



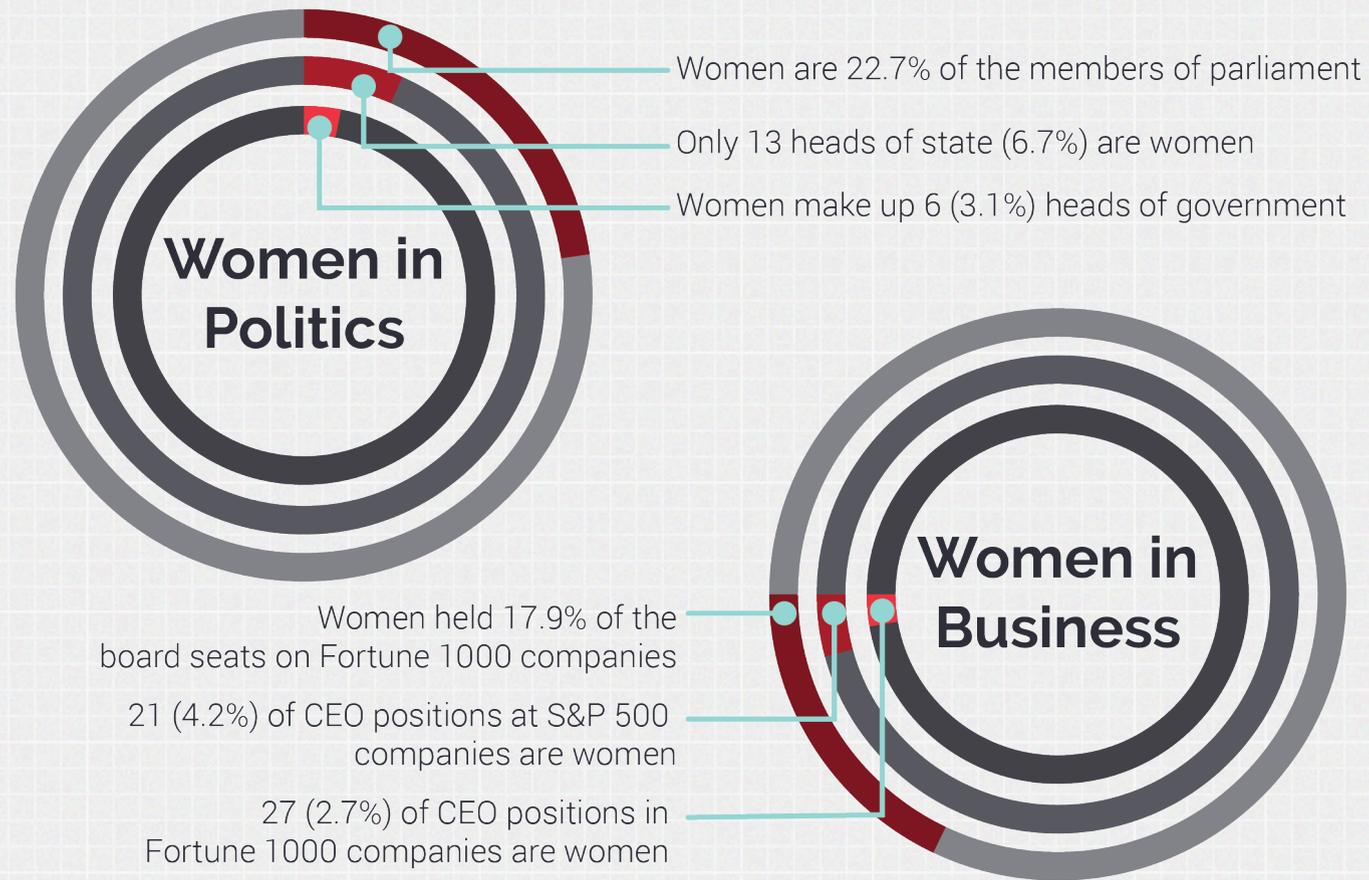
*Investing in women leading the change*



## Challenges women face to becoming leaders:

- Cultural barriers
- Lack of support networks
- Unequal access to education, particularly higher education

Investment in women is a smart decision, with huge returns and the promise of multiplier effects within developing communities. More than that, logic and an intrinsic belief in equality and fairness tell us that it is the right thing to do. Important breakthroughs may be achieved in medicine, economics, and peacebuilding by unlocking the talent of more women and their ability to lead progress.



