



## How will we WiN?

WiN: Women Initiatives, is a social enterprise developed in partnership with Yuvsatta and Volunteers in Action (ViA). Impoverished women living in slums are the most oppressed and vulnerable individuals in India.

In an attempt to end the cycle of poverty, unemployment and illiteracy, Yuvsatta has provided women with much-needed employment, vocational training and literacy skills.

The women are paid well for each card they produce and feel a deep sense of pride that Canadians will value their craft this holiday season.



## WiN's goals are:



to **empower** the socio-economically marginalized women living in the slums of India;

to **end the cycle of poverty**, oppression, unemployment, and illiteracy and

to provide Canadians with a **high quality, environmentally responsible, socially conscious, unique product**

Yuvsatta is a registered NGO operating in Chandigarh, India. For over 14 years, Yuvsatta has worked to put Gandhian philosophy into action by operating schools in slum areas, connecting volunteers to opportunities, petitioning for an inclusive society and educating marginalized people on health issues such as HIV/AIDS prevention. To learn more about Yuvsatta, please visit [www.yuvsatta.org](http://www.yuvsatta.org)

Volunteers in Action (ViA) is a grassroots coalition of volunteers who undertake large projects. WiN is ViA's first project called ViA India. ViA members do not accept fees or honorariums for their services. 100% of all funds raised are donated to the partner organization to be directed to the program. Membership to ViA is by invitation only; however, committed volunteers with an interest in social justice and community service may apply. To contact ViA, please e-mail the Coordinator at [volunteersinaction@gmail.com](mailto:volunteersinaction@gmail.com).

