

Global Opportunities for Women's Development

According to the United Nations Population Fund, of the world's one billion poorest people, three fifths are women and girls. Of the 960 million adults in the world who cannot read, two thirds are women. At Walmart, we are committed to making a difference and to helping break the global cycle of poverty.

Walmart International Women-Focused Programs

CARE Global Partnership: In May 2009, Walmart announced a \$1 million grant to CARE. Projects funded by this initial grant focus on empowering impoverished young women from around the world through formal education, job-training and entrepreneurial support programs. With this grant, Walmart and CARE are focusing on young women in Peru, Bangladesh and India.

Peru: In February 2010, Walmart and CARE launched the Agricultural Economic Development Initiative, which seeks to help 2,300 small-scale farmers in Peru. The program is expected to increase participants' incomes by 30 percent and create more than 300 new jobs in the region. Through this initiative, women in Peru will become more involved in their family's farming operations. In addition, farmers will improve their agricultural operations, expand production, and gain better access to both local and export markets.

Bangladesh: In February 2010, Walmart and CARE launched a Women's Empowerment Initiative in to provide 2,500 female factory workers in the Bangladesh apparel sector with long-term, sustainable means of improving their standard of living and working environments through workplace skills and literacy training. Selected factories will host learning centers, providing education and awareness sessions focused on specific issues of concern to female workers in and around their workplace, including maternal and child health, nutrition, and hygiene and sanitation practices. Through the learning centers, these women will also receive education to improve their reading, writing and math skills. Technical training will focus on providing the workers with design, sewing, equipment handling and other relevant on-the-job technical skills.

India: In November 2009, Walmart and CARE launched the Cashew Value Chain Initiative to create a women owned-and-operated community-based institution to provide more equitable and consistent incomes for approximately 750 women in the cashew farming and processing sector in the coastal districts of Tamil Nadu State in Southern India. The Initiative seeks to improve overall livelihoods for women involved in the cashew processing sector: enhancing income earning opportunities by 20 percent, improving participants' literacy and business skills, and ensuring greater awareness about health and nutrition. The benefits of this initiative will reach beyond the women themselves, impacting the lives of nearly 4,000 people. Over the next year, the program will help to set up three women-owned and managed cashew processing units and 15 literacy centers. Training programs will be conducted for participating women and their daughters on basic social services, rights and entitlement issues. The program will also establish direct links between cashew producers, the women-owned processing units, and the global marketplace.

On International Women's Day 2009, Walmart made a \$25,000 donation to CARE's Power Within Program, a program that focuses on girls' education and leadership, helping more than 10 million girls complete primary school and develop leadership skills in 20 countries around the world.

Vital Voices Latin America and Caribbean Women's Business Network: In March 2010, Walmart announced a \$350,000 donation to the Vital Voices Latin America and Caribbean Women's Business Network. The program seeks to strengthen women's business networks, provide opportunities for women to enhance their skills and economic independence, and promote a culture of female entrepreneurship in the region.

Each network will offer mentoring programs and leadership training, host speakers programs through which business experts share knowledge and experience, deliver online business education programs and include an online peer learning and idea exchange community. More than 3,000 women are expected to benefit from the program in its first year.

Brazil: Walmart Brazil Institute sponsors income generation projects focused mainly on women that are head of household or who have been domestically abused, helping to teach them a profession and support the local handicraft culture.

Guatemala: Together with USAID and Mercy Corps, Walmart supports the Inclusive Market Alliance for Rural Entrepreneurs (IMARE), a program to build the capacity of rural farmers to move from small-scale farming to successful agri-businesses. Farmers participate in training on crop diversification and good agricultural practices, processing and post-harvest techniques to meet national and international agricultural standards, and business and management skills including the use of critical pricing information. They also receive assistance to buy tools, equipment and other agricultural resources. With a focus on bringing women into the project, IMARE has helped create 747 new jobs, of which 34 percent are occupied by women. Also, 22 women are in leadership positions within the IMARE producer groups.

El Salvador: The “Female Entrepreneurs” program supports income generation projects for female entrepreneurs in the area surrounding Caluco, one of the poorest towns in El Salvador. All products are sold in Walmart’s stores in El Salvador.

Mexico: The “Giving is also an Art” program supports the local Mazahua and Tarahumara communities by selling handiwork made by the women in Walmart Mexico’s Superama and Sam’s Club locations. One hundred percent of the proceeds are returned to the communities where the merchandise is made.

Lesotho: Through the Apparel Lesotho Alliance to Fight AIDS (ALAFSA) prevention and treatment programs, the Walmart Foundation works exclusively with the textile and apparel industry. Approximately 85 percent of the employees in this industry are women.

United Kingdom: ASDA’s “Tickled Pink” program is a cause-related marketing campaign for breast cancer care. By selling profit-free products in store fundraising campaigns, ASDA has raised US \$37 million since the program began in 1997.

2008-2009 Female Diversity Awards and Recognition

- Woman of Excellence by El Vocero Newspaper – Rosana Diaz-Vocero, Vice President, Walmart Puerto Rico
- Asian Women in Business Leadership Award Winner – Wan Ling Martello, Senior Vice President and CFO, Walmart International
- Fortune’s 50 Most Powerful Women in Business – Susan Chambers, Executive Vice President, People
- Top Company for Female Executives by National Association of Female Executives
- Top 20 Best Companies for Multicultural Women by Working Mother Media
- 40 Great Organizations for Women of Color to Work by Women of Color Magazine
- Top 15 Women in Business by Pink Magazine – Seong Ohm, Senior Vice President, General Merchandise, Seiyu
- Women Worth Watching in 2009, Profiles in Diversity Journal – Pam Kohn, Senior Vice President, General Merchandise Manager, Walmart
- The National Institute for Women (INMUJERES) gave Walmart México the certification of “Gender Equality” company for the 3rd consecutive year.

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