

A photograph of two young women in the foreground, both wearing bright orange t-shirts. They are looking down at a smartphone held by the woman on the left. In the background, other people wearing similar orange shirts and yellow caps are visible, suggesting a group activity or campaign. The image has a warm, orange-tinted overlay.

# CHANGE STARTS HERE



The Asia Foundation

A Campaign of The Asia Foundation

# CHANGE STARTS HERE & CHANGE STARTS WITH YOU

**The Change Starts Here Campaign  
prioritizes three strategies:**

■

*empower*  
women and girls

■

*equip*  
future leaders

■

*inspire*  
young learners



## PROBLEM

Asia is home to half the people on the planet, incredibly diverse, and undergoing enormous change. The fastest growing and most dynamic region in the world, what happens in Asia impacts the entire globe—unprecedented urban migration, rising inequality, potent ethnic conflicts, dramatic environmental changes and disasters, and rapid shifts in leadership and policies. There is an urgent need to support positive change during this time of strained security alliances, mounting development challenges, and global disruption.

## GOAL

Change starts right here when donors like you support rising young leaders working on the frontlines to make tomorrow more secure, peaceful, and just. It comes from venturing with empowered women entrepreneurs who can improve their country's economy and their own livelihoods. Positive change comes from students who become transformational leaders because they were equipped with access to information and education.

## GET INVOLVED

This is an opportunity to be a catalyst for change and join with others who care deeply about the powerful role and influence of Asia on the global stage. Asia needs more equipped leaders, empowered women and girls, and inspired young learners. With your support, their capabilities to step up and address critical issues become a reality.



## Empower women and girls

Women in Asia are constrained from fully participating in economic, social and civic life and, while they are breaking down barriers, they are still underrepresented in trade, business, and schooling. The high rates of violence and abuse against women and girls in Asia continue to erode their rights and potential.

With you, by 2020 we will help **a million women** gain access to new opportunities through entrepreneurship, networks, training, and improved policies so that they are able to achieve their potential with a sense of confidence and action, and in support of gender equality in the region.

With investment from you, we will support a million women to realize their rights and potential through changes in policy and expanded access to the networks, knowledge, and skills that will help them start, grow, and diversify their businesses or attend secondary and trade school, college, or university.

PROBLEM

GOAL

IMPACT

#VentureWithHer



# MEET UNURJARGAL

*Without the help from the Women's Business Center and new-business incubator, I could not have turned my business idea into a product, let alone received an award. I would like to say to women: take courage and spread your wings.*

—Unurjargal



## A young businesswoman builds a successful company, determined that change starts with her.

After Mongolia's transition to democracy, all government-run domestic soap factories closed down. As a result, 96% of the country's soap is now imported. Enter Unurjargal: "I would like to open the very first soap factory built after Mongolia's transition. My goal is to fill at least 50% of the domestic market with a brand that is free of chemicals, made from local ingredients, and widely acknowledged in the market." But Unurjargal needed to turn her idea into a business, produce a product, get it to market, and reach customers. With support from donors like you, the new-business incubator at the Women's Business Center in Ulaanbaatar provided Unurjargal intensive education for four months, during which she wrote the

business plan for her start-up, Suulkhen, and successfully developed her products in state-of-the-art studios.

Unurjargal has since diversified her organic line to include products made from local Mongolian sheep fat and expanded her customer base, which ultimately led her to receive the Excellent Young Enterpriser Award in 2017. "Without the Women's Business Center, this soap business would not have seen the light of day. I know there are many women who have brilliant business ideas, but they do not know how to start their companies due to a lack of business acumen. The Women's Business Center gave me a golden opportunity," she says.

#VentureWithHer

A photograph of Lucy Lee, a woman with long brown hair, smiling and speaking at a podium. She is wearing an orange blazer over a black top and a necklace with colorful beads. A microphone is positioned in front of her. The background is a purple curtain with a green screen on the left showing a white lotus flower.

I come from an immigrant family and I've made it my life's work to empower women and fight for their economic, social, and political freedom. The Asia Foundation is committed to empowering millions of women entrepreneurs to grow their businesses, develop strong networks, and participate fully in the global economy. I support The Asia Foundation because they can scale my efforts; together we can make a broader, lasting impact.

— **Lucy Lee** is an investor in early stage companies working at the nexus of technology and innovation, and studying at Harvard; she helped launch The Asia Foundation's Lotus Circle in the Bay Area.

#VentureWithHer



## AT A GLANCE

The Asia Foundation is a nonprofit international development organization committed to improving lives across a dynamic and developing Asia.

