



**THE
WOMAN
OF
BENEVOLENCE**

**THE WOMEN OF
BENEVOLENCE CAMPAIGN**
GLOBAL CAMPAIGN FOR
WOMEN'S HUMANITARIAN WORK



**HURREM
SULTAN
ENDOWMENT**



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#Women_of_Benevolence

Introduction

The numbers affirm that women constitute half of society, and history demonstrates that their role and development throughout the ages have been crucial to the prosperity of communities and the leadership of nations. However, humanity has only tapped into a small fraction of women's capabilities worldwide in various fields and domains.

Amid the crises faced by the world, as people struggle under their weight, the positive role of women in charitable and humanitarian work remains essential. It is a decisive element that requires opening broader horizons and wider spaces for women to contribute what the world deserves from them through institutions carrying noble messages, clear objectives, and defined mechanisms. These institutions believe in partnership, excel in organizational work, and ensure the sustainability of their efforts to serve all of humanity.

On the occasion of the International Day of Humanitarian Work, "Hurrem Sultan Endowment

" aims to launch a global campaign entitled "Women of Benevolence." This campaign will be in partnership and collaboration with humanitarian organizations around the world to promote the role of women in aiding and alleviating the suffering of communities. It will highlight their contributions in this field, the challenges they have faced and continue to face, and how their roles can be expanded to benefit humanity, make a difference, inspire more women to engage in this area and contribute to promoting goodness.

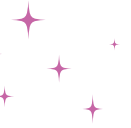


Who we are ?

Our foundation, which was inspired by the charitable works of Hürrem Sultan, the wife of the Ottoman Sultan Suleiman Al Qanuni, was established to follow in the footsteps of women who contribute to the benefit of society and humanity with their ideas and energies.

By activating the role of women in social aid work, creating and highlighting leading women in humanitarian aid work, realizing humanitarian aid projects under the leadership of women, initiating initiatives to include them in project programs that will serve society and social aid work, and most importantly, disseminating the culture of women's endowment. we aimed.

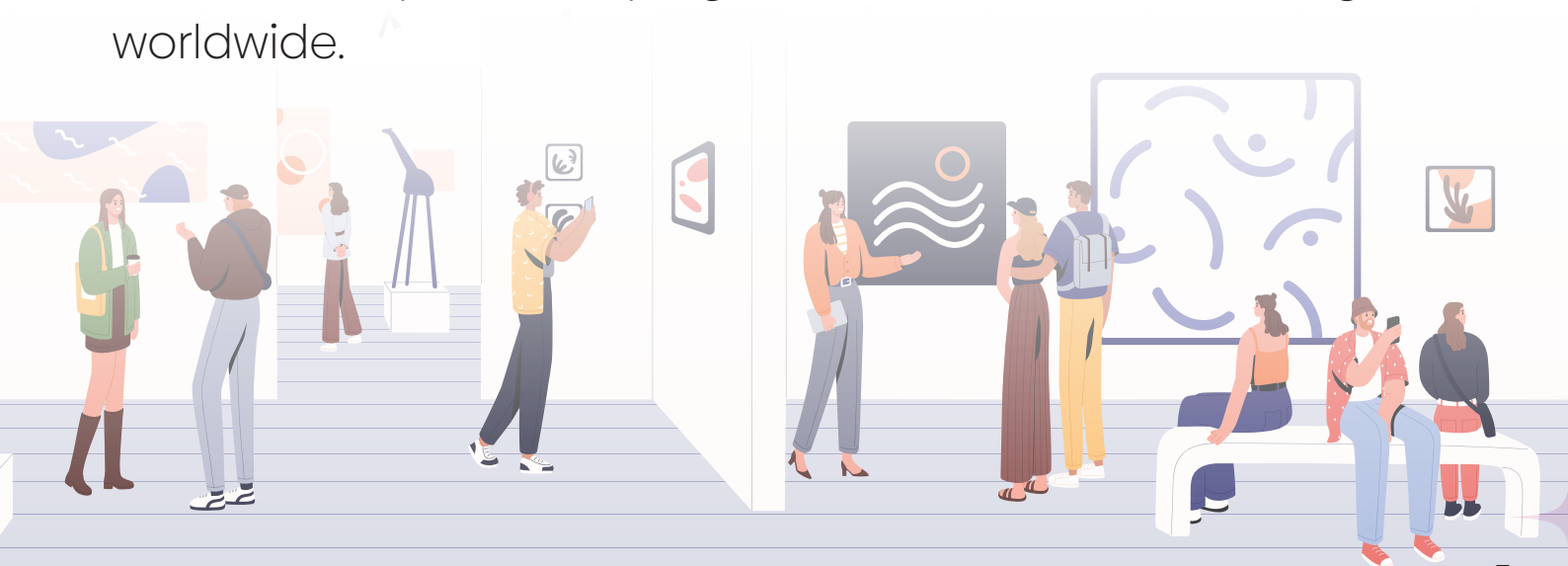
With the campaign we started, we aim to disseminate success stories in order to inspire women and achieve the desired development.



