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Dear TWF friends

At TWF, many of our programmes encourage men to actively support women's advancement in the workplace. But let's not forget the critical role that men can play at home, as supportive spouses and involved fathers.

For Father's Day earlier this month, MenCare, a global fatherhood campaign, released a powerful new film "[Join the Movement](#)" to show how involved fatherhood can improve the lives of children, women and men.

A global fatherhood campaign active in more than 40 countries on five continents, MenCare's mission is to promote men's involvement as equitable, non-violent fathers and caregivers in order to achieve family well-being, gender equality and better health for mothers, fathers and children. MenCare aims for men to be allies in supporting women's social and economic equality, in part by taking on more responsibility for childcare and domestic work. It believes that true equality will only be reached when men are taking on 50% of the world's childcare and domestic work.

80% of men will become fathers in their lifetime, but nearly all men will have the chance to be involved in the life of a child. MenCare strives to support the diversity of fatherhood and caregiving around the world, from fathers in nuclear families, to same-sex families, to men who take on other caregiving roles, such as coaches, brothers or friends.

According to MenCare, "men's positive involvement in the lives of their partners and children creates a global opportunity for equality, and it benefits women, children, and men themselves. Engaging men as involved fathers can lead to improved maternal and child health, stronger and more equitable partner relations, a reduction in violence against women and children, and lifelong benefits for daughters and sons. Research has shown that men's involvement as caregivers also has benefits for them: it makes them better fathers, improves their intimate relationships and enhances their quality of life".

MenCare's ambitious goals are for men to do 50% of the caregiving work around the world, and the universal uptake of equitable and non-violent fatherhood practices.

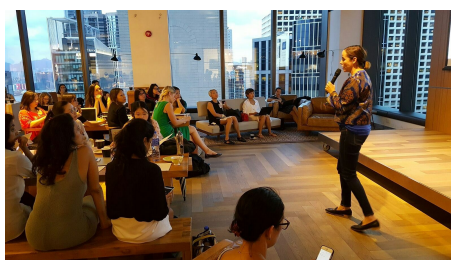
To find out how to Join The Movement and what you can do as a father, future partner or employer, go to <http://men-care.org/get-involved/>.

Warm regards

Su-Mei Thompson
 CEO, The Women's Foundation

TWF PROGRAMME UPDATES**T.E.E.N. BBS Training Camp**

Our new group of Big Brothers and Sisters (BBS) for 2017-18 joined a two day training camp last week. The first and second undergraduates were exposed to ice-breaking and team building activities that challenged them mentally and physically. They also met with our T.E.E.N. Alumni who shared their past experiences with the Programme.

**#SheMeansBusiness Workshop**

Last Thursday, TWF partnered with Facebook to present a workshop for female entrepreneurs on utilising Facebook and Instagram Ad Tools. The team gave an overview of creative best practices and facilitated small group discussions on specific issues for entrepreneurs at different stages of their development. A huge thank you to Facebook for facilitating, and to Metta for generously hosting the event.

**Secrets to Success with Natasha D'Souza**



Last Wednesday, TWF featured international tech and innovation strategist, journalist and presenter Natasha D'Souza as part of our Secrets to Success Series. Natasha spoke about her transition from the boardroom to the newsroom and entrepreneurship, developing a personal brand and the importance of a "side hustle" and also introduced her new side project #SheLeads. Many thanks to KPMG for hosting the event.

SHE OBJECTS UPDATE



SK-II "The Expiry Date" Video

SK-II launched a powerful new video "The Expiry Date" that explores the pressure on women in Asia to get married before their "expiry date". TWF salutes SK-II for their commitment to catalysing social change and promoting women's empowerment. Watch the video [here](#).

TWF IN THE SPOTLIGHT



TWF Best Practice Guide Featured in Human Resources Online

Last Friday, Human Resources Online published an article featuring TWF's latest best practice guide, "Success Markers for Effective Unconscious Gender Bias Strategies". To read the full article, please [click here](#). For the full version of the guide, please contact Lisa at Lisa.Moore@twfhk.org.

TWF IN THE COMMUNITY



FT NED Exclusive: Individual Behaviour in the Boardroom

TWF is delighted to support the Financial Times NEDs' club's 'Individual Behaviour in the Boardroom' panel on July 5. Diana David, founder of the Financial Times NED Diploma in Asia will give an overview of the personal skills needed to effectively carry out an independent non-executive role, followed by a panel comprised of female board members: Christine Ip, Angelina Kwan and Fiona Nott, moderated by the FT's Henry Sender. To register, please click [here](#).



BNP Paribas Returnship Programme

TWF is pleased to support BNP Paribas' Returnship Programme in Global Markets Hong Kong. The programme is aimed at providing women with a meaningful career pathway back to work and ultimately to improve the gender balance in this area of the financial services industry. If you are a woman who has taken a minimum of two years out of the workforce and had previously reached the level of Director/Executive Director/Managing Director (or equivalent), read more (including how to apply) [here](#).
*Applications close June 30.

OPENINGS AT TWF

Networks Manager Opening!

TWF is looking to hire a dynamic Networks Manager to develop and support our expanding circle of influencer networks including the 30% Club HK, TWF Male Allies and Chief Executive Women. For the job description, [click here](#) and help us spread the word! Applications should be received by June 30.

Development Officer Opening!

TWF is seeking a full-time Development Officer to join its dynamic team to plan and execute its fundraising initiatives, cultivate new sponsors and partners, manage its grant applications and explore other innovative approaches to fundraising. Please [click here](#) for the job description. Applications should be received by June 30.

WHAT WE'RE READING

Our top picks for recommended reading and listening on the key trends and breaking stories about women and gender:

- [Let's debunk the myths that deter women from engineering careers](#) (Institute of Engineering and Technology)
- [Women are flocking to wellness because modern medicine still doesn't take them seriously](#) (Quartz)
- [Men Appear in Ads 4x More Than Women](#) (Ad Week)
- [Women of Influence: Feminism has been around for over 150 years, and it's still needed](#) (Stuff)
- [Feminisation of Poverty](#) (SCMP)
- [How Economic Reform Will Help Women Drive in Saudi Arabia](#) (TIME)

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