

**By the time you finish
reading this sentence,
another woman will
become a victim
of domestic violence.**

**By the time you finish reading this message, you can join Avon's
global mission to empower women and change our world.**



1 in 3 women
every 9 seconds
10 million children
every 9 seconds
3 women each day
every 9 seconds
10 million children
every 9 seconds

Behind every impersonal **Statistic**
is a real woman who needs empowerment.

Avon believes that when women are empowered they can make their dreams a beautiful reality. One of the most powerful demonstrations of Avon's dedication to that belief is its global philanthropic commitment – with fundraising and grant making programs in more than 50 countries that have donated more than \$725 million to causes most important to women, including a global effort to eradicate violence against women.

The statistics are staggering: **one in three women worldwide will be a victim of domestic violence** – physical, sexual, emotional abuse – at least once in her life.¹ In the United States, **a woman is battered every nine seconds,**² and more than **three women are murdered each day** by their husbands or boyfriends.³ More than **ten million children bear witness** to this abuse,⁴ and often carry the violence into their adult relationships.⁵

To support our goal of empowering women and to help **provide women everywhere the right to live peacefully** in their own homes without violence or abuse, the Avon Foundation For Women launched its Speak Out Against Domestic Violence initiative in the U.S. in 2004.

To date, the groundbreaking **Speak Out Against Domestic Violence** program has committed more than \$16 million, in over 50 countries globally. In the U.S., grants have gone to more than 400 domestic violence organizations for awareness, education, direct services and prevention programs, with a focus on aiding children affected by domestic violence to help **end the cycle of abuse.** In addition to funding domestic violence programs, the Avon Foundation For Women has helped **raise awareness** and provides free, accessible information for women and their families with the sale of special products by Avon Representatives, as well as online at avonfoundation.org.

¹ Heise, L., Ellsberg, M. and Gottemoeller, M. Ending Violence Against Women, Population Reports, Series L, No. 11., December 1999. ² Bureau of Justice Statistics, Violence Against Women: Estimates from the Redesigned Survey, August 1998. ³ Carlson, Bonnie E. (1984), Children's observations of interpersonal violence, pp. 147-167 in A.R. Roberts (Ed.) Battered women and their families (pp. 147-167). NY: Springer. Straus, M.A. (1992). Children as witnesses to marital violence: A risk factor for lifelong problems among a nationally representative sample of American men and women. Report of the Twenty-Third Ross Roundtable. Columbus, OH: Ross Laboratories. ⁴ Bureau of Justice Statistics Crime Data Brief, Intimate Partner Violence, 1993-2001, February 2003. ⁵ Murray A. Straus et al., Physical Violence in American Families: Risk Factors and Adaptations to Violence in 8,145 Families. New Brunswick: Transaction Publishers, 1990.



“As *the* company for women, Avon is incredibly proud to help lead the call for worldwide awareness on those issues with the greatest impact on women. This Summit is an important step forward on that journey.

Since Avon was founded over 120 years ago, our mission has been to empower women from all walks of life and help them **create better ‘tomorrows’ for themselves and their families.”**

**- Andrea Jung, Chairman and Chief Executive Officer, Avon Products, Inc.
March 7, 2007, Inaugural Global Summit For A Better Tomorrow, United Nations**

2007: Avon’s Inaugural Celebration of International Women’s Day

Summit at United Nations Gives Voice to Critical Women’s Issues Worldwide

In honor of the great strides women have made, and with the hope that even greater ones will be made in the future, Avon launched a multi-platform initiative in honor of [International Women’s Day](#) in March 2007 to call attention to women’s issues worldwide.

In partnership with the Virtue Foundation and along with supporting organizations UNICEF, UNIFEM and UN-DESA, Avon co-hosted the first annual [Global Summit For A Better Tomorrow](#) at the United Nations. The Summit was a call to action to address the most important issues facing women. This inspiring event brought together some of the most influential and accomplished leaders in the area of women’s empowerment throughout the world.

Celebrity guests Jennifer Hudson and Melina Kanakaredes also lent their voices to the cause.

“Both Avon and the Virtue Foundation are helping empower women with a chance to achieve their dreams and make a difference in the world, and I’m so proud to be a part of this Summit,” said Jennifer Hudson.



