

COMPANY PROFILE

SOUTH AFRICA | ZIMBABWE | RWANDA | GHANA | KENYA | MALAWI | TANZANIA | UGANDA | ZAMBIA



A PROUD PARTNER OF THE WORLD'S LARGEST
GLOBAL CHAMBER FOR WOMEN
ENTREPRENEURS, ABWCI



AFRICAN
WOMENS
MOVEMENT

EMPOWERING WOMEN, INSPIRING CHANGE

INTRODUCTION



AWM 2018 Women's Learning Expedition in Rwanda, Kigali

Systemic inequality between men and women persists globally, particularly in Africa. Women have less access to resources and opportunities, and they are under-represented in key decision-making roles, limiting their contributions and holding back societal progress. At the **African Women's Movement (AWM)**, our mission is to change this reality.

We exist to:

- **Amalgamate women** from various organisations, creating a space where they can come together, align their individual efforts, and work toward a common goal for maximum impact.

- **Empower women & youth** from diverse backgrounds across Africa and the diaspora through a holistic approach rooted in the biopsychosocial and Continuous Lifelong Development (CLD™) model.
- **Equip women & youth** from different socio-economic groups with the skills, resources, and support they need to Thrive—personally, socially, and economically.

How We Do This:

Through our **Thrive Program**, a gamified approach to personal and professional development. Members earn points and rewards as they reach milestones in key areas like **financial literacy, mentorship, public speaking, active citizenship, and health**. This incentive-based system makes growth measurable and rewarding.

VISION, MISSION AND VALUES

The vision, mission and values to which AWM subscribe represent the bedrock upon which our organisation is built. It is the DNA that defines who we are.



VISION

A world where women and youth are empowered to **Thrive** as equal contributors in all aspects of life—personally, socially, and economically.



MISSION

To empower women and youth through a sustainable biopsychosocial approach, while building a strong community fostered by **activity-based networking**, enabling them to **Thrive** as equal contributors in all aspects of life.



VALUES

Excellence: To accomplish any great and significant task requires a relentless pursuit of excellence on the path to success in one's endeavour. Our organisation and its people espouse such a pursuit.

Integrity: We believe that true success comes from breaking barriers in responsible and accountable ways. AWM, and its members, winning in the right way is the only way to achieve its mandate.

Solidarity: Winning alone changes one life, but winning together changes societies.

Partnership: We believe that partnering with people, entities, and institutions with a kindred vision bolsters our efforts to effect lasting change.

STRATEGIC PILLARS

The strategic pillars of AWM represent the key strategic objectives of the organisation. These pillars are the lifeblood of the organisation and guide the organisation in its activities, operations, and the partnerships into which it enters.

There are three pillars that AWM employs to achieve its mandate, namely; Community, Influence and Legacy. These three strategic pillars provide a direction for the organisation. All the components that exist under the AWM banner look to, and are informed by, the strategic pillars.

1 2 3



COMMUNITY

- To establish a vibrant Community of dynamic women in business, corporate, government, politics, education, academia, arts and sports in Africa and the diaspora.
- To grow and strengthen this Community of women in pursuit of economic justice.



INFLUENCE

- To lobby for the collective interests of our members for the purpose of influencing any legislative or administrative action in pursuit of economic justice for women.
- To become a force of Influence in key economic industries in Africa and the diaspora.



LEGACY

- To implement a succession plan strategy by creating a pipeline of future female industry leaders across key economic industries in Africa.

2030 TARGETS

To have **1 000 000** AWM members from across Africa.

To conduct gender audits in at least **1 000** organisations.

