GEWO®
GLOBAL EMPOWERING WOMEN ORGANISATION

Global Empowering Women Organisation

Economic Empowerment: Shaping the future for women

Strategic Plan 2024 - 2034

Executive Summary

The Global Empowering Women Organisation (GEWO) has developed a strategic plan to expand its role in advocating for women's rights and economic empowerment globally. This plan outlines the organisation's mission to break down barriers for women's progress, champion their rights, and foster leadership qualities. With a vision focused on global financial cultural reform for women's treatment, inclusion, and education, GEWO aims to create new generations of leaders of all genders.

The Global Empowering Women Organisation (GEWO) strategic plan is a comprehensive roadmap designed to enhance its impact in empowering women globally. Key aspects include:

Mission: Economically empowering women by breaking down barriers, advocating for rights, and nurturing leadership.

Vision: Drive global financial cultural reform in how women are treated, included, and educated, and develop leaders of all genders.

Key Strategic Goals:

- Achieve full compliance with Australian Charities and Not-for-profits Commission (ACNC) standards.
- Expand GEWO's global influence, particularly in underrepresented regions.
- Enhance and innovate digital platforms like GEWO TV and Online Magazine.
- Conduct the GEWO Symposium as a platform for influencing global leaders
- Diversify funding sources and achieve a fundraising target of over 5 million dollars by 2034.
- Implement the programs starting in the developed regions of the world raising awareness regarding developing regions worldwide.

The plan sets out detailed objectives and milestones, such as launching educational and advocacy programs, enhancing digital platforms, and securing significant fundraising targets. GEWO's approach is grounded in effective governance, risk management, and continuous monitoring to ensure alignment with its mission and compliance with Australian charity regulations.

Founder's Statement

The Global Empowering Women Organisation (GEWO) emerged in response to the critical needs of women facing oppression, poverty, and homelessness across both developed and developing regions globally. GEWO's mandate encompasses advocacy, education, innovation, and leadership in terms of economic empowerment. We are committed to generating funds and devising educational programs that instigate enduring change and catalyse a significant shift in societal attitudes towards women's socio-economic position. Our holistic approach extends to providing comprehensive not-for-profit services.

Our Board of Directors comprises dedicated individuals, both women and men, who share a fervent commitment to advancing women's economic empowerment and bettering humanity. GEWO offers a suite of services, including educational programs and advocacy initiatives, aimed at fostering a more inclusive world. We strive to amplify women's voices and achieve empowerment outcomes spanning economic and all financially related aspects of women's lives.

Our mission is visionary, harbouring aspirations for a brighter future for women who have been, or are currently, confronting challenges such as oppression, poverty, and homelessness. We recognise the complexity of oppression and are resolute in our goal to raise the economic status of women, focusing on generating positive outcomes for all, and steering the future towards a more equitable world.

Aligned with the United Nations Sustainable Development Goals (SDGs), it is my fervent hope that this vision will profoundly impact the lives of millions of women. This, in turn, benefits men and children, fostering a more balanced and just society.

My vision, fuelled by passion, conviction, and a steadfast commitment, is to witness significant progress towards economic empowerment and equality within my lifetime – a world that every individual rightfully deserves.

Anna Maria Lang
Founder

Organisational Background

The Global Empowering Women Organisation (GEWO), established in 2019, was created with the vision to address and mitigate the challenges faced by women globally. Originating from the collective effort of a small group of individuals, GEWO plans to evolve into an influential force advocating for women's rights and empowerment. Our commitment is reflected in our innovative programs and campaigns, tackling issues like gender pay disparity, social injustice, and educational barriers on a global scale.

Since its inception, GEWO has gained recognition for its impactful work. This includes collaborations with various organisations and entities. These partnerships, both past and present, have been instrumental in amplifying our reach and impact.

GEWO is upheld by a governance structure comprising a board of directors, with future plans for an executive team, and various committees. This structure is pivotal in ensuring the effective and ethical management of our operations. The future team, a mix of professionals and volunteers, bringing a wealth of diverse skills and experiences, furthering our cause.

