

# A Global Celebration of Women

Giving Voice to Women and Girls Worldwide



2022 is a historic year for women. We invite you to join us in building a **Women's Day Live** Global Humanitarian franchise. From the annual Women's Day Live Festival and Heart in Action Global Humanitarian Campaign on MARCH 8<sup>TH</sup>, International Women's Day, to the Stories of US film(s) that will give voice to women and girls worldwide on one day. To the 8-part series Why Empower Women. Witness history in the making.

We will build a global story telling platform by country to give voice to women and girls worldwide. We will do a global co-creation call out, inviting women and girls around the world to share their stories. Given budget, simultaneous 'A Day in the Life of a Woman' films in select countries can be produced and released as a series. The focus on the first **Stories of US** film is on the State of the World's Women, followed by a film on American and Canadian women.

We will celebrate the courage, determination and achievements of women from around the world who have Dared to lead and never gave up. These women are a product of feminist activism and a catalyst for it.

Together we can create the largest live immersive social networking and story-telling platform in modern history for March 8, 2022, to celebrate International Women's Day worldwide.



## THE WOMEN'S DAY LIVE STORY TELLING PLATFORM WILL RECLAIM WOMEN'S HISTORY

Our Voices will ring out around the world to herald a new era for women.

We have just witnessed a Historic Event for the world's women. World leaders commemorated the 25<sup>th</sup> Anniversary of the Beijing Platform for Action at the UN Assembly in Sept. 2020 by pledging their commitment to achieve equality for women by 2030. What do we do now to accelerate progress?

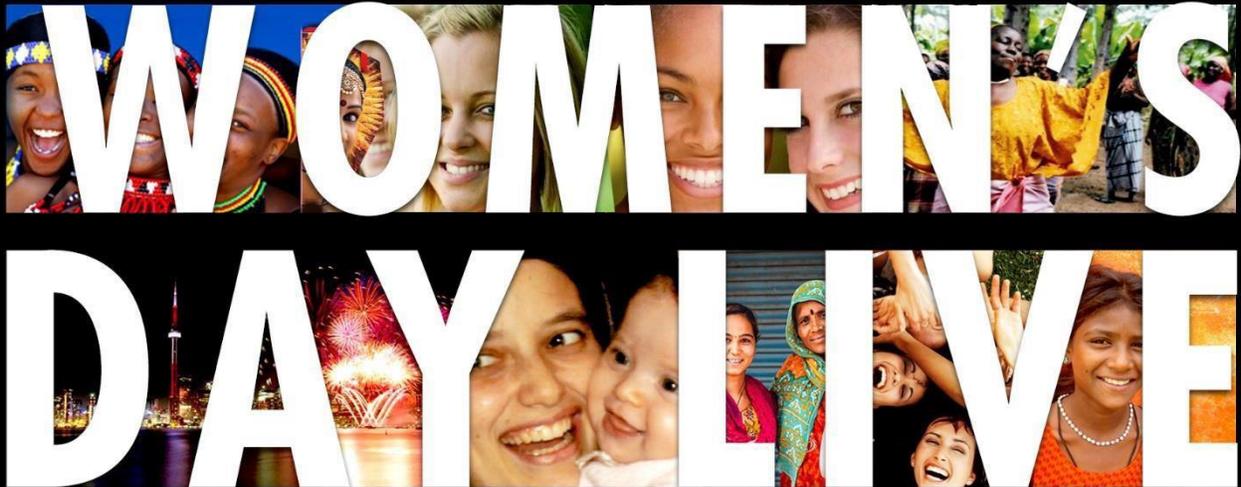
**Generation Equality Forum in Paris at end of June 2021** is calling on all countries to put women's health, wealth and rights at the center of global economic and social recovery efforts. **The G20 Summit** offers an unprecedented opportunity for women and UN Women to use their collective convening power to call on President Biden and Prime Minister Trudeau to make a global call to action for world leaders to step up for its women and children.

We will celebrate diversity, inclusion and democracy and speak up in bold new ways to ensure that the values of Democracy Freedom and Justice prevail and triumph. Women's progress is being pushed back a generation, as the pandemic has hit them with a devastating force. What are we as a human family prepared to do to alleviate the humanitarian crises?

Women are the most potent force for global economic growth. The world knows this. If ever there was time to advance the critical role of women, it is now. If not now, when?