To develop **100 000** emerging women leaders in Africa

WHO WE ARE

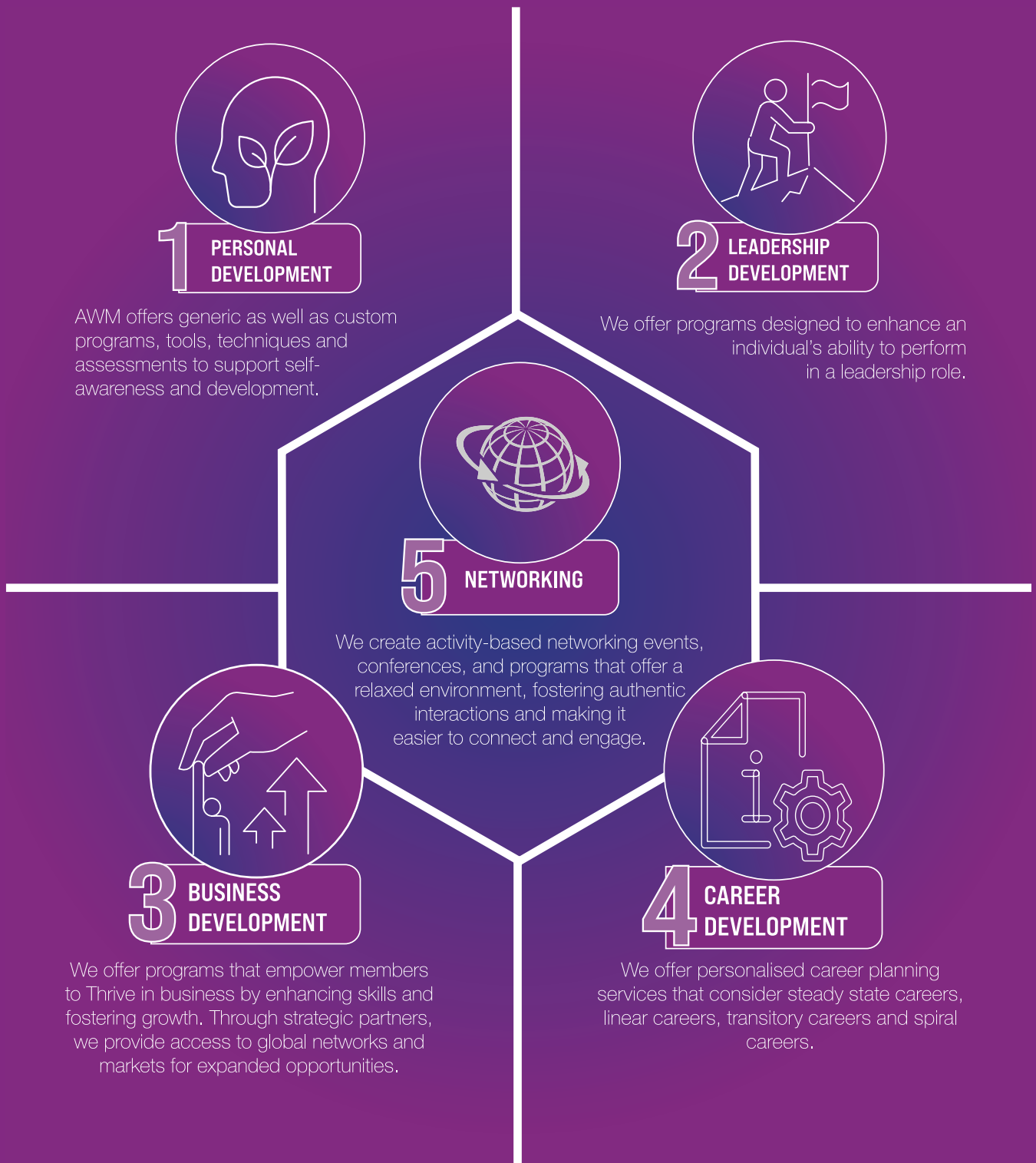
- We are a **Community** of dynamic women spanning business, corporate, government, politics, education, academia, arts, culture, and sports across Africa and the diaspora.
- We aim to **Influence** key industries by advocating for our members' collective interests, driving legislative and administrative action toward economic justice for women.
- We aim to create a lasting **Legacy** with a succession plan that develops future female leaders across Africa and the diaspora through training and mentorship.



Basetsana Kumalo at AWM's Business For Breakfast

WHAT WE DO

Through strategic partnerships, AWM offers services to its members that align with our service framework outlined as follows:



