

The Sandals Foundation, the non-profit arm of Sandals Resorts International, has partnered with Cedella Marley and The Bob Marley Foundation to support WHOA – a women’s empowerment program that supports females in underserved communities in Jamaica and across the Caribbean.

WHOA is an iconic multi-year relationship that brings together two of the Caribbean’s most influential brands to comprehensively address the social and economic empowerment of marginalized women in Jamaica and the Caribbean. Together, we will work to raise the level of awareness and provide women with the skills, resources and knowledge to bring sustainable change for themselves, their families and their community.



WHOA
women helping others achieve

MAKES A DIFFERENCE!

EMPOWERING WOMEN POSITIVELY IMPACTS LIVES

Women Helping Others Achieve (WHOA) is a Caribbean-based initiative that provides support, mentorship, education, sports activity and tools to help marginalized women find inspiration and strength to transform lives. Working with resources in key Caribbean islands, WHOA offers access to life-changing skills that empower women, which, in turn, will positively impact families and communities for generations to come.

We provide support for females in need and give real opportunities for them to advance via partnerships with:

- P.A.C.E. (Providing Access to Continued Education) - Bahamas
- Barbados Agriculture Society - Barbados
- Grenada Zero Hunger Initiative - Grenada
- Sweet Water Foundation - Grenada
- Women’s Health Network - Jamaica
- The Women’s Centre - Jamaica
- Reggae Girlz - Jamaica
- RADA (Rural Agricultural Development Authority)
Women’s Group - Jamaica

INVESTMENT IN WOMEN IS CRITICAL:

Essential to Agriculture – Women are the backbone of the development of rural and national economies. They comprise 43% of the world’s agricultural labor force. In rural areas, many women derive their livelihoods from subsistence farming, almost always informal and often unpaid. By providing assistance to women, they are able to identify income-earning opportunities in agriculture and attain self-sufficiency.

Essential to Work Force – It’s a fact that when more women are employed, economies grow and an increase in the female labor force participation results in faster economic growth. Additionally, evidence shows that increasing the share of household income controlled by women, either through their own earnings or cash transfers, changes spending in ways that benefit children. Unfortunately, research shows that women have less access to formal financial institutions and saving mechanisms; while 55% of men report having an account at a formal financial institution, only 47% of women do worldwide and this gap is largest among lower-middle-income economies.

Essential to Community – By identifying, funding and mentoring best-in-class programs that build opportunities for women to lead, we make communities better places for everyone. When women are able to take an active role in issues such as education, economics and rape and domestic violence prevention, they stand a greater chance of reducing inequality.

Essential to Education – Literacy and education can be powerful tools for empowering this market segment and fighting poverty and hunger. Yet, over two-thirds of the world’s illiterate are female, many of whom live in rural areas. Studies show that women who are educated are more likely to be healthy, generate higher incomes, and have greater decision-making power within their households. A study using data from 219 countries from 1970 – 2009 found that, for every one additional year of education for women of reproductive age, child mortality decreased by 9.5%.

Essential to Sports – Women and girls who participate in sports are more likely to attend school and participate in society. When women and girls can walk on the playing field, they are more likely to step into the classroom, the boardroom, and step out as leaders in society. Studies show a direct correlation between girls’ participation in sports and higher education and employment. Creating inclusive environments that accept women and girls as athletes strengthens communities as a whole.



WORKING IN PARTNERSHIP WITH LOCAL ORGANIZATIONS, TOGETHER WE CAN SUPPORT WOMEN'S EMPOWERMENT BY:

- Providing access to training and technical support in the production, harvesting, post-harvesting, marketing, and sales of raw and value-added products. In turn, these outcomes will result in increased earnings, improved welfare of children and stability of family units.
- Affording marginalized females opportunities to move forward and become productive citizens, inspiring them to reach their fullest potential by way of resources such as: sex education, pregnancy prevention, art and yoga therapy, legal rights, insurance, financial budgeting, and enrichment sessions, as well as teaching motivational techniques.
- Offering support and guidance for the vast challenges women and their families continue to encounter in their community, even after they have left the programs to ensure long-term support and sustainability.
- Supporting rural health clinics through the funding of much needed equipment that affords the early detection of cervical cancer, brings awareness to women's health issues and promotes healthy living for the prevention of disease.
- Contributing basic business, vocational, financial and economic skills training, as well as career development tools through workshops and guidance from institutions that can offer support, knowledge and resources to establish a basic financial platform.
- Assisting the National Women's Team of the Jamaica Football Federation, the Reggae Girlz are afforded equal opportunities to live out their dream of achieving success through sport. Through their talents on the field, dozens of young Jamaican women have been able to attend universities and play in pro leagues globally.

TOGETHER, WE CAN REACH OUR GOAL:

- Positively impact the lives of 1,700 young women annually by providing them with physical and mental health services.
- Effectively educating and mentoring 100 young pregnant women and promote awareness to help reduce repeat pregnancy.
- Support 80 abused females annually with access to counseling, confidence building, and psychological and physical relief to help them move forward and gain confidence.
- Secure the partnership of local, regional and international organizations that will provide technical and administrative guidance for the development of cooperatives for 80 women in agribusiness.
- Support and promote equality for female athletes and overcome the tremendous challenges young women face in sports. Through backing for Jamaica's national team, the Reggae Girlz will be afforded the opportunity to compete on the World Stage and show the world the power of women in sports.

PARTNERSHIP OPPORTUNITIES:

There are many different ways to support WHOA:

- **Presenting Partner**
- **Program Partners**
- **Scholarship Opportunities**
- **In-Kind Donations and Services**
- **Category Specific Partners**

CONTACT US:



Heidi Clarke, Director of Programs

Office: (876) 935-0746

Foundation@grp.sandals.com

35 Half Way Tree Road | Kingston 5 | Jamaica W.I.

1859/0715