Will world leaders keep their promises to women and put women's economic empowerment front row center in global recovery plans?

CELEBRATE THE WORLD'S WOMEN ON ONE DAY



**Women's Day Live – The Stories of Us**, is a multi-media interactive project driven by social media and built largely from user-generated content to present a historic snapshot of the world's women and girls. It will result in a **Women's Day Live** theatrical feature documentary that will inspire a worldwide audience to create lasting change for women and girls at this transformational moment in history.

Celebrate the rich cultural diversity of women and girls' stories from the U.S., Canada and around the world.

We will create an online HUB to showcase women's lives, history and stories from the past to the present. This is history in the making.

LET US USHER IN A NEW ERA FOR  
WOMEN'S GLOBAL LEADERSHIP



A unique Celebration of Women  
Leading in Every Part of the World

# What do you hope for?



**WOMEN WHO DARE TO LEAD.** Help produce the ground-breaking feature film- **Women's Day Live: Stories of Us** and a bold social action campaign to champion women and girls. International Women's Day, March 8, 2022.

This live immersive global social networking event will offer a digital 'hub' to showcase bold change makers, women who dared to lead from the past to the present.

**Visual History Digital Archives.** For discovery the online platform will offer a digital 'hub' to feature the rich cultural diversity of women's stories, by country and by topic. The winning 2 minute video submissions from a worldwide competition will be featured in the final.

## CHANGE THE NAME OF THE GAME

**Feature Documentary.** From the exhilarating synopsis of Womens Suffrage to the feminist movement to American women helping to win the Democratic vote, to the economic crisis women are in today, to where we are headed, an equal future, if we as a human family dare to go there, the thrust of this multi-media initiative is to open our collective eyes to what is possible when we join forces.

**The Time for Change is Now.** The world's women are on the frontlines of COVID 19 and are suffering immensely.

**Our mission** is to galvanize a global movement to launch a bold ten-year Global Women's Economic Empowerment initiative to put women and girls at the heart of this momentous global recovery effort. This is a threshold moment in time to usher in a new era for women & girls. If not now, when?

Are women ready to harness their collective power with a single-minded focus to advance women's social, political and economic empowerment at this time? Will they join forces to put the power of money into the hands of women in the grassroots, where it is proven to have the greatest impact. Equality won't happen without resources and the political will.

## CHANGE THE NAME OF THE GAME - FEATURE DOCUMENTARY FILM



Join us in a “global campfire” to see the world through women’s eyes. The ‘time for women is now’ is the consensus and rallying call at this threshold moment in history.

The film(s) will explore what it will take to make an evolutionary leap for women and girls. Every sign indicates it’s the courageous women in the grassroots movement that will be the greatest catalyst for change. We will shine a spotlight on 21<sup>st</sup> century solutions to address gender inequality.

We will use self-generated videos and award-winning local filmmakers to weave a powerful tapestry of courageous stories from real women whose bold initiatives are making change happen. We will experience women running for political office in record numbers in 2022 and bear witness to the power of the women’s vote in deciding the American interim elections. This is history in the making.

How can we break the barriers for women’s economic empowerment? According to Melinda Gates, "A study looking at 70 countries ...found that women’s grassroots movements were more effective at advancing policy change, See [It’s Time for a New Era for Women](#). Her next big move, the [Economic](#) Empowerment of women.

The evidence is in - the greater the equality in a society the more prosperous that society is on the world stage. And yet we continue to struggle to grow, advance and prosper. Promises keep being made and promises keep being broken. How can we hold our leaders accountable? Governments? Corporate leaders? UN Women? Do we have the political will to seize this historic moment to make an evolutionary leap for the world’s women and girls and for the future of humanity itself?



*The Dream is Strong  
The Time has Come*

Women all over the world expressing their voice.  
Their power. Their leadership.  
Free to be who they want to be.

**Join the Movement.**

# Ignite the Power of the Digital Revolution

Harness the Power of Media, Celebrity & Technology.

## Create a Bold Global Social Action Campaign

Share your story, vision and bold actions for change.



**A Global Call for Bold Action.** Join us for this first-of-its-kind global social networking call to action to inspire people to call on their nation's leaders to commit to accelerating women's global economic empowerment by putting the power of money into the hands of women.