HOW WE DO
WHAT WE DO

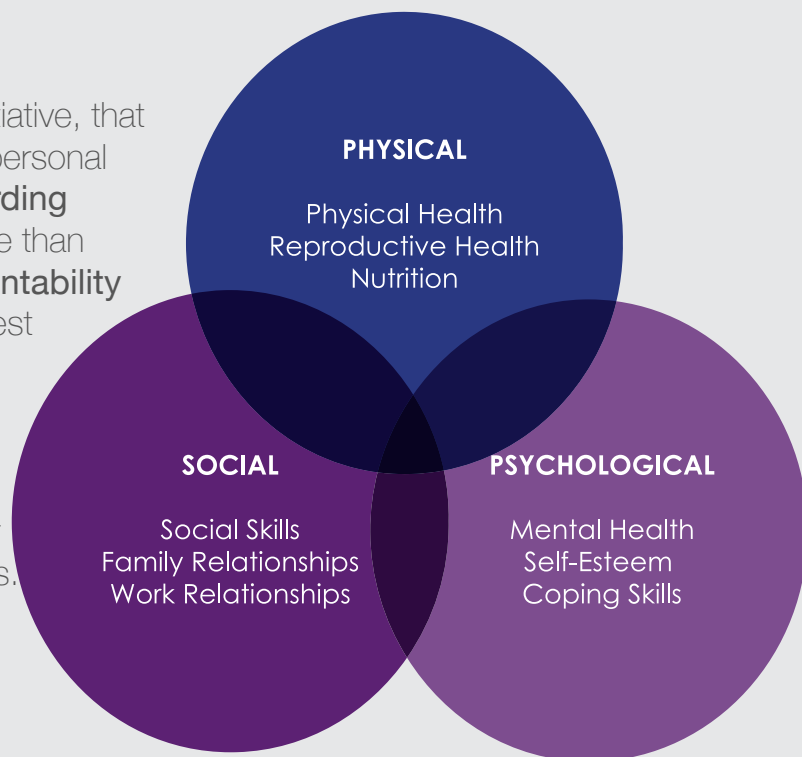


Thrive

PROGRAM

The **Thrive Program** is AWM's flagship initiative, that utilises a **Biopsychosocial Approach** to personal and professional development while **rewarding** members for investing in their growth. More than a self-help program, it serves as an **accountability partner** on the journey to becoming the best version of oneself.

We've made self-development easier and more engaging by introducing **gamification**, with rewards tailored to your progress. As you grow, so do your benefits.



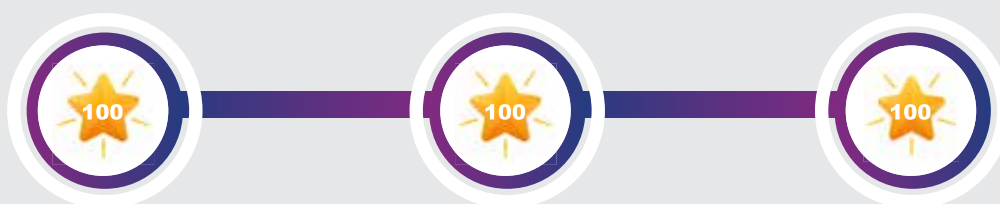
Rewards include:

- Membership discounts to events, workshops, conferences and more;
- Complimentary or discounted services through our reward partner network;
- Access to exclusive experiences available only to AWM members.

Our membership is organised into **six distinct tiers**, each tailored to address the specific needs and aspirations of members at **different stages of their journey**.



Recognising that **every member tier has unique goals**, we offer a comprehensive journey and rewards program tailored to each member tier. In addition, we also recognise the **diverse socio-economic backgrounds** of our members and tailor our approach across low-, middle-, and high-income levels.



The Thrive Program is built on four development pillars: Empowerment and Growth, Health and Well-being, Leadership and Influence as well as Global Experiences. Members earn points by completing goals tailored to their membership tier under each pillar. These points unlock benefits specifically designed to support their individual journey.



Empowerment & Growth

Unlock your full potential with tailored guidance and essential skills to Thrive in your personal and professional life.

- **Financial Literacy:** “Master your money, master your future.”
- **Personalised Training Modules:** “Tailored learning for your unique journey.”
- **Mentorship:** “Guiding you to greatness.”



Health & Well-being

Prioritise your well-being with initiatives designed to enhance your mental, physical and reproductive health and promote a balanced lifestyle.

- **Health Check-in:** “Your health, your wealth.”
- **Active Citizenship:** “Be the change you wish to see.”
- **Volunteering:** “Give back, grow forward.”



Leadership & Influence

Develop the confidence and skills to lead, inspire, and make a lasting impact in your field and beyond.

- **Thought Leadership:** “Inspire, innovate, influence.”
- **Public Speaking:** “Speak up, stand out.”
- **Networking:** “Connect, collaborate, conquer.”