Statistics as of December 2015

**1** Lack of representation is foundational to other problems, like women's health, child marriage and human trafficking.



## About Wedu

Wedu unlocks the leadership potential of women and girls from underprivileged communities. We started in Asia, and we envision replicating this model across the globe.



We provide leadership training, lifelong mentorship and access to innovative financing options so young women can complete higher education and become changemakers in their countries.

### We call these women Rising Stars.

Rising Stars come from an underprivileged community in Asia, often growing up with less than 1USD per day; they are university students or young professionals with dreams of changing the world.

Utilizing our experience and network of Talent Spotters across Asia, we seek out young women who can be truly transformational.

We are inspired by these young women and the potential they have to create a better world. By providing them with the tools they need to turn their visions into reality, Wedu contributes to long-term sustainable growth and development throughout entire communities and countries.

**2**

Rashida Hussein, Myanmar

“My mentor showed me to become an active listener and that inspired me to become a better listener myself.”



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## The Wedu Difference

Many organizations recognize the incredible potential of investing in women, and particularly the power of young women to change their communities. But Wedu is different for three very important reasons:

- 1.** We focus on growing the ranks of top leadership positions with strong women, not just enhancing basic employment opportunities or entrepreneurship.
- 2.** We are technology enabled with a business-like approach, combining financial sustainability and social impact goals that will this means more efficient use of capital and more impact per dollar invested
- 3.** Our innovative programming and tools like Lifelong Mentorship and the Future Income Sharing Agreement (FISA), explained in greater detail later, have the power to revolutionize education worldwide.



Mi Raing Chai, Myanmar

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## Rising Star Development

92%

of Rising Stars report increased creative thinking and problem solving.

95%

have increased self-awareness and sense of pride in being a Rising Star.

87%

described improved communication skills.

84%

are more willing to take risks for what they believe in.

## Mentor Growth

90%

report improved listening and communication skills.

83%

feel inspired by their Rising Stars, improving their capacity for creative thinking and innovation.

86%

described improved coaching skills.

100%

access to a global network of like-minded professionals across diverse industries.

## Campaign to Ignite 1,000 Stars

We made a public commitment in 2015 to grow our programming and impact.

For 2018, our goal is to have:

- 1,000 emerging female leaders in mentorship and education programs.
- 50,000+ hours of mentorship provided to Rising Stars.
- Established the first Future Income Sharing Agreement (FISA) fund to open new higher education financing opportunities for young women.

