

SUSTAINABLE EMPOWERMENT TO TRANSFORM WOMEN OF THE MOUNTAINS*

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*Dedicated to the mountain women I've been privileged to work with & learn from since 1986

TODAY'S TAKEAWAYS

Women of the mountains are strong

They need more capacity building

Show how NGOs can offer tools of empowerment

Review of successful cases

Gain a vision of your future impacts & possibilities

A Call to Action!

THE ECONOMIST...

- ✘ April 15, 2006...
- ✘ On the world's future....
- ✘ Forget China, India & the Internet...
- ✘ Economic Growth Is Driven by Women!

CASES OF WOMEN'S EMPOWERMENT THROUGH EFFECTIVE NGO STRATEGIES

- ✘ Guatemalan mountain women
- ✘ Haitian rural women post-2010 earthquake
- ✘ Mali village women during 25 years
- ✘ Peruvian women of the Andes
- ✘ Rwanda's women & their post-genocide recovery

SOCIAL ENTREPRENEURSHIP METHODOLOGIES FOR WOMEN'S EMPOWERMENT

- × Microfinance
- × Microfranchise
- × Self Help Lending Groups
- × Literacy
- × Square Foot/Small Scale Gardening
- × Women's Leadership Training
- × Producer Cooperatives
- × New Technologies
- × Healthcare Innovations

GUATEMALA

- ✘ Indigenous women in the Guatemalan highlands struggle from the effects of decades-long civil wars & natural disasters
- ✘ Now they are benefiting from women-centered microfinance (HELP Int'l, FINCA, Mentores Empresariales)
- ✘ Pro-women NGOs launched from Utah change agents

HELP Int'l training of poor women in rural Guatemala

- ❑ Women's Empowerment Training
- ❑ Microcredit
- ❑ Sq. Foot Gardening
- ❑ Literacy
- ❑ Other Activities...
 - Solar Ovens, Self-Sufficiency Projects
 - Worker-Owned Cooperatives



DEVELOPING GUATEMALAN WOMEN'S LITERACY IS YIELDS AN AMAZING SENSE OF ACCOMPLISHMENT



SQUARE FOOT GARDENING METHODS IN CHIMALTENANGO



2010 HAITI: 7.0 EARTHQUAKE...300,000 DEATHS...A MILLION HOMELESS...NATION DESTROYED



SUSTAIN HAITI ESTABLISHED

- ✘ Up in the mountains of Haiti, we have been laboring since the 2010 devastating earthquake for the past 5 years
- ✘ Sustain Haiti was formed by my BYU students in response to the quake that killed 300,000
- ✘ We've carried out various women's support strategies:
 - ✘ Rebuilt houses & orphanages
 - ✘ Carried out various microlending communal banks
 - ✘ Held annual business plan competitions & funded start-ups

SUSTAIN HAITI 2010-15



MORE SUSTAIN HAITI WOMEN'S PROGRAMS

- ✘ Training women to counter domestic abuse
- ✘ Establishing clean water systems for families
- ✘ Teaching women's health & hygiene
- ✘ Launched dozens of ESL courses for thousands of young women to get jobs
- ✘ Reforestation projects were recognized by the Clinton Global Initiative (CGI) 2013

MALI

- ✘ Since 1985 we have established various women-owned livelihood projects
- ✘ cooperatives where resources are pooled & jobs are created with profits shared equally
- ✘ Women in the mountains of Mali also now enjoy membership in thousands of new Self-Help Groups (SHGs) where village women pool their financial resources to give larger amounts to budding female microentrepreneurs
- ✘ Women health providers in each village
- ✘ 26 schools built for kids
- ✘ Over 34 village wells & women's gardens established
- ✘ Major players from Utah: Ouelessebougou Alliance, Mali Rising, Empower Mali Foundation

Ouelessebou - Utah Alliance

The alliance works cooperatively with villagers in Ouelessebou and surrounding regions of Mali