## Be a Global Brand Ambassador!

An exciting globally orchestrated 'call-out' and social media campaign world-wide will generate live global engagement to raise and amplify women's voices.

An upbeat celebrity call to action, coupled with Global Ambassador's shout outs, and leading women's organizations will bring the issue of women's

ship to the world stage to champion women and

ive Feminist Development Agenda, putting women

ent agenda was and is at the forefront of changing the

**KEEP PROMISES TO WOMEN.** World Leaders pledged to put Women at the center of their Development Agenda. Billions are at stake.

**End result.** Greatly increased awareness and funding for women & girls to achieve our goal for education, end to violence, and equal opportunity.

**FUND BOLDLY. BE GENEROUS. WHAT YOU DO COUNTS.** Will you step up to help women and girls? Now is the time. All NGO's can use both films as a fund-raiser to benefit charities.

**This is a threshold moment in history, a wake-up call for women** to step up to the late with everything they've got. Our strength is in our collective power. In our unity. We have Vote Power. Dollar power. The future of humanity is in our hands.



Prin  
girl  
from  
futu

**TOGETHER WE WILL CREATE  
A NEW MYTHOLOGY...**

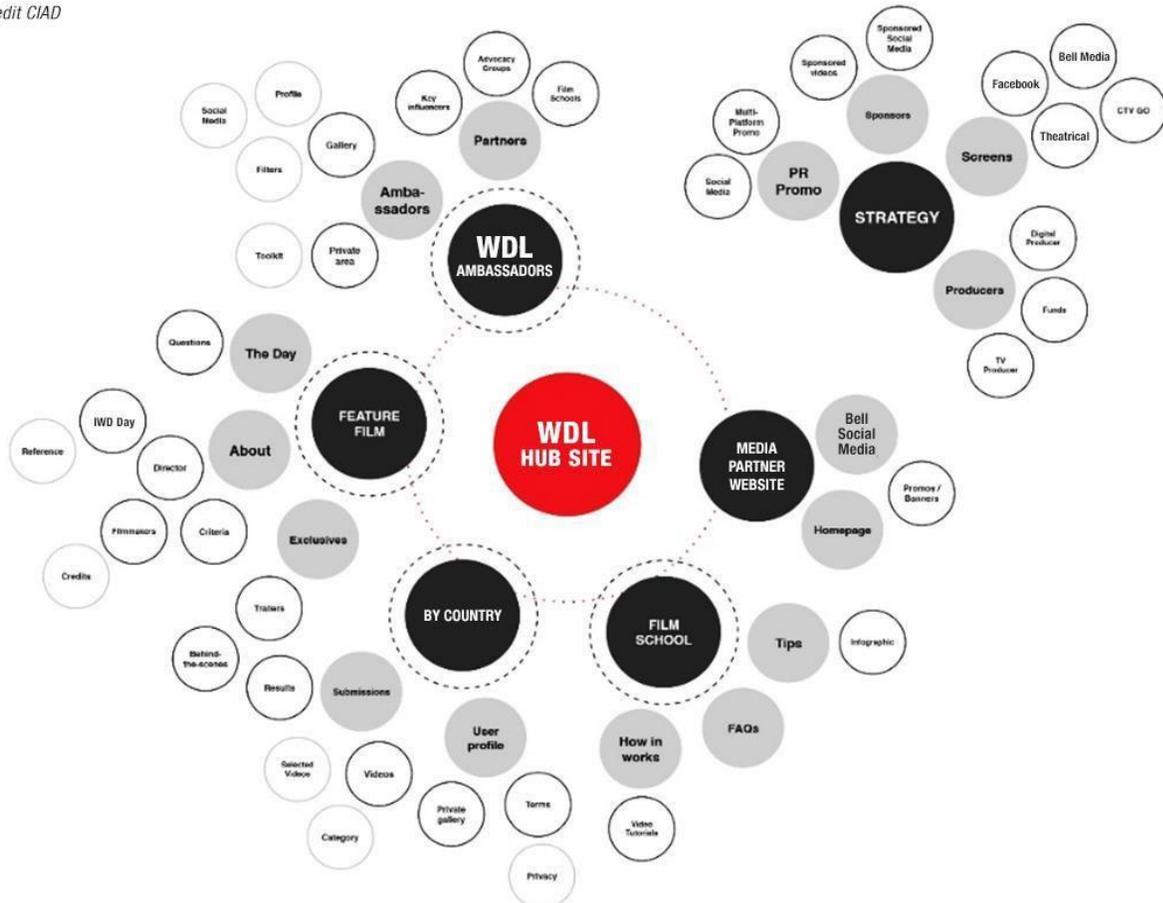
**Executive Producer.** [Lili Fournier](#) is an award winning Canadian filmmaker. She directed, hosted and produced 11 Quest specials which aired on PBS, & 6 Canadian networks successfully raising millions for PBS’s fund-raising drives. Quest featured an unprecedented gathering of some of the world’s leading spiritual and business leaders and best-selling authors. She produced the televised By My Spirit Concert with Placido Domingo, Zubin Mehta and the Israel Philharmonic in the presence of Queen Sophia of Spain. She has dedicated her life to realize the dream of a bold and exciting Global Women’s Empowerment Initiative: **Women’s Day Live.**