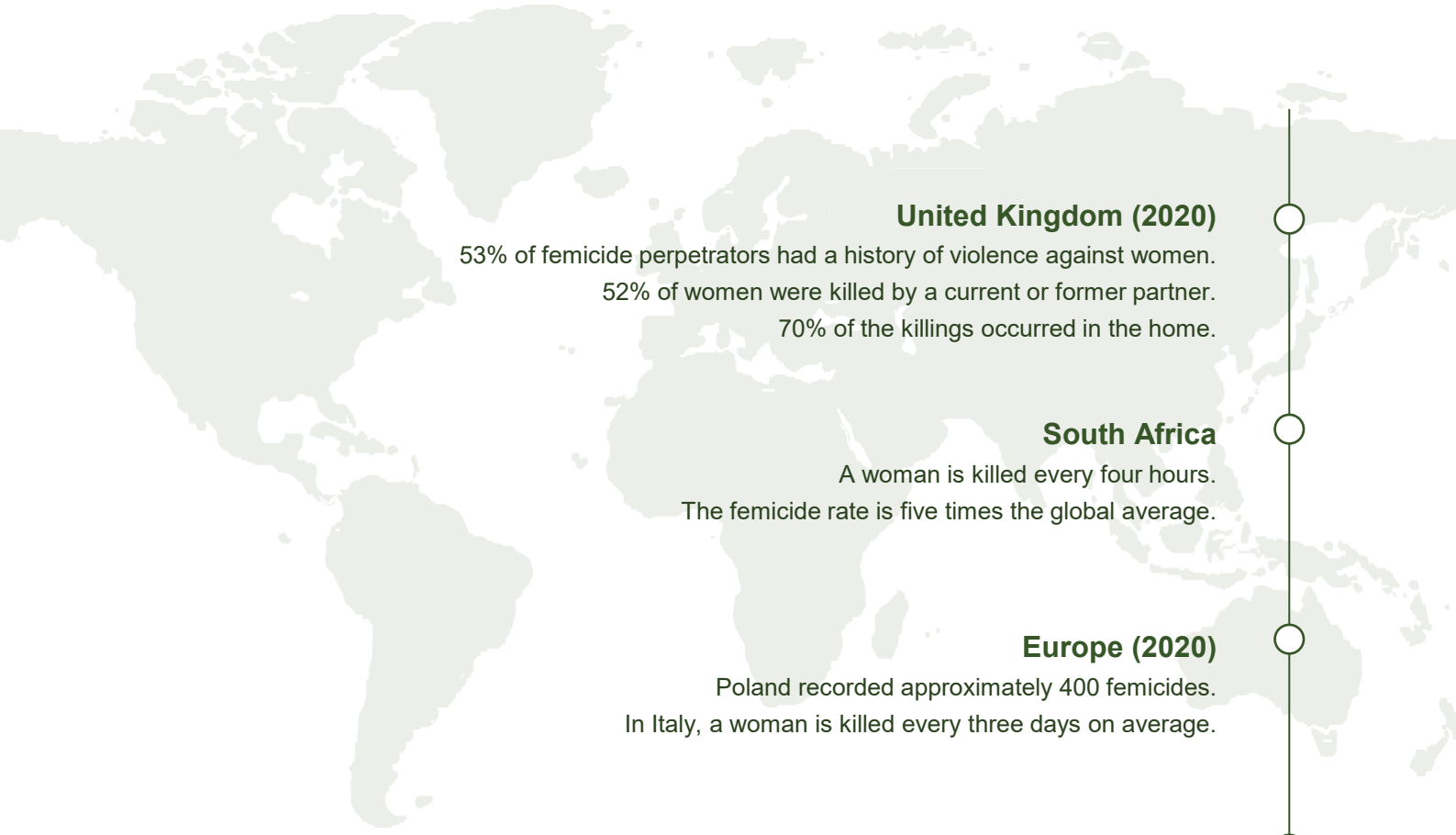
Our achievements include the launch of GEWO TV, an influential platform amplifying women's stories; the annual GEWO Symposium, fostering discussions on pivotal women's issues; and the GEWO Online Magazine, which highlights both the achievements and challenges faced by women. These accomplishments underline our dedication to economically empowering women through education, awareness, and advocacy on an international scale.