Founded in 1985 by a group of business & community leaders concerned about the devastating drought in North Africa during the 1980s, the Alliance was structured to give Utahns the opportunity to serve a specific African community, knowing that their assistance was going directly to those in need

25 years = 25 villages



PERU

- ✘ Pro-poor microcredit among women high in the villages & shanty towns of the Andes
- ✘ For some 22 years, we have facilitated economic development among impoverished women using traditional microcredit loans for female microentrepreneurs through our organizations there
- ✘ Andean Children's Fund, Chasqui Humanitarian, Eagle Condor, HELP International, & Crecer (Mentors International)

EAGLE CONDOR WOMEN'S SERVICES PROVIDED

- ✘ Holistic program for clients:
 - + Health exam
 - + Psychological testing
 - + Ongoing health care
 - + Village construction of schools
 - + Continual business training
 - + One-on-one business consulting
 - + Monthly clinics-- meet & share ideas with other entrepreneurial clients



HELP INT'L REBUILDING HOUSES AFTER PERU'S 8.4 EARTHQUAKE IN 2001



PERUVIAN WOMEN'S ENTREPRENEURIAL WORKSHOPS





Eagle Condor Peru Trainings -

- × Workshop 1a: Business idea generation & evaluation (9 hours)
- × Workshop 1b: Strategies to help a micro-business grow (6 hours)
- × Workshop 2: How to design a business plan (9 hours)
- × Consulting: Work with participants to elaborate viable business plans (One day a week during 5 weeks)
- × Workshop 3 : How to obtain funding to implement a business plan (6 hours)
- × Workshop 4 : Small business ongoing management (32 hours)
- × Workshop 5 : New & existent small businesses startup & launch (15 hours)

RWANDA

- ✘ Next up, I'm launching a microfinance NGO for Rwanda widows high in African rainforest
- ✘ 1994's mass killings of a million Tutsi people
- ✘ 76,000 female survivors suffer from long-term effects of the genocide
- ✘ A women's association was formed to address social problems of 2 decades
- ✘ Now a new microfinance strategy will be rolled out to empower these women so they can have income sources as they move into old age in the coming years

YOU CAN GET INVOLVED!

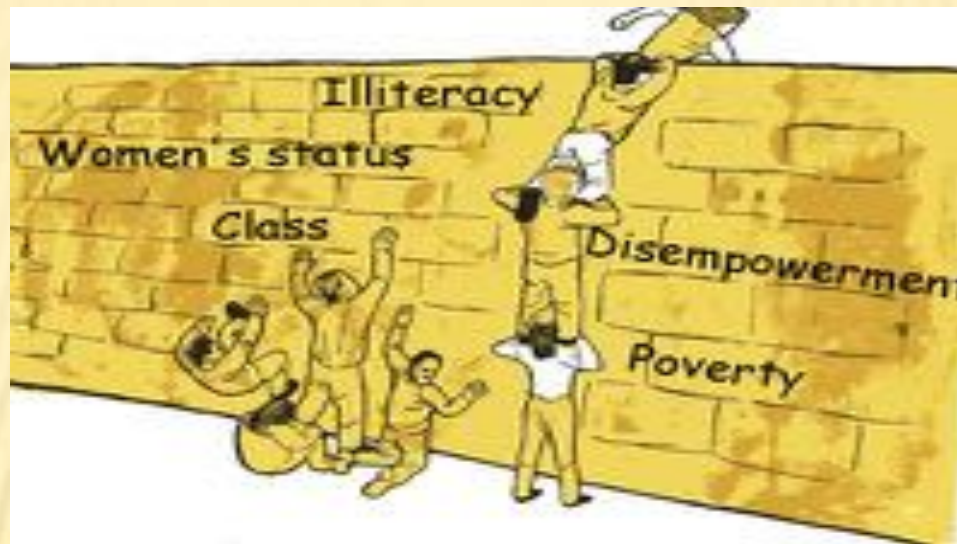
- ✘ Study & learn the needs of mountain women
- ✘ Donate to effective NGOs
- ✘ Volunteer in U.S. NGO offices
- ✘ Join a humanitarian service project abroad
- ✘ Seek an NGO job for several years of experience
- ✘ Make empowering women a career

BECOME AN EMPOWERMENT PRACTITIONER

Operating as consultants/change-agents around the globe helping marginalized people, especially Third World women, to learn new skills, become empowered, and move toward self-reliance.

