

A moment with **Eve Mahlab**

As Melbourne gears up for the launch of Women Mobilising Millions, long-time women's movement activist and co-founder of the Australian Women Donor's Network Eve Mahlab AO explains why Australia is ready to join this inspirational global philanthropic movement.

What is Women Mobilising Millions?

Women Mobilising Millions is the Australian arm of the global funding campaign Women Moving Millions. The global campaign was the brainchild of American philanthropic sisters Dr Helen LaKelly Hunt and Swanee Hunt, daughters of the Texas oil tycoon H.L. (Bunker) Hunt. The campaign will be our drive to increase philanthropic funding of Australia's women's funds and of Australian and global projects that invest in women and girls. The campaign also encourages donors to apply a "gender lens" to their mainstream giving (homelessness, arts, youth etc), to ensure the different needs and circumstances of women and girls are not being overlooked.

You've equated the Women Mobilising Millions launch as the "third wave" of the women's movement. How so? The first wave got women the vote. The second helped us get paid work.

The third wave is right here and now. Women are applying the knowledge, money and influence we are acquiring through business, work, marriage and inheritance together with our values and priorities to build a better world. We are doing this by investing in women and girls — not only because we are still relatively disadvantaged, but women are the conduits for social change.

How is the Australian Women Donor's Network involved? We see ourselves as the engine behind Women Mobilising Millions. We'll be sharing the key messages and knowledge of this movement far and wide. We do not raise funds ourselves, but we are a community of women and men promoting investment in women and girls through women's funds such as the Victorian Women's Trust and the International Women's Development Agency.

Who will be attending the Melbourne launch?

The launch, at the Sofitel Hotel on Tuesday, February 16, will be attended by guest speakers American philanthropist and visionary, Dr Helen LaKelly Hunt and Women's Funding Network chief executive, Christine Grumm. We're expecting 300 at the Melbourne launch including philanthropists, corporate and charity executives. On February

15, our American guests will be running exclusive workshops in Melbourne for philanthropists who want to learn and share their experiences with each other. During that week, special dinners will be hosted by Jeanne Pratt in Melbourne and the Governor General, Quentin Bryce, in Sydney.

What has the movement achieved

internationally? The campaign had an original target of US\$150 million. It is currently at US\$181 million, which includes \$1 million gifts from donors such as Jane Fonda, Abigail Disney and Jennifer Buffett. Through this historic initiative, the Women's Funding Network (globally) has tipped the combined assets and grant making of women's funds over the \$1 billion mark. The network has been able to transform the lives of women around the world by investing resources into poverty, advancing healthcare standards, education and human rights. The campaign has also helped empower women of affluence and influence to get involved in philanthropy and be more strategic with their giving.

To attend either the launch or workshop, visit womendonors.org.au

— Linley Wilkie