Our approach is unique. To create change, we work at the highest levels of public policy, where discourse is shaped to change discriminatory laws and policies that disproportionately affect marginalized populations, and at the grassroots level, to support local communities engaged in action.

## ADDRESSING COMPLEX DEVELOPMENT CHALLENGES IN ASIA

87

PROGRAMS  
EMPOWER  
WOMEN

20

OUR EMERGING LEADERS COME FROM  
20 ASIAN COUNTRIES AND RETURN EQUIPPED  
TO SOLVE THE MOST CRITICAL ISSUES

50,000,000

BOOKS AND TABLETS DONATED  
TO TENS OF THOUSANDS  
OF INSTITUTIONS



80%

OF OUR WORLDWIDE  
PERSONNEL ARE LOCAL STAFF  
FROM ASIA, BASED IN ASIA

87%

OF BUDGET ALLOCATED  
FOR PROGRAMS

**WAYS TO PARTICIPATE** include operating gifts, legacy gifts, sponsorships, naming opportunities, and multi-year pledges.



PROBLEM

## Equip leaders

Big problems need great leaders to solve them. A flourishing society requires thoughtful and strategic investment in human capital. Corruption, ethnic conflicts, environmental challenges and disaster preparation all require well-equipped next-generation leadership, and rising young leaders need mentoring and professional development to become that next generation.

GOAL

Your investment equips exceptional emerging Asian leaders to take on the critical issues confounding the region, and the globe. Each year we select 12 outstanding young Asian leaders on the frontlines and prepare them with the tools they need to solve the region's most pressing development challenges. Asia Foundation Development Fellows emerge from this experience with a network that will multiply their efforts and impact, as they collaborate and strategize across borders, cultures, and languages.

IMPACT

When you invest in equipping Asia Foundation Development Fellows, the returns are immense. As they are introduced to new approaches and new networks that they can apply to conflict, poverty, environmental challenges, and gender inequality, their ability to create positive change is multiplied. Today, our alumni corps of social impact leaders comprises an active and growing network who share and amplify ideas, strategies, and contacts across the region to help their societies flourish.

#MoveToTheFrontlines





## MEET SHA ELIJAH

*I feel empowered.  
Thanks to The Asia  
Foundation and its  
supporters, I now  
have friends from  
all over Asia that  
understand what  
I am up against.  
We help each other.*

—Sha Elijah Dumama Alba

## Amidst extremist conflict, a young reformer gains the skills to drive a peace process

Meet Sha Elijah, who returned home after studying law in Manila and moved, quite literally, to the frontlines of religious and extremist conflict in the southern island of Mindanao. A passionate attorney and local civil servant, Sha Elijah applied to become an Asia Foundation Development Fellow to increase her skills to address the complex situation. Amid bloodshed and unrest with the Islamic State, and as part of the Philippines' national agenda to support fragile peace, Sha Elijah drafted a crucial

law creating a new local government in the Muslim area of the country. For this, she credits the access she had as a Fellow to cutting-edge political skills, strategies, and new networks of peers and mentors, all made possible by donors to The Asia Foundation like you. The new law, and the peace agreements she helped forge, are already improving life for young people like her, so they can live in a world free from violent extremism.

#MoveToTheFrontlines



# #MoveToTheFrontlines

There's no substitute for game-changing leaders. I have lived and worked across Asia for the last two decades and seen up close the impact excellent leadership can have and how rare it is. I invest in The Asia Foundation because they have always invested in the human capital needed for positive change. The Asia Foundation's Development Fellows program is taking the next generation of game-changing leaders higher, equipping them to take on challenges threatening nearly half our planet.

— **Brooks Entwistle** is a senior executive based in Asia leading companies like Uber, Everstone Capital, and Goldman Sachs







## Inspire young learners

Books give free rein to young people's imaginations and expose them to information and possibilities that can change the trajectory of their lives. In many parts of Asia, access to quality books is limited, especially in remote and turbulent areas. Millions of children who are not enrolled in school lack exposure to literacy altogether. Because children learn first and best in their own language, a severe shortage of material published in local languages is creating a vicious cycle of failure for the next generation.

Contributors like you will reverse this cycle and help us put 3 million brand new print and digital books into the hands of young learners in Asia over the next five years, reaching millions of children and families. Key to this is scaling our free digital library, *Let's Read!*, to 8,000 quality titles in 40 local languages. Our approach gets to the root of the severe children's book shortage by dramatically reducing barriers of availability and cost and increasing the pool of trained writers and illustrators who can produce stories in local languages.

