

## **AWE Foundation launches The AWE Project to assist Black & Latinx Women Entrepreneurs in Metro Baltimore Region**

*Program seeks to assist 25 selected women entrepreneurs from low- and moderate-income households.*

**Baltimore, Maryland, November 13, 2020: AWE Foundation**, a premier 501(c)(3) non-profit organization focused on the mission of **Achieving Women Enterprise** announced the launch of its pioneering program: The AWE Project, to empower women economically to spur inclusive, gender balanced economic development.

COVID-19 has had a devastating impact on the US economy and it has disproportionately affected women of color. This has catalyzed the need for a program that specifically helps women become economically independent. One solution for this recovery is to offer women a toolkit of skills that helps them become more successful entrepreneurs. The AWE Project is a targeted initiative to assist **Black & Latinx women entrepreneurs from low- and moderate- income** households benefit from significant capacity building provided by AWE Foundation's leaders and mentors.

The AWE Project builds upon the phenomenal success of a program led by Ms. Seema Chaturvedi, AWE Foundation Founder & Chair, which empowered 575 women in 106 cities in 20 states in India. The impact was significant not only for the women participants, but also for the communities that they live in. The project received an unprecedented six rounds of funding from the **US State Department**.

Noting the merits of The AWE Project, Ms. Seema Chaturvedi observed, "We have discovered that a powerful, yet latent resource of any community is its women. When we empower women economically, it unleashes a robust domino effect, which can transform communities. To us, this is a very potent unlock."

The AWE Project includes an entrepreneurship skills boot camp followed by a structured bespoke mentoring program over 6 months, with the objective of empowering these women entrepreneurs to achieve high growth impact. This program will not only propel their businesses forward, but also encourage them to grow their communities by committing to paying-it-forward to an additional 75 to 100 women entrepreneurs. The program is supported by leading institutions in Baltimore region including **T. Rowe Price Foundation, Greater Baltimore Committee, TEDCO, Sage Policy Group, Baltimore Business Journal** and **Daily Record**.

Speaking on the potential of The AWE Project, John Brothers, President of **T. Rowe Price Foundation**, noted, "We are excited to partner and support The AWE Project and their important work. We look forward to seeing how this creates positive momentum in our local communities."

The AWE Project will be rolled out in multiple cities over the next several months.

"There is a wealth of talent among minority women in the city that will economically benefit from the leadership, mentorship and training the AWE Project will offer," said Donald C. Fry, President and CEO of the **Greater Baltimore Committee**, "The GBC looks forward to working with and supporting this new effort to empower minority women as it takes root and grows here."

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