Global Experiences

Broaden your perspective and gain invaluable insights through global networks and international learning opportunities..

- **Out of Town, Country or Continent Events:** “Expand your horizons, enrich your skills.”



The **Thrive Program** is available to AWM members for a **three-year period**, during which members must earn a **minimum of 60 points** out of a possible 100 to receive a **certificate and badge** upon completing **key milestones**.

Join today and be rewarded for your journey toward becoming the best version of yourself.

A **customisable version** of the Thrive Program is available to organisations, allowing them to **tailor the milestones** to their specific priorities, goals, needs, timelines, and **budget**.









COMMUNITY

Our AWM member community is segmented as follows:

THE SIX AWM MEMBER TIERS:

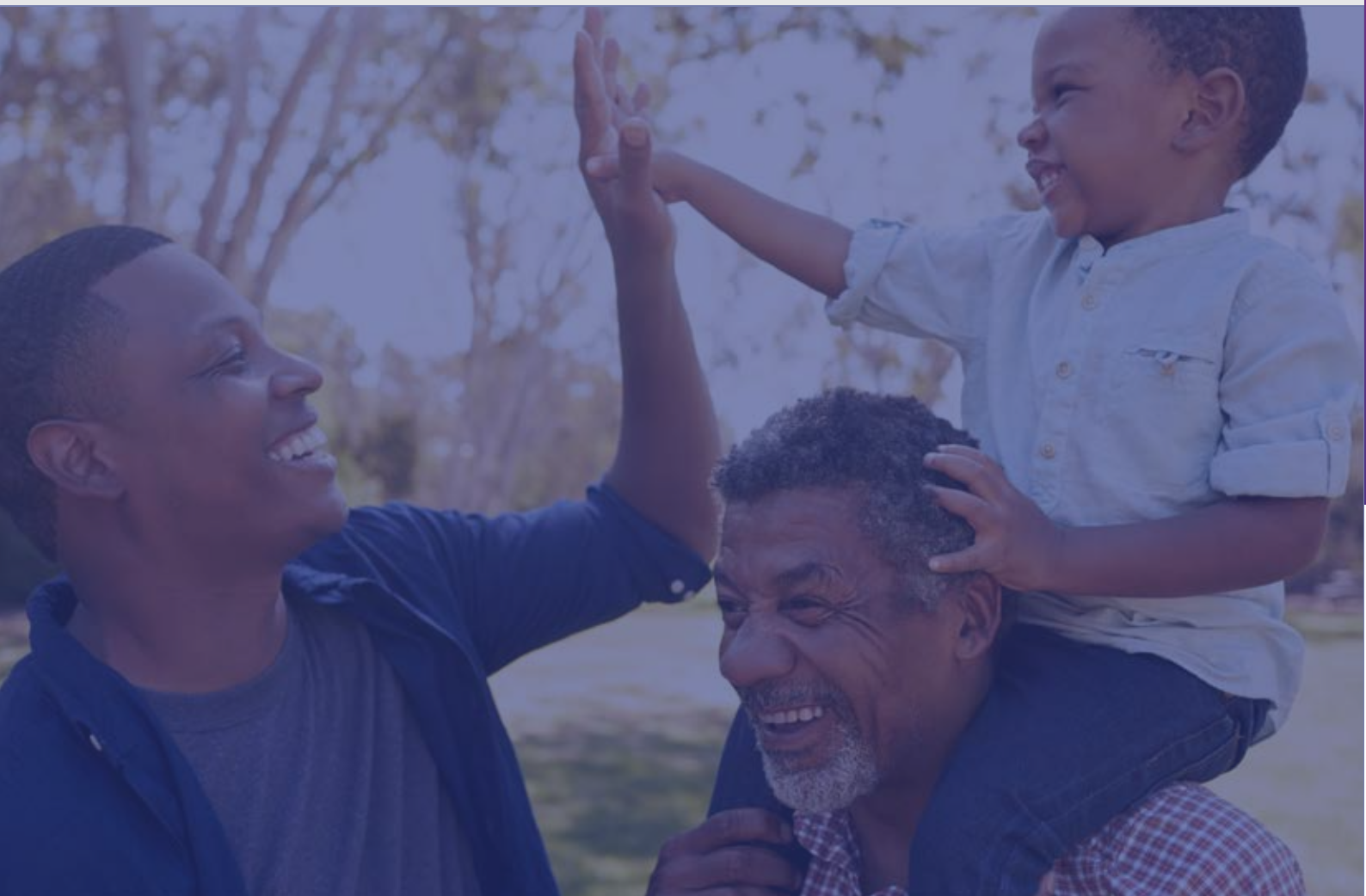


AWM SECTOR ARCHETYPES

					
WEB	WIC	WIG	WIP	WIE	WAS
Women in Entrepreneurship & Business	Women in Corporate	Women in Government	Women in Politics	Women in Education & Academia	Women in Arts & Sports