GEWO's geographic scope primarily encompasses the developed world, including Australia, the UK, New Zealand, the USA, and Canada. In these regions, the organisation's projects are integrated into various media and networks. For other English-speaking nations, implementation of GEWO's projects is also planned. In developing countries, the approach is more to influence change, focusing on online programs that offer safe and accessible participation, ensuring global awareness while respecting regional sensitivities and needs. This approach allows GEWO to tailor its services to suit the diverse requirements of women in different geographical contexts.

Moving forward, GEWO is committed to aligning with the Australian Charities and Not-for-profits Commission (ACNC) standards, marking a significant step in our growth and ability to effectively serve and represent women with enhanced transparency and governance.

48,800

Femicides/Feminicides: In 2022, approximately 48,800 women and girls worldwide were killed by their intimate partners or other family members, meaning more than five women or girls are killed every hour by someone in their own family.



United Kingdom (2020)

53% of femicide perpetrators had a history of violence against women.
52% of women were killed by a current or former partner.
70% of the killings occurred in the home.

South Africa

A woman is killed every four hours.
The femicide rate is five times the global average.

Europe (2020)

Poland recorded approximately 400 femicides.
In Italy, a woman is killed every three days on average.

Middle East

Iran reports 400-500 honour killings annually.

Latin America & the Caribbean

In Argentina, one woman is killed every 32 hours.
El Salvador and Jamaica have the highest and second-highest rates of femicide in the world, respectively.

USA & Canada

In the US, 3 women are murdered daily by current or former partners.

Prevalence of Violence: Globally, an estimated 736 million women, almost one in three, have been subjected to physical and/or sexual intimate partner violence or non-partner sexual violence at least once in their life. This figure does not include sexual harassment.

45%

Impact of COVID-19 on Violence: The COVID-19 pandemic has intensified violence against women and girls. In 2021, 45% of women reported that they or a woman they know has experienced a form of violence.

6%

Sexual Violence: Globally, 6% of women have been subjected to sexual violence by someone other than their husband or partner.

Trafficking in Women: In 2020, for every 10 victims of human trafficking detected globally, about four were adult women and two were girls. Most victims of trafficking for sexual exploitation (91%) are women.

736 million

Violence Against Women and Girls: Globally, approximately 736 million women, almost one in three, have experienced physical and/or sexual violence at least once in their life. Most violence against women is perpetrated by current or former partners. Violence against women and girls intensified during the COVID-19 pandemic.

388 million

Global Poverty Among Women and Girls (2022 Estimates): An estimated 388 million women and girls globally live in extreme poverty, primarily in Sub-Saharan Africa (62.8%) and Central and Southern Asia (20.9%).

Women's poverty rates exceed those of men in all regions, with the disparity most pronounced when national poverty lines are used, particularly in Latin America and the Caribbean (UN Women, UNDP and Pardee Center for International Futures, 2022).

Homelessness in Women: Studies show an underestimation in the number of homeless women. Effective responses require strategies that recognise women's specific needs, including the link between domestic abuse and homelessness (University of York, 2021).

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Mission

GEWO's mission is a powerful commitment to the global empowerment of women. We aim to dismantle the barriers impeding women's progress, champion their rights, and foster their leadership qualities. Beyond mere empowerment, our mission encompasses shaping policies, altering societal attitudes, and opening avenues for women to lead and excel.

Purpose

GEWO's constitution outlines eleven key objectives that define the purpose of the organisation and help us to achieve our vision.

