

PROGRAM

The Ellen Johnson Sirleaf Market Women's Fund
and

The African Women's Development Fund
in collaboration with the
New York Society for Ethical Culture
Social Services Board

Join

H.E. President Ellen Johnson Sirleaf
First female President of Liberia and in Africa

in

Honoring our Grandmothers

by

Paying tribute to Liberia's Market Women
and
African Women's Role in Economic Development

at the

Launch of the Adopt-a-Market Campaign
of the

Sirleaf Market Women's Fund

Wednesday, June 4, 2008

7:00 pm

New York Society for Ethical Culture
2 West 64th Street

ABOUT PRESIDENT ELLEN JOHNSON SIRLEAF AND THE SIRLEAF MARKET WOMEN'S FUND

During the catastrophic civil war that raged from 1989 to 2003, Liberia's market women not only fed the nation, they also prayed, protested and politicked for peace. When the fighting stopped they organized to elect "Ma Ellen," the granddaughter of a market woman and an international economist. President Sirleaf took office in January 2006.



President Sirleaf attributes her election to the market women. To repay and honor them for everything they had suffered and accomplished during long years of hardship, "Ma Ellen" pledged to rebuild or build new markets for them. In New York, just days after her election, supporters of Liberia and Africa decided the best way they could assist in this effort would be to establish the Sirleaf Market Women's Fund as an affiliate of the African Women's Development Fund-USA.

In 2007, its first year of operation, SMWF surveyed 1,726 marketers to determine their needs. As a result, ten markets have been built or rebuilt - two in the capital, Monrovia, and eight in the countryside. Reconstruction includes micro-credit, literacy and entrepreneurial training, clean water, sanitation, electricity, health care and nursery schools. Since many market women lost their husbands to the long war or AIDS the women were forced to become sole providers for their extended families. On average they earn less than \$1 a day.

Contributions to the Sirleaf Market Women's Fund are tax deductible through the 501(c)(3) tax-exempt status of the African Women's Development Fund-USA. For more information visit www.smwf.org.

H.E. ELLEN JOHNSON SIRLEAF

Internationally known as Africa's "Iron Lady," President Ellen Johnson Sirleaf is a leading promoter of peace, justice and democratic rule. She grew up in Liberian capital of Monrovia where she married and had four sons, today nine grandchildren.

President Johnson Sirleaf later earned an accounting degree from the Madison College of Business and a Masters Degree in Public Administration from Harvard University's Kennedy School of Government in the United States.

In her efforts to bring justice to her people in Liberia, she has spent more than a year in jail at the hands of the military dictatorship of General Samuel Doe and had her life threatened by former President Charles Taylor. She campaigned relentlessly for Taylor's removal from office and played an active and supportive role in the Transitional Government of Liberia as the country prepared for elections in October of 2005.

President Johnson Sirleaf was a presidential candidate in the 1997 Liberia general election where she finished second in the field of 13. Before that, she served for five years as Assistant Administrator and Director of the Regional Bureau for Africa of the United Nations Development Program as Assistant Secretary General of the United Nations and was the first woman to lead the United Nations Development Project for Africa.

In November 2005, President Ellen Johnson Sirleaf was elected President of Liberia and became the first woman to lead an African nation. She defeated popular World Class soccer star George Weah with an impressive 59.4 percent of the vote.

President Ellen Johnson Sirleaf in October 2007 was awarded The Presidential Medal of Freedom, the United States highest Civil Award, for her personal courage and unwavering commitment to expand freedom and improve the lives of people in Liberia and across Africa.

PROGRAM

Welcome	Phyllis Harrison-Ross, M.D. Chair, Social Services Board New York Society for Ethical Culture
Mistress of Ceremonies	Carol Jenkins Founding Member, President Women's Media Center
Sirleaf Market Women's Fund	Dr. Thelma Awori Chair, Sirleaf Market Women's Fund
Solo Accompanied by	Dawn Padmore Christopher Johnson
African Women's Development Fund	Bisi Adeleye-Fayemi Co-Founder and Executive Director African Women's Development Fund Barbara Phillips Chair, USA Board of Directors African Women's Development Fund
Performance	CDC Junior Company
Introduction of President Sirleaf	Peter Buffett Co-Chair, The NoVo Foundation
Remarks	H.E. Ellen Johnson Sirleaf President, Republic of Liberia
Introduction of Market Women	Jennifer Buffett Co-Chair and President The NoVo Foundation
The market women's story	H.E. Ellen Johnson Sirleaf Lusu Sloan Interim President Liberian Marketing Association and Member, National Board of Directors Sirleaf Market Women's Fund Massa Cousli Marketer Frog Island Market, Ma-Juah Market Nancy B. Doe Market

Miss Cicely Tyson’s remarks	Dr. Elfreda Massie
Performance	Swaray Safari Band
Remarks	Prof. Wangari Maathai Nobel Peace Laureate Founder, Green Belt Movement and Honorary Co-Chair, International Advisory Committee Sirleaf Market Women’s Fund
Induction of Founding Members of Friends of Liberian Market Women	Dr. Thelma Awori Lusu Sloan and Massa Cousli
Adopt-a-Market “Shout-Out”	Dr. Ruth B. Love President, RBL Enterprises Founding member International Advisory Committee Sirleaf Market Women’s Fund