EquiVox (short for Equality Voices) is AWM's **Men as Allies** initiative, a **member-based** platform that actively engages men in the **pursuit of gender equity and equality**. Through EquiVox, male allies are encouraged to take meaningful action in supporting women's empowerment across all spheres of society. The initiative fosters collaboration between men and women, ensuring that the movement toward equality is inclusive and impactful.



EquiVox also plays a critical role in **empowering the boy child alongside the girl child**, ensuring both genders are equipped to Thrive in a world of equality and mutual respect.

EquiVox members work alongside AWM, helping to break down barriers, advocate for gender parity, and **create an environment where everyone can Thrive** —both personally and professionally.

JOIN THE MOVEMENT

Follow these easy steps to join our movement:



Complete the Membership Form: Fill out the membership form available on the QR code below or from our website and pay an application fee.



Review and Approval: Our team will promptly review your application to ensure it aligns with our values and objectives.



Membership Fee: Upon approval, you will receive a link for the membership fee based on the applicable tier (Pathfinder, Explorer, Emerger, Evolver, Executive, or Pillar) and your preferred payment option (monthly or annual).



Membership Activation: Once your membership fees are paid, your membership will be activated. You will then receive your member pack, which includes your membership card and lapel pin. A Thrive Program file is optional at an additional cost.

JOIN THE MOVEMENT



PAY APPLICATION FEE



EFT Payments: First National Bank (FNB) AWM Cheque Account 63058872904

2024/5 MEMBERSHIP FEE

CATEGORY 1 *****	CATEGORY 2 *****	CATEGORY 3 *****
✓ PATHFINDERS (Scholars)	✓ EMERGERS (Entry Level Career)	✓ EXECUTIVES (Advanced Experience)
✓ EXPLORERS (Students)	✓ EVOLVERS (Mid-Career)	
✓ PILLARS (Retirees)		
R99 ZAR MONTH	R199 ZAR MONTH	R299 ZAR MONTH
R999 ZAR YEARLY	R1 999 ZAR YEARLY	R2 999 ZAR YEARLY

APPLICATION FEE: R250

AWM MILESTONES

2016



AWM Initial Meet & Greet
10 September 2016



Frank Talk Launch
29 November 2016



This Month In Knowledge Launch (Formerly known as Beyond The Book Club)
30 October 2016

2017



AWM's Official Launch in Sandton, Johannesburg
8 March 2017



AWM Business Workshop
19 September 2017



2019

2018



The first Women's Learning Expedition (WLE) ventures to Kigali, Rwanda:
24 - 26 May 2018



AWM Documentary screening
3 September 2018



The second Women's Learning Expedition (WLE) ventures to Kigali, Rwanda on again:
23 - 26 October 2019

2020



AWM partakes in Covid-19 relief initiatives:
food parcels for disenfranchised women and children



Strategic realignment:
AWM adopts and implements an entity wide Strategy that is responsive to post Covid-19 way of doing business.



AWM signs MOU with ABWCI:
resulting in a global reach of over 30 countries and over 200 000 business women globally.

2021-22

2023

NOTES

[illegible]

NOTES



“The true meaning of courage is to be afraid and then, with your knees knocking and your heart racing, to step out anyway—even when that step makes sense to nobody but you. I know that’s not easy. But making a bold move is the only way to truly advance toward the grandest vision the universe has for you.”

- Oprah Winfrey,

Legendary TV and radio host and the richest Black woman in the world as of January 2024



ENGAGING WITH US

One and All Office Park, 40 Peter Place, Lyme Park, Sandton
(St Stithians College Campus by Higher Ground)

Call us at +27 81 597 5580

Whatsapp us at +27 81 597 5580

Email us at info@awm.africa

Find us online at www.awm.africa