There will be select award-winning directors engaged in specific countries to create local films. Two notable directors will co-direct the film. [Switch United](#) who recently created the digital design for the film “Canada In a Day”, for Canada’s 150<sup>th</sup> anniversary, will consult. A brilliant team will Lead the global engagement, social media and digital creative management.

# WOMEN’S DAY LIVE FILM CROSS PLATFORM DIGITAL MEDIA

## INFRASTRUCTURE

Inspiration Credit CIAD



## **This is a Game Changer! This is History in the making!**

We invite your visionary leadership and financial solidarity to help us realize the **Women's Day Live- the Stories of Us film** for a time-sensitive launch. We need all systems ready to go now.

## **Call to Action for Women's Global Economic Empowerment**

**Women of the World Unite** in a Global Call to Action to invite World leaders to keep pledges to put women at the heart of their International Development strategy. In one sweep, this one change in global policy could potentially move billions into the hands of women in years to come.

Prime Minister Trudeau made a historic investment in women at the G7 Summit he hosted in 2018. He invited other G7 leaders to adopt his Feminist Development Agenda. Pledges were made for billions. Keeping the commitments is sketchy now. G7 leaders also promised to put women at the heart of their International Development. This will also fall by the wayside. We have an incredibly important opportunity for global advocacy to keep promises made to women.

This gives us a once in a lifetime opportunity to use our collective power to change the future course of history for the world's women.

We invite the visionary leadership of women and men to take the lead for women's global economic empowerment. This is the key to alleviating violence. It's going to take all of us working together to create a new mythology for women and girls worldwide.

**IT IS TIME FOR BOLD ACTION.** Let us support UN Women's global call to action to world leaders to act with great urgency at this defining moment in world history.

We need invite you to join us to help finance the team, to design and build the online platform and campaign and build a consortium of supporters for movement building. Change is Coming!



Lili Fournier  
416 410-4434

[lili@womensdaylive.com](mailto:lili@womensdaylive.com)

## **TIME FOR CHANGE! TIME FOR ACTION**

# WE ARE THE WOMEN OF THE WORLD

## MAKE IT COUNT

Thank you for your generous support in making a commitment to the WDL Stories of Us Film and global social media platform. The Budget is \$2 Million U.S. We are seeking \$5 million in investment now, which includes \$3 Million development to launch the Women’s Day Live Benefit Concert.

### YOUR COMMITMENT

I will be A Global Brand Ambassador for the **Women’s Day Live** film and concert. This means I will help promote the launch of the event, and the co-creation call out for the film and the film’s broadcast. Engagement in Press opportunities and appearing in the PSA for global broadcast is optional.

### PLEDGE INFORMATION

Name \_\_\_\_\_

Contact phone & Email \_\_\_\_\_

Date Pledged \_\_\_\_/\_\_\_\_/\_\_\_\_ Assistant Contact \_\_\_\_\_

### PLEDGE OF FINANCIAL SUPPORT: WOMEN’S DAY LIVE FILM & GLOBAL BENEFIT CONCERT

#### Be a Visionary. Become a Charter Member.

Co-Founder	\$1,000,000
Visionary	\$ 500,000
Champion	\$ 250,000
Trailblazer	\$ 100,000
Activist	\$ 50,000
Advocate	\$ 25,000
Change Maker	\$ 10,000
Braveheart	\$ 5,000
Evolutionary	\$ 2,500
Movement Leader	\$ 1,000

