



Cherie Blair  
**FOUNDATION FOR WOMEN**

## NURTURING WOMEN ENTREPRENEURS... ALL AROUND THE WORLD

The Cherie Blair Foundation has been instrumental in impacting lives of many women across the globe. Guided by a vision and most passionate, tireless commitment towards women rights of a truly amazing and extraordinary woman – Cherie Blair, who is an ambassador to women entrepreneurs all around the world – The Cherie Blair Foundation – is indeed changing lives, giving wings to fly to women in places where they are most neglected, cornered, tortured, discriminated and restricted. Leading Queen's Counsel, wife of the former British Prime Minister and committed campaigner

for women's rights, Cherie Blair set up the Foundation in 2008 to help women build small and growing businesses in developing and emerging markets so that they can contribute to their economies and have a stronger voice in their societies. Cherie is actively involved in the foundation, generously and tirelessly giving her time and resources to ensure its success.

The Foundation provides support in the key areas of business skills, technology, networks and access to financial services so that women can grow their businesses and creates employment opportunities for others

as well. The foundation envisions a world where women have equal opportunities and the capability, confidence and capital necessary to establish and grow businesses, resulting in a brighter future for the women themselves and their communities as a whole. Women who are financially independent have greater control over their own and their children's lives. Economic security gives women a more influential voice in tackling injustice and discrimination in their communities and wider society.

Women entrepreneurs around the

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*for giving hope and empowering women to become entrepreneurs, along with the three vital Cs - capability, confidence and capital; for their committed campaign for women's rights and the help offered to women in some of their most challenging locations, so that they can contribute to their economies and have a stronger voice in their societies.*

world still lack the business skills, technology, networks and access to financial services they need to be successful in the long term. Thus the Foundation provides support in these four key areas. Working in partnership with non-profit, private and public sector organizations, the Foundation develops programs that build confidence, capability and capital in women. Empowering women to gain financial independence generates lasting impacts, since research shows that women tend to invest 90% of their income back into their families.

None other than Helen McEachern heads the foundation. McEachern, who not only shares Cherie Blair's vision and the foundation's core values, but also has 2 decades of an extensive senior leadership experience, working with several international foundations and NGOs and has held senior leadership positions at Greenpeace, ActionAid UK and ActionAid International. She is indeed the most suitable and deserving leader to head such an organization.

The Foundation focuses on developing women's micro, small and medium enterprises into growing and sustainable businesses through its Enterprise Development Program, Mentoring Women in Business Program and Mobile Technology Program - supporting the development of what is commonly referred to as the 'missing middle' of the economy.