About the Campaign

THE CAMPAIGN'S PROGRAM

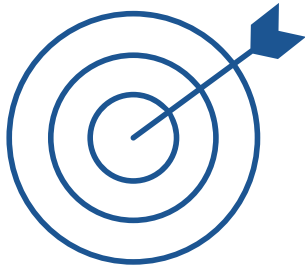
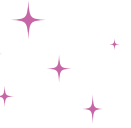
It will includes international conferences that unite experts, and influencers with messages, and creative charitable organizations to exchange knowledge and successful experiences. It also encompasses charity exhibitions, workshops, and training sessions to build women's skills in this crucial domain. Furthermore, media and awareness campaigns will be conducted through social media and traditional media platforms to promote the significance of women's charitable and humanitarian work and raise societal awareness about it. Additionally, the campaign will honor humanitarian figures worldwide.



Your participation in this campaign will allow you to join a global network of institutions and leading women leaders who tirelessly work to bring about positive change in the world. We invite you to join us in strengthening women's charitable and humanitarian work in your country and the world and share the success stories and challenges you encounter.

Together, let's make this powerful global campaign contribute to achieving social justice and enhancing women's capabilities in charitable and humanitarian work.





Campaign Goals

Increase awareness and understanding of women's role

This involves highlighting the successes achieved by women in humanitarian work despite challenges and promoting an understanding of the obstacles they face. The campaign aims to recognize the pivotal role of women in achieving the desired impact and change through their charitable efforts.

Activate cooperation and partnership

The campaign seeks to activate collaboration and partnership between charitable institutions on a global level, especially those focusing on women's issues. It also aims to establish partnerships between organizations and individuals to form a global women's platform that highlights the role of women in humanitarian work.



Encourage participation and engagement

The campaign aims to motivate more women to participate and engage in charitable and humanitarian work. This will be achieved by providing a platform for participation and expression, supporting and guiding women who wish to join this field and contribute to positive change.

Adopt projects with positive impact

The campaign works towards adopting a range of projects capable of making a difference in the lives of struggling communities worldwide.





Effective mechanisms and successful approaches

The campaign seeks to leverage the successful experiences of women in charitable and humanitarian work, adopting efficient mechanisms they have employed in serving humanity while adapting them to current challenges.

Exchange experiences and share successes

The campaign aims to facilitate the exchange of knowledge and experiences in the field of charitable and humanitarian work.

Emphasize and recognize women figures

The campaign aims to highlight and recognize women figures in the realm of charitable and humanitarian work.



Who do we target?

Women's charitable institutions

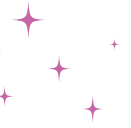
The campaign targets women's charitable institutions worldwide, regardless of their size. The goal is to enhance collaboration, exchange knowledge, and strengthen their capacities to achieve social change, charitable work, and humanitarian efforts.

Individuals interested in charitable and humanitarian work

The campaign aims to engage influential and impactful individuals, especially women, who are interested in charitable work. It seeks to encourage them to participate and get involved in the field, offering support and positive influence.

Charitable, humanitarian, and human rights organizations and associations

The campaign targets institutions that are partially or wholly dedicated to charitable, humanitarian, human rights, educational, developmental, and other fields that honor humanity and work towards involving them in the campaign to create a conducive environment for positive change.



Influential and public figures

The campaign targets influential individuals with a wide reach in their communities, countries, or globally, persuading them to play a role in promoting and expanding the campaign's impact to benefit societies.

The general public and media outlets

The campaign also aims to communicate with the general public and various media outlets to increase awareness of the importance of charitable and humanitarian work and the role of women in it, encouraging the community as a whole to participate in and support this valuable work.

Girls and students

The campaign aims to raise awareness among girls and students and expand their participation and engagement in charitable and humanitarian work, recognizing their potential power in the present and their future role in all fields.



Campaign Activities and Events

First: Media Level

Social media campaign: Launching a campaign on social media platforms to raise awareness about charitable and humanitarian work, especially with a focus on women, using prepared media materials for this purpose.

Collaboration with traditional media: Partnering with various media institutions, Arab, Turkish, and global, to sponsor the campaign and disseminate the prepared media materials.

Expanded press conference: Organizing a press conference to launch the campaign, with the participation of representatives from the participating institutions.





Second: Direct Level

The campaign includes a range of activities and on-site events in various countries, including:

Lectures and dialogues: Organizing a series of lectures and dialogues aimed at raising awareness of the importance of charitable work and motivating the targeted audience to participate in the campaign and humanitarian work in general.

Training workshops: Conduct training workshops to help women interested in engaging in charitable work develop necessary skills and enhance their leadership and managerial capabilities.

Various events in countries: Coordinating with participating institutions to organize a range of events in their respective countries.



Volunteering activities: Organizing volunteering events in local communities to encourage women's participation in local charitable activities.

Third: Virtual Space

1. Lectures and seminars: Organizing a series of online lectures and seminars at the international or regional level, featuring prominent figures in humanitarian work.

2. International competition: Launching an international competition among female students for the best creative work that promotes awareness of the role of women in charitable and humanitarian work.



Our brothers and sisters in need
We are working to operate in every region
where it is located and to deliver your aids.





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