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Contact: Kristen Ash
kristen@womenstrust.org
Office: 603.526.4366

WomensTrust Receives Winning Microfinance Proposal from Business Case Competition Sponsored by Americas IT Women's Council and Credit Suisse

July 15, 2011 – New London, NH --- WomensTrust founder Dana Dakin recently announced that the organization is the recipient of a viable microfinance proposal from the Americas IT Women's Council. Designed to help WomensTrust expand its work on behalf of women and girls in Ghana, the proposal is the result of a business case competition sponsored by Credit Suisse and the Americas IT Women's Council.

According to Dakin, "IT professionals from New York City, NY, and Raleigh, NC, competed this spring in the business case competition. Their challenge was to develop a financially viable proposal to address how a small Ghanaian microfinance NGO, WomensTrust, should expand its organization in Ghana. Each proposal was a culmination of three months of research and preparation, including several interviews with me."

Five teams presented their findings to a panel of senior leaders, including the head of Americas ITWC and Dakin. The winning teams include: Meghana Chethan, Zachary Davis, Molly McCormick, Michelle Schaffer, Sowmya Shantharam and Gregory Reaves, a senior advisor, and the first runners-up: Megan Brewer, Donna Crefeld, Amy Nodes, Nihan Karahan, Brooke Laing and Zhi Jiang, senior advisor. Both teams will have the opportunity to meet with Dakin for an in-depth discussion about implementing their proposals.

"This experience not only deepened the professional skills of the participants, but provided WomensTrust with fresh strategic and executable strategies to strengthen the organization," says Gillian Christie, head of IT IB Office of Strategy at Credit Suisse, who created the competition and guided the process.

WomensTrust is a nonprofit organization that empowers women and girls in Ghana, West Africa, through microenterprise, education, and healthcare, and inspires others to do the same elsewhere. For more information, visit: <http://www.womenstrust.org/>.