

February 1, 2011
Press Release
WomensTrust, New London, NH

Letter from Wilma Longdon



New Executive Director in Pokuase

I am delighted to send this message to the board, staff, funders and all who are connected to WomensTrust in different ways. As I prepare to begin working with you on February 1st, I am excited by the opportunity to build on the solid foundation which is in place in Pokuase.

In my personal quest to contribute to improving the lives of women in Africa, I've come to appreciate that WomensTrust is the best place for me to make a difference. My dream has come true in a bigger way than I ever anticipated. Thanks to the successful WomensTrust model, I will drive the initiatives to empower women and see, firsthand, the impact of our efforts on their lives and the lives of their children.

WomensTrust has done very important work over the past 8 years. The team in Pokuase is trusted and respected in the community. It will be our joy and our challenge to grow and expand what we've achieved so far. I am motivated by the urgent need to reach more women with loans, to keep more girls in school and to improve the access to healthcare and health information in the community. I am excited by the endless possibilities for education, training and enrichment that the planned Resource Center will bring to the hardworking women and girls. Our loan clients have plenty of ideas about how to make things better, and we listen to them, moving ahead as a team, in a strong partnership.

WomensTrust's unique model in Pokuase is worth supporting and sharing. My job will be to strengthen our operations, making it easier to reach more women and girls, and inspiring others to do the same.

I look forward to working with all of you. We have an exciting, challenging year ahead.

Most sincerely,

Wilma Longdon