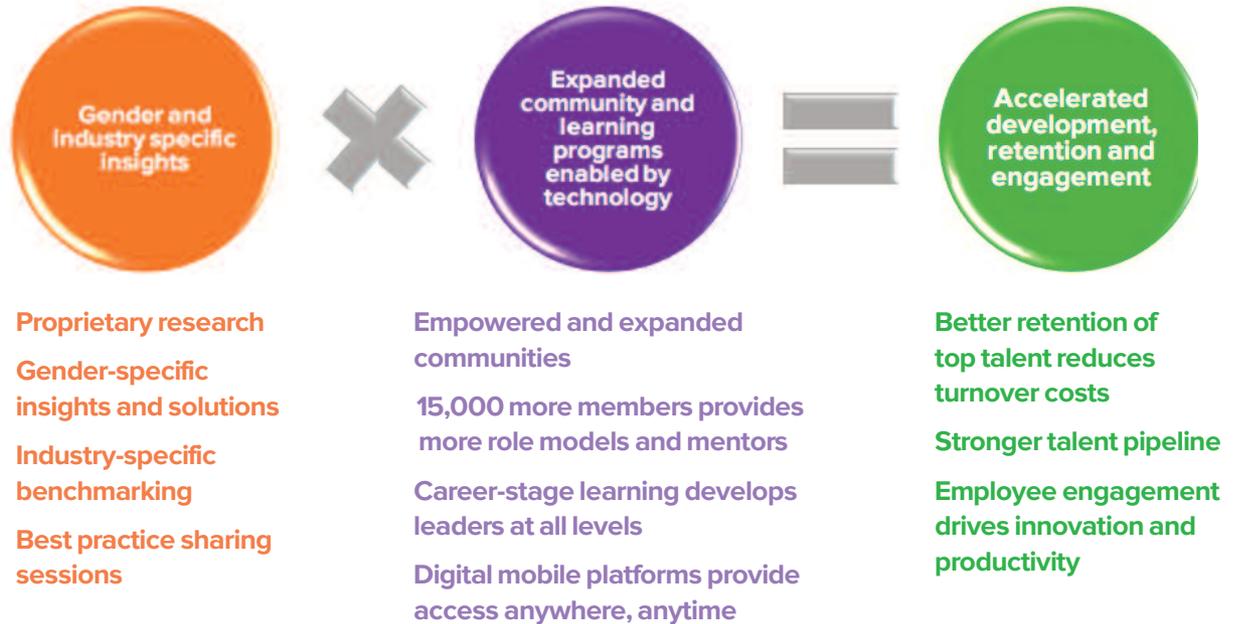


## A blueprint for transformation

The NEW Future Fund is a \$5 million capital campaign that will unleash the full potential of women leaders across the retail and consumer goods industry, driving 50/50 gender parity and producing engagement, retention, innovation and growth.

### The success formula



### How it works

Women are most satisfied in their jobs when they receive high levels of personal and organizational support for their careers. These support factors — identified in the NEW report “Green Lights and Stop Signs” — are critical to the engagement and retention of women leaders. They include supportive mentors, peers and bosses and formal career development opportunities like training and fast-track assignments.

The NEW Future Fund will deliver research, insights, learning and community resources that amplify these success factors in your organization:

Research and insights will identify your unique needs and solutions. New online and in-person communities will provide mentoring and support for teams and individuals. Digital and face-to-face learning will develop women at every stage, accelerating their rise. And our vastly expanded membership will provide role models and mentors for future women leaders industrywide.

**D**iving inclusion and achieving 50/50 gender parity is not easy — but it can be done. Some companies and some industries are almost there already. Powered by NEW, the retail and consumer goods industry can become the No. 1 destination for talent — if we work together.

## What NEW gives you

---

### Today

- 3 signature learning programs
- 2 North American conferences
- 20 regions across North America
- 10,000 members
- Networking and training
- Research on best practices
- Webinars and online learning

### Future

- Career-stage learning
- Programs for women and men
- Expanded communities
- 25,000 members
- Mentoring and role models
- Peer-based benchmarking
- Global presence via technology

## What we can do together

---

### Today

- Focus on individuals
- Engage women
- Advance the “business case”
- Offer flex policies
- Employ corporate D&I policies
- Promote mentoring
- Advance women’s leadership

### Future

- Focus on organizations
- Engage men and women
- Deploy “bias interruption” strategies
- Encourage use of flex policies
- Leverage micro D&I business practices
- Embed sponsorship
- Achieve 50/50 gender parity

## What you should do

---

- Advocate for gender parity, in your company and in the industry
- Build inclusion into your talent pipeline and hold senior leaders accountable
- Advance social responsibility for your firm and leave a personal legacy for yourself
- Financially support the NEW Future Fund

For more information on what you can do, visit [newonline.org/ournewfuture](http://newonline.org/ournewfuture).