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**There are so many people who are happy today, who have food on their table, who are able to send their children to school—all because of this programme.**

**Ellah Omezi**, Founder, Pleroma Farms & Agribusiness, & Cherie Blair Foundation for Women alumna, Nigeria, 2024



Cherie Blair  
**FOUNDATION  
FOR WOMEN**



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We have 24 women working for us now, and they are so grateful to have money of their own. For many of them, this means being able to better provide for their families.

**Diana Muthee**, Founder & CEO, Karmi Valley, & Cherie Blair Foundation for Women alumna, Kenya, 2024

# Thank you from Cherie

You helped us to empower over 33,000 more incredible women to build successful businesses in 2024—a feat to be proud of.

These women are not only in a better position to live to their full potential, they are **transforming the world around them**.

Their businesses are supporting young people in South Africa to make a sustainable living away from crime, training a new generation of women in Kenya to succeed as beekeepers, boosting green tourism in Guyana, and helping lift thousands of women farmers in Nigeria out of poverty.

Thanks to you, we move ever closer to our goal of enabling **one million** phenomenal women to achieve success, creating huge benefits for their families, communities and economies.

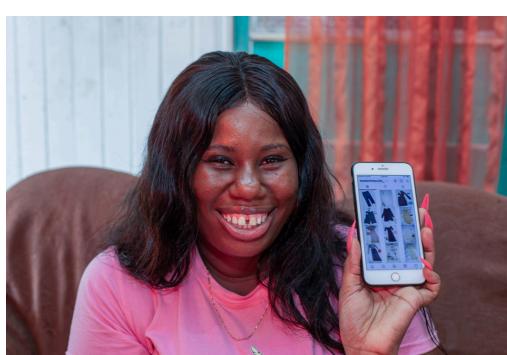
I'm proud of the progress we've made this year to keep building on our impact. Some particular highlights:

- Achieving our **highest annual reach of women entrepreneurs** in over 10 years.
- Adding a sixth programme, **Road to Markets**, to our offer.
- Attaining gold re-accreditation for our **Mentoring Women in Business** programme, with a perfect 100% score.

You have my utmost gratitude and appreciation for sharing our vision and powering our mission in 2024. As we work to create a better, fairer, more prosperous future together, I am delighted to have you in our corner.

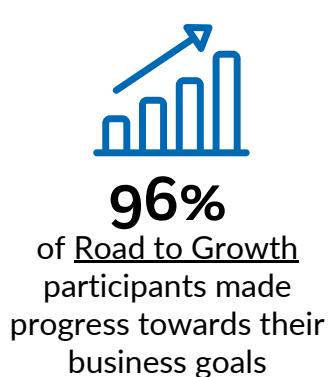
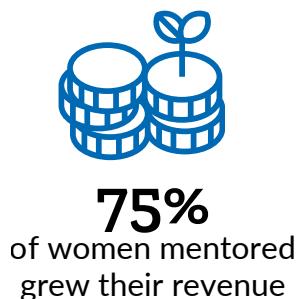
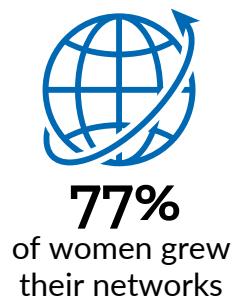
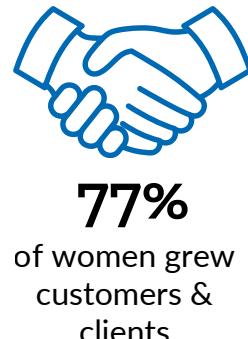
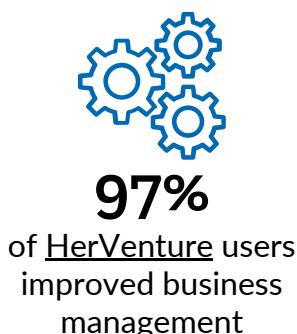


**Cherie Blair CBE KC**  
Founder  
Cherie Blair Foundation for Women



# What we achieved in 2024

Our programmes supported women worldwide to build knowledge, skills, confidence and access to resources, in order to boost their businesses.



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We've expanded into new markets, where we're not only selling our products in bulk to wholesalers, but also providing training to local beekeepers.