1. Melina Kanakaredes speaks at the Inaugural Global Summit For A Better Tomorrow at the United Nations **2.** Andrea Jung, Chairman and CEO, Avon Products, Inc., and Jennifer Hudson at the Inaugural Global Summit For A Better Tomorrow at the United Nations

“As Honorary Chair of the Avon Foundation, I’m excited to introduce the Avon Women’s Empowerment Bracelet. It’s difficult for each one of us to pause in our daily lives, and think about what we might do to improve the condition of women everywhere.

As individuals, it’s almost impossible for us to be effective, but together, We can change the world.

I love the bracelet and what it stands for: our collective power, our solidarity, our determination and our hope.”

- Reese Witherspoon, Avon Global Ambassador and Honorary Chair of the Avon Foundation for Women
March 4, 2008, The Second Annual Summit For A Better Tomorrow, United Nations

2008: The Launch of the Avon Empowerment Fund

Critical Funds Committed to End Violence Against Women

In 2008, the Avon Foundation For Women created the [Avon Empowerment Fund](#) to build awareness and raise funds to end the devastating impact of domestic violence worldwide. To renew Avon’s more than 120-year old commitment to [enriching](#) and [empowering women’s lives](#) through financial opportunity and gender equality, the Fund was announced at the second Summit For A Better Tomorrow at the UN on [International Women’s Day](#) 2008 to increase support to [eradicate domestic violence](#).

The Fund’s first award – in the amount of \$1 million – was given to UNIFEM, for the United Nations Trust Fund to End Violence Against Women, which supports global projects to protect women from violence in developing countries. This was the [largest one-year corporate contribution](#) in the fund’s history and allowed it to expand its grant making capability and help even more women worldwide.

To launch the Fund, Avon created its first-ever global fundraising product for this cause - the [Empowerment Bracelet](#), sold by more than 5 million Avon Representatives worldwide. Unveiled by Reese Witherspoon, Avon Global Ambassador and Honorary Chair of the Avon Foundation For Women, the bracelet features the infinity symbol, symbolic of the [endless possibilities](#) for women in a world without domestic violence.



1. Reese Witherspoon, Avon Global Ambassador, introduces the new Empowerment Bracelet at a press conference during the Second Annual Global Summit For A Better Tomorrow 2. Joanne Sandler, UNIFEM Executive Director; Alexis Glick, Television Personality; Andrea Jung, Avon Chairman and CEO; Reese Witherspoon; Suze Orman, Personal Finance Expert; and Mrs. Ban Ki-moon, wife of the UN Secretary General, show the Avon Women’s Empowerment Bracelet at the Second Annual Global Summit For A Better Tomorrow at the United Nations

“The Avon Global Center for Women and Justice at Cornell Law School is the first center of its kind to work with judges in an effort to bring justice to women survivors of violence.

This is a historic moment. The Center is prepared to address the epidemic of violence against women and girls, and to work toward greater justice for those who have survived such violence.”

**- Barbara Holden Smith, Vice Dean of Cornell Law School
March 3, 2009, The Global Forum for Women and Justice, National Museum for Women in the Arts**

2009: New Partnership to End Violence Against Women

Avon Foundation Launches Global Center for Women and Justice at Cornell Law School

At the March 2009 [Global Forum for Women and Justice](#) in Washington, D.C. the Avon Foundation For Women announced a \$1.5 million grant to establish the [Avon Global Center for Women and Justice](#) at Cornell Law School.

The Center works with judges, legal professionals, governmental and non-governmental organizations to improve access to justice in an effort to [eliminate violence against women and girls](#).

A second Empowerment fundraising item, the [Empowerment Necklace](#), was also announced at the Forum. [100% of all net proceeds are donated](#) to the Empowerment Fund to support projects addressing the issues of domestic and gender violence.

The Avon Foundation For Women also committed an additional \$250,000 to the UN Trust Fund to End Violence Against Women, building on its \$1 million grant awarded in 2008 to the Trust Fund.



1.



3.

1. Justice Sandra Day O'Connor; Andrea Jung, Avon Chairman and CEO; Stewart Schwab, Dean of Cornell Law School; Reese Witherspoon, Avon Global Ambassador; and Joan Winship, International Association of Women Judges Executive Director, at the Global Forum for Women and Justice 2. Reese Witherspoon and Andrea Jung speak at the Avon Foundation For Women press conference where new funding was announced for programs to eliminate violence against women and improve access to justice 3. Barbara Holden Smith, Vice Dean of Cornell Law School; Andrea Jung; Reese Witherspoon and Joan Winship at the Global Forum for Women and Justice

2010: The Global Partnership to End Violence Against Women

On March 9-11, 2010, The Avon Foundation For Women, Vital Voices Global Partnership, a pioneering women's empowerment nonprofit, and the U.S. State Department are hosting a three-day launch of [The Global Partnership to End Violence Against Women](#) in Washington, D.C.

