

**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
15 million children
every 9 seconds
3 women each day
every 9 seconds
15 million children
every 9 seconds

Behind every impersonal statistic is a real woman or child.

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 fund-raising and grant-making programs in more than 50 countries that have donated more than \$860 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 **15 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 nearly \$40 million in 50 countries globally. In the United States, the Avon Foundation has awarded grants to almost 500 domestic violence organizations for awareness, education, direct services and prevention programs. The Speak Out program includes funding for special projects that focus on aiding children affected by domestic violence to help **end the cycle of abuse**, as well as programs for young women who are victims of dating abuse and sexual violence, and for abused women who require financial empowerment training. In addition to funding domestic violence programs, the Avon Foundation raises awareness about the issue by providing comprehensive resource guides that accompany each sale of special "Empowerment" products sold by Avon Representatives at www.avon.com.

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 McDonald, Renee, Ernest N. Jouriles, Suhasini Ramisetty-Mikler, et al. 2006. Estimating the Number of American Children Living in Partner-Violent Families. Journal of Family Psychology 20(1): 137-142.



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.

"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' or 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



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

2008: The Launch of Avon's Empowerment Products

Critical Funds Committed to End Violence Against Women

In recognition of **International Women's Day 2008**, Avon created its first global fundraising product to support efforts to end violence against women – the **Empowerment Bracelet**. The bracelet, sold by Avon Representatives worldwide, featured the infinity symbol that represents lives with unlimited potential when free from violence. Each year since, Avon introduces new Avon Empowerment products to raise critical funds for programs to **reduce domestic and gender violence around the globe**.

Reese Witherspoon, Avon Global Ambassador and Honorary Chair of the Avon Foundation for Women, unveiled the bracelet at the second Summit for a Better Tomorrow at the United Nations. Also at the Summit, the Avon Foundation for Women awarded \$1 million to the United Nations Trust Fund to End Violence Against Women to **support global projects to protect women** from violence in developing countries. This grant was the largest one-year corporate contribution in the Fund's history and enabled it to expand its grant-making capability and help more women worldwide. In 2009, the Avon Foundation committed an additional \$250,000 to the UN Trust Fund, building on its \$1 million grant.

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

- 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



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: Launch of the Avon 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 University Law School](#). The Avon Center works with judges, legal professionals, governmental and non-governmental organizations (NGOs) to improve access to justice in an effort to eliminate violence against women and girls.

Since its inception, the Avon Center has provided clinical research assistance for judges around the world and produced pioneering analyses and studies, including the first comprehensive, comparative study of acid violence in Bangladesh, Cambodia, and India, with recommendations for governments and businesses to adopt to curb acid violence. The Center also released a report in collaboration with the Women in Prison Project of the Correctional Association of New York on the barriers to justice for domestic violence survivor-defendants, as well as a study on sexual violence in Zambian schools. The Center has convened conferences on gender-based violence and access to justice in Southeast Asia and Washington, D.C.



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

“There is nothing more important for all of us than ensuring the safety of women and girls everywhere. The problem is so pervasive, it’s critical that we find ways to work together, as a global community, to combat it. I applaud this groundbreaking new Partnership, and look forward to the innovative ideas and solutions it will produce.”

- Reese Witherspoon, Avon Global Ambassador and Honorary Chair of the Avon Foundation for Women
March 10, 2010, International Women’s Day, Washington, D.C.

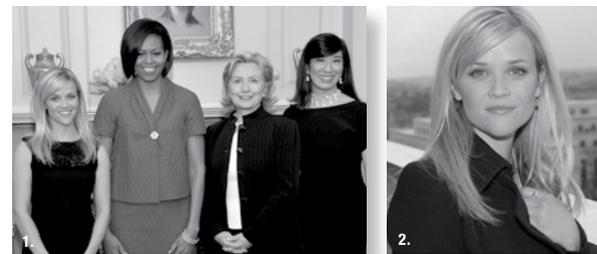
2010: The Global Partnership to End Violence Against Women

In 2010 in recognition of International Women’s Day, the Avon Foundation for Women, Vital Voices, and the U.S. State Department hosted a three-day launch of [The Global Partnership to End Violence Against Women](#) in Washington, D.C. This innovative public-private partnership, founded on the premise that local experts are best suited to know what solutions will work in their own communities, is fostering the creation of cross-sector collaborations with the goal of reducing violence against women.

To facilitate the Global Partnership, Avon and the Avon Foundation for Women donated \$1.2 million to Vital Voices to convene 15 country delegations consisting of leaders from diverse sectors – business, government, law enforcement, the nongovernmental organization (NGO) community, academia and others – in a global forum to share insights, forge collaborations, and seek ways to overcome challenging cultural realities that have been barriers to progress.

The Global Partnership supported regional events in India and Argentina in fall 2010; created a violence against women campaign toolkit that provides information and strategies to develop effective advocacy, awareness and education campaigns and programs that NGOs can use to reduce violence against women in any country; and supported the presentation of the documentary play *Seven*, which tells seven women’s stories of triumph over physical and mental abuse, oppression, adversity, and threats to their lives, families, and livelihoods.