OBJECTIVE 1	To advance social and public welfare of women in the world.
OBJECTIVE 2	To educate women through GEWO TV, GEWO Symposium, GEWO Online Magazine and raise funds for the GEWO charity for long term sustainable change.
OBJECTIVE 3	To provide mentoring, advising and leaders.
OBJECTIVE 4	To provide education programs that are designed to assist all women to rise up and become leaders in the home, workplace, community, nations and the world where it is according to their core values.
OBJECTIVE 5	To provide charitable services to raise women out of oppression, poverty, and homelessness.
OBJECTIVE 6	To ensure the assets and income of the fund shall be applied solely in furtherance of the objectives.
OBJECTIVE 7	Being a voice for women through advocacy and human rights.
OBJECTIVE 8	Shaping the future for all women toward an inclusive world through gender equality.
OBJECTIVE 9	Raising awareness of current issues for women to influence change.
OBJECTIVE 10	Raising women out of oppression, poverty, and homelessness.
OBJECTIVE 11	Forging a safe and ecological world for all people for peace.

Strategic Vision

Our vision is embodied in four key areas:

Leadership: Nurturing Influential Women Leaders

We prioritise developing leadership qualities in women, equipping them to make impactful contributions across various spheres. Our focus is on enhancing leadership skills, building self-confidence, and encouraging women to play crucial roles in shaping the economic future of the world.

Education: Empowering Through Knowledge

GEWO places a strong emphasis on education as a cornerstone of economic empowerment. Our educational programs are designed with a global vision, aiming to provide women worldwide with the knowledge and skills necessary for self-empowerment and to catalyse sustainable change.

By offering resources and learning opportunities, we equip women to navigate and overcome the challenges they face, fostering a foundation for lifelong learning and growth. Through education, GEWO empowers women to become agents of change in their own lives and communities.

Advocacy: Championing Women's Rights and Opportunities

Advocacy is central to our efforts. We strive for a world where economic equality is the norm. Our advocacy endeavours are directed towards influencing policies, raising awareness, and effecting substantial changes to uplift women universally.

Innovation: Pioneering Solutions for Women's Empowerment

Innovation drives our approach to women's empowerment. GEWO is committed to embracing novel strategies and creative solutions to confront the economic challenges faced by women globally. From leveraging technology to incubating innovative ideas, our goal is to advance women's economic empowerment and well-being efficiently.

Core Values

EMPOWERMENT

Fostering self-empowerment in women for sustainable outcomes.

LEADERSHIP

Creating leaders in various domains for lasting change.

EDUCATION

Offering educational programs with global outreach for empowerment and sustainable change.

INNOVATION

Globally innovating through advocacy to establish a liberated world for women.

Market Analysis

01 Requirements Targeted

GEWO focuses on addressing multifaceted challenges faced by women worldwide. These include bridging gender pay gaps, providing educational opportunities, and fighting against social injustices that disproportionately affect women. GEWO seeks to dismantle systemic barriers in various spheres, from the workplace to societal norms, ensuring women have equal opportunities to thrive and contribute. Additionally, GEWO addresses the need for platforms where women can share their stories, struggles, and triumphs, furthering the cause of women's economic empowerment and visibility.

02 Target Beneficiaries

The organisation's efforts are aimed at a broad spectrum of women across the globe. This includes women in underprivileged communities who face significant socio-economic challenges, those encountering barriers in education and professional advancement, and women seeking avenues to express their perspectives and achievements. GEWO's initiatives are designed to be inclusive, catering to the needs of women of different ages, cultural backgrounds, and social strata, thereby creating a comprehensive support system for women's development and economic empowerment.

03 Landscape of Similar Organisations

The realm of women's empowerment and advocacy is populated with various organisations, each contributing uniquely to the cause. GEWO's distinct position in this landscape is marked by its multifaceted approach, combining media presence (GEWO TV), intellectual discourse (GEWO Symposium), and informational resources (GEWO Online Magazine). This integrated approach allows GEWO to not only coexist with other organisations but also to collaborate and complement their efforts, creating a synergistic impact in the field of women's empowerment and advocacy.

