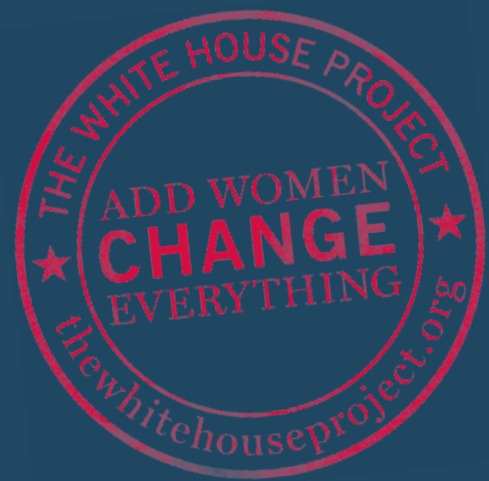


THE WHITE HOUSE PROJECT





You get new voices, new ideas, new results. You get a richly diverse, genuinely representative democracy. You get a nation that responds to challenges by drawing on the strength and wisdom of all its people, women and men. You get leadership in every sphere—political and social, cultural and economic—that is fully responsive.

When you **ADD WOMEN** — you change everything.



You get something radical, essential, and profoundly simple: a culture in which women leaders are normal, unremarkable, expected. From Main Street to Wall Street, from Capitol Hill to the Hollywood Hills, from Madison Avenue to Pennsylvania Avenue, you get an America that has finally become the country that the world demands and its people deserve.

We provide **THE TOOLS** to realize representative democracy

The White House Project is a hands-on corrective to a longstanding American dilemma: the lack of gender parity in the country's political, cultural, and economic leadership. We offer practical, proven tools to build a fully representative democracy—in corner offices and political offices, board rooms and green rooms. We offer a vision of a new world, and then we provide the means to bring it to life.

PATRICIA TORRES RAY

Minnesota State Senator, District 62

She came to Minnesota from southern Colombia. She worked for the state, the county, in human services, social services, anything that allowed her to help others help themselves. She worked alongside good people who saw problems—disparities in education and health care that shortchanged low-income families—and tried to solve them. But as the years passed, she saw leaders—elected representatives—doing nothing to move these solutions forward. And the time came when she had seen enough. A state senator in her district was retiring. She thought, "Instead of talking, I'm going to act. If I want to make a difference, I have to take some risks." She worked with her husband to declare herself and organize volunteers and—and then what? "I didn't have an infrastructure in place," she says now. "I didn't have a big family network, I didn't have mentors—I didn't have the kind of foundation that so many candidates can count on." One day she got a call from a field director with The White House Project, who said, "What do you need? What can I do to help?" "And she sent me articles and information, invited me to training sessions, connected me to other women candidates. The White House Project became part of that foundation for me." Patricia won her district handily. And though her calendar is packed now, she makes room for The White House Project, to recruit and train more women who want to lead a political life. "I want to be there for other women. You can't get elected—you can't lead—alone. When we come together, we make a difference."



We are **NIMBLE** and entrepreneurial

The White House Project is innovative in practice and entrepreneurial in spirit: a fleet, flexible, forward-looking organization. We find common cause with partners in every sphere—global leaders and news anchors, Girl Scouts and corporate giants. We conduct research that shapes the culture even as it studies it. We serve as a model of quick-thinking, cross-disciplinary social action.

MICHELLE BACHELET

President of Chile

It started with a trip to Chile. The White House Project led a delegation of twenty or so Americans—the largest of its kind—to Santiago for the inauguration of Chile's first democratically elected woman president. The members met Michelle Bachelet at the presidential palace and talked about the challenges she faced, the hope she represented. A few months later, a call came from the Chilean Embassy: Bachelet was coming to America on her first state visit. Would the staff at The White House Project organize a dinner for her? And would they invite the most influential women in America? And could they do it in a month? They would, they could, and they did. A few hundred of America's leading women—film stars and senators, a Supreme Court Justice and a presidential candidate—came to toast Bachelet, and left with an expansive sense of what was possible. Where does it end? It doesn't. Bachelet is on the list of possible attendees at a groundbreaking global summit of prominent women politicians, sponsored by The White House Project and partners, a project of the Annenberg Foundation Trust at Sunnyslands. This is how a trip to Chile leads to a worldwide, interdisciplinary network of women leaders.





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SHESOURCE.ORG

A journalist is looking for an expert to talk about the United Nations—or China, or Iraq, or the global economy. Her contacts are starting to feel stale; most of them happen to be men. She wants a proven authority with a fresh understanding of the topic. Where would she look? SheSource.org. She'd find more than several hundred experts in every field, all of whom happen to be women. She'd find Johanna Mendelson-Forman, Senior Associate at the Center for Strategic and International studies and a lecturer at the U.S. Army War College. Elizabeth Economy, Director of Asia Studies and C.V. Starr, Senior Fellow at the Council on Foreign Relations. Claudia J. Kennedy, the first and only woman to achieve the rank of three-star general in the United States Army. Paula Stern, former Chairwoman of the U.S. International Trade Commission, and current Chairwoman of The Stern Group, Inc. Lisa Caputo, Chief Marketing, Advertising and Community Relations Officer, Global Consumer Group and President and CEO of Women and Company at Citigroup. Her stories get deeper, richer, more expansive. So does our national conversation.