Also in 2010, the Avon Foundation donated \$500,000 to the U.S. Department of State Secretary’s Fund for Global Women’s Leadership to create the [Avon Awards for the Elimination of Gender Based Violence](#), presented in 2011 by the State Department to ten NGOs in eight countries for the purpose of ending violence against women.



1. Andrea Jung and Reese Witherspoon announce donation to the State Dept’s Secretary’s Fund at the Women of Courage Awards, hosted by Secretary Clinton and attended by First Lady Obama 2. Reese Witherspoon unveils Avon’s Women’s Empowerment Ring in 2010 in Washington, DC

2011: Expanding Global Efforts to End Violence Against Women

Global Partnership to End Violence Against Women

With renewed Avon Foundation support, the Global Partnership to End Violence Against Women expanded its efforts in 2011. It created a mentorship program, made grant awards for Global Partnership delegation projects, and presented a regional sexual violence institute in South Africa that trained participants to identify, evaluate and overcome obstacles to the successful investigation and prosecution of sexual violence cases.

Women NGO leaders from ten Partnership delegations participated in the Global Partnership Mentorship Program in Washington, D.C., New York City and Phoenix, AZ. The comprehensive program included meetings with former Supreme Court Justice Sandra Day O'Connor, White House Advisor on Violence Against Women Lynn Rosenthal, members of the Department of State's Office of Global Women's Issues, Commissioner Yolanda Jimenez of the New York City Mayor's Office to Combat Domestic Violence, and other domestic violence leaders.

The Global Partnership Grant Program provided support for five NGOs from Eastern Europe, South America, Africa and the Middle East to fund research and development projects focused on ending violence against women in their countries.



1. Former Supreme Court Justice Sandra Day O'Connor meets with NGO leaders at the Global Partnership Mentorship Program in 2011.

Avon Global Believe Fund

To honor Avon Products, Inc.'s 125th anniversary, the company established a new \$2 million Avon Global Believe Fund to support women's domestic violence shelters and agencies around the world and to draw attention to the alarming lack of adequate services for women and children who are victims of domestic violence.

Through the Believe Fund, Avon and the Avon Foundation for Women funded an international network of outstanding nonprofit organizations in 21 Avon markets worldwide to accelerate their efforts to provide critical life-saving services for victims of domestic violence and their families in partnership with the National Network to End Domestic Violence (NNEDV).



1. Andrea Jung and Reese Witherspoon present Russian domestic violence agency Anna with a Believe Fund Grant in Moscow 2. Andrea Jung and Fergie present HELP USA with a Believe Fund Grant in New York City.

2012: Recognizing Excellence in Communications to End Violence Against Women

Speaking Out to Accelerate Change

For International Women's Day 2012, the Avon Foundation for Women will recognize best practices in communications campaigns and programs from around the world that focus on ending violence against women at the [2nd World Conference of Women's Shelters](#), organized by the National Network to End Domestic Violence (NNEDV). This pioneering conference will convene more than 1,500 activists and advocates from more than 90 countries who work in shelters or programs dedicated to assisting domestic violence victims and families in Washington D.C. from February 27– March 1, 2012. The goal is to accelerate the sharing of effective solutions by leveraging limited resources and promoting worldwide partnerships that foster collaboration and catalyze change.

Chairman and Chief Executive Officer of Avon Products, Inc. Andrea Jung and Avon Foundation Honorary Chair Reese Witherspoon will present the [Avon Communications Awards: Speaking Out About Violence Against Women](#) to four organizations from among 16 outstanding finalists in the categories of [Storytelling](#), [Innovative Campaign](#), [Break the Silence](#), and [Global Excellence in Communications](#). The Avon Foundation's support of the World Conference will also include extensive training for all participants in achieving the best communications results for this issue with traditional and new media. The Foundation will introduce a permanent electronic repository of the most effective messages and materials being used around the world, as well as launch an app challenge with the Institute of Medicine to increase the tools available to prevent domestic and sexual violence.

The U.S. National Network to End Domestic Violence
and the Global Network of Women's Shelters Present

2nd World Conference of
Women's Shelters

"Connecting global partners to end violence against women."

Avon Global Philanthropy: Empowering Women Around the World

Global Initiatives to Eradicate Violence Against Women

Through the end of 2011, Avon global philanthropy has donated nearly \$40 million through its Speak Out Against Domestic Violence program to support awareness, education, direct service and prevention programs aimed at reducing domestic and gender violence in nearly 50 countries. Following are some of Avon's efforts around the globe:

- [Argentina](#) funds a Buenos Aires domestic violence shelter to conduct a job placement program.
- [Brazil](#) sponsored the premier of *¿Amor? (Love?)*, the Movie, a film illustrating domestic violence's complexity, and held a series of discussions across Brazil with the film's director and cast, NGOs, activists, community leaders, journalists and the public to share perspectives on domestic violence.
- [Mexico](#) joined forces with the Expresión en Corto International Film Festival to host an annual Speak Out Against Domestic Violence Short Film Contest, which attracts more than 200 films from more than 30 countries each year.
- [Philippines](#) helped Women's Crisis Center expand its domestic violence hotline capacity by increasing its services from 40 to 76 hours per week.
- [Russia](#) and ANNA Centre collaborated to launch Russia's first national domestic violence hotline.
- [Slovakia](#) partners with Alliance of Women to produce workshops educating students and teachers in secondary schools about domestic violence and healthy relationships.
- [South Africa](#) held a candle lighting ceremony in collaboration with People Opposing Women Abuse honoring domestic violence survivors during the 16 days of activism.
- [UK](#) partners with Refuge, the country's largest provider of domestic violence services, to support critical educational activities and services for victims.