**Margaret Mwuara**, Founder, Samaru Business Ventures, & Cherie Blair Foundation for Women alumna, Kenya, 2024



# Spotlight: global mentoring

Our global, online Mentoring Women in Business programme is proven transformative for women entrepreneurs—and their mentors alike.

What makes our Mentoring programme unique and effective is that it combines tech with tailored support. 2024 saw **281 women from 32 countries** join as mentees. Paired with mentors from partners like PayPal, Bank of America and Marsh McLennan, they worked through our bespoke online platform for a year towards their business goals.

Thanks to careful matching, a tried-and-tested structure and a host of supportive resources, **99% of mentees gained vital skills** like business management (96%) and external communication (95%). Notably, **nearly nine out of 10 women improved one or more business outcomes**—increased customers, clients or employees, revenue, profit or savings—during their time on the programme alone.

Mentors too profited from their experiences, with 95% gaining skills like communication (89%), problem solving (76%) and leadership and people/team management (71%). It's a win-win all around.

**96%**  
improved  
business  
management

**81%**  
increased  
customers

**75%**  
increased  
revenue

## Ellah's story

Ellah Omezi's mentor supported her to improve thousands of women's lives and claim her place as a social impact leader.

Ellah (left) joined our programme to scale her agribusiness and support more women farmers out of poverty. She set bold goals: open a store, land an international distributor, and expand her product line.

With her mentor's guidance and encouragement, Ellah achieved huge growth. She penetrated a number of international markets, and boosted production by **45%**, turnover by **40%**, and profit by over **30%**.

The impact rippled out: Ellah now supports **1,500 women** with training and resources, enabling them to provide for their families. Her leadership earned her a standing ovation at the African Union. Now, with expanded markets and reinvestment into innovation, Ellah continues to thrive, telling us: "I encourage every woman to take part in the Mentoring programme – it's a must. **The benefits are beyond words.**"



# Spotlight: Guyana

Our programmes in Guyana powered a wave of entrepreneurial success.

In 2024, we supported over 3,000 Guyanese women to grow thriving businesses. Through Road to Growth, Road to Finance and Road to Leadership trainings, our HerVenture app, and Mentoring, women built crucial skills, boosted profits and gained confidence to lead.

**More than 80% of Road to Finance participants increased their revenue, while 100% of Road to Leadership participants improved their public speaking skills**—amplifying women's voices and leadership across Guyana.

Our work reached into new territories, brought together women's empowerment stakeholders including the Minister of Human Services and Social Security, the Women's Chamber of Commerce and Industry, and the Inter-American Development Bank, and saw women pitching live to financial institutions. In Guyana, women are not just starting businesses, they're reshaping their futures and their country.

**3,324**  
women  
supported in  
2024

**1 in 15**  
Guyanese  
women using  
HerVenture

**83%**  
of Road to Finance  
participants  
increased revenue



## Dr. Hollina's story

Road to Growth supported Dr. Hollina Alfred to take her medical centre to the next level, better serving her community.

Dr. Hollina (top-right) founded her clinic to address her community's need for accessible healthcare. Through our Road to Growth programme, she gained essential skills in strategic planning, market analysis, digital marketing, financial forecasting, and recordkeeping—leading to **increased revenue, improved marketing and sales strategies, and reliable financial tracking**.

Her business is now well-positioned to fulfil its mission and **expand her community's healthcare access**. Reinvesting profits into her charity arm, Dr. Hollina provides educational supplies to children, supports food-insecure families, and delivers care to indigent patients.

Dr. Hollina plans to uplift more communities, scaling across Guyana and the Caribbean. "**When [women] succeed, everyone around us benefits**", she says.

# Spotlight: Kenya

In Kenya, women are breaking barriers and driving powerful change.

In 2024, we supported over 4,000 Kenyan women through HerVenture, Road to Growth, Road to Leadership and Mentoring. Participants gained vital skills in financial management, marketing, leadership and advocacy –despite facing challenges such as civil unrest and limited digital access.

To ensure no woman was left behind, we introduced innovative solutions like offline training workbooks and partnered with local incubation centres to provide internet and device access in underserved northern counties. This helped us **expand our reach beyond urban centres and ensure more inclusive participation**.

Nearly all HerVenture users reported improved business knowledge and confidence, while 75% of Road to Growth participants increased their profits, customers and revenue. Our flexible, targeted approach supported women to stay **resilient, connected and ready to grow**. Kenya's women are leading boldly— we're proud to walk beside them.

