

# new FUTURE FUND

## Igniting the drive to 50/50 gender parity

### WHY NOW

#### It's time for more women leaders in retail and consumer goods

The NEW Future Fund is a \$5 million capital campaign that will provide insights and analytics on the barriers women leaders face in our industry and create powerful new learning, community and engagement tools to address them. Despite the business case proving that women's leadership improves bottom-line performance, there's been little progress advancing women in the retail and consumer goods industry. Women make up the majority of our customers and more than half our industry's workforce, yet the retail and food and beverage industries lag behind sectors like healthcare and hospitality. The NEW Future Fund builds on NEW's 2020 research and strategic plan to remove the barriers to women's leadership and drive industry change.

### WHY NEW

#### We have the experience and know-how to lead this effort

NEW's has 15 years experience delivering insights and best practices for women's leadership. Our exclusive focus on the industry and our powerful community make us uniquely positioned to drive change and help your organization.

### WHY YOU

#### Transformation requires your power and influence

Your strong voice can ensure our industry reaps the competitive advantage of women's leadership. Here's what you can do to build your industry, your business and your legacy:

- Support the NEW Future Fund as a donor.
- Drive gender parity in your company — at all levels.
- Advocate for women's leadership inside and outside your company.

It's time to leverage women's leadership to increase inclusion and engagement and drive innovation and business growth.

Get resources and action items at [newonline.org/ournewfuture](http://newonline.org/ournewfuture).

To join our campaign, contact NEW President Joan Toth at [jtoth@newonline.org](mailto:jtoth@newonline.org)



## Technology will amplify our reach, expand our capabilities and accelerate women into leadership roles

### Technology

Powers insights, membership and engagement

Systems and software to better serve partners and members

### Insights

Proprietary research

Industry benchmarking and best practices

Organization and member analytics

Talent solutions customized for your company and teams

### Learning

Leadership development programs

Self-service learning based on NEW Career Accelerator Model™

On demand content, e-learning modules and app development

### Community

Expand and strengthen our growing communities

Expand learning and leadership ecosystem, virtual and in person

Collaboration tools for members, partners and regions available anywhere, anytime

[newonline.org/ournewfuture](http://newonline.org/ournewfuture)



network of executive women

retail, consumer goods & services