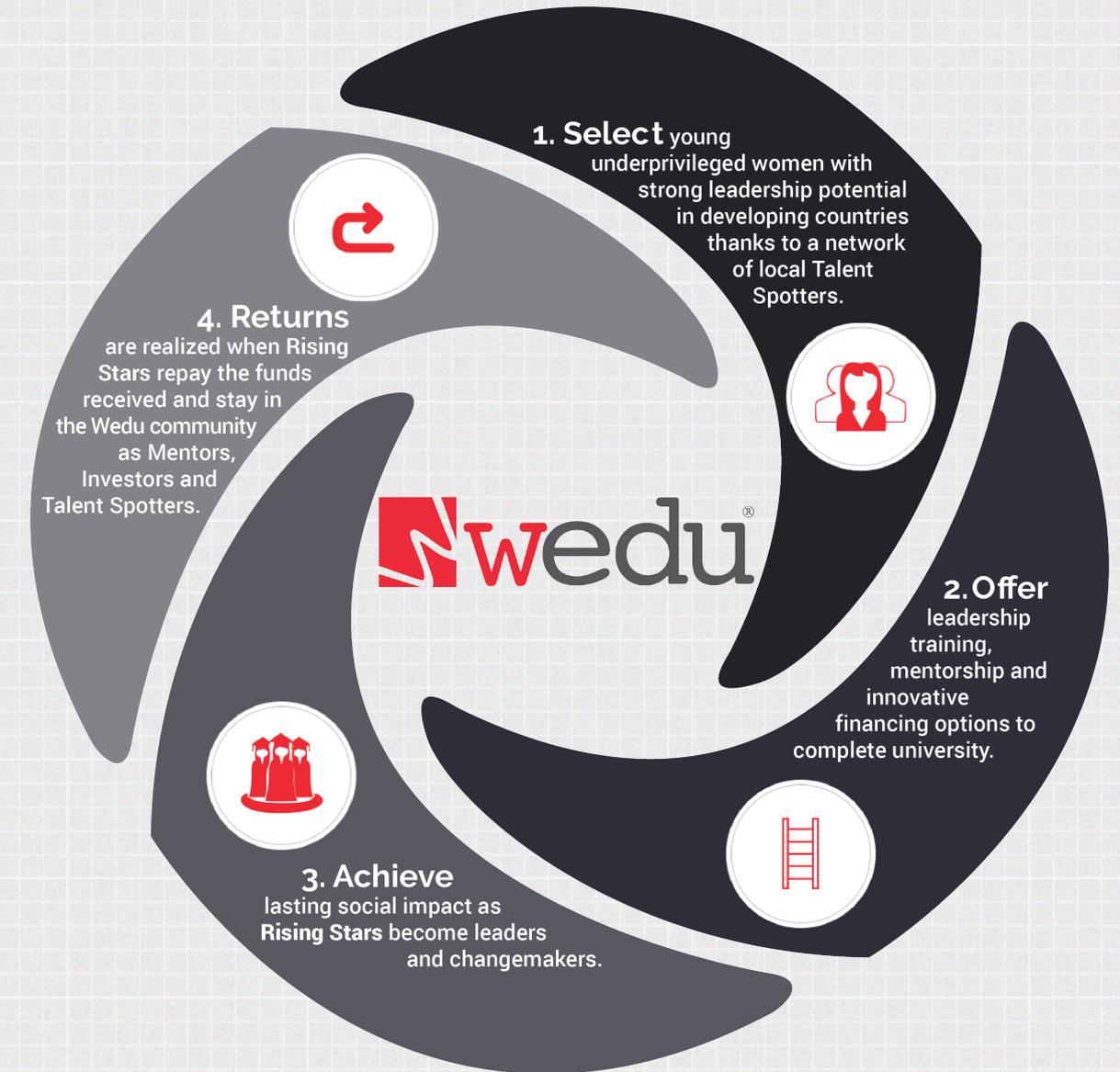
To help us achieve this goal, we launched our campaign to **Ignite 1,000 Stars**.

Sarah Tamang, Nepal

“I want to help women know about their rights and to become legally strong, so that they won't be misguided or be manipulated.”



## Wedu's Process



In addition, Wedu has developed revenue streams that will enable the organization to be self-sustaining by 2020. This means our need for donor support will disappear in the next few years while our impact will continue to increase -- an innovative approach to philanthropic investment for lasting social change.



## Leadership Development Program

Wedu's Leadership Development Program is built on the philosophy of learning by teaching. It is the first of its kind where Rising Stars and Mentors can develop skills for leadership excellence while also contributing to a global development mission.

We see Leadership Development as where *talent development meets social impact*, benefiting both our inspiring Rising Stars and dedicated mentors.

Rising Stars receive training and mentorship as they prepare to achieve their social impact mission. Mentors develop their talent and leadership skills through training and mentoring Rising Stars.

Suzana Salim, Bangladesh

“ I see myself as the voice of women in Bangladesh who will, in the future, lead them to being empowered. ”





**Nang Htang Lahpai**, Myanmar

Nang received \$2,000 from Wedu and thanks to her degree and her leadership skills, she is becoming a prominent education expert in Myanmar. She works for a consultancy firm hired by the Ministry of Education and with her mentor she will grow faster, get promoted and increase her income, while building a meaningful relationship with the Wedu community.

Over the next 5 years Nang has the capacity to return to Wedu 7% of her monthly net income, so that together we can fund the next generation of Rising Stars.