The unique public-private partnership will foster the creation of local cross-sector partnerships with the [goal of reducing violence against women](#). The event will bring together special delegations from 15 countries, each consisting of five representatives from diverse sectors – the judiciary, business, government, the NGO community and media.

Together they will [create and share innovative solutions](#) to address the growing global challenge of violence against women, as part of a global action plan for 2010.



AVON
Foundation
for Women

Avon Global Philanthropy: Empowering Women Around the World

Global Initiatives to Eradicate Domestic Violence

Today, Avon's Empowerment efforts are being realized in more than 50 countries. Avon has committed more than \$16 million, with \$8.1 million coming from global sales of Empowerment products.

To create greater awareness of these issues, Reese Witherspoon, Avon Global Ambassador and Honorary Chair of the Avon Foundation For Women, travels the globe on behalf of the company's philanthropic mission, encouraging people everywhere to take action and join Avon in our mission to end violence against women.

In [Asia](#), Avon [Philippines](#) launched the Global Women's Empowerment Necklace in 2009, with proceeds supporting domestic violence hotlines.

In [Europe](#), programs in [France](#), [Slovenia](#) and [Spain](#) are focusing on education, counseling, and providing shelter for women and children.

The [United Kingdom](#) recently held a national week-long awareness campaign at which Reese Witherspoon addressed the British Parliament about the impact of domestic violence.

In [Africa](#), Avon's [South African](#) division supports "Safer Cities," an urban-based program to reduce and prevent domestic violence by promoting gender equality.

In [Latin America](#), Avon [Brazil](#) funds efforts to increase awareness and implementation of the country's new Maria da Penha Act, which classifies domestic violence as a human rights violation.

1. Lynda Waltho, Member of Parliament; Wendy Turner Webster, Domestic Violence Survivor; Baroness Helena Kennedy QC, Human Rights Barrister and Patron of Refuge; Sandra Horley, Refuge Chief Executive; Reese Witherspoon, Avon Global Ambassador; and Anna Segatti, Avon UK President; at a domestic violence press conference at The Houses of Parliament in London 2. Reese Witherspoon puts the Women's Empowerment Bracelet on Maria da Penha Maia Fernandes, who pioneered the fight against domestic violence in Brazil and inspired the creation of the Maria da Penha Act, during a press conference in Sao Paulo, Brazil to spread messages of female empowerment and announce efforts to help reduce domestic violence in Latin America



We're giving 100% to empower women and change our world. Will you? Our ultimate goals are to eradicate domestic violence, promote gender equality, and provide opportunity for women, everywhere. We're giving 100% of the net profits of our Empowerment fundraising products to achieve these goals. And when you join us – by speaking out against violence, speaking up for women's empowerment, and purchasing these products, you can help change our world, too.



**NEW
Empowerment Ring**

This silver-tone ring features the signature Empowerment infinity symbol representing the limitless opportunities for empowered women around the world.

Available in one size,
the ring adjusts from size 6-8

Price \$5

100% of the net proceeds (\$3.80)
will be donated to the Avon
Empowerment Fund* to end
violence against women.

*Managed by the
Avon Foundation For Women

you can help change our world you can help change our world you can



Domestic Violence Unisex Bracelet

A unisex, rubber, reversible bracelet with the infinity symbol.

Price \$3

100% of the net profits (\$1.74) will be donated to the Avon Empowerment Fund to end violence against women.*



Empowerment Bracelet

A sleek periwinkle blue stretch cord bracelet featuring a silver-tone infinity symbol.

