



serving overseas Americans and
the international community since 1931



Target Program

Changing the flow...



IN A TIMELY FASHION

women
tradition
innovation

MARCH 6-10
BERN, SWITZERLAND

Anne van Oorschot
Target Program chair

Lighting the Way



XXXVIII FAWCO Conference

Lyon



Vision for the Future

- Review
- Recommend
- Improve

Saving Lives – FAWCO's Malaria Initiative



Paula Daeppen
AWC Zürich



Target Program



- Critical global issue
- Education & project fundraising
- UN Millennium Development Goals



[Click here for further Conference Presentations](#)

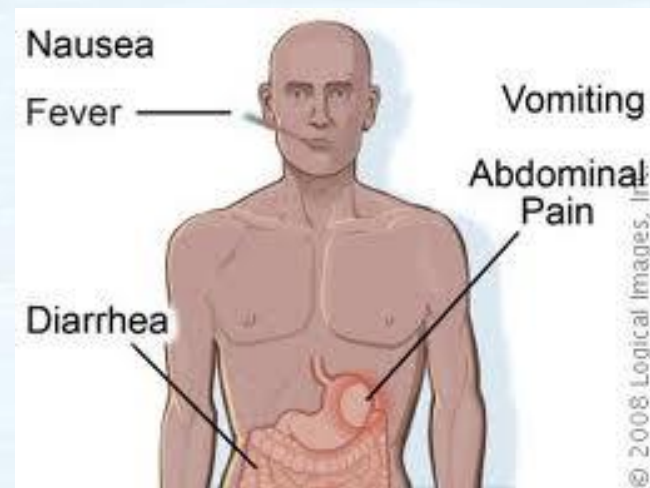
Step #1: Selection of Global Issue

- Empowering Women Through Education
- Maternal Health
- Water

**1 billion lack access...
... 1 in 8 people**



3.6 million deaths each year... Half the people in developing countries



Every 20 seconds...a child dies



Women & girls = millions of hours



**443 million school days
are lost annually**



Wells for Clean Water (Cambodia)



Working side by
side with the
people of
Cambodia





Target Program Evaluation Task Force

- 💧 Monica Jubayli
- 💧 Pam Perraud
- 💧 Sara von Moos
- 💧 Karen Lewis
- 💧 Elsie Bosie
- 💧 Tricia Saur
- 💧 Anne van Oorschot



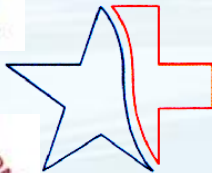
- ✓ Relevance of the issue
- ✓ Inspirational Project



- ✓ Large sum of \$ raised
- ✓ Making a huge difference



✓ Working together on UN goal



- ✓ Variety of fundraising ideas
- ✓ Cruise for Cambodia



Helping
Handbags



for The FAWCO Foundation



144 Envelopes
Fun-Raiser



'WELL'
deserved
Desserts



✓Target Chair motivating and helpful



Target Water Bulletin
November 2012



Target Problems??



- ✓ Streamline the process
- ✓ Simplify the application form



✓ Establish *Women* as central Target Focus



- ✓ Secure Corporate sponsors for Target
- ✓ Target fundraising at Conference



✓ Deliniate roles more clearly

VP
Fundraising

Target
Chair

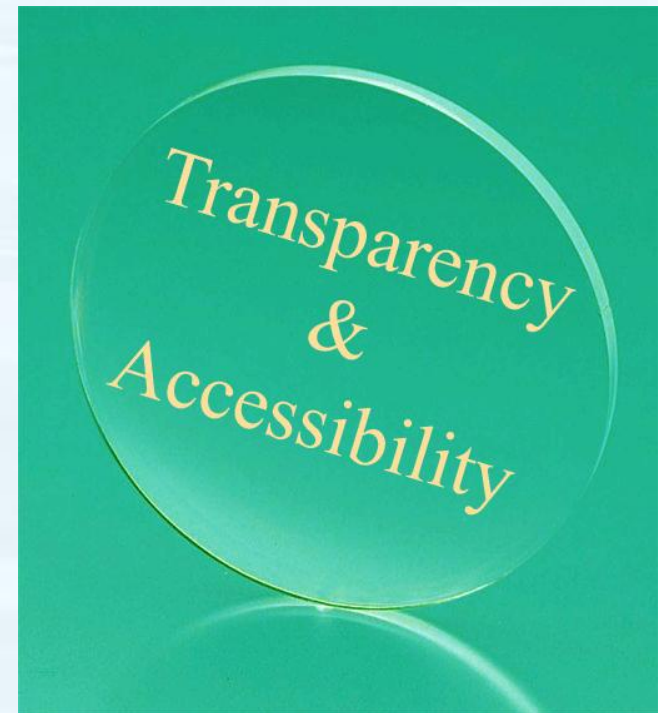
Regional
Coordinators



FAWCO
clubs



- ✓ Improve transparency and communication in selection process





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= Recommendations!

?????

FAWCO = 73 clubs



Target survey
response = **60 clubs**

Donated to the Target Project ?

47 Clubs = 77%



AWG Paris



AILO Florence



AWC Shanghi



AWC of Rome

Donated to a different Water Project ?



AIWC Cologne

10 Clubs = 16%



AWC Hamburg



AWC Korea



AIWC Genoa

Donated funds to the Target Program ?

54 Clubs = 89%

Barcelona Women's Network



AW of Surrey



AWC Dubai



AWC of The Hague

Planned a fundraiser for the Target Program ?

38 Clubs = 62%



AWO Moscow



AWC Perth



AIWC Cologne



AWC Luxembourg

Planned more than 1 fundraiser for the Target Program ?

20 Clubs = 33%



**AWG Languedoc
Roussillon**



AWG Paris



AWC Bern

Planned Water awareness activity for the Target Program ?



19 Clubs = 31%



Put Water Awareness info in your club's newsletter?

46 Clubs = 75%



*WaterDonation &/or
Water education = Target
Program Participation!!*



57 Clubs = 93% !!

**57 clubs out of 73 =
78%**

Tabitha, Cambodia
Wells for Clean Water

\$135,255 !!

💧 267 Family wells + 💧 370 Field wells



*- Family Wells -
\$150 - 3 families*





*- Field Wells -
\$250 - 2 families*





1541 Families!!



Other Water donations: **\$27,335 !**



**Grand total
Target-Water
donations =**

\$ 162,590 !!!



Region 4



Robin
Meloy-Goldsby



AWC Amsterdam



Region 9



Region 3

Target Program for Water

FAWCO and Water –
Changing the flow...

💧 Club participation: **78%**

💧 Water donations: **\$162,590**



Cheers!



“Wishing FAWCO Long Life, Good Complexion, Safety, Great Strength & Cleverness”

