Target Program

Changing the flow...

Anne van Oorschot
Target Program chair
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
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
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

Target Chair

Regional Coordinators

FAWCO clubs

VP Fundraising
Improve transparency and communication in selection process
= Recommendations!
FAWCO = 73 clubs
Target survey response = 60 clubs
Donated to the Target Project?

47 Clubs = 77%

AILO Florence  AWC Shanghi  AWC of Rome

AWG Paris
Donated to a different Water Project?

10 Clubs = 16%

AIWC Cologne

AWC Hamburg

AWC Korea

AIWC Genoa
Donated funds to the Target Program?

54 Clubs = 89%

AW of Surrey
AWC Dubai
AWC of The Hague

Barcelona Women's Network
Planned a fundraiser for the Target Program?

38 Clubs = 62%

AWC Luxembourg
AWC Perth
AIWC Cologne
AWO Moscow
AWC Luxembourg
Planned more than 1 fundraiser for the Target Program?

20 Clubs = 33%

AWG Paris

AWG Languedoc Roussillon

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!!!
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”