



# Prospectus

## ASIA GENDER EQUALITY PHILANTHROPIC POOLED FUND



### Why gender?

- ▶ 60% of women and girls live in Asia (2 billion)
- ▶ Women are more likely to be laid off
- ▶ Women do 11x more unpaid domestic work

# Executive Summary

AVPN will initiate and co-manage an Asia Gender Equality Philanthropic Pooled Fund which aligns with the shared mission of both organisations to support women's economic advancement and contribute towards strengthening gender equality across the region. The fund will support impact organisations such as nonprofit organisations, social enterprises, as well as intermediaries whose work is improving economic outcomes for women and girls in Asia.

The Fund will raise USD 25 million across 5 years to support women and girls, particularly those from disadvantaged groups that may often fall through the cracks across other gender initiatives.

AVPN believes that only collaborative philanthropy can help Asia bridge the gender gap to accelerate towards Sustainable Development Goals. Harnessing the power of collaboration, AVPN successfully launched three Philanthropic Pooled Funds, the first-of-their-kind, to deploy unrestricted grants to high-impact solutions to mitigate the impact of Covid-19 on a range of beneficiaries, including marginalised women. There are best-in-class nonprofits in Asia to help women and girls achieve economic advancement but we need more funding to deploy to the sector.

We need your help.



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**1** Deploy grants to impact organisations with proven records

**2** Support organisations that struggle to access funding, especially unrestricted granting,

**3** Support organisations that address job and livelihood issues for disadvantaged women and girls



## CHANGING THE GAME IN GENDER

# What's at stake?

**Covid-19 has affected each and every individual across the work and yet women across Asia have borne the brunt of the effects and are struggling to sustain livelihoods and stay economically active.**

Hard-won gains made over the last decade are being wiped out by the coronavirus pandemic in a short span of time and the impact cascades for generations. Some of the many challenges women face include:

- 1 Women are more likely to be laid off because of the mobility restrictions placed by governments around the world** which have decimated the tourism and hospitality sectors, which have high percentages of women employees. Key sectors such as export-oriented manufacturing and agriculture with a high concentration of micro, small and medium-sized enterprises, many run by women, are facing daunting challenges to remain viable.
- 2 Women and girls in Asia and the Pacific spend up to 11 times more of their day on unpaid care** and domestic care work than do men and boys. For women who are still working they have to also fulfil both employment and household duties and are finding their lives much harder when whole families are confined at home.
- 3 A multi-stakeholder approach is needed**, where funders from across philanthropy, impact investing, businesses, intergovernmental and international organisations and civil society organisations can come together to strengthen women's access to financial and non-financial resources across the Asian region and address the social barriers that are the impediment to women's economic empowerment and gender equality.



### **Greater gender inequality**

in Asia is strongly associated with lower economic growth and imbalance of education participation and attainment, pay differences, entrepreneurship and leadership representation.

**THE OPPORTUNITY**

# A pooled fund improving outcomes for women and girls in Asia

**The goal of the Asia Gender Equality Philanthropic Pooled Fund is to see an increase in the flow and distribution of grants to high-impact organisations that support economic advancement for women and girls.** By bringing together funders with a mission to address the challenges in gender equality amongst the most vulnerable communities in Asia.

To support the development and management of the Fund, AVPN would draw on strengths as conveners and ecosystem builders to deliver on the following outcomes.

**OUTCOMES****Funder Engagement**

AVPN would conduct a targeted outreach program with relevant stakeholders from within the networks to bring in multiple donors to the Fund. AVPN will also build a strong and sustainable funder collaborative to facilitate conversations across members to align goals, objectives and build trust.

**OUTCOMES****Fund Strategy**

Drawing on prior experience with managing philanthropic funds, AVPN will develop the strategy for the fund, including develop the fund's theory of change and learning framework.

**Raise and pool funds for philanthropic investments**

**Leverage membership and our wider network to identify the range of interventions and grant recipients**

**Engage international partners to source a pipeline of potential innovative approaches, tools and technologies**



### OUTCOMES

#### Enhance the funding ecosystem

Building strong peer-to-peer connections to strengthen networks thus preventing duplication and increasing the flow of financial and non-financial resources towards these outcomes. This will be achieved through engaging with the grantees to support them to be more networked and to collaborate more actively



### OUTCOMES

#### Operations and back-office support

AVPN will manage the fund operations, acting as the backbone for the fund, including running the operating committee, manage the grant application process, the financials and monitoring and evaluations



### OUTCOMES

#### Branding and Communications

AVPN will be responsible for the branding and communications of the fund, including the launch, and annual impact report.



### OUTCOMES

#### Awareness Building and Knowledge Sharing

AVPN would use outreach channels, website, social media and signature events to create awareness on the initiatives and to share best practice from this collaboration. Amplifying the work to our broader network to encourage more support for the fund to provide more capital for deployment to meet the fund's objectives. The knowledge sharing will also leverage the insights from this fund to inspire others to take on similar pooled funding opportunities, catalysing more collaborative philanthropy to benefit the broader ecosystem development.



GENDER POOLED FUND

# OPERATIONS

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Supporting Women's  
Economic Advancement  
to Strengthen Gender  
Equality across Asia

## OPERATIONS

# Workflow

AVPN will deliver on this initiative to quickly and effectively scale proven solutions through providing philanthropic capital/grant funding to organisations as well as intermediaries and capacity builders who are best placed to support women and girls in economic advancement. We have been continuously learning from our past fund management experience and pursuing an efficient grant deployment process.

**PREP &  
PROGRAMME  
LAUNCH**

- Orientation and welcoming session to funders: introducing the process, selection criteria, roles and timeline
- Set up online application portal

**APPLICATION  
ASSESSMENT**

- Launch call for applications, information sessions
- Go through the assessment workflow
- Conduct pre-assessment eligibility check and review applications
- Recommend and present top applications
- Organise Grant Committee meeting to discuss final decision

**GRANT  
ALLOCATION**

- Due diligence: individual checks for all members of the management & executive team
- Draft agreements to sign with selected organisations
- Award grant on agreed terms and conditions

**MONITORING,  
EVALUATION,  
& REPORTING**

- Employ independent auditor to undertake an annual audit of the Funds
- Prepare progress report on the Funds for funders
- Organise joint call with funders and beneficiary organisations to give their perspective on the impact of the grant
- Employ an independent organisation to evaluate the Funds' impact

**MARKETING &  
PUBLICITY**

- Design and launch online marketing campaign through website, one-pager, EDM, social media
- Conduct information sessions
- Manage enquiries

## OPERATIONS

# Workflow

## TIMELINE

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AVPN has begun work on the Gender Pooled Fund and entered into early discussions with potential donors, with the intention to launch the fund officially in Q4 2022. It will run for five years, at which point the goals of the Fund will be reviewed.

## BUDGET

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To enable AVPN to launch the Pooled Fund, we are seeking a minimum contribution of USD 500,000 per annum over 5 years from each funder. There is no upper limit to the number of Funders who can donate into the Fund, and funders are encouraged to contribute more than the minimum capital requested.



If you come across organisations that would be interested in either contributing to a pooled fund or starting a single-purpose fund, do encourage them to contact us for further details at [partnerships@avpn.asia](mailto:partnerships@avpn.asia).