4,086  
women  
supported in  
2024

92%  
of HerVenture  
users improved  
business  
performance

100%  
of Road to Growth  
participants grew  
confidence to  
succeed



## Margaret's story

Road to Leadership supported beekeeper Margaret Mwuara to access new markets and train more women in her male-dominated field.

Margaret (left) became a beekeeper to earn a living, but struggled to gain acceptance in her field, as a woman, and to access markets.

She had relied on referrals and WhatsApp to find customers, limiting her business. Our training taught her strategies to reach customers in new markets as well as financial management skills, and helped cultivate a solid network of other women entrepreneurs. She's since **expanded into new international markets, grown significantly, and truly proven herself amongst her peers**.

Now, she trains and mentors other women to become beekeepers, and provides for her family: "**My children can now attend school**, and we always have healthy food on the dining table."

## Pressing for change

Researching, raising awareness, and advocating for better environments for women is a key facet of our work.

2024 saw us publish our annual flagship research with women entrepreneurs (see below), alongside Intuit, and a policy report with CARE International UK to address inequalities in unpaid care work. We also welcomed World Bank's **Women, Business and the Law** project as a new partner to support our research, awareness-raising and knowledge-sharing.

To promote our findings and press for change, we travelled to Davos for the **World Economic Forum**, New York for the **UN Commission on the Status of Women**, and again for the **UN General Assembly**, where we also participated in Clinton Global Initiative, joining a roundtable on gender-based violence, and Concordia. We also took part in a policy roundtable with MPs at the House of Commons, on women's digital inclusion.



Above: Dhivya O'Connor, CEO, Cherie Blair Foundation for Women

**Nearly half (45.4%)**  
of respondents reported that  
experiences of online gender-based  
violence have impacted their business.

**44.4%**  
were already using AI tools. The  
primary barrier is a lack of training, as  
cited by 65.5% of respondents.

**USD \$30bn**  
market found for digital business tools  
for women entrepreneurs in low and  
middle income countries.

## Bridging the Divide

For International Women's Day, we published our latest major research report with women entrepreneurs.

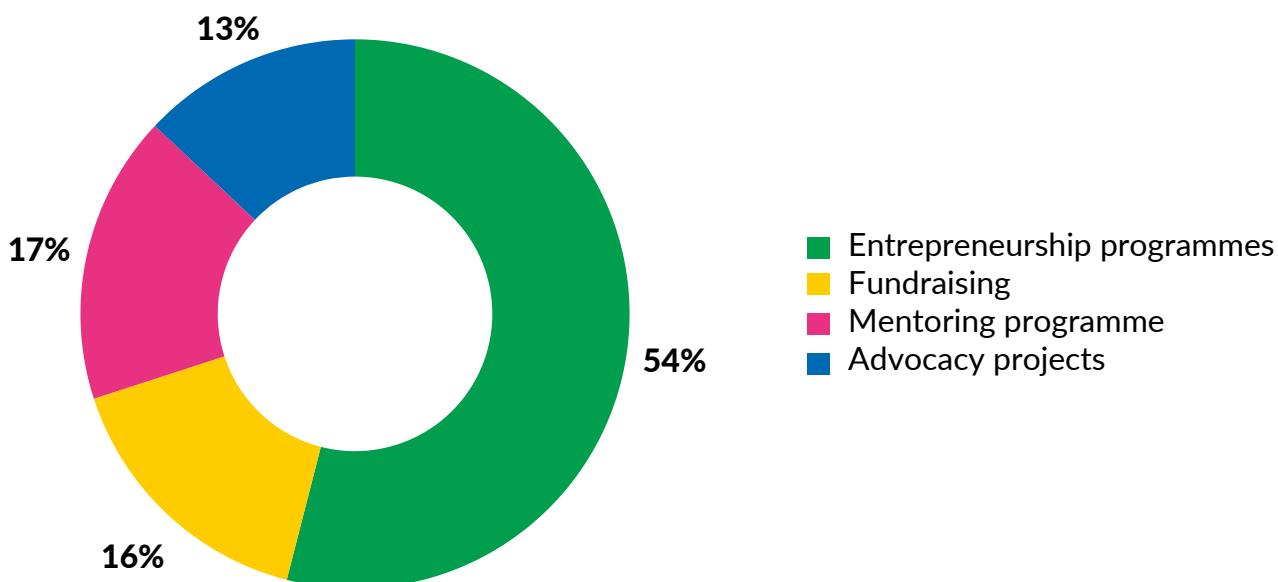
In March, we published "Bridging the Divide: Women, Technology and Business Success", the fourth in our series of reports on the experiences of women entrepreneurs in low and middle income countries. The research drew on survey responses from **1,156 women across 81 countries**, uncovering important findings to do with women's use of tech like **AI** and experiences of **online gender-based violence**.

