

DIRECT
SALES \$
DIVA

**When
Women
Unite**

featuring
Margie Aliprandi

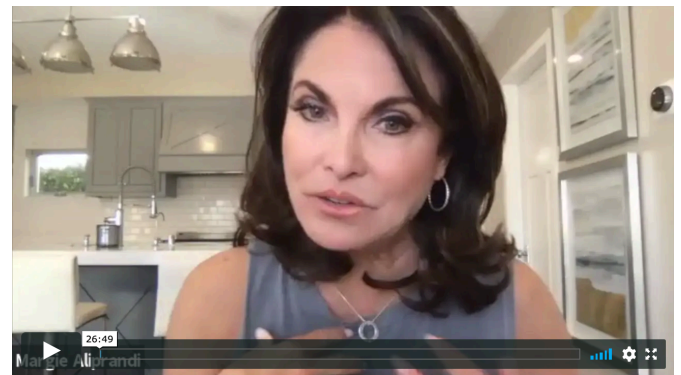


life. I wanted to be home with my children for their growing up years, and I wanted to provide them with a better lifestyle than I could as a teacher. I had no previous experience in NWM, and no money to start a business, but I was passionate and scrappy and my ‘WHY’ was fierce strong. I made a “whatever it takes” decision, jumped in with both feet and never looked back. Within one year, I was making more money in a single month than I made in an entire year teaching, and I made my first million dollars by the time I was 35.

Now my children are grown with children of their own, and I have the unique vantage point of seeing the legacy that blossomed from my decision to dive into this business 32 years ago.

Part One: Love and Legacy

Love, Loyalty and Legacy by Margie Aliprandi



Part 2: Loyalty and Legacy



When I found network marketing, or shall I say when it found me, I was a junior high school music teacher, a single mom with three kids under the age of 5, and at a crossroads in my

Five years ago, I read the book *Half the Sky*, about the marginalization of women globally, particularly in developing nations. I and a few

other network marketing women felt compelled to do something about it. That is how WOMEN UNITED FOR CHANGE was born. Our first order of business was to find an organization with integrity that already had the infrastructure and a platform in place to lift women up. We hit the jackpot when we found PCI and their Women Empowered (WE) program!

Five years later, there are thousands of women and men 'paying it forward' through this movement. Many of us are entrepreneurs whose lives have been blessed by network marketing. Together we've helped transform the lives of over 10,000 women across the globe.



A few years ago, we visited Guatemala to see the results of our donations firsthand. We were so impressed with PCI's efficiency, the trust they've built in the community, and the network of staff, community leaders and volunteers supporting their programs. PCI builds integrated and holistic programs that address the root causes of poverty and

inequality, and empower women as powerful agents of change.

We just returned from another vision trip in Africa, and WOW...life-changing!!! I'm more convinced than ever that PCI has cracked the code. Through them, our donations are changing the world in the most foundational and sustainable way possible. They are truly "teaching a woman to fish, rather than giving her a fish for a day."



Entrepreneurship is the key. These women are stepping into their power, creating their own businesses, and becoming an economic force in their communities. The ripple effect is profound. One by one, they are making their voices heard within their families and stepping into leadership roles in their communities. They are breaking through huge cultural barriers to do with they are doing. Together, they are changing social norms and unlocking a bright future for their children and for generations to come.

I know everyone has their favorite charities, but this is more than another charitable

organization. This is a movement! We are linking arms and together we're changing the world.



I carry an image in my heart from our trip to Tanzania. I see these women standing tall and saying with the help of a translator, “Before PCI’s Women Empowered program, I had nothing in my life. Now I am a business woman. Now I’m an entrepreneur.”

That image drives me forward in this movement. A \$50 donation changes a woman’s life. For less than what I spend on coffee in a month, I can empower a woman with 18 months of financial literacy and business training, and connect her to a strong and global support system - a sisterhood for life.

We all have the power to give this gift; to follow a purpose far greater than ourselves. Please join us in Women United for Change!