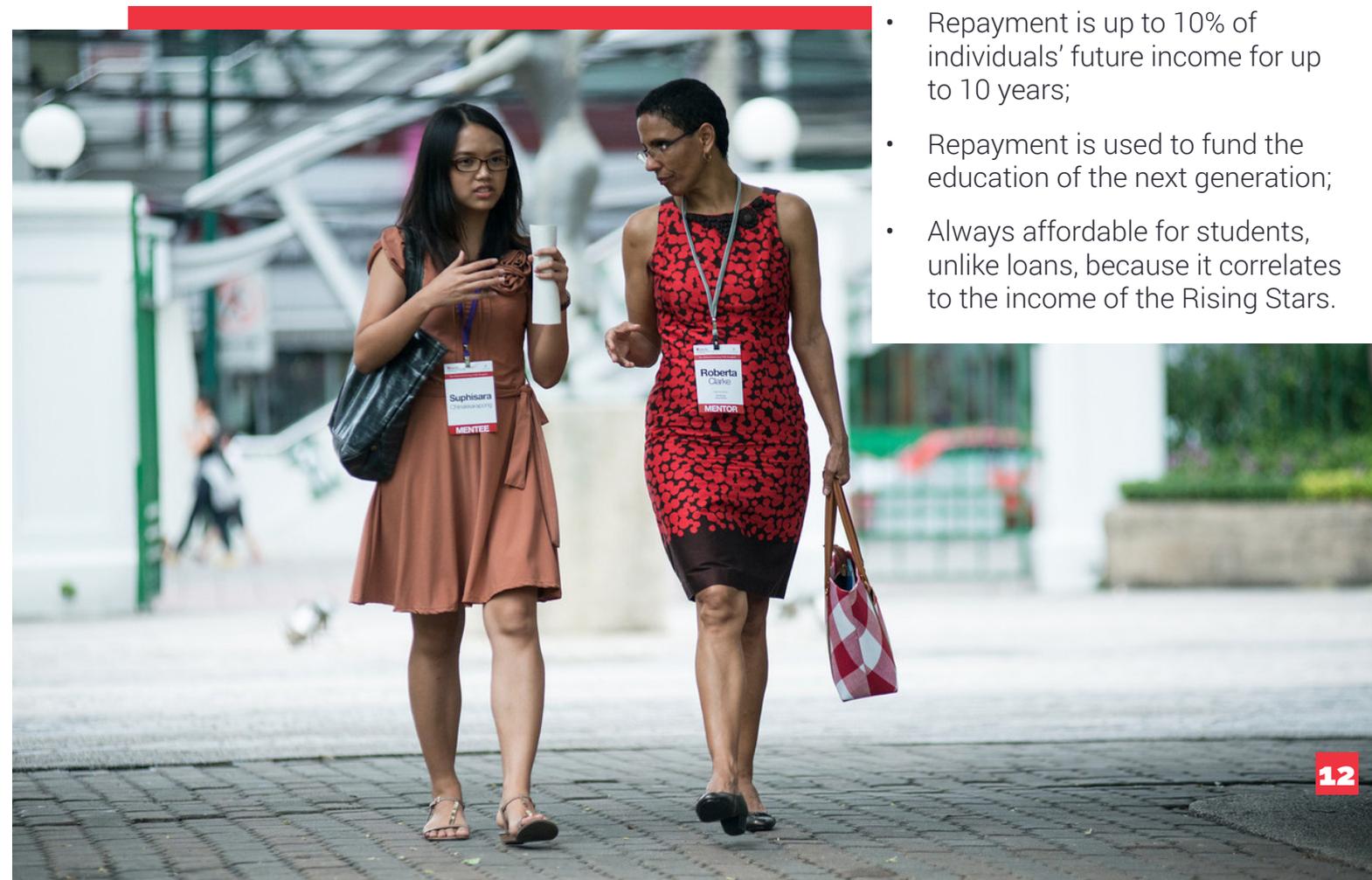
## Ground-Breaking FISA

In addition, we are proud to offer the Future Income Sharing Agreement (FISA) fund, which leads to long-term financial sustainability and multiplies impact per dollar invested. FISA gives our supporters the chance to double their investment in Wedu, and achieve greater impact in the long term.

It will be the first fund of its kind in Asia.

### FISA:

- Funds individuals for university education;
- Repayment is up to 10% of individuals' future income for up to 10 years;
- Repayment is used to fund the education of the next generation;
- Always affordable for students, unlike loans, because it correlates to the income of the Rising Stars.



# Campaign Core Fields

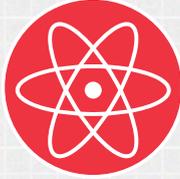
Wedu is gathering a Campaign Committee to champion **Ignite 1,000 Stars**, to be led by a campaign chair or co-chairs.