Price \$3

100% of the net profits (\$2.24) will be donated to the Avon Empowerment Fund to end violence against women.*

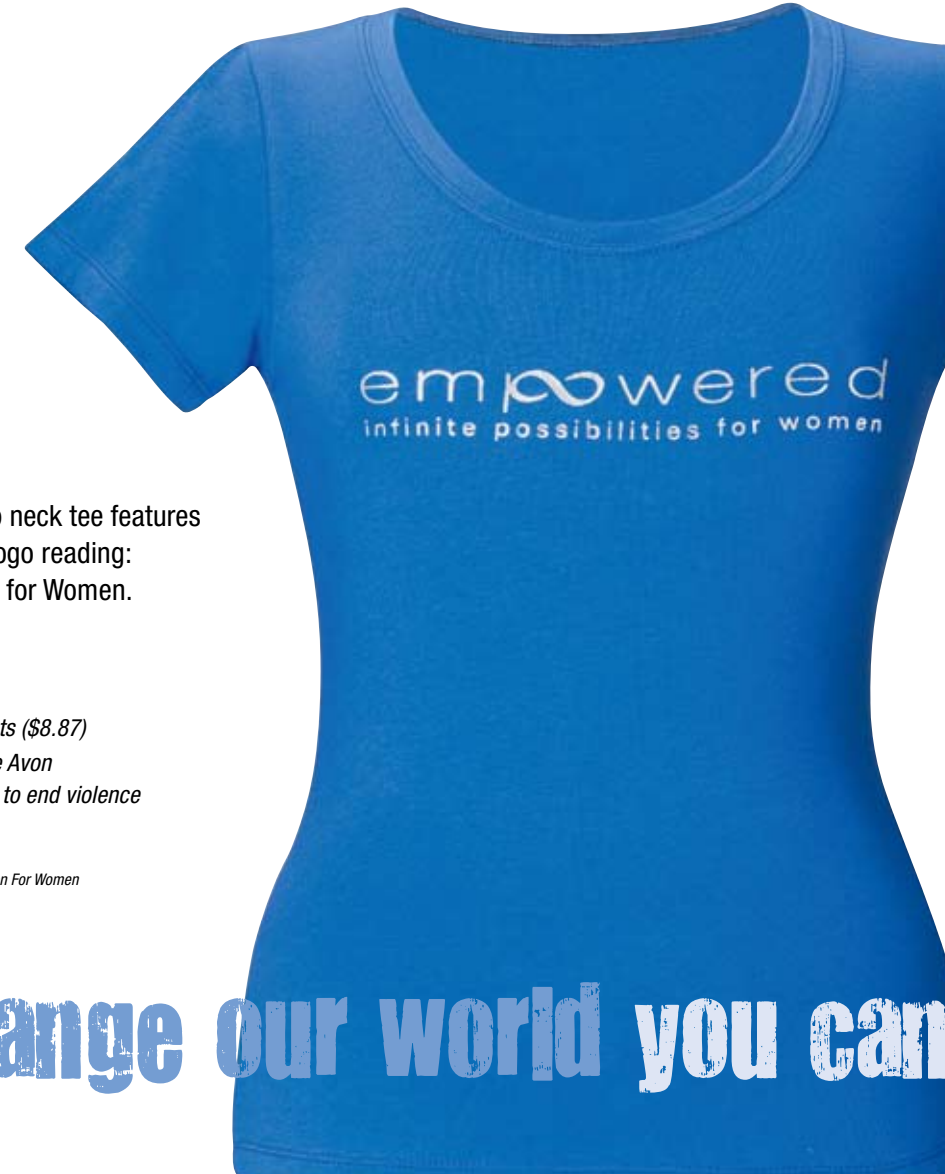


Empowerment Necklace

A silver-tone chain featuring the infinity symbol.

Price \$5

100% of the net profits (\$4.11) will be donated to the Avon Empowerment Fund to end violence against women.*



NEW Empowerment T-Shirt

This periwinkle blue fitted, scoop neck tee features the infinity symbol and a silver logo reading: Empowered: Infinite Possibilities for Women.



T-shirt sizes S-2XL

Price \$15

100% of the net profits (\$8.87) will be donated to the Avon Empowerment Fund to end violence against women.*

*Managed by the Avon Foundation For Women

you can help change our world you can help change our world you can

Sales of the Avon Empowerment products fund programs that work to help ensure women's safety around the globe - and you can be part of the movement by wearing these symbols of women's infinite possibilities!

The **Empowerment Collection** is available exclusively through Avon Representatives.

To find a Representative call 1-800-FOR-AVON or visit www.avon.com.

For a free resource guide and more information about domestic violence and other important programs that help women visit www.avonfoundation.org.

Domestic violence is a crime. Call the **National Domestic Violence Hotline** toll free 1-800-799-SAFE.

For more information please contact Christina Bennett
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AVON



AGAINST
DOMESTIC
VIOLENCE