



PRESS RELEASE

Cartier Philanthropy celebrates 10 years of building stronger societies through collective impact

Geneva, 24 February 2022 — [Cartier Philanthropy](#) announced today the 10-year anniversary of its commitment to building stronger societies through collective impact in vulnerable communities around the world.

“This year, as we mark a decade of effective philanthropy, we are honouring the resilient people who have overcome great obstacles to improve their lives through access to better social and economic opportunities, and celebrating our partners’ work and commitment,” says Cartier Philanthropy Strategic Advisor Pascale de la Frégonnière.

“We are also increasing our contribution to the wider philanthropic efforts so that we can accelerate the social improvements we want to see. We have big goals, but considering the impact already achieved by our dedicated, resourceful and innovative partners my belief is confirmed that we’re on the right path.”

With a strategic and collaborative approach, Cartier Philanthropy has invested **100 million Swiss francs** and partnered with **80 non-profit organisations** over the past 10 years to implement rigorous solutions to poverty challenges based on clear goals, evidence and data-driven strategies.

Its focus has been on the key areas of Women’s social and economic development, Access to basic services (water & sanitation, education, health and nutrition), Sustainable livelihoods and ecosystems, and Emergency response. Throughout 2022 the foundation will be putting the spotlight on one of these four thematics each quarter, starting now with women’s empowerment – women being at the centre of all areas of work.

Cartier Philanthropy has worked with women’s organisations to ensure access to social services, skills, resources and agency to allow women to earn a living, recover from violence, gain self-confidence, become entrepreneurs, and have control over their bodies and lives. It is also funding a research study to learn if engaging men results in improvements in gender equality, with a view to funding such men’s programmes in the future.

Some of the many achievements in areas such as women’s social and economic development, maternal and reproductive health, and girls’ education over the past decade include:

Kenya: 29% income increase among extremely marginalised women in Kenya's Drylands through The BOMA Project's poverty graduation programme

Senegal: 14% increase in contraceptive prevalence rate since 2011, preventing thousands of unwanted pregnancies and maternal deaths through MSI Reproductive Choices' services

Uganda: Virtual elimination (0.8% compared to 40%) of mother-to-child transmission of HIV/AIDS through mothers2mothers' interventions

Ghana: More than 730 women entrepreneurs running profitable clean water businesses, providing 112,300 people with access to clean water through Saha Global

Zambia/Uganda: 120,000 women treated for depression through StrongMinds' group therapy model

Rwanda: 135% average increase in monthly earnings from 2017-2020 among participants in Women for Women International's signature training programme

India: 950,000 out-of-school girls back in school through Educate Girls' unique combination of community mobilisation, changing mindsets and analytics

For more information on Cartier Philanthropy's 10 year anniversary, or to request an interview, please contact:

Irene Amodei, Cartier Philanthropy Communications Manager
irene.amodei@cartier.com
+41 0 79 969 81 41

Pascale de la Frégonnière, Cartier Philanthropy Strategic Advisor
pascale.delafregonniere@cartier.com

For more information on Cartier Philanthropy and partners' work on women's empowerment:

To arrange an interview with Women for Women's CEO Laurie Adams:
Nidhi Dagur, Director Communications and External Relations
ndagur@womenforwomen.org
+1 404 210 5752

To arrange an interview with StrongMinds' Director in Zambia Frank Harle:
Rasa Dawson, Chief Development and Communications Officer
rasa@strongminds.org
+1 804 503 1032

To arrange an interview with Ndeye Sanou Gning, MSI Reproductive Choices Sahel Director:
Kylie Harrison, Global communications manager
Kylie.Harrison@MSIChoices.org
+44 (0)7769 166516

To arrange interview with Jaya Tiwari, Vice President and Chief Impact Officer, The BOMA Project:

Cherise Forbes, Communications & Marketing Director, The BOMA Project

cherise.forbes@bomaproject.org

+1 802.770.8012

To arrange an interview with Safeena Husain, Founder and Board member of Educate Girls:

Sumedha Mahorey, Educate Girls Head of communications

sumedha.mahorey@educategirls.ngo

+91 9820192152

To arrange an interview with Emma France, Global Development & Strategic Engagement Director:

Dillon Mann, mothers2mothers Global Communications Director

Dillon.Mann@m2m.org

+27 21 466 9160

Please find corresponding photos to download for publishing:

<https://www.cartierphilanthropy.org/media>

And videos on our key projects:

1. MSI Reproductive Choices: [We are MSI Reproductive Choices - YouTube](#) // [The Road to Choice - in partnership with UNFPA - YouTube](#) (in Uganda)
2. The BOMA Project: [International Women's Day - YouTube](#) // [Day of the Girl: Gano's Story - YouTube](#)
3. StrongMinds: [It All Starts With One Woman - YouTube](#)
4. Women for Women International: [Women for Women International: Who We Are - YouTube](#)

