



Dear Friends,

We are launching a Women's Fund and we would love to invite you to join as a Founding Member.

While the pandemic has hit everyone hard it has hit women in developing countries the hardest.

Women are 50% of the population, but comprise the majority of the extreme poor.

From collecting firewood and fetching water, to accessing healthcare, women are forced to hope for the best, while being given the least. And it's only grown more challenging. In 2020, 1 in 20 women globally lost their job.

It's time we reimagine who and how we lift people out of poverty. It starts by giving women leaders who run transformative organizations in Africa the tools, funding and mentorship to end extreme poverty for good. Because when women are allowed to lead, everyone wins.

Our goal is to mobilize hundreds of individuals, foundations and companies to come together and channel \$100 million dollars by 2030 to women-led nonprofits working to uplift women and children in developing countries. With this level of support, we anticipate our collective impact will create over 80,000 new jobs for people currently living in poverty. These new jobs are estimated to provide lifesaving, essential services to 30 million people in Africa.

For over a decade, The Adventure Project has been working to amplify local organizations focused on creating jobs that lift people out of poverty while serving local communities with lifesaving services like clean water and healthcare. We have watched as women leaders create phenomenal impact, but still struggle to get the same level of funding as their male peers. So, we're launching the Women's Fund to change this. As a female-founded organization ourselves, we understand the unique challenges women leaders face and we have the track-record and expertise to make this fund a historic opportunity to push humanity forward.

Rony Vardi, the founder of Catbird, has joined as the first Lead Partner, committing \$500,000 through 2030 on behalf of the Catbird Giving Fund. The Catbird Giving Fund's support will be focused on providing vital healthcare to pregnant mothers and babies in the Kéran district in northern Togo. Currently, only 9% of the total population in the Kéran district has access to basic health care, making it one of the regions with the highest maternal and child mortality rates in the world. By training and employing female health workers, Catbird's support is estimated to give 100,000 women and children access to vital health care for the first time.

Together, our goal is to recruit organizations and women-focused leaders, like us, who are committed to equality and taking action.

We would love for you to consider being one of them.

Through the Fund you can channel your giving to a cause you care about, engage with fellow members, receive quarterly updates on your impact, and, if you have time, travel to the field to share your insights and knowledge with the female founders in the portfolio. 100% of your donation will be tax-deductible and can be made personally or through your foundation or company.

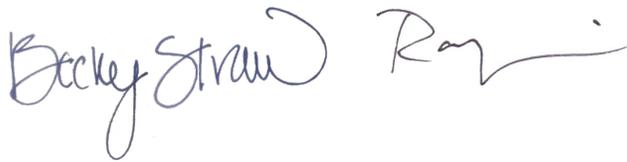
By joining, you will have a direct role in accelerating opportunities for women leaders in developing countries to change the world. This is your opportunity to “reach back” and pull other women forward.

We believe we can end extreme poverty faster and more efficiently if women leaders have access to the same resources and investments as men. Join us in helping to prove our theory is right.

To join us, please visit TheAdventureProject.org/Womens-Fund or email beckystraw@theadventureproject.org.

If there ever was a moment in history to do more, it's now.

Gratefully,



Becky Straw
CEO and Co-Founder
The Adventure Project

Rony Vardi
Founder
Catbird

