



Monday 18th October

Tory Burch Foundation, National Women's Business Week and a Free CD Whispered by The Clothes Whisperer



The Tory Burch Foundation provides economic opportunities to women and their families in the United States.

Why Women

Women are more than half of the 37 million Americans living below the poverty line. They are more likely to be denied a loan they qualify for, more likely to report poor treatment from financial institutions and more likely to juggle the responsibilities of business and family. Having a baby is a leading cause for a woman's income to dip below basic living expenses. Single mothers are at the highest risk of poverty and are the most likely to be self-employed entrepreneurs. Working mothers have been disproportionately affected by the financial crisis.

Why Microfinance

Microfinance isn't charity—it's an investment in our collective future, especially in times of crisis. Small businesses provide more than half the jobs, and seventy-five percent of the net new jobs in the U.S., yet 82 percent have difficulty accessing the capital they need. Entry-level small business loans at retail banks start at \$100,000 yet the average microloan needed is \$10,000. We are working with leading microlender, ACCION USA to increase the number of loans available to women entrepreneurs.

"Imagine how many more jobs we'll create and how many families we'll lift out of poverty once women micro-entrepreneurs can access the capital they need to grow."

—Tory Burch



Good will amongst women seems to be coming out of every fashion pore these days. Along the lines of my ambassadorship with [Levi's Shape What's To Come](#) (more on that coming sooooooon), the one and only queen of Resort [Tory Burch](#) back in NYC has teamed up with [National Women's Business Week](#) (kicking off today) to support women in business (hooray!!!). In 2009, [Tory](#) partnered with [ACCION USA](#), the nation's largest microfinance provider and launched the [Tory Burch Foundation](#), which offers economic opportunities for women and their families in the US.



GOODIES

Now, for those of you thinking yet another blog-charity-plug, let me emphasize that microfinance isn't charity—it's much more exciting than that, meaning, an investment in our collective future, especially in times of crisis (HELLO recession!). Just like **SWTC** is about millennial women mentoring millennial women, the **Tory Burch Foundation** is about one successful independent business woman doing her part to help other female entrepreneurs grow.

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To celebrate the start of **National Women's Business Week**, **Tory** has created an exclusive line of sunflower branded products (the foundation's logo), ranging from totes to flip flops to charm bracelets and scarves. Also launched to mark the occasion, Tory's second ever limited edition compilation CD. All proceeds from the CD benefit **ACCION USA**. "This is a perfect way to combine two of my passions—music and giving back to the community," says Burch, who has personally chosen the songs featured on the CD, and the list reflects her eclectic taste in music.

I have, in the spirit of sisterhood, one CD to give away to one of all of you lovely ladies. All you have to do is comment in the space below/**Tweet**/**email me** a short description of your dream/actual start up business (sky's the limit) and a mini playlist of the songs that drive you onwards in your ambitions and Butters will pick the winner on Friday afternoon (i.e. the last day of **National Women's Business Week**).

On the CD

- 1) Michael Franti and Spearhead- "Hello Bonjour"
- 2) Willy Deville- "Come a Little Bit Closer"
- 3) Devendra Banhart- "Baby"
- 4) Laura Izibor- "From my Heart to Yours"
- 5) Melanie Fiona- "Give it to Me Right"
- 6) Lykke Li- "Little Bit"
- 7) Wyclef Jean- "Knockin' on Heaven's Door"
- 8) The Smiths- "Bigmouth Strikes Again"
- 9) Knaan- "Take a Minute"
- 10) Santigold- "Your Voice"
- 11) Miriam Makeba- "Pata Pata"
- 12) Matt White- "Taking on Water"
- 13) Kanye West, Mos Def and Al B Black - "Good Night"
- 14) Santana and Citizen Cope- "Sideways"
- 15) Asa- "360"
- 16) The Neville Brothers- "Rivers of Babylon"

 **TWEET THIS!** LABELS: GIVE AWAY, TORY BURCH - 

<http://www.theclotheswhisperer.co.uk/2010/10/tory-burch-foundation-national-womens.html>

