

# WEADVANCE.ORG

## UPDATES AND EXCITING OPPORTUNITIES FOR YOUR CONSIDERATION

### Emergency Texts

A coded text will be put out to an entire network when there is for example an instance of rape or gender-based violence. Asking for the network to immediately mobilize to support the victim and show up on her behalf. We will join with an organization that has already built this technology.

### 60 Video Lessons

The content of each 7-15 minute program has been designed in an interview/talk show format, which is presented fully in Creole. Additional content will come from partners in the future. For example: Planned Parenthood will join with us to make the video on family planning.

### Category's Include:

- Maternal health
- Feminine hygiene
- First aid
- Family planning
- Gender based violence
- Political participation
- Business Topics
- Politics
- Basic IT and Computer skills
- Forming Communities
- Basic Rights
- Childcare
- Agricultural Techniques
- Communication Development

### We Are Stronger Together Than We Are Alone



Co-Founders: Barbara Guillaume; a respected Haitian artist, activist, politician and Maria Bello; actress, writer, and Global Ambassador to Haiti

[weadvance.org](http://weadvance.org) is a video web series providing critical and relevant information that will allow local women's groups from all over their countries to connect, access services, and learn techniques that will empower them to move forward.

### WE ARE RAISING \$200,000 FOR THE NEXT PHASE OF WEADVANCE

**WHY?** Mainly larger organizations throughout Haiti have been receiving significant amounts of funding post earthquake, whereas local women's groups are getting very little. These women's organizations are the ones who know exactly what their communities need, not the larger internationally based organizations.

**OBJECTIVE-** To provide relief information, educate, and empower in an entertaining, easy, and dynamic way by use of any tech device. In order to empower, we need information. Most people are fully capable of learning crisis relief information. We feel that educating communities throughout Haiti in a warm and entertaining, yet concise fashion, is key.



## Revenue Model

Each category is being underwritten by a company or funder. For example, Michael Stars (fashion retail brand in the USA) sponsors Women's Rights. We are already exploring local banks; telecommunications firms to sponsor relevant categories. Any interested companies, please contact us: [info@weadvance.org](mailto:info@weadvance.org)

## Next Annual Budget Estimates

We require \$200,000 to expand, market, create partnerships; get in advertisers, social media; new translations; talking engagements and have a core team in place.

Monthly costs for dedicated 2 people; website maintenance; article writing; social media and partnership establishment is \$8,000. Rent and basic overheads will continue to be donated by co-founders.

New video lessons: videos, editing costs, and host salaries per month are broken down to \$8,600 a month for 12 months.

In addition we are looking for four new computers plus 15 mini projectors and 25 large screens from OpenAirCinema. \*Range is based on ability to get various equipment and elements donated, of which have already been verbally agreed upon.

We Advance also offers guidance on how to connect women's organizations with other groups and organizations alike. It serves as a designated place for people to find out how to help in relief efforts. and the site allows for more and more expansion of information, hopefully provide jobs, and be 100% run by Haitian people.

**THE ORGANIZATION** - We Advance - 501(C) 3 organization - was founded four years ago. In Haiti, it is officially registered in the Creole translation as Nap Vanse. Co-Founders: Maria Bello; Barbara Guillaume; Alison Thompson; Aleda Fishman started a clinic in the poorest part of Haiti, Cité Soleil in response to disaster relief after the 2010 earthquake. A few years later more clinics were created and WeAdvance focused their attention on providing free easy accessible relief information through a website [www.weadvance.org](http://www.weadvance.org) and We Advance University was founded by Maria Bello, Clare Munn and Suzanne Lerner and Barbara Guillaume. Bello, Munn and Lerner have funded the project and site development to-date.

**MODEL** - WeAdvance has been conducting focus groups and based on the requests have created 60 videos and 10 categories. Each category will be sponsored (advertising model) by an organization or individual. As of our launch on August 1st, 2014 we already have three sponsors. Michael Stars (Fashion Brand in the USA) is the sponsor for Women's Movement; Social Presence and Ground Seven Entertainment. Our first model is Haiti. Barbara Guillaume is a perfect host of the WeAdvance video shows/shorts - her leadership skills, fan base, and ability to connect with local women's groups. Television in rural communities is rare, but Internet is more accessible and mobile phones of all types are plentiful. Partnering with local organizations, i.e. Digicel in Haiti; Artists For Peace And Justice [apjnow.org](http://apjnow.org) and ESIH (Haiti University) are just some who will help spread the word. This will mainly be accomplished by spreading of texts and partnering with people who have respect and a following such as Barbara, along with Maria Bello who has an additional platform to help spread the word. Barbara is the "host" of the lessons. 350 local women's groups along with international NGOs in the country will have access to the site. The model will eventually be taken to countries worldwide.

[www.weadvance.org](http://www.weadvance.org)

### *August- Fundraise and Online Donor Outreach*

Sending out letters, proposals and having conference calls as well as social media outreach.

### *September*

Partnerships in Haiti in place and business model of advertising sponsorships in place for 3 categories. Already have Artists For Peace & Justice and Haiti University as partners.

### *November - April*

Goal is to have 500 users in place. 6 advertising partners and 120 video lessons.