Dear Joanne,

We did it! Thanks to your generous support, ICRW raised over $\_\_\_\_ during the Do More 24 giving day challenge. Your gift provides critical support for research and advocacy that address the root causes of inequality to ensure women and girls can reach their full potential.

Women and girls are community leaders, entrepreneurs, educators and so much more. For the last forty years, research has shown that investing in women and girls has ripple effects through a community.

Take Akina\*, a young woman in Kenya who works for BURN, a clean cookstoves factory and social enterprise business supported by Acumen, a non-profit that invests in companies and ideas that aim to tackle poverty. Before BURN, Akina had never worked in a factory, but thanks to their investment in women, she has moved up to become a supervisor. Her wages pay for her younger sister's education and the transportation costs for her brother to commute to his job.

Acumen is using ICRW's research to understand better how integrating women throughout their social enterprise business models can not only make businesses more successful but also improve the lives of low-income customers, including women.

On behalf of all of us at ICRW, thank you again for participating in Do More 24 and for your generous gift of $\_\_ to support women and girls around the globe!

Sincerely,

Gretchen Hutula  
Senior Director, Business Development