SWOT Analysis

STRENGTHS	WEAKNESSES
• Innovative programs – TV show, magazine and symposium • Global reach • Strong focus on leadership and advocacy	• Potential overlap with other organisations • Need for continuous funding and resource allocation
OPPORTUNITIES	**THREATS**
• Collaboration with global partners • Expanding digital outreach • Tapping into underrepresented areas in women's economic empowerment	• Changing political climates • Competition for resources with similar organisations • Evolving regulatory landscapes

Strategic Goals and Objectives

FIVE ACTION AREAS:

1	2	3	4	5
CHARITY	**ADVOCACY**	**GEWO TV**	**GEWO SYMPOSIUM**	**GEWO ONLINE MAGAZINE**
Raising funds to develop and deliver educational programs for women to raise them out of oppression, poverty, and homelessness.	**Providing human rights advocacy to ensure an equal world for all women for authentic and lasting economic empowerment.**	**Providing free accessible economic education and inspiration through a television show designed to raise women out of oppression, poverty, and homelessness.**	**A high-level symposium designed to educate the world leaders regarding the current economic issues women face and how to rectify these concerns.**	**A free online magazine designed to educate women on all aspects of empowerment and including economic empowerment for long term sustainable change.**

Strategic Targets for the Five Action Areas:

Action Area 1

GEWO Charity – raising funds to develop and deliver educational programs for women to raise them out of oppression, poverty, and homelessness.

Strategic Targets	
1.1	Register the charity with ACNC in Australia.
1.2	Develop projects and programs in alignment with the vision.
1.3	Appoint Chair, Board of Directors and volunteer Administration team.
1.4	Launch a research committee to ensure services are delivered appropriately.

Action Area 2

Advocacy – Providing human rights advocacy to ensure an equal world for all women for authentic and lasting economic empowerment.

Strategic Targets	
2.1	Appoint a human rights Advocacy committee.
2.2	Create an Advocacy plan for Australia then lead to a global outreach.
2.3	Enlist the support of Government Organisations.
2.4	Develop partnerships with other charitable and interested parties.

Action Area 3

GEWO TV – Providing free accessible economic education and inspiration through a television show designed to raise women out of oppression, poverty, and homelessness.

Strategic Targets	
3.1	Enlist the support and resources of a production company.
3.2	Develop the program outline and concepts.
3.3	Secure a suitable TV Host.
3.4	Secure a funds to produce GEWO TV.

Action Area 4

GEWO Symposium – A high-level symposium designed to educate world leaders regarding the current economic issues women face and how to rectify these concerns.

Strategic Targets	
4.1	Securing international and local speakers.
4.2	Securing an events organisation in Australia to oversee the event.
4.3	Secure a venue in Australia.
4.4	Promote the Symposium to leaders.

Action Area 5

GEWO Online Magazine – A free online magazine designed to educate women on all aspects of empowerment and including economic empowerment for long term sustainable change.

Strategic Targets	
5.1	Produce through dedicated production company.
5.2	Continue to produce magazine issues.
5.3	Appoint an Editor.
5.4	Generate the network to promote the magazine.

Marketing and Outreach Strategy

01 Digital Marketing

Utilise social media platforms, email marketing, and SEO strategies to increase online visibility and engagement. This will include regular updates, engaging content, and targeted campaigns to reach a broader audience.

02 Public Relations

Develop a strong PR strategy focusing on media outreach, press releases, and collaborations with influencers and prominent figures in the women's rights arena. This will enhance GEWO's visibility and credibility.

03 Community Engagement

Organise and participate in community events, workshops, and seminars. These interactions will not only promote GEWO's services but also directly engage with the target audience.

04 Partnership Development

Form strategic alliances with businesses, non-profits, and governmental agencies. These partnerships will aid in resource sharing, joint ventures, and amplifying GEWO's reach and impact.

05 Branding and Promotion

Develop consistent and powerful branding across all platforms and materials. This includes the use of compelling narratives, impactful imagery, and cohesive messaging that resonates with the target audience.

Organisational Structure and Management

The GEWO Limited is a corporation (Not-for-Profit) under the Corporations Act 2001 and is to be a registered charity under the Australian Charities and Not for Profits Commission Act 2012 (Cth) (ACNC Act). This structure ensures compliance with relevant Australian laws and charity standards.

THE BOARD

GEWO is overseen by a skill-based Board responsible for setting strategic directions and ensuring adherence to the Strategic Plan and ACNC Act. The Board's role is pivotal in maintaining fiscal responsibility, strategic oversight, and ethical governance.