This report received widespread media coverage, including CNBC, Sky News and Forbes, and significant platforming at global convenings. In November we held an event with Intuit to further promote our findings, with participation from UK Secretary of State for Science, Innovation and Technology, **Peter Kyle MP**.

# Our spending in 2024

Over four fifths of our spending went directly on delivering our work, enabling us to support 33,768 women.

Our total expenditure in 2024 was **£2,576,127**. As part of this, restricted expenditure was **£1,460,517**.



Our expenditure increased by £170,349 compared to 2023, with this additional spend invested across our programmes. We also increased our focus on advocacy and influencing work following new investment in our annual flagship research.

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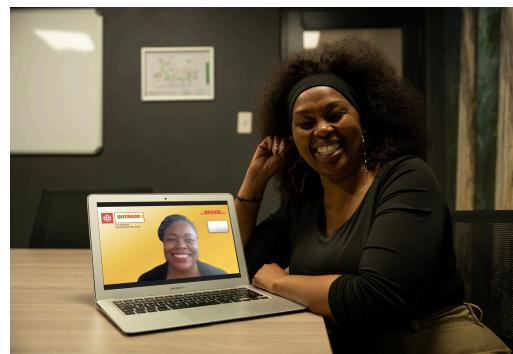
The Foundation's work helps to empower individual women — and it transforms entire communities. I'm proud to support a mission that champions global equality and delivers measurable change.

**Jim Jones**, former Director of Community Programs, ExxonMobil Foundation

# What's next?

Reaching one million women by 2030 means collaborating to achieve even more impact at scale. Here are our next steps in 2025...

- **Bringing HerVenture to Egypt**, whilst scoping the market for our programmes in India, Vietnam and other countries.
- Undertaking a range of **updates to HerVenture**, to further enhance users' learning experience and outcomes.
- Piloting our new **Road to Markets** programme in Kenya, building women's access to markets.
- Developing **new learning content** for our **Mentoring Women in Business** programme curriculum.
- **Strengthening our data** to deepen our understanding of the mechanisms that improve business outcomes for women, using this to inform our services and sharing knowledge.
- Launching our 2024 **annual audit research report**, in partnership with Intuit and World Bank's Women, Business and the Law project, looking at the women entrepreneurs' digital inclusion and usage of tech for their businesses.
- **Pressing for positive change** for women from global policy and decision makers at major global convenings such as Davos, the UN Commission on the Status of Women and the UN General Assembly.
- Continuing to **strengthen and diversify our partnership offer** to companies, institutions, trusts and foundations and local organisations and test ways in which our programmes and services can add value into wider projects.



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My business success has totally changed my self-belief. I am now confident that with the right information, tools and network, I can survive any business challenges.

**Vivan Ademuyiwa**, Founder, Vcubeplus Ventures & Cherie Blair Foundation for Women alumna, Nigeria, 2024



## The mission ahead

Moving the dial on women's economic empowerment is incremental. The women you've read about in this report will pass their knowledge and confidence on to their daughters, advocate for other women, and break stereotypes as visible, successful leaders in their communities. In this way, each individual woman contributes to a fantastic wave of progress.

For each of these women there are thousands more whose potential is yet to be released. But, thanks to our tried-and-tested approach, we are in a position to enable just that.

So, I thank you for your commitment to uplifting women through our work and look forward to reaching many more with your support. Together, we can open doors and drive change.

**Dhivya O'Connor**  
CEO, Cherie Blair Foundation for Women

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**The work of the Cherie Blair Foundation for Women aligns closely with my deepest convictions about what is needed to build a global economy that works for all people.**

**Dr. Ngozi Okonjo-Iweala**  
Director-General  
World Trade Organisation

[Click here](#) or scan the QR code to find out how you can get involved & accelerate empowerment for one million women entrepreneurs



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