We change cultural **PERCEPTIONS** of women's leadership

Through research and programming, grassroots organizing and global events, The White House Project brings a critical mass of women into the ranks of leadership in every sphere. The result is a profound change in the content and color of our national experience and a seismic shift in our shared understanding of women, power, and democracy.

We are a **VISIONARY** collaboration between the public and private sectors

Our work in every sector—public and private, political and commercial—is mutually reinforcing. We allow powerful women to locate shared interests and pursue smart, progressive, family-friendly policies in the workplace and in the public square. By bringing these sectors together, we build lasting networks and a bold new common culture.

SUSAN TAYLOR


Editorial Director, Essence

"I've watched and worked with The White House Project for many years now, and I've been so inspired by the vision and courage of the organization. There's a new world on the way, and it starts with equity: progressive people, women and men, coming to the table and making peace. The White House Project has the passion and the power to help make it happen. That's why I'm a member of the board.

"What we're talking about throughout the nation—what we're working toward—is a balanced world. And we need all hands on deck to achieve it. Not just women, not just men; not just Democrats, Republicans or independents; not just politicians, not just business-people; not just academics. We need all of us, all the races and classes that make up this gorgeous mosaic working together, sharing responsibility, being courageous enough to build the kind of society that we tell the world we are and that we want our children to inherit.

"So a big part of my work for The White House Project is building coalitions among diverse groups of progressive people. Essentially, we all want the same things. If you're waiting tables or serving in Congress, if you're a scholar or a toll taker, an artist or a homemaker—we're all longing for the same things to be able to care for ourselves and our family in a safe, secure, sustainable world. This is our common ground. We can build that society. We just need vision and the courage to link arms and aims and do it together."





GO VOTE
GO RUN
GO LEAD
GO GIRL

VoteRunLead.org

**THE WOMAN WHO LEADS
A POLITICAL LIFE**

This Town, That City, This Country

She wasn't polled. She isn't a statistic, a soccer mom, a security mom, or a member of some other kind of amorphous, unhelpful category. Maybe she got her GED, went to work in an office, got a reputation as someone who always had a smart opinion, a clever way of thinking about the news. Maybe she was always interested in government, took a few Poli Sci classes in college, did some work for a nonprofit, started to wonder what it all meant. Maybe she never cared about politics, climbed the ladder in a big corporation, got stuck. Maybe something happens: a friend half-jokingly tells her she should run for office, and she attends a training that tells her how to do it. She sees a woman on a news show who says exactly what she's been thinking—and she can see herself in that chair, saying those words. She goes to a seminar and understands why she's stuck, and how she can free herself. She is one woman, a dozen women, a thousand women, more. She isn't a political party. She's a voice, a heart, a brain. She is what democracy is missing—and what it needs most. She wants to make progress and see other women do the same.

We are proudly, purposefully
NONPARTISAN

The White House Project is proudly, purposefully non-partisan. Our work in every sphere—political and social, civic and economic—transcends party affiliation. We treat gender parity not as a partisan issue but as a progressive value—an essential component of American life.

VOTE, RUN, LEAD™

Vote, Run, Lead is The White House Project's pioneering grassroots initiative to change the face of American politics. It offers an immersive experience in living a political life. We work with local experts and community organizers to meet women where they live; then we provide intensive seminars and workshops for women at every level of political interest and experience. Our **Go Vote** workshop offers a toolkit for active citizenry: voter education and mobilization, phone banking, canvassing, and hosting house parties. **Go Run** trains prospective candidates: women learn the fundamentals of campaign strategy, fundraising, and communication. **Go Lead** coaches women who are already involved in public life; it offers advanced training in public speaking, citizen lobbying, and caucuses. Specialized boot camps and master classes cover a range of topics: speechwriting, message development, national security, and more. We've trained hundreds of women; over 100 and counting have run for seats at every level of government. For those who don't run, we offer access to internships, campaigns, and community organizations. Block by block, town by town, we're building a network of women committed to civic engagement and enlightened leadership.

Add women, CHANGE POLITICS

REAL SECURITY

Real Security is a bold, strategic attempt to fundamentally change America's conversation about national security. The program assembles a range of resources: conferences and roundtables featuring experts from academia and government; focus groups assessing the viability of policies and platforms; publications and training sessions designed to help women leaders speak authoritatively about an urgent concern. Its goal is simple and clear: a more robust, inclusive national dialogue. Real Security establishes women as permanent, necessary players in the national security debate; expands the range of ideas under discussion; and builds a genuinely representative public forum.