BOARD COMPOSITION

The Board consists of a diverse group of individuals, both women and men, possessing a wide range of skills in strategic planning, governance, finance, and communications. This composition ensures a balanced and comprehensive approach to guiding GEWO.

ROLES AND RESPONSIBILITIES

Board members' roles and responsibilities are outlined in GEWO's Constitution, which acts as the cornerstone for Board conduct. This structure aims to create sustainable value for GEWO's beneficiaries and aligns with the mission of the organisation.

Financial Plan

By keeping the financial plan simple yet strategic, GEWO aims to maintain clarity and focus on achieving its financial objectives, ensuring both transparency and accountability.

Overview

In alignment with the strategic objectives, GEWO's financial plan is focused on ensuring sustainability and growth. The primary financial target is to raise over 5 million dollars by 2034. This ambitious goal supports the extensive range of programs and initiatives that GEWO intends to undertake.

Budgeting and Expense Management

While detailed financials will be reserved for the Annual Report and ACNC reporting, key budget areas include program development, operational costs, and marketing. Effective expense management strategies will be implemented to ensure efficient use of funds.

Funding Strategy

The funding strategy encompasses diversified income sources, including grants, donations, partnerships, and fundraising events. Efforts will be concentrated on building long-term relationships with donors and exploring new fundraising avenues.

Financial Controls

Robust financial controls will be in place to ensure transparency and accountability. This includes regular financial audits, transparent reporting, and adherence to ACNC guidelines.

Risk Management and Compliance

1. Identification of Risks	
1.1	**Legal and Regulatory Compliance:** Risks related to changes in laws and regulations governing Australian charities.
1.2	**Financial Sustainability:** Challenges in maintaining consistent funding and financial management.
1.3	**Reputation and Brand Image:** Risks associated with public perception and media representation.
1.4	**Operational Risks:** Challenges in program delivery, human resources, and technology infrastructure.

2. Mitigation Strategies	
2.1	**Regular Legal Reviews:** Conduct ongoing reviews of legal and regulatory changes, ensuring continuous compliance with Australian charity law.
1.2	**Diversified Funding Sources:** Develop a strategy for diverse funding streams to reduce financial dependence on single sources.
2.3	**Public Relations Management:** Implement proactive public relations strategies to maintain a positive organisational image.
2.4	**Operational Risk Assessments:** Regularly evaluate operational processes and systems to identify and address potential vulnerabilities.

3. Compliance Monitoring	
3.1	**Internal Audits:** Conduct regular internal audits to assess compliance with legal, financial, and operational standards.
3.2	**Training and Development:** Provide continuous training for staff and board members on compliance and risk management.
3.3	**Stakeholder Engagement:** Maintain open communication with stakeholders, including regular reporting on compliance and risk management activities.

Monitoring, Evaluation and Reporting

01

Monitoring Progress

- Implement a comprehensive tracking system to monitor progress against strategic goals and objectives.
- Regularly review program milestones and deliverables.

02

Evaluating Program Effectiveness

- Conduct periodic evaluations using both qualitative and quantitative measures.
- Gather feedback from beneficiaries, staff, and partners to assess program impact.

03

3. Reporting to Stakeholders

- Prepare and disseminate detailed reports to stakeholders, including the government, donors, and the public, highlighting achievements, challenges, and financial status.
- Utilise digital platforms and annual reports for transparent communication.

Implementation Timeline and Milestones

January 2027

Production of first **GEWO TV** pilot begins.Production of **GEWO Magazine** continues.

November 2028

The second GEWO Symposium event is conducted in Perth, Western Australia.

January 2030

TV show is accepted into mainstream TV stations in Australia, NZ, UK, USA, and Canada.

November 2032

Developing Nations adopt the programs and translate where necessary online for ease and secure access for women.

January 2034

The GEWO has raised over 5 million dollars towards the production of the programs and implemented them online in at least 40 different countries worldwide.

Economic Empowerment: Shaping the Future for women

Leadership Education Advocacy Innovation

Peace

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