

Avon Foundation for Women and Reese Witherspoon Announce New Domestic Violence Grants on International Women's Day

Thursday, March 08, 2012 11:37:00 AM (GMT)

Ten new grants are part of Avon Global Believe Fund launched in 2011

NEW YORK, March 8, 2012 /PRNewswire/ -- In honor of International Women's Day, Avon Global Ambassador & Honorary Chairman of the Avon Foundation for Women Reese Witherspoon and Avon Chairman and CEO Andrea Jung announced ten \$60,000 grants to support women's domestic violence shelters and agencies from around the world. The grants are part of the \$2 million [Avon Global Believe Fund](#) established in 2011 to honor the 125th anniversary of Avon Products, Inc. and to continue the company's work to end violence against women around the world. Witherspoon and Jung presented the awards to the grant recipients at the [2nd World Conference of Women's Shelters](#).

To view the multimedia assets associated with this release, please click:

<http://www.multivu.com/mnr/55071-avon-foundation-for-women-reese-witherspoon-new-domestic-violence-grants>

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With these new grants, Avon has made a total of 26 Global Believe Fund grants in 21 countries to support women's domestic violence shelters and agencies. The Believe Fund is part of the [Avon Speak Out Against Domestic Violence program](#), which has donated nearly \$40 million globally to end violence against women. The Avon Foundation partnered with the [National Network to End Domestic Violence \(NNEDV\)](#) to identify and fund this international network of outstanding NGOs and help them provide critical life-saving services for victims of domestic violence and their families.

2012 AVON BELIEVE FUND GRANT RECIPIENTS

The following domestic violence programs received 2012 Believe Fund grants:

- [NSW Women's Refuge Resource Centre \(Australia\)](#): Women's Refuge is a network of 55 shelters for women and children escaping domestic violence and also provides resources and information for the community to improve their awareness of the issues relating to domestic violence.
- [The Canadian Women's Foundation \(Canada\)](#): The Canadian Women's Foundation provides programs to help end violence against women by focusing on training for healthy relationships and rebuilding lives through empowerment programs and community building.
- [Hogar de Cristo Foundation \(Chile\)](#): Hogar de Cristo Foundation provides shelters for victims of violence and this year will open a new shelter with the National Service of Women and the Police.
- [Cerfami \(Colombia\)](#): Cerfami works with the Medellin government to provide specialized services to victims of violence, including shelter and counseling.
- [Maria Amor Foundation \(Ecuador\)](#): Maria Amor Foundation provides shelter services for victims of violence at Casa Maria Amor, and develops productive and empowering projects for survivors.
- [W.I.N Hellas \(Greece\)](#): W.I.N HELLAS offers counseling support, specialized educational programs, shelter homes and legal counseling.
- [Donne In Rete Contro la Violenza \(Italy\)](#): Donne In Rete Contro la Violenza is a network of 58 antiviolence centers and women's shelters that have supported thousands of women and their children escaping violence.
- [Sensiblu Foundation \(Romania\)](#): Sensiblu Foundation is the only non-governmental organizations in Bucharest working to prevent domestic violence through public awareness campaigns.
- [Alliance of Women \(Slovakia\)](#): Alliance of Women of Slovakia monitors and translates international laws to protect women and disseminates information about legal options for victims of violence within Slovakia.
- [International Women Rights Centre – La Strada \(Ukraine\)](#): La Strada - Ukraine has successfully worked on the prevention of trafficking and the elimination of all forms of discrimination and violence in society since 1997.

For an overview of the Avon Global Believe Fund grants awarded in 2011, please visit:

<http://www.multivu.com/players/English/47913-Avon-World-Tour/>.

ENDING VIOLENCE @ HOME - GLOBAL APP CHALLENGE

Also in honor of International Women's Day 2012, the Avon Foundation for Women announced a new [App Challenge](#), called [Ending Violence @ Home](#), in partnership with the [Institute of Medicine](#). This competition is an invitation for domestic violence experts and technology enthusiasts to combine their talents and harness the power of technology to create mobile or online apps that will help prevent violence against women and children. Four prizes totaling \$25,000 will be awarded. Registration is open from March 8 through May 31.

QUOTATIONS

"Decade after decade Avon's success has been made possible by the shared belief in Avon's unique mission to improve women's lives. That is the spirit in which the Believe Fund was created. Now that spirit continues with these additional grants, which draw attention to the alarming lack of adequate services for women and children who are victims of domestic violence in communities around the globe."

- **Reese Witherspoon**, Avon Global Ambassador and Avon Foundation for Women Honorary Chairman

"We are so thankful for the incredible, life-saving work that these ten new beneficiaries are doing in their home countries. But we can't stop now, because there is still so much work to be done as we partner to help end family violence. We need to continue to recruit new allies for our work; we must pass new laws and ensure that existing laws are understood and enforced; we must continue to expand outreach services for families and secure the safety of children in abusive homes. We must encourage everyone to Speak Out to stop the violence. I will continue to speak out, and I know you will too."

- **Andrea Jung**, Chairman and CEO, Avon Products, Inc.

ABOUT THE AVON FOUNDATION FOR WOMEN

The [Avon Foundation for Women](#), the world's largest corporate-affiliated philanthropy focused on issues that matter most to women, was founded in 1955 to improve the lives of women. Through 2011, Avon global philanthropy has donated more than \$860 million in more than 50 countries for causes most important to women. Today, Avon philanthropy focuses its funding on breast cancer research and access to care through the [Avon Breast Cancer Crusade](#), and efforts to reduce domestic and gender violence through its [Speak Out Against Domestic Violence](#) program. Avon also responds generously to provide support for relief and recovery efforts in times of major natural disasters and emergencies.

ABOUT AVON'S SPEAK OUT AGAINST DOMESTIC VIOLENCE PROGRAM

Avon's Speak Out Against Domestic Violence program launched in 2004 to support domestic violence awareness, education and prevention programs, as well as direct services for victims and their families. Globally, Avon supports efforts to end violence against women in over 50 countries by raising funds through special product sales and raising awareness through events and with educational information disseminated by 6.4 million global Avon Representatives.

SOURCE Avon Foundation for Women

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Countries: United States

Industries: Household & Consumer Products

Languages: English

Primary Identifiers: AVP-US

Related Identifiers: AVP-US

Subjects: Corporate Social Responsibility, Not For Profit Organizations, Human Interest Groups