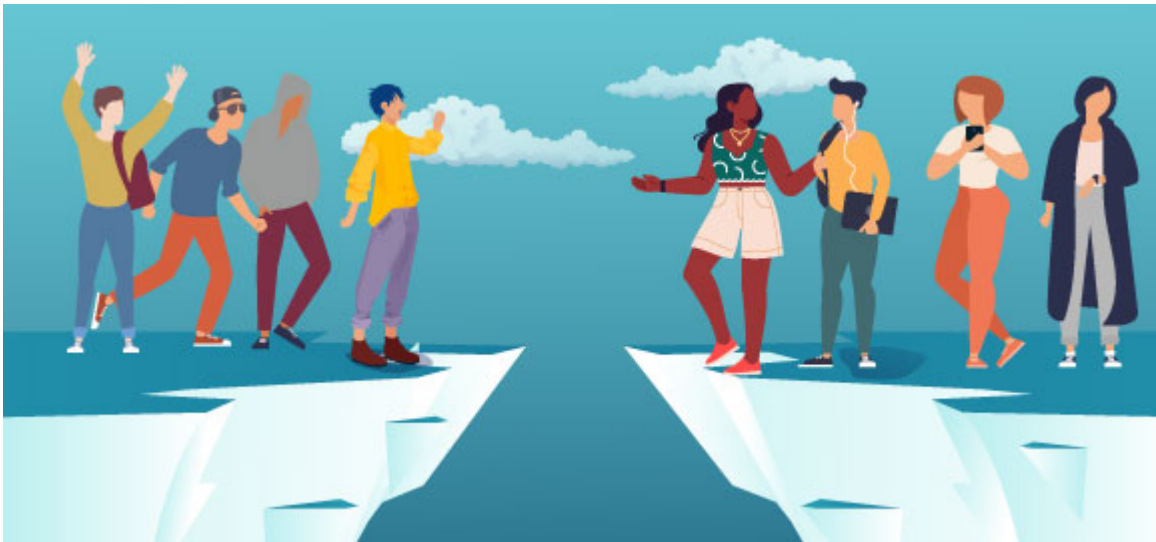




If you can't read this mail, click [here](#).

Bridging the Gender Divide: Empowering Young Allies



Dear TWF Friends,

In today's ever-changing social landscape, an unexpected shift in young people's perceptions on gender equality is occurring. Recent studies indicate a growing gender divide in attitudes toward equality among young people. Young women are demonstrating stronger support for gender equality, while young men's views are either stagnating or becoming more conservative in some cases. This phenomenon is being observed worldwide, from the United States and Europe to South Korea and beyond.

Despite progress for women such as improvements in legal rights, increased awareness on issues such as sexual harassment and period poverty, and advances in access to education, young women continue to face gender-based challenges. Young men, conversely, perceive these advancements as threats to their own success and role in society, more so than their older male counterparts. Economic challenges faced by young men, such as the widening wealth gap, economic downturns and unstable job markets, can exacerbate feelings of disillusionment and reinforce beliefs that advocating for gender equality may limit personal success.

How we can help young men embrace gender equality:

1. Creating safe spaces for young men to express their concerns and fears is essential. Help them recognise their anxieties and equipping them with tools to thrive in a rapidly changing world.

Consider [supporting our next cycle of Young Allies](#).

2. Engage in open and honest conversations that challenge stereotypes and misconceptions. Education and awareness are vital in helping young men understand that gender equality is not a threat to their own success.

3. Highlight positive male role models who actively support gender equality, inspiring young men to embrace inclusive and empathetic versions of masculinity.

[Read More](#)

UPCOMING EVENT

20th Anniversary Gala Dinner 2024 - New Date Announcement!

Kindly take note of a change in date for our 20th Anniversary Gala Dinner, sponsored by Title Sponsor, Bloomberg. The event will now take place on **November 14, 2024**, at the Regent Hong Kong. This adjustment is due to a variety of external factors. Please mark your diaries with the new date and stay tuned for more event details!

For information on sponsorship opportunities, please contact Phoebe.Ho@twfhk.org or Development@twfhk.org.



