



FAWCO Target Program:

*Human Rights for Women*  
**Target Awareness Presentation**

Regional Meetings 2013



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## What is FAWCO's Target Program?

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Addresses one of FAWCO's four areas of focus:

Education, Environment, Health, Human Rights



This Target Program issue is: **HUMAN RIGHTS FOR WOMEN**



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# Target Program

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## Four components:

**Issue awareness and education**

**Project selection**

**Fundraising to support the project**

**Project monitoring and evaluation**



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## Why do we have a Target Program?

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- Demonstrates the power of FAWCO Clubs working together toward a common goal.
- Increases knowledge and awareness of global issues affecting women.
- Provides an opportunity for local Clubs to make a global difference.

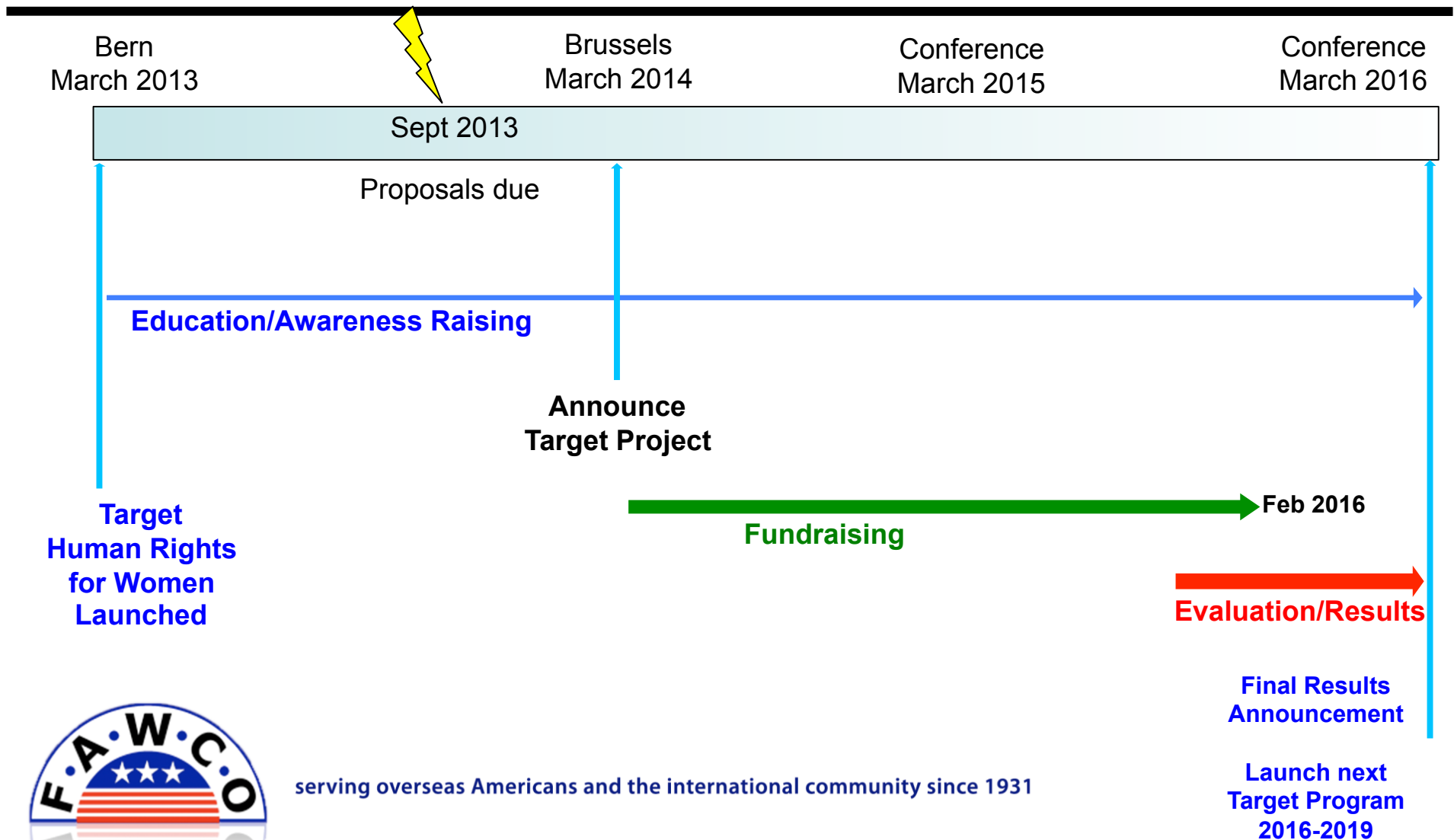
**Our last Target Program (Environment: Water) raised over \$165,000 for Wells for Clean Water in Cambodia and other water projects.**



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# Target Program Timeline



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# Target Awareness Program Introduction

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***“... Human rights are women’s rights and  
women’s rights are human rights -- once and for all.”***

Hilary Clinton, Beijing, 1995

FAWCO Resolution #1: To improve the lives of women and girls worldwide, especially in the areas of human rights, health, education and environment.

UN Millennium Development Goal:  
Promote gender equality and empower women



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## Human Rights for Women - Overview

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***The over-arching goal is the achievement of equality between women and men -- the end of all forms of discrimination against women and girls.***

**Political Empowerment:** increasing political participation and leadership

**Economic Empowerment:** improving economic opportunities

**Peace and Security:** protecting women in conflict environments

**Ending Violence against Women:** envisioning a future free from violence



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## Political Empowerment

Women have a limited say in political decision-making.

Quotas and other measures support women's participation.

Skill development can help women realize their potential.



Source: The Guardian, Sierra Leone



Source: UNDP Thailand



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## Economic Empowerment

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Enhancing women's economic options boosts national economies.

Eliminating or reducing barriers to economic opportunities, such as access to land, credit and employment.

Macroeconomic policies can positively influence gender equality.



Source: [www.ebrd.com](http://www.ebrd.com)



Source: [www.saynotoviolence.org](http://www.saynotoviolence.org) – Zimbabwe



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## Peace and Security

Women and girls suffer as victims of violence and rape in conflict situations.

Women can make important contributions to peace- and community-building efforts.



Source: DIPNote, Melanne Vermeer, Photocredit:AP



Source: Christine Slocum, The Next Generation



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## Eliminating Violence against Women

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A fundamental violation of women's rights, widespread around the world.

Includes rape, domestic violence, forced marriage, FGM, dowry murder, "honor killing," sex trafficking.

Need stronger laws to protect women, improved law enforcement, and services for protection and prevention of VAW.



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## Target Program Next Steps

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### GET INVOLVED! MAKE A DIFFERENCE!

**VOTE** for the Target Project, announced at Brussels Conference, March 2014.

**SHARE** Target Education and Awareness Information:

- Download this presentation and share with your members
- Subscribe to Target Bulletin and encourage members to subscribe

**FUNDRAISE** Target Fundraising Chair will develop Target Fundraising Toolkit.



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## Target Project Timeline

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Sept. 30 - Proposals due to [target@fawco.org](mailto:target@fawco.org)

Nov. 15 - Short list of projects announced

Feb. 15 - Deadline for clubs to vote

March 2014 Conference - Winning Target Project announced!

- FAWCO Foundation kicks off Target fundraising.
- FAWCO Reps plan fundraising campaigns with Target Chair and Target Fundraising Coordinator.



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