POST-EVENT: ASK YOUR QUESTIONS

Co-conveners:	Dr. Thelma Awori Chair Sirleaf Market Women’s Fund Bisi Adeleye-Fayemi Co-founder and Executive Director African Women’s Development Fund
Participants:	The Honorable Vabah Gayflor Minister of Gender and Development Republic of Liberia Chair, National Board of Directors Sirleaf Market Women’s Fund Lusu Sloan Interim President Liberian Marketing Association and Member, National Board of Directors Sirleaf Market Women’s Fund Massa Cousli Marketer Frog Island Market, Ma-Juah Market Nancy B. Doe Market

SIRLEAF MARKET WOMEN'S FUND

International Advisory Committee

Honorary Co-Chairs

Prof. Wangari Maathai
Nobel Peace Prize Laureate 2004
Founder, The Green Belt Movement

The Honorable Mary Robinson
Former President of Ireland
Former UN High Commissioner for
Human Rights

Howard Dodson
Chief, Schomburg Center for Research
in Black Culture

Dr. Ruth B. Love
President, RBL Enterprises

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Bisi Adeleye-Fayemi, *ex officio*
Executive Director
African Women's Development Fund

Dorothy Davis
President, The Diasporan Touch

Angela King, *posthumously*
Former Advisor to the UN Sec. General

SMWF'S ADOPT-A-MARKET CAMPAIGN

"The markets were deplorable. The structures used to leak. During the rainy season, the surrounding areas were usually very muddy and slippery. Sometimes, without rain boots, it was impossible to walk around the market. There is a big difference now. No more rain beating me. No more sun beating me and no more mud."

Deddeh Beyan, Superintendent, Bardnersville Market, Liberia

The SMWF Adopt-A-Market Campaign allows individuals, organizations, corporations and large institutions to become involved by renovating or building markets in Liberia at any donation level.

It also is a way to build strong relationships among Liberians and people and institutions across the world. By adopting a market, you are helping to economically stabilize a cross-section of families and communities while supporting economic development and the reconstruction of Liberia at its core.

FRIENDS OF LIBERIAN MARKET WOMEN

African Women's Development Fund

African Women's Development Fund-USA

Peter and Jennifer Buffett

The NoVo Foundation

Alan Dones

Strategic Urban Development Alliance

Full Circle Living, Inc.

Heyman Family Fund

Hunt Alternatives Fund

Dr. Ruth B. Love

Dr. Jane Martin

The Sister Fund

The Speyer Family Foundation

United Nations Development Fund for Women (UNIFEM)

United Nations Development Program (UNDP)

Women's Division

General Board of Global Ministries

United Methodist Church

Women's Foreign Policy Group

ABOUT THE AFRICAN WOMEN'S DEVELOPMENT FUND-USA (AWDF-USA)

The African Women's Development Fund (AWDF), based in Ghana, is the first continent-wide grant-making foundation in Africa which supports local, national and regional organizations in Africa working towards women's empowerment.

AWDF through institutional capacity building and programme development seeks to build a culture of learning and partnerships within the African women's movement. The vision of AWDF is for African women to live in a world in which there is social justice, equality and respect for women's human rights.

To this end, its mission is to mobilize financial resources to support local, national and regional initiatives led by women, which will lead to the achievement of this vision in the following thematic areas: women's human rights, political participation, peace building, health and reproductive rights, HIV/AIDS, and economic development.

Since its inception in 2000, the African Women's Development Fund has awarded over \$7.8 million in grants to 575 women's organizations in 41 African countries. Its sister affiliate, New York City-based AWDF-USA, serves as SMWF's fiscal agent and is one of its earliest contributors. For more information visit www.awdf.org.

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Dr. Carol Njuki

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Dr. Peg Snyder

Diane Stevens

Hilda Tadria

Elinor Tatum

ABOUT THE NEW YORK SOCIETY FOR ETHICAL CULTURE / UNITED SOCIAL SERVICES, INC.

The New York Society for Ethical Culture (NYSEC) is the cornerstone of a humanist movement that was founded in 1876 to advance social justice for all. Ethical Culture emphasizes principles of behavior based on expressing one's conscience through moral and humane actions. Ethical Culture focuses on the demonstrated capacity of people to do good, and believes in the worth and dignity of all living beings.

The Social Service Board (SSB) runs a women's shelter on-site at the Society; operates a supervised visitation program for children; holds exhibitions for homeless artists; and sponsors a DNA testing project to free innocent citizens from an injustice. Additionally, SSB participates in the All Healers Mental Health Alliance to bring hope and help in times of hazards and disasters. For more information visit www.nysec.org.

ACKNOWLEDGEMENTS

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Eric Robertson of Eric Robertson African Arts Gallery for Silent Auction

Ms. Meime Swen, Liberian Business Entrepreneur

The "Liberia's Hope" Quilting Initiative of the
Corporation for Economic Opportunity, Columbus, South Carolina

Senator and Mrs. Ike Ekweremadu of Ikeoha Foundation
for underwriting Miss Africa International models

UNIFEM for transportation of Lusu Sloan and Massa Cousli from Liberia

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