
- ✓ **eLife Centers** provide sustainability and continuity of the program - run by students and teachers as a “safe haven” for the students to share their experiences and apply skills

Mobile and Tablet Apps Teaching Tools

Tablet applications and mobile apps are provided for teachers and students in order to scale and continue the program throughout the partner engagement. These apps offer the ability to provide curriculum updates, survey data and training techniques.

Curriculum



Leadership Council 100 Members and Partners



1. Life Skills

The Life Skills module includes both psychosocial and interpersonal skills. The emphasis on different skills such as: decision-making for health issues versus societal issues. Many life skills are used simultaneously in practice. For example, decision-making often involves critical thinking (“what are my options/choices?”) Ultimately, it is this interaction between the skills that determines powerful behavioral outcomes – particularly when it is supported by other strategies such as media, policies and health services.

Life Skills are core to the curriculum enabling students to develop social maturity, morality and respect for themselves and others. In addition, an effort will be made to strengthen self-confidence, initiative, natural creativity and adaptability, in order to meet the demands and challenges of daily life.

Decision-Making and Problem-Solving

- Information gathering skills
- Evaluating future consequences of present actions
- Determining alternative solutions to problems
- Analysis skills regarding the influence of values and attitudes of self and others on motivation

Critical Thinking

- Analyzing community, family and peer influences
- Analyzing attitudes, values, social norms and beliefs and factors affecting these
- Identifying relevant information and information sources

Coping & Self-management

- Skills for increasing internal focus and control
 - Self-esteem/confidence building
- Self-awareness including awareness of rights, influences, values, attitudes, rights, strength and weaknesses
- Goal setting
- Self-evaluation / Self-assessment / Self-monitoring
- Managing feelings, such as anger, grief, anxiety, loss, abuse and trauma
- Managing Stress: understanding time management, practicing positive thinking, relaxation techniques
- Personal health management

“Comfort Zone” to “Growth Zone”

- Cultural issues that impact advancing
- Dealing with societal and cultural norms that may impede development



Evaluation

Based on pupils' self-evaluation, giving them an opportunity to take various standardized, recognized tests to assess their strong and weak points in various areas of human characteristics.

2. Communication Skills

Communication Skills module covers a variety of skill sets, because it is crucial to every relationship that touches their lives – whether it is their family, friends or peers. This module focuses on both personal- and social-types of communication.

Interpersonal Communication

- Verbal and Non-verbal communication
- Written and speaking
- Active listening
- Expressing feelings; giving feedback (without blaming) and receiving feedback

Negotiation / Refusal Skills

- Negotiation and conflict management
- Assertiveness skills
- Refusal skills

Empathy

- Ability to listen and understand another's needs and circumstances, and express understanding

Cooperation and Teamwork

- Expressing respect for others' contributions and different styles
- Assessing one's own abilities and contributing to the group

Advocacy Skills

- Influencing skills and persuasion
- Motivation skills
- Value of community engagement
- Mentor relationship

The Curriculum

eLife - Economic Opportunity for Women & Girls

3. Language and Literacy Skills

In a global society, students need to have a greater command of language in both written and verbal literacy. This includes proficiency in their own native tongue but also that of international relations: English and French.

- Writing and style skills: grammar, spelling, sentence construction
- Structure of a presentation: how to ensure correctness of language to get your message across
- Competency levels of reading and understanding
- Identifies different formats for reaching (books, magazines, electronic, newspapers)
- Connects ideas to personal experiences

4. Health and Hygiene

According to the **World Bank**, *“Motherhood is the key pathway for transmitting the gains in women’s equality to future generations, with benefits for children’s health and education. But, unintended pregnancies, especially for adolescents, can squander progress in education and labor markets.”*

“Young girls either continue unintended pregnancies giving up opportunities for education and employment, or seek unsafe abortions. Over 40% of abortions are performed on women younger than 25. Child-bearing among teenagers can bring disproportionate health risks to the mother and the baby – maternal mortality, delivery complications, premature delivery and low birth weight.”

With pregnancy and early childbirth as the block for gaining skills, we find it essential that health and hygiene issues be discussed as part of the program.

The program would focus on the following:

- Basic health care: daily sanitary needs
- Prevention and safety
- Behavioral/cultural change

5. Financial Skills

This module deals with a simulation of independent living, and to be on their own financially, including the processes, understanding of income and expenses:

- Basics of math and arithmetic
- Managing money, budgeting
- Paying for services, products
- Negotiating
- Banking and applying for credit
- Insurance
- Impact of financial responsibility on the community and family members

- Keeping track of money and how it is spent
- Activities that focus on managing bank accounts, store accounts and payment plans

6. Technical Skills

This module covers a broad range of skill-sets, including computer literacy, mobile phone use and internet connectivity.

- Understanding the basics of technology: computer, internet, mobile phone access
- Using technology for research, information gathering, data collection
- The impact on daily life: connecting with people both inside and outside the community
- Teaching tools: use computers and mobile phones to provide curriculum programs
- Keeping in touch with mentors and volunteers in the program
- Learning the protocols of technology

7. Livelihoods or Vocational Training (Job Training)

This module focuses on specific ways a student transitions to the workforce, and how to do so successfully – what skills are needed for preparation, extra study and special skills that are required for employment:

- How to transition from school to work
- Types of employable skills (teaching profession, healthcare, finance, business)
- Preparation for work: transportation, skill sets needed
- Preparing yourself for the workforce
- Understanding how to work in a team
- Company structure – staff vs. management
- Worker rights
- What is appropriate and inappropriate behavior

8. Business and Entrepreneurship Skills

This module deals with starting and running a business. Gives the student an understanding of how business is conducted.

- Running a business: economic goals, revenue,
- Definitions of merchandising-, manufacturing-type, and service-type organizations
- Decision-making in business
- Costs versus revenue
- Banking and loans
- Community network
- Ethical behavior – what is right and wrong

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