



## Harnessing the Powerful Tools of Microfinance and Education

Microfinance and education are recognized as the most effective tools for the alleviation of poverty and the advancement of women worldwide. Serving as a fundraising platform to promote education and microfinance, WoWWEB.org will enable donors and lenders to support home-grown development initiatives across the globe, in both the northern and southern hemispheres.

Individuals interested in making donations and/or small loans will be able to choose from a portfolio of microfinance institutions and NGOs around the world, each dedicated to promoting the welfare and empowerment of women.

The platform's diverse range of programmes will focus on: education, microfinance, entrepreneurialism, women's human rights, women's health and the environment.

## Mentoring, Networking and Other Non-Monetary Ways to Give and Share

WoWWEB.org's social networking dimension offers valuable non-monetary forms of giving and exchange, including mentoring and knowledge-sharing. The platform will link WoWWeb members to create an online community rich in shared information and resources.

## Raising Awareness and Creative Contributions

Online articles, interviews and films will illuminate women's issues and the condition of women and their families around the world. Contributors will include: experts on women's issues, writers, journalists, academics, artists, health professionals, film-makers, MFI and NGO professionals, mentors, and, of course, the admirable women who are transforming their lives and their communities through education and microfinance.

## Social Business: An Alternative View of Value Creation

The Women's Worldwide Web is based on the "social business" model advocated by Nobel Peace Prize winner Professor Muhammad Yunus of Grameen Bank. The platform builds on Professor Yunus's alternative view of "value creation", aiming to link social enhancement and economic gain. Social business can have a critical impact as we innovatively address today's economic, financial, environmental and social crises.

Please be in touch if you would like to know more about our work at the Women's Worldwide Web. We would be glad to explore the mutually rewarding ways in which WoWWEB can collaborate with you and your organization.

Yours sincerely,

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Give  
Connect  
Lend  
Inspire

The Women's Worldwide Web is a not-for-profit online arena dedicated to connecting and empowering women around the world through education, microfinance, mentoring and networking.



WoWWEB.org brings together individuals who aspire to a more peaceful, fair and sharing world — a world in which women, men and children everywhere are able to live dignified lives, free from the harms of poverty and the violation of human rights.

"Perhaps to some, the idea of social business sounds purely fanciful, a fantasy of a world that can never be. But why? Who has given the ultimate verdict that people are motivated only by money — that the desire to do great things for the world can't be just as powerful a driving force in human behavior?"

- Muhammad YUNUS  
Founder of Grameen Bank  
Nobel Peace Prize winner  
*Creating a World without Poverty: Social Business and the Future of Capitalism*