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.

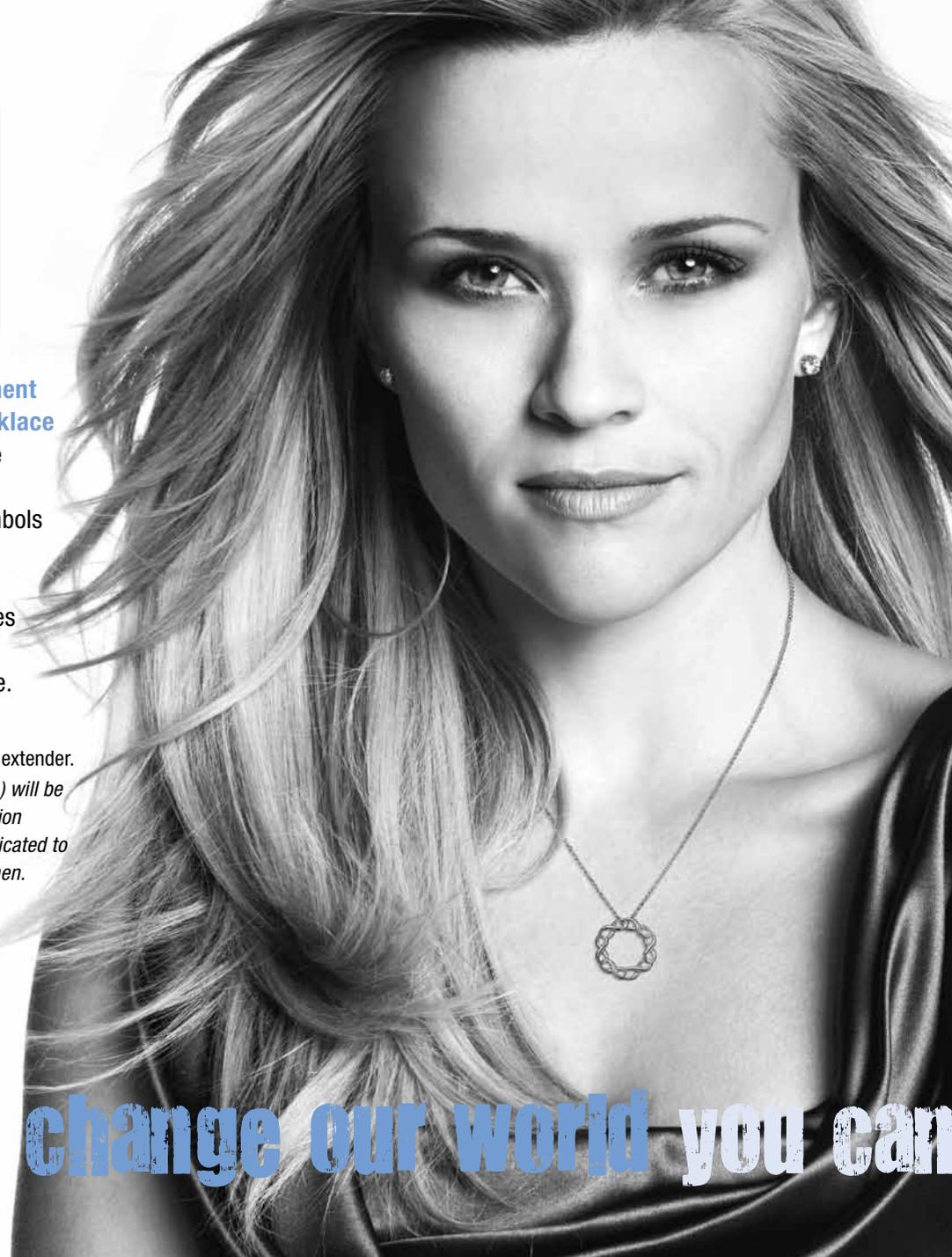


**NEW 2012 Empowerment
Circle of Support Necklace**

This silver-tone necklace features a series of interlocking infinity symbols – the infinity symbol in Avon's Empowerment products represents lives with unlimited potential when free from violence.

Price \$5

Silver-tone. 16½" L with 3½" extender.
100% of net proceeds (\$3.71) will be donated to the Avon Foundation for Women for programs dedicated to ending violence against 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!

Avon Empowerment products are available 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 dating abuse visit www.avonfoundation.org.

Domestic violence is a crime. If you need immediate help, call the **National Domestic Violence Hotline** toll free 1-800-799-SAFE.

For more information please contact Karyn Margolis 212.282.5666 Karyn.Margolis@avonfoundation.org

