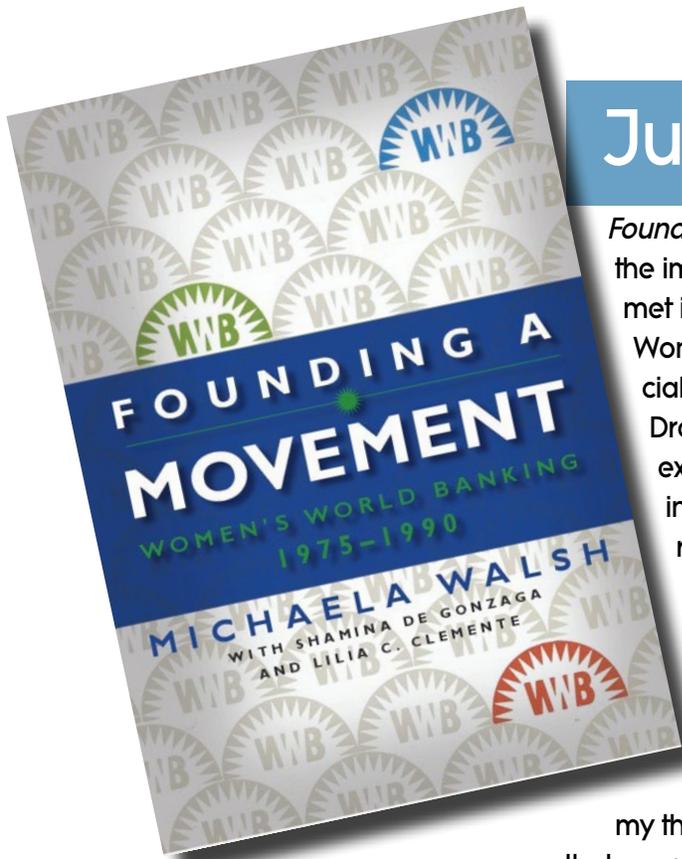


Just released



Founding a Movement – Women's World Banking 1975-1990, captures the impossible dream realized by a visionary group of women who met in Mexico City at the first United Nations World Conference on Women, and then, together, created the first global women's financial network.

Drawing on more than 80 interviews, Michaela Walsh recounts her extraordinary path as Founding President of Women's World Banking and brings alive the perseverance, confidence, and shared risk-taking that propelled the movement forward. This book illuminates the birth of a culture of trust—from Kenya to Colombia to the Philippines—where women entrepreneurs could learn from and teach each other, to gain control over their economic destinies. In Walsh's words, *Founding a Movement* "shines a light on the value that women contribute through work, and when they support one another, to become full participants in the economy through access to financial institutions and services, and everything that goes with that access."

To learn more and order, go to Michaelawalsh.com

Praise for *Founding a Movement*

"The power of women teaching one another is profound. Women's World Banking was one of the first movements to realize and trust this truth at a global scale. This is what made it a transforming movement."

—The Honorable Ellen Johnson Sirleaf
President of Liberia & Nobel Laureate

"Women's access to finance, including microcredit, is crucial. Michaela Walsh and Women's World Banking have broken new ground. Those who wish to follow in their footsteps should read this story."

—Jan Pronk
Former Minister for
International Development
Cooperation of the Netherlands

"At last, the full inside story of the founding mothers of microfinance by one of its key leaders! Indispensable reading!"

—Hazel Henderson
President of Ethical Markets Media
and Creator of the Green
Transition Scoreboard®

"The particular point I wanted to make is the importance of understanding the broader context of the time in which WWB was created and organized. Only in that way, I think, can it be appreciated how different WWB was. It also explains, at least in part, why it was so difficult to get it off the ground. WWB may be a far cry from that today, but it is what it is only because of where it came from and how. That's what organizations need to understand about their history."

—Russell Phillips
Former Vice President, Rockefeller
Brothers Fund

"I am glad you are writing about the earlier days of Women's World Banking, when you were its architect and chief engineer. For us it is important that you write as it is our history, the global economic history. In those days when we started, the women's presence in the economy was invisible—statistically and officially. Then WWB was bold enough to reclaim women's economic rights in

the realm of formal banking. Thus we entered the mainstream, global and local. And we continued, performed, and will perform today, so we are the past and the future."

—Ela Bhatt
Self-Employed Women's Association
(SEWA) and Women's World Banking
Trustee

"Who says that women have to adopt the ways of men to be successful? The incredible story of the birth of WWB was not typical of starting an NGO. Yes, it needed the determination and drive of the founder, but more important was her vision for how to change the way institutions and people worked and related to each other. It was not so much building the financial institution as it was the caring, understanding, and sharing of the needs of other people, and taking ownership over that."

—John Hammock
Associate Professor, Tufts University and
Co-Founder of Accion