PROGRAMME UPDATES

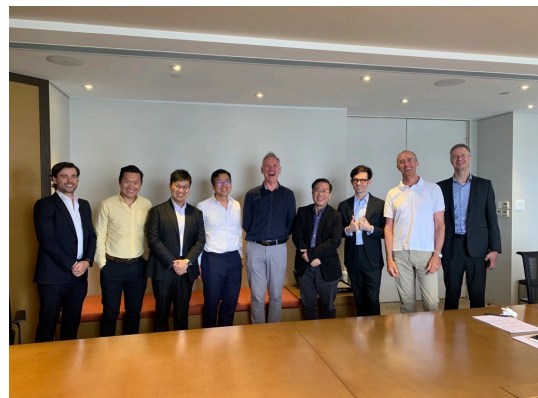


Young Allies: Closing Ceremony

On May 27, we concluded our Young Allies Pilot Programme with a closing event. During the event, our participants took part in a thought-provoking debate focused on gender equality. Moreover, our Young Allies crafted their coat of arms, symbolising their allyship journey throughout the Programme. We were moved by the sharing by our Young Allies Anson Ho and Jerry Mak, and their mentor Raymond Leung. We extend our gratitude to our Male Allies mentors, corporate sponsors, MTR and Steelcase, training partner, Dramatic Difference, and supporting partners for their invaluable contributions in making this Programme a success! Heartfelt thanks to JLL for hosting the event.

Male Allies: Final Influencer Circle

In our fifth and final Influencer Circle of the cycle, our Allies reflected on their allyship journey over the last 8 months on the programme. They also discussed and planned tangible next steps to continue conversations around gender equity in their organisations. Thank you to our cohort of over 200 Allies for listening, learning and acting to create a more inclusive and gender equal Hong Kong. A heartfelt thanks to our Influencer Circle Leads and Male Allies Leadership Council members for their continuous support!





Applications for Mentoring Programme 2024-2025 Now Open!

TWF is launching the 16th year of the highly acclaimed best-in-class Mentoring Programme for Women Leaders. This year, we are looking for 60 high-potential aspiring female leaders (protégés) and 60 senior executive women (mentors) to join this cross-sector, year-long programme. The programme aims to provide participants with tools to advance their skills and knowledge in DE&I and foster holistic growth and leadership development. Ultimately, the Mentoring Programme seeks to develop inclusive leaders and build an ecosystem of gender advocates to affect change at both an institutional and personal level. [Learn more](#) about the Mentoring Programme for Women Leaders and the application process.

IN THE SPOTLIGHT

TWF CEO Joins Cartier Women's Initiative Awards Ceremony

TWF CEO Fiona Nott was invited to attend the Cartier Women's Initiative Awards Ceremony last month. Under the theme "Forces for Good", the Awards recognise outstanding women from various countries and sectors, dedicated to addressing social, economic, and academic challenges through their impactful work. Congratulations to the 33 remarkable female changemakers for their efforts in driving positive change! To learn more about the initiative, visit [here](#).



TWF Joins Community Business' DIAN Conference

On May 23, as part of Community Business' DIAN Conference on "Transforming Human Capital Systems", Lisa Moore | TWF spoke on a panel about caregiving and the future of workforce diversity. Moderated by Zamira Monteiro | Amplify Consulting and alongside Manisha Wijesinghe | HELP for Domestic Workers and Damien Mooney | Financial Services Business Leader and TWF Male Ally, panellists spoke about the critical role of caregiving support in retaining and attracting diverse talent, and shared best practices and actionable insights on how targeted caregiving initiatives can foster a more inclusive culture that empowers workforce diversity. Thanks to Community Business for the invitation!

SUPPORT TWF!



Enjoy Fine Wine and Raise Funds for TWF

Make your glass of wine work towards a gender equal future! Savour high quality wines and feel great about supporting TWF. Howard's Folly, a boutique cult winery located in Alentejo, Portugal, is partnering with TWF. They make a delicious selection of world-class small batch red, white, and rosé wines.

20% of the proceeds of your order will be donated to TWF, so every glass supports women and girls in Hong Kong to thrive. Moreover, if you purchase multiple bottles and join Howard's Folly's Wine Club - you will receive **20% off** your order!

Be sure to visit HowardsFollyWine.com for more details and use [this form](#) to place your order.

OPENINGS AT TWF

TWF has several full time opportunities for individuals to join its dynamic team to support a broad body of work contributing to closing the gender gap in Hong Kong.

Deputy CEO - Apply by June 30. [Find out more.](#)

Assistant Manager / Manager (Pipeline Initiatives) - Apply by June 24. [Find out more.](#)

Officer (Pipeline Initiatives) - Apply by June 24. [Find out more.](#)

ON OUR RADAR

The Good

- [Wellness industry is adapting for men: social, emotional solutions contrast with traditional, tough approach \(SCMP\).](#)

The Challenging

- [From the baby boom to the baby bust \(FT\).](#)

The Unexpected

- [《從今以後》探討同志伴侶權益 導演楊曜愷：就算不能改變法律 也可改變思想 \(Yahoo\).](#)

9A Chun Wo Commercial Centre, 23-29 Wing Wo Street, Sheung Wan, Hong Kong



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