

TechGirls



How to become a Supporter

contact us at: partnerships@techgirls.one



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WHAT IS TECH GIRLS?

We believe that being smart, driven and talented should be the key criteria for starting a tech career and not that you have been born into a rich or poor family.



Peace Innovation Foundation's *TechGirls* program aims at encouraging young women in developing countries to pursue a career in technology or science. *TechGirls* will change the lives of these talented smart girls, their families and communities; and will create the future female technology leadership elite of their countries.

TechGirls helps talented young women afford the tuition, room and board to study at a college or university in their home country. However, *TechGirls* is much more than a traditional scholarship program. We create opportunities to gain experience beyond academic education, specifically in the areas of leadership and entrepreneurship.

Therefore, *TechGirls* is not a charity program – it actually helps promoting talents and provides opportunities.

WHY FOCUS ON WOMEN?

Women in developing countries are the pillars of their communities. They are used to taking risks and running most small businesses. While in modern societies, women are still underrepresented in the technical professions – for instance only 20% of U.S. tech jobs are held by women, in developing countries, it is only 2-5%. In addition, we believe that women bring a skill set to the table which is different in many respects from the skill set of men and that adding diversity to organizations is a great asset.

The core of the *TechGirls* program is to help our students enroll in a local college or university, assist them in developing their leadership and entrepreneurial skills, link them with companies for internships and project work, and secure funding for their studies.

www.TechGirls.one

BECOME A PARTNER OR GOOD-WILL AMBASSADOR

As a partner or ambassador of the *TechGirls* program, you understand that you will become part of community. We all work in support of our *TechGirls*, to provide them with opportunities they would otherwise never have. In the end all our efforts are about them, not us.



Don't worry – you will be a great. You will feel purpose and fulfillment. You will connect with like-minded people, expanding your personal and professional network.

You will enjoy the respect and recognition of those around you -- family, peers and colleagues, clients and friends for dedicating your time, spirit and network to this very noble and unique cause. You will also be named as an Partner or Ambassador on our websites (if you like). In a way, *TechGirls* might impact your life as it impacts the lives of our recipients.

What we require is very simple: having enthusiasm, being people-oriented and able to communicate across cultural lines and levels, and willing to dedicate your time to this honorable task. As our Ambassador, you are a representative of the *TechGirls* program and the Peace-Innovation Foundation, as well. **This is a privilege as it is a responsibility you need to be aware of.**

WHAT ARE YOUR TASKS?

As a Partner or Ambassador, you promote the *TechGirls* initiative. You utilize your personal and professional network to create awareness and support by promoting the cause to individual contributors, establishing links to corporate partners and helping with fundraising. For that, you need to discover and develop synergies with the interests of potential corporate partners and sponsors, conceptualize and explain the benefits of their commitment to social impact, and demonstrate opportunities to improve their public image and branding, for their business as well as leadership development.

You are also a role model for the young women who stand at the beginning of a technical career and give them the confidence that they will succeed in life. Their success will be yours.

You help these students to make the right choice of career and institution of education and provide professional and personal advice. We anticipate seeing our students among the top 30% of their peer group throughout their studies and expect to see them graduate.

HOW TO START

Has your company or team considered adding the topic of social impact to your branding and public image? Maybe you would consider supporting *TechGirls*, because it makes so much sense and has a direct impact.

Beyond doing-good and making a direct donation, most companies invest in internal talent and leadership development. Since we live in a diverse world, many companies have international clients, have teams working with international partners or subsidiaries, or consider expanding to developing countries. Through becoming a partner of *TechGirls*, companies will get a unique opportunity to expose their engineers and leaders to work with young tech talents from different cultures, exposing them to other cultures, values and way of thinking. So, you may even meet through *TechGirls* their next tech expert, programmer, service manager or sales rep?

Supporting *TechGirls* is not just the right thing to do, but actually creates unique benefits for improving branding, public image and inner culture for your company or team.



How to Contribute

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HOW CAN PARTNERS SUPPORT TECHGIRLS?



Most commonly: you can **make a donation** - preferably a recurring one. We only need about \$3,000 per year to send a *TechGirls* student to college or university.

Small amounts help, too: to buy textbooks, a bus ticket or a laptop computer.

Donors can monitor the progress of our individual *TechGirls* on our website and in this way become part of their lives, struggles and successes.

Inside fundraising efforts for companies and team are an amazing way to support TechGirls. We will help with the social media coverage and PR.

Many firms do end-of-the year fundraisers or raise funds with a company event (running etc.) for a good cause. Maybe this year for *TechGirls*?



What about integrating TechGirls into the **staff & leadership development and training program**?

As a company you can work with us to establish intercultural competency and communication development programs.

Typically, we would develop a 6-month cross-cultural project for 2-3 attendees that is beneficial for both sides, also allowing the TechGirls to develop their presentation and project development skills and exposing them to different ways of thinking, culture and motivation.

SOME BACKGROUND ON CROSS-CULTURAL COMPETENCIES

Companies of all sizes are participating in the global marketplace. In fact, many of us interact daily with customers and colleagues of different cultures. In order for business operations and customer interactions to run smoothly, it is more important than ever that every member of an organization is able to interact with people from other cultures. By equipping each employee with the appropriate knowledge, you can help reduce cultural misunderstandings that can result in lost opportunities and costly mistakes.

However, organizations struggle to hire or train enough leaders to implement global strategies and keep pace with globalization demands. Developing global leaders is a major concern for organizations in the public, private, and nonprofit sectors.

In a survey of senior leaders from 68 countries, almost 90 percent of top executives named cross-cultural leadership as their top management challenge for this century. Executives surveyed cited understanding customers across cultures as the greatest of all the global leadership challenges.



HOW PRIVATE AND PUBLIC SECTOR INSTITUTIONS CAN BENEFIT

Private and public sector institutions need intercultural and/or diversity training for a number of reasons. Among many others, the situations in which professional intercultural trainers will help include:

- international assignments of staff members
- building multinational project groups
- integrating international employees at the local workplace



Possible topics:

- Intercultural communication, also tailored to specific working situations or specific countries
- Project rollouts in other countries – approach, stakeholder analysis, internal and external communication, etc.
- Leadership style – How to include employees from a specific culture or with employees and teams of multicultural backgrounds? What is my personal leadership style? Which leadership style is common in my company and shapes international cooperation?
- Negotiations with international business partners
- Presentations in front of an international audience
- Conflict management in different cultures – How can I prevent inter-personal conflicts? Which conflict resolution styles exist in international comparison? Which conflict resolution strategy is suitable for existing conflicts in my business?