RESEARCH: POLLING

The White House Project regularly sponsors comprehensive independent polling related to women, politics, and power. A few recent examples: *Barriers and Opportunities to Women's Executive Leadership*, a pioneering study conducted by a bipartisan team of campaign and political experts, designed to assess how voters respond to images and messages of women running for executive office. A Roper poll that tested the country's willingness to vote for a woman president—and its comfort with women's leadership in a range of other areas. Groundbreaking research that confirms that a majority of Americans are now ready to elect a woman president within 5 years, and that overwhelming majorities believe that a woman president would be as good as or better than a man at leading on the issues of foreign policy (78%), homeland security (77%) and the economy (88%). The result is a clear, compelling snapshot of women's political leadership—data that makes headlines, shapes policy, and helps to frame the national debate.

THE CORPORATE COUNCIL

One of The White House Project's newest initiatives, the Corporate Council brings a small group of dynamic, powerful corporate women together to accelerate and increase the impact of women leaders, and lead key initiatives that will drive change and change the face of corporate leadership. The Council includes leaders from a broad range of fields: finance (Lehman Brothers) and small business (OPEN from American Express), entertainment (Lifetime) and accounting (Ernst & Young). Together, the members of the Council develop programs and events that support women and families and advance women's concerns in the public and private sectors; and they serve as ambassadors to the upper reaches of the corporate world.

KEY VENUES

Our Key Venues initiative addresses the radical disparity between men and women attending the world's premier leadership gatherings. Only a handful of women—among dozens, even hundreds of guests—are invited to present at major gatherings such as the World Economic Forum at Davos, the Forbes Global CEO Conference, the FORTUNE Brainstorm, and the Global Leadership Forum. Over the next three years, The White House Project will identify the most important areas where women's leadership is lacking, and, through its Corporate Council, develop specific strategies to increase the number of women in each venue.

CHANGE BUSINESS

RESEARCH: THE BENCHMARKS REPORT

Our Benchmarks Report is a record of the state of gender parity in leadership. We synthesize current research about women leaders in every sphere, interview leading figures across sector, and fill in the gaps with new data to establish benchmarks that allow us to measure progress as we move forward in our mission to make women more visible and valued.

SHESOURCE.ORG

The White House Project teamed with Fenton Communications and the Women's Funding Network to create an innovative online database of women experts. SheSource.org is an expansive practical resource and an urgently needed response to a major cultural absence: the lack of women cited as authorities in news media. SheSource.org offers access to more than several hundred distinguished women in fields ranging from national security to military spending, from technology to health care. The result is an influx of women joining the national conversation on major public issues. In its first year, the site's database doubled in size. And the country's leading news outlets—from CNN to FOX, from *The New York Times* to Bloomberg, from ABC to CBS—have used SheSource.org to book high-caliber female guests and sources.

CHANGE CULTURE

THE EPIC AWARDS

A gala event and a major initiative to recognize and promote cultural change, the EPIC Awards is The White House Project's annual celebration of women and men who have enhanced the perception of women in American culture. Leading figures in film and television, theater and advertising gather to honor a select group of extraordinary individuals. Past honorees include Kristin Chenoweth, Geena Davis, Eve Ensler, and Melissa Etheridge.

RESEARCH: WHO'S TALKING NOW?

The White House Project's cultural research offers a sustained, substantive examination of the presence of women in one of the country's most influential public forums: the Sunday morning opinion and analysis shows on television's major networks. Our first report—called *Who's Talking*—was released in 2001; we found that men outnumbered women 9 to 1 on these agenda-setting shows. Fully updated every other year, the research now serves as a crucial report on the health of our national conversation.

You can see it on the horizon: an opportunity. A moment when the culture shifts, the conversation changes, and the country realizes its full potential.

I started The White House Project almost ten years ago. The name announced a concrete goal—a woman President—and a broader agenda: gender parity in leadership in every sector. I've never felt so certain that our work is essential.

This is our movement: a bold, bright, trailblazing mission to make women leaders a vital, visible, permanent part of American life. The White House Project has established itself as a visionary organization with an uncanny ability to produce meaningful, tangible results. Through trainings and workshops, research and programming, grassroots organizing and global outreach, we change the American

Our MOVEMENT, Our Moment

A message from **MARIE WILSON,**
founder, The White House Project

experience. We change the face of business and government, our assumptions and aspirations, the people—the nation—we become.

This is our moment: a time when equal representation in every sphere—economic, political, cultural—is urgently needed. It's a moment when we can't afford to think with half a mind, to speak with half a voice, to act with half a heart. A moment when the country is ready, at last, to step beyond old-boy networks, partisan bickering, and repeating loops of the same talking heads—and to step into something new. We seem ready to embody our highest ideals, to be truly free and fair, open and inclusive.

The horizon is close. Your support helps us reach it.



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