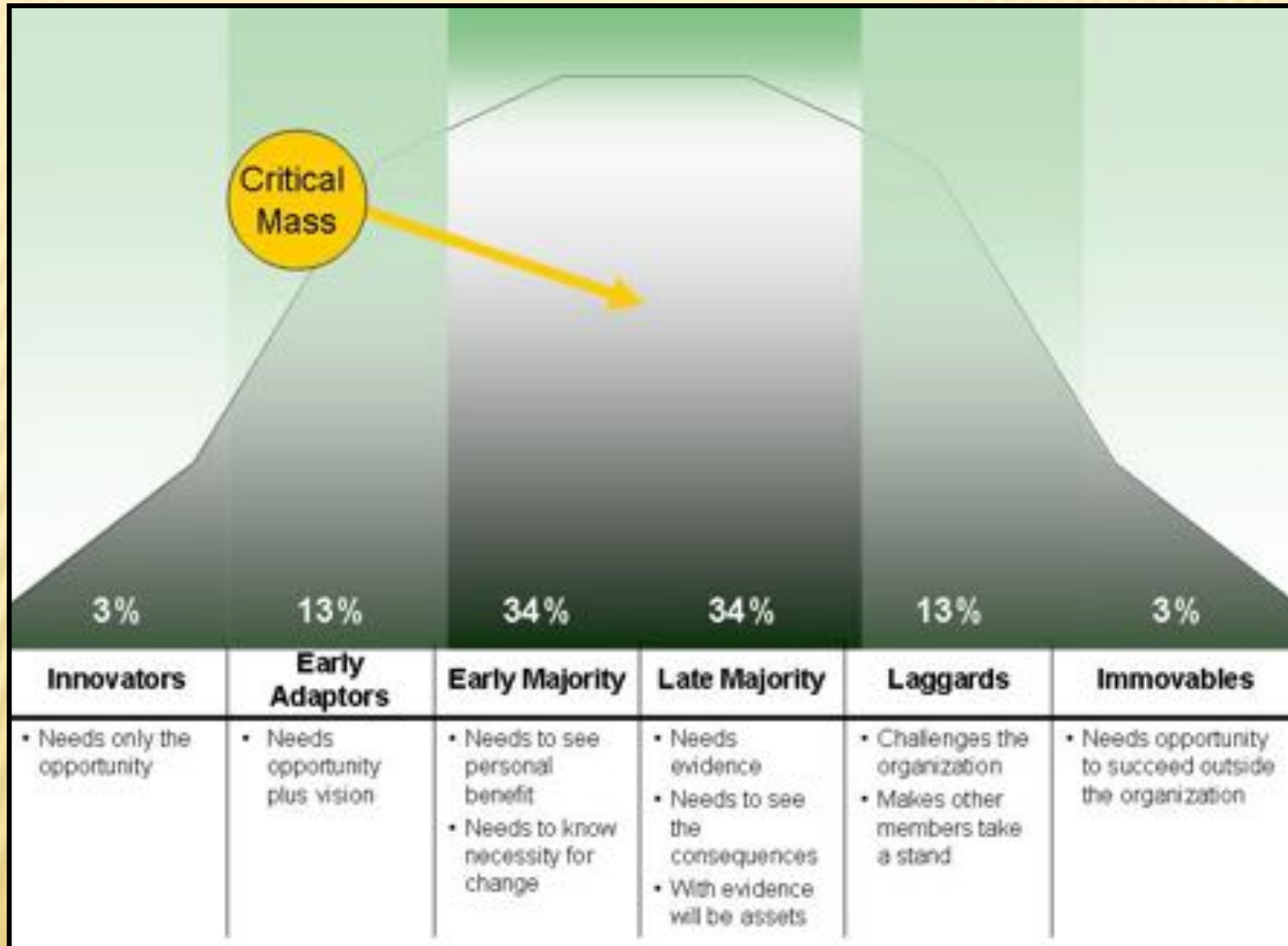
Many are trained to assist the poorest of the poor in their quest toward a higher quality of life.

