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.

To join our campaign, contact NEW President Joan Toth at 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

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