

THE INSTITUTE FOR ECONOMIC EMPOWERMENT OF WOMEN

Peace Through Business





What Happens When You Educate a Woman?

When you educate a woman, you educate her family, her community and her nation. This is exactly what the Institute for Economic Empowerment of Women does. The Institute is a nonprofit public charity dedicated to empowering women around the globe economically, socially and politically. With our PEACE THROUGH BUSINESS® program, we provide long-term business training to women business owners in developing countries in an effort to promote economic stability and peace. As we help women build their businesses, they help build their countries. The Institute in 2006 was founded by Terry Neese, serial entrepreneur and member of the U.S.-Afghan Women's Council, with whom she traveled to Afghanistan in 2007.

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woman, you educate
a nation. ”

From the Ground Up

The PEACE THROUGH BUSINESS® journey begins with **In-Country Education** in Afghanistan and Rwanda. For eight weeks, 30 women in each country focus on entrepreneurship development while designing a business plan. Our students own businesses in various fields, from agriculture and beekeeping to beauty and handicrafts.



Working Together for a Common Goal

Empowering women as leaders is critical to a country's socioeconomic progress. During **Leadership Development**, selected women from each country travel to the U.S. to participate in a week-long, high-level business, leadership and public policy training at Northwood University. The week's goal is for each woman to understand her personal obstacles to success and ways to overcome them.



Opening Our Hearts and Homes

During **Mentorship**, our students experience a hands-on apprenticeship, living and working with an American woman business owner in a matched profession. By creating a team, we not only create a support system, we establish a global sisterhood. They receive real-life training, witness how American women balance work and family life and forge lifelong friendships.



A Global Perspective

Our U.S. program concludes with the **International Women's Economic Summit** that focuses on the strength and contribution of women entrepreneurs in Afghanistan and Rwanda, the obstacles they face and free-economy solutions to peace. The conference culminates with **graduation**, where the students are recognized and honored for their accomplishments. Notable past graduation speakers include Mrs. Laura Bush, Mrs. Betsy DeVos and Dr. Keith Pretty.



Pay It Forward

Our outreach extends beyond the 150 women we've directly educated since 2007. Through the multiplier effect, our students have been paying forward their knowledge, reaching women in and around their communities. The knowledge and empowerment we have given these students passes from woman to woman, shaping not only their community, but their country, their life and the lives of their daughters.

PEACE THROUGH BUSINESS® students have effectively used their training to better their businesses and countries, and we are seeing real results from the **Pay It Forward** program.

- 2007 graduate Amir Taj Sirat, Afghanistan, has increased her revenue by 400% and has hired an additional 240 employees at her soccer ball manufacturing company, Green Way.
- 2009 Afghan graduate Khalida Dunya, inspired, mentored and trained by Sirat, opened her own soccer ball business and graduated from PEACE THROUGH BUSINESS® in 2009.
- 2009 graduate Sarah Mukandutiye, Rwanda, expanded her farming venture by partnering with two Rwandan women to raise chickens for a local restaurant chain.

These are only a handful of so many examples of economic expansion in Afghanistan and Rwanda – all from empowering and educating one woman.





Help Us Change the World, One Woman at a Time

We invite you to join us in building the economic road to peace. Our program is fully sponsored by donations from the private sector.

SPONSORSHIP LEVELS:

Presidential - \$100,000
Chancellor - \$50,000
Ambassador - \$20,000

Diplomat - \$10,000
Champion - \$5,000



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Sponsorship Has a Direct Impact

\$100 - Entrepreneurial textbook for one woman for In-Country Education business course

\$1,000 - Travel and accommodations for two business experts to teach, train and inspire students during Leadership Development

\$2,500 - Round-trip international airplane ticket for one woman to the United States

\$5,000 - Eight-week business course for 30 women in Afghanistan or Rwanda (In-Country Education)

\$10,000 - One woman's complete PEACE THROUGH BUSINESS® journey

Give today at www.ieew.org



● *More countries to follow with your help.*

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