CONSIDER BEING A POSITIVE DEVIANT



Positive Deviants show that it's possible to find successful solutions for empowering women today before all the underlying causes are addressed

Change Adaptation Curve: Become an Innovator



HENRY DAVID THOREAU:

“There is no more fatal blunderer than he who consumes the greater part of his life getting his living.”

Define your criteria for success.
Remember Mother Teresa's
definition: "Success is...."



GROWTH OF VOLUNTEERISM TODAY

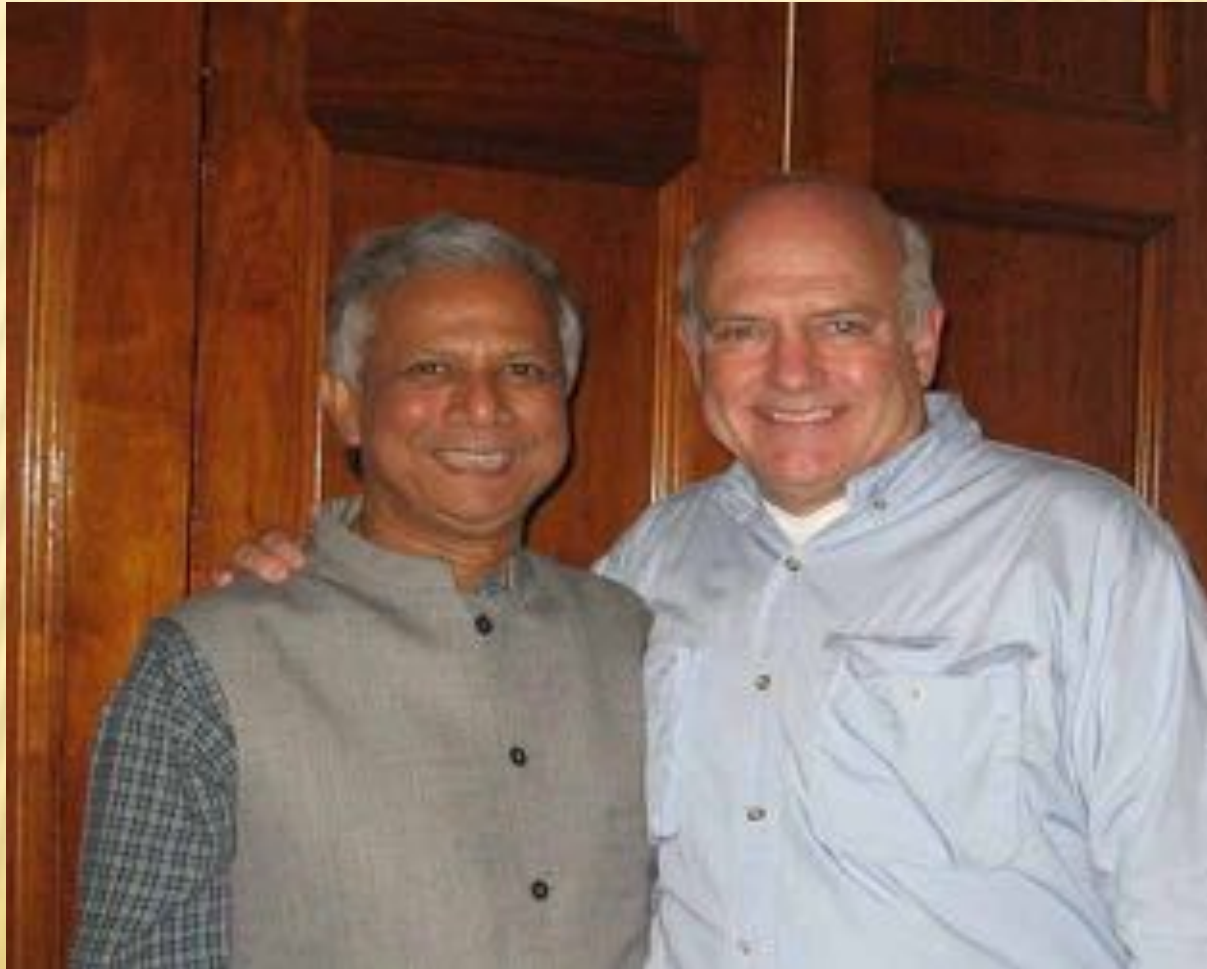
- ✘ \$300 billion from Americans donated to charity
- ✘ 20.4 percent of U.S. volunteered in 1989
- ✘ 26.8 percent more recently (63 million people)
- ✘ Utah ranked #1 in U.S. rate: 43.5 percent More than 837,000 Utah volunteers serve approximately 144 million total hrs. annually
- ✘ Annual survey of 75 mid-sized cities, Provo led the nation with a 62.9 percent volunteer rate
- ✘ Utah is becoming a social incubator

