

AVON Foundation for Women

The Avon Foundation For Women Speaks Out Against Domestic and Gender Violence and Abuse

Founded in 1955 by Avon Products Inc., the Avon Foundation for Women is now the largest corporate-affiliated charity focused solely on causes that impact women. Avon global philanthropy has raised and donated more than \$725 million, and today prioritizes support for breast cancer research and access to care and to end domestic and gender violence.

Working to End Domestic and Gender Violence and Abuse

- *Speak Out Against Domestic Violence* was launched in 2004 to provide funding to domestic violence organizations for awareness, education, prevention programs and direct services for victims. In an effort to end the cycle of family violence, it has emphasized support for programs directed at children who witness or experience violence in their homes.
- Avon has current efforts in more than 50 countries to raise funds for this cause through product sales and to raise awareness through the dissemination of information by more than 6 million global Avon Representatives.
- Avon Global Ambassador Reese Witherspoon introduced Avon's Empowerment Bracelet in 2008, its first global domestic violence product, followed by its Empowerment Necklace in 2009. She launched Avon's Empowerment Ring in recognition of International Woman's Day in 2010.
- In 2009 the Avon Foundation for Women, in collaboration with the PGA TOUR Wives Association and the Quail Hollow Championship in Charlotte NC, launched *Walk the Course Against Domestic Violence* to raise funds and awareness for domestic violence programs in the first ever Walk on the golf course during major PGA event.
- In 2008, Avon's boutique brand, mark., launched m.powerment by mark with its celebrity spokesperson Lauren Conrad to help young women understand and address the devastating impact of abusive and violent dating relationships. The program has funded agencies to create model programs to help young people develop healthy relationships and end abusive ones.
- In a few short years, Avon global philanthropy has committed more than **\$16 million** to end violence against women, including over **\$8 million** coming from the global sales of Avon Empowerment products.

The Global Partnership to End Violence Against Women

- In celebration of 2010 International Women's Day (IWD), from March 9-11, 2010, Avon and the Avon Foundation are partnering with Vital Voices and the U.S. Department of State to convene a 3-day global summit in Washington, D.C., to launch The Global Partnership to End Violence Against Women. The project will create public-private partnerships to reduce violence against women through pilot programs in 15 countries around the world.
- In 2009 for IWD, Avon funded the International Association of Women Judges to convene the Global Forum for Women and Justice, bringing together women judges and legal practitioners from around the world to discuss obstacles and solutions to raising the awareness and implementation of laws to end violence against women. At that Forum, the Avon Foundation launched the Avon Global Center for Women and Justice at Cornell Law School with a \$1.5 million grant. This center works with judges, legal professionals, and governmental and non-governmental organizations to improve access to justice for victims of gender violence. It also provides a comprehensive data base of international law relating to violence against women.
- In 2008, Avon hosted its second Global Summit for A Better Tomorrow at the UN for IWD. The Avon Foundation contributed \$1 million to the UNIFEM-managed UN Trust Fund to End Violence against Women. That contribution – the largest one-year corporate contribution in the fund's history – supported the expansion of UNIFEM projects around the world, and Avon has since renewed its support with an additional \$250,000. In 2008 Avon also supported a Senior Roundtable for Women & Justice at the State Department, which focused on global solutions to ensuring women's safety by providing them with improved access to justice.
- In 2007, Avon co-hosted its first IWD Global Summit for a Better Tomorrow at the United Nations with The Virtue Foundation, UNICEF, UNIFEM and UN-DESA, with the goal of initiating partnerships for women's rights and empowerment.