

**SPECIAL EVENT ON ENGAGING PHILANTHROPY TO PROMOTE GENDER EQUALITY AND
WOMEN'S EMPOWERMENT**

22 FEBRUARY 2010, UNITED NATIONS HEADQUARTERS, NEW YORK

ANNOUNCEMENT OF COMMITMENTS

Sarah Ferguson, Duchess of York, "Mothers' Army Initiative"

"As a mother myself, and from meeting with mothers in countries and cultures across the globe, I believe that the nurturing power of mothers can change the landscape of economic, political, and social issues. As a result, and to work towards the achievement of the Millennium Development Goals, I am developing a new initiative to harness the collective power of mothers. In collaboration with the UN Office for Partnerships, NGOs, UN officials, and private partners, this initiative will launch through an innovative technological platform where mothers around the world will be convened to share, learn, support, and empower each other."

Ms. Maria Borelius, CEO, Hand in Hand International, "10 Million Jobs among the Poor"

Hand in Hand International is committed to support the creation of 10 million jobs among poor, rural and marginalized women through the establishment of micro-enterprises across Asia, sub-Saharan Africa and South America. This, in turn, will help 40 million people out of poverty, as each job supports around four people.

Dr. Tariq Cheema, CEO, World Congress of Muslim Philanthropists (WCMP)

In order to tackle the gender equality deficit and empowering women in Muslim societies, a rational discussion will be effective when lead by the Muslims within the context of their religio-cultural norms. WCMP announces the launch of a unique initiative entitled "Empowerment through Enlightenment" that will raise awareness among the male population, as well as offer skill-building opportunities to females. As a first step, a working group will be assembled with the task of developing effective strategies for this worldwide campaign. The campaign will work closely with mosques, schools, media and other community-based organizations. WCMP encourages and invites the international community to partner in this effort. WCMP is a global initiative working with humanitarians and institutions in order to mobilize human and financial resources in addressing critical challenges facing the world today, including addressing the issue of women's rights in Muslim-majority countries.

Ms. Mona Kali, Executive Director, Dubai Women's Establishment

Dubai Women Establishment, under the leadership of their President Her Highness Sheikha Manal Al Maktoum, focuses on the issues of women's empowerment and promoting a culture of respect and mutual understanding. Dubai Women Establishment contributes to the economic and social development through gender sensitive policy design, research, leadership development programs, and networking events. Dubai Women Establishment will support the United Nations initiatives to achieve gender equality.

Ms. Heidi Kühn, Founder, Roots of Peace

Roots of Peace will form an alliance to facilitate de-mining and replanting in Afghanistan. Roots of Peace will mobilize and engage women to play key role in setting forth a 'call to action' for United Nations Landmine Awareness Day.

Ms. Francine LeFrak, Founder, Same Sky

In recognition of the call to action by the Secretary General Ban Ki-moon and his efforts, Same Sky will focus its efforts towards developing projects with women artisans to sell in global markets looking towards Haiti and other countries. Same Sky will provide these women with sustainable income and further the empowerment of women around the world.

Ms. Irene D. Pritzker, President, IDP Foundation

IDP Rising Schools aims to boost the development of existing, but underprivileged non-government schools for disadvantaged children throughout Ghana. The Program is committed to ensuring that participating schools achieve gender equality, among both staff and students. Partnering with Sinapi Aba Trust provides added assistance to Ghanaian women through a strong relationship with the Planned Parenthood Association of Ghana, as well as administration of non-financial services for women such as business management training, youth apprenticeship programs, and HIV/AIDS awareness and counseling services.

Ms. Mary Quinn, Senior Manager of Operations, Avon Foundation for Women

The Avon Foundation is fully committed to the mission of improving the lives of women and their families. The Foundation has two key areas of focus: breast cancer and domestic violence. In 2010, Avon philanthropy will continue to expand, working towards the empowerment of women worldwide. The Foundation has committed \$250,000 to the trust fund for the Secretary-General's Campaign United to End Violence Against Women.

Mr. Erol User, Founder, Kids Parliament

Kids Parliament is an organization that aims to create a safe community in which kids from every walk of life can come together to engage in a true global dialogue. As Kids Parliament sees children as our future, we believe that investment in them can truly help make the world a more fair and peaceful place. The Kids Parliament will support the Millennium Development Goals 2 & 3 via an online educational project and by equal involvement of both girls and boys of all ages. The range of activities being implemented, from entrepreneurial conferences to music and art competitions, are reinforced by the belief that each child's contribution, regardless of race, creed, nationality or gender, is valuable and needs to be acknowledged.

Prof. Dr. Marwan Awartani, Chair, Arab Foundations Forum (AFF)

AFF is an association for foundations in the Arab region to foster dialogue, networking, learning and collaborating among themselves and with partners in order to strengthen the capacity of Arab philanthropy. Primary goals of AFF include establishing strategic partnerships among foundations and with stakeholders from other sectors of society in order to improve the professional capacity and conduct of Arab foundations, as well as building transparent, accountable and socially responsible conduct of foundations. Gender equality among Arab nations is a key factor in successfully achieving these objectives. AFF will support sustainable social, economic and cultural initiatives that empower communities and individuals, with a focus on women and girls, based on their needs and priorities.