When Women Unite

Those who ever thought women can't work together, never met the following women. All of these women, you will read their stories on the following pages, are very successful network marketing professionals from different companies, different walks of life.

They chose to come together for one cause:empowering women. They partnered with PCI to accomplish that worthy mission.

Direct Sales Diva is the first publication to report on the philanthropic work of Women United for Change and Positive Community Impact. We are grateful to share these stories of women empowering women during International Women's Month.



PCI's Mission is to Empower People to Enhance Health, End Hunger, Overcome Hardship, and Advance Women and Girls



Project Concern International (PCI) has been working to eradicate poverty and improve the health of the world's most vulnerable people since 1961. PCI was founded and is still headquartered in San Diego.

In 2019 alone, PCI impacted the lives of over 20 million people in 15 countries across Asia, Africa, and the Americas. (Since it was founded, PCI has implemented programs in 33 countries.)

PCI

- Founded 1961
 - 59 years
 - 33 countries
 - Over 20 million people impacted in 2019
 - 86% of every dollar goes directly to programs
 - Ending poverty worldwide
 - Advancing women and girls
 - Ending hunger
 - Overcoming hardship
 - Enhancing health
-



Advancing Women and Girls

PCI understands that gender equality is key to ending global poverty. Increasing women's access to economic opportunities and financial services are important ways to advance women's well-being, accelerate development, and sustainably reduce poverty, and the organization is committed to ensuring that all its work includes an explicit focus on advancing gender equality and women's empowerment.

PCI advances women and girls through a number of different programs, including:

- Increasing access to education
- Preventing human trafficking
- Improving maternal/child health
- Providing prevention, screening, and treatment of diseases like cervical cancer and HIV/AIDS
- Ensuring families have access to clean water and nutritious food
- Strengthening the social and economic empowerment of women



PCI's Women Empowered Program
Women Empowered (WE) is an 18-month program that teaches financial literacy, entrepreneurship, and social empowerment. WE participants form groups, pool their savings, and loan each other money to start businesses, improve their homes and communities, or send their children to school. To date, more than **120,000 WE groups** have formed with more than **1.4 million** members across the globe. In Africa and the Americas alone, WE groups



have **saved almost \$6.5 million** and over **\$6.1 million has been loaned** to members and **reinvested** in their families and businesses.

Members of PCI's WE groups have experienced a **16%** reduction in poverty, a **15%** increase in their ability to feed their families, and a **17%** increase in household decision-making.

PCI's Women Empowered Program

- 18-month program
- Teaches social and economic empowerment
- More than 120,000 WE groups across the globe
- Over 1.4 million participants
- In Africa and the Americas alone, WE groups have **saved almost \$6.5 million and loaned over \$6.1**
- Participants reinvest in their families and businesses.
- Proven to reduce poverty
- Increases participants' ability to feed their families
- increases women's participation in household decisions
- Self-sustaining for the long term





Megan McLaughlin, PCI

I have so much respect for these incredible women and what they've done with this movement. They work for different network marketing companies they are essentially competitors, but they've come together as one on this mission to change the world. Individually, each of these women is a warrior. Together as Women United for Change, they are an unstoppable force!



Uli Imhoff Heine, PCI

Women United for Change is an amazing team of leaders! We have never had a movement like this championing PCI in the community, and the impact they're having is incredible. They moved mountains for us on Giving Tuesday, setting their fundraising goal high then working tirelessly to mobilize their networks to exceed that goal. It was incredible to watch! I've worked for PCI for 25 years, and I've never seen anything like it.



Carrie Hessler-Radelet,
President & CEO, PCI

Project Concern

International is committed to working with women to build better futures, and we could not ask for a better partner than Women United for Change, a movement built on the idea that by lifting each other up, we all rise. I was so inspired by their commitment to travel to Tanzania and see first-hand the transformative impact of PCI's Women Empowered program. Women United for Change recognizes, as PCI does, that while talent and potential are equally distributed around the world, opportunity is not. By helping PCI provide the training, tools, and opportunities women in developing countries need to thrive, Women United for Change is fueling the movement to end global poverty.