- Visionary Founders Circle. Limited to four. Executive Producer Credit.
- Champion Founders Circle. Limited to four. Co-Executive Producer Credit
- Trailblazer Founders Circle. Co-Producer credit

## PLEDGE DETAILS

Pledge Amount \_\_\_\_\_ [To Donate by Credit or Paypal](#)

## DONOR CONTACT INFORMATION

Name \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip Code \_\_\_\_\_ Country \_\_\_\_\_

DONOR'S SIGNATURE \_\_\_\_\_ DATE \_\_\_\_ / \_\_\_\_ / \_\_\_\_

*CPTV, is the fiduciary partner for **WOMEN'S DAY LIVE**, a registered 501(c) charity, based in Hartford, CT.*

*Note: To get a tax-deductible receipt in the U.S, the donations have to be made out directly to CPTV, and go directly to CPTV, A PBS Network. We have worked with them for over a decade in producing the Quest.*

**Please make cheque payable to  
Connecticut Public Broadcasting, Inc.**

Mail to CT Public Broadcasting Inc.

Attention: Heather KELSEY, 1049 Asylum Avenue, Hartford, CT 06105-2411 - Tel: (860) 275-7228

**Important: Please indicate **Women's Day Live Project** by cheque or by electronic banking below.**

**Bank Name** Bank of America – Hartford, CT

**Company Name** CT. Public Broadcasting Inc.

**Account #** 000001116940

**ABA #** 026009593



Lili Fournier is a remarkable producer who brings her passion to subjects that touch people's lives. Having worked with her for well over a decade, Lili's sensitivity to the emotional impact of her work is matched by her precision in developing projects which meet with great appreciation by public television programmers and audiences alike. I urge you to support her work.

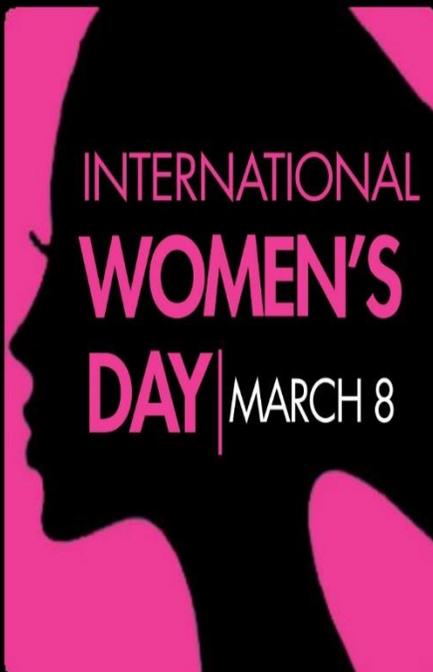
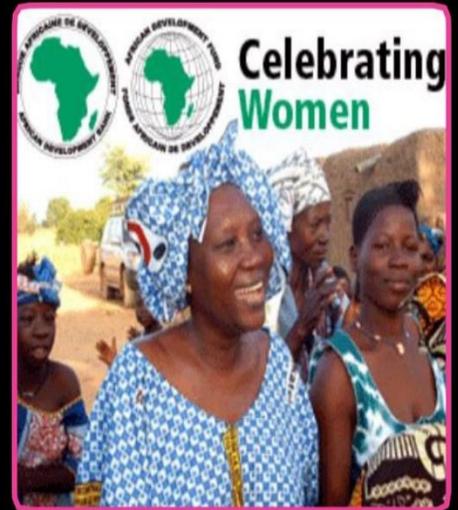
**Larry Rifkin**

*Former Programming Chief of Connecticut Public Television*

For further information please call or write to Lili Fournier. [lili@womensdaylive.com](mailto:lili@womensdaylive.com) | Tel. (416) 410-4434

**Thank you for your generosity of spirit straight from the heart! Lili FOURNIER**

The mission is to launch a unprecedented global celebration of women on International Women's Day to spark a global movement to empower women and girls



## On International Women's Day

"Listening to the Women of Africa"

March 8<sup>th</sup>, 10am EST  
LIVE from Mombasa, Kenya!



International Women's Day is celebrated in over 150 countries. On this day **women's vital voices** will ring out around the world.