“Make it your quest to find & fulfill your informal calling in life.”

-Warner Woodworth



**WORK WITH A MENTOR/PARTNER
MUHAMMAD YUNUS, NOBEL PEACE LAUREATE & MYSELF**



INNOVATE

Our actions necessitate that we break from tradition & do something new. The following two quotations make it clear:

- ✘ *“There are two parties, the establishment and the movement.”*

-Ralph Waldo Emerson (1850s)

- ✘ *“Don’t just do things differently, do different things.”*

-Warner Woodworth (1980s)

MAHATMA GANDHI TO HIS GRANDSON, ARUN:

The things that will destroy us are:

- politics without principle;
- pleasure without conscience;
- wealth without work;
- knowledge without character;
- business without morality;
- science without humanity;
- worship without sacrifice.

FUTURE ACTION RESEARCH NEEDED ON SCALING UP EFFORTS FOR EMPOWERING MOUNTAIN WOMEN

- ✘ Questions:
 - ✘ How to do even better by doing more?
 - ✘ How to build & research the next stage?
 - ✘ Can business models serve such a purpose?
 - ✘ Can we design an acceleration strategy to dramatically expand NGO resources in aiding female have-nots?
- ✘ Needs:
 - Reduce gap between existing capital & demands of the poor
 - Build an expansive acceleration strategy for reaching hundreds of millions of impoverished families (Think big!)
 - Create workable models
 - Design better implementation methods
 - Achieve replicability across nations
 - Ensure longterm sustainability

WE NEED TO SCALE-UP OUR WORK, BUT SCALING REQUIRES SPEED



Speed Capability:

What? Increase
speed of change

How? Reduce
bureaucracy;
improve decision
making; create a
sense of urgency

5 R'S OF SCALING-UP

- ✘ Readiness for innovation to spread
- ✘ Receptivity by the target community
- ✘ Resources required to scale-up
- ✘ Risks that it will not turn out well
- ✘ Returns expected – quality & quantity

G. Dees et al., “Scaling Social Impact,” *Stanford Social Innovation Review*, Spring 2004.

NGOS REQUIRE A COMMON VISION



WARNERISMS

- We can each find good pro-women NGOs to support
- Give of yourself through social tithing

NEVER FORGET THE WORDS OF MARGARET MEAD, THE GREAT SOCIAL ENTREPRENEUR

"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."



THANK YOU!

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