To highlight the incredible growth in leadership development for our Rising Stars, we have also identified six Campaign Core Fields around which we will organize our committee membership. These specializations reflect the primary areas of action among the young women supported through Wedu programming. This does not mean our focus is limited – indeed, we welcome and support mentorship and leadership opportunities across all sectors to enable the greatest impact in our programming for young women’s leadership potential.

It is with pride that we showcase the breadth and depth of our Rising Stars’ contributions as emerging female leaders in their fields:



Governance, Peace & Human Rights



STEM, Energy & Environment



Education & Youth Empowerment



Entrepreneurship & Economic Development



Healthcare & Public Health



Media, Journalism, Sports & Fashion



# I am Phearong

Phearong is one of Wedu's first Rising Stars - an incredible 22-year-old woman from the Kampong Cham province in Cambodia. She comes from a rural village and is the youngest of five children and first to attend university.

From a very early age, she experience how women are withdrawn from school, often married and with a lack of education, excluded from the job market. Wedu supported her financially to pursue a degree in International Relations and Economics at the Royal University of Law and Economics in Phnom Penh, Cambodia.

She has a very special relationship with her Wedu mentor, Marica, from Canada: "I am really excited with how my mentor encourages me and always says yes to me that I can do it. This is why I always keep going." She aspires to become a visionary NGO leader and an acclaimed professor in order to instill gender equality and growth in her community and country.

Phearong is one of Wedu's first participants of the Future Income Sharing Agreements (FISAs). She did not hesitate to sign on as she say "I want do as much as possible to give [the] opportunity to other girls to study, thank you Wedu family for having me with you." Phearong is already a leader; she was chosen as a Young Women's Representative for UN Women, and in this role she was asked to provide a speech that addressed violence against women.

She also founded a student run organization called Joint-of-Youth (JOY) where she and her university peers travel to rural schools in the Takeo province to teach math, English and leadership skills to children in rural schools on weekends; and has a long history as member of Khmer Youth Association advocating for leadership opportunities in Cambodia.



“  
The greatest leadership lesson I learned from my mentor is to confront my fears and that I should not be intimidated by difficult situations and responsibilities.  
”

# Get Involved

By engaging people to give, mentor and spread the word about Wedu, together we invest in young women leading the change and unlocking their leadership potential. We invite you to join us in this essential movement to empower ambitious, dedicated young women to become the leaders of tomorrow.

In the communities in which we work, each dollar invested goes a long way. In fact, averaged across all of the countries with a Wedu presence, one year of leadership development for Rising Star is approximately \$2,500. With an increase to \$5,000, this includes a University scholarship – showing you just how easy it is to have a life-changing impact on a young woman!



**Believer**  
\$1,500 – \$4,999

- Quarterly Wedu supporter newsletter.
- Invitations to Wedu networking events.
- Your name featured on our website Wall of Honor and publications.

**Partner**  
\$5,000 – \$9,999

*All previous benefits, plus:*

- Invitations to special webinars featuring our Rising Stars and Mentors.
- Personal phone calls from a Rising Star to learn about her story and experiences.

**Leader**  
\$10,000 – \$24,999

*All previous benefits, plus:*

- Invitations to exclusive private dinners featuring Wedu speakers and VIP guests.
- Special month-long supporter spotlight feature on Wedu website and social media platforms.

**Changemaker**  
\$25,000 – \$49,999

*All previous benefits, plus:*

- Exclusive access to our Bangkok Mentoring Walk featuring Rising Stars and Mentors.
- Personalized letters from a Rising Star, as well as the opportunity to meet with a Rising Star one-on-one.
- Invitation to join our campaign committee of champions and be engaged in special innovation projects.

**Innovator**  
\$50,000 – \$149,999

*All previous benefits, plus:*

- Complimentary organization of a private tour of a Rising Star's home village.
- Naming rights of a Rising Star scholarship, valid for 3 years.
- Invitation to chair our campaign committee of champions and opportunity to participate in the design of special projects.

**Visionary**  
\$150,000+

*All previous benefits, plus:*

- Naming rights of a Rising Star scholarship, valid for 25 years.
- Invitation to participate in the design and implementation of high level strategic projects.



## CONTACT

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