Together we can turn readers from all backgrounds into leaders. Your investment directly promotes literacy and will put needed print and digital books into the hands of students, educators, and future leaders in 20 countries, an approach endorsed by the U.S. Library of Congress as a best practice.

PROBLEM

GOAL

IMPACT

#ReadersIntoLeaders



## MEET MUHAMMAD

*My introduction to  
The Asia Foundation  
goes way back,  
when I was still  
a student.*

—Muhammad Yunus


## Nobel Peace Prize Laureate received his college texts from The Asia Foundation

Professor Muhammad Yunus, the founder of microfinance and microcredit lending, is one of society's most accomplished and groundbreaking economists. But in the 1950s, he was a struggling student at Dhaka University and stood in long lines to check out a limited number of worn library copies of assigned textbooks. "And then suddenly," he recalls, "almost each one of us got a book." The new "beautiful texts"

he remembers were donated by The Asia Foundation. It was clear that access to books could unlock opportunities. Professor Yunus would transform himself from a reader into a leader, going on to receive a Nobel Peace Prize for founding microcredit — loans for very small businesses that radically alter a person's ability to make a living, now replicated in more than 100 countries.

#ReadersIntoLeaders



A close-up photograph of a woman wearing a pink hijab and a young girl with long dark hair. They are both smiling and looking down at a tablet computer that the girl is holding. The background is slightly blurred, showing green foliage.

My home, Indonesia, is made up of more than 17,000 islands, with 700 languages spoken across the archipelago. I am painfully aware of the limited supply of local language texts available for children here and in many parts of Asia. Access to books is crucial to unleash young people's imaginations, possibilities, and heighten awareness of opportunities. That's why I support The Asia Foundation's state-of-the-art digital library, *Let's Read!*, getting books into the hands of young readers, anytime, in languages they use at home and school, and in some of the remotest places on earth. The Asia Foundation is helping me turn readers into leaders, regardless of their race, ethnicity, gender, income, or geographic location.

— **Jared Frost**, co-founded and was CEO of the RMI group and lives in Indonesia

#ReadersIntoLeaders

# A Call to Action from the Change Starts Here campaign cabinet

Each of us shares a deep connection to Asia and sees an urgent need to actively support positive change during a time of growing regional tensions and global disruption. That's why we've joined together to help The Asia Foundation dramatically increase its resources to take on these mounting development challenges.

This work can only happen with your support. When you give to The Asia Foundation, you catalyze emerging leaders working on the frontlines to make communities more secure, peaceful, and just. When you give to The Asia Foundation, you support women entrepreneurs with the needed resources to expand their businesses, move beyond subsistence, and give back to society. When you give to The Asia Foundation, you ignite possibilities for students who will grow into leaders equipped with information and books in their own languages, in print and online, wherever they are.

The Asia Foundation has an unmatched track record of creating lasting impact with limited resources. Each of us on the cabinet has witnessed this remarkable organization pilot ideas that are locally-based and generated, then leveraged into effective strategies, with support from generous donors like you. The Asia Foundation has an extraordinary level of access to leaders at the highest levels of government, and to small, scrappy, highly effective grassroots groups on the ground. Missie Rennie, Peabody Award-winning global journalist and member of our cabinet, points out that the Foundation's success is due to its deep local presence and how much trust it has gained locally, in places where credibility is hard won.

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*I have never seen an organization with such a depth of thinking and drive. The best of a big organization with a small, entrepreneurial grassroots spirit.*

—Masako Shinn

We are co-creating positive change for the future with people who believe it's both necessary and possible. Individuals, foundations, and corporations support this work because they know it is effective. As we have all made substantial commitments to this multi-year initiative, we encourage you too to join this campaign to build positive change for decades to come.

Your investment will bring urgently needed access to information and opportunities to young people in remote and turbulent places. Your investment will empower women and girls to secure equal opportunities. Your investment will equip Asia's next generation of leaders with the professional training and tools they need to effectively solve the critical issues affecting the fastest growing and most dynamic region in the world.

Change starts here with you and your commitment. This is your opportunity to move to the frontlines, to venture with her, and to turn readers into leaders. The impact will be measurable. We invite you to join us and make change start here.

**#VentureWithHer**

**#MoveToTheFrontlines**

**#ReadersIntoLeaders**



CABINET MEMBERS: Winnie Feng, Tim Kochis, Mike Lampton, Meredith Ludlow, Jim McCool, Sunder Ramaswamy, Missie Rennie, Masako Shinn





**The Asia Foundation**

**#VentureWithHer #MoveToTheFrontlines #ReadersIntoLeaders**