



pro mujer

Giving Women Credit

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**Pro Mujer receives contribution from Xerox to expand its outreach in Latin America and help more women break the cycle of poverty**

**Donation will advance Pro Mujer's goal of reaching 350,000 women and their families**

*NEW YORK, December 15, 2009* – Pro Mujer, a 20-year old microfinance and women's development organization, was awarded a grant of \$250,000 by Xerox to expand its delivery of financial services, healthcare and training to new regions of Latin America. Pro Mujer will use the grant to advance its goal of reaching 350,000 women and 1.7 million children and family members by 2012, a plan unveiled at the 2009 Clinton Global Initiative annual meeting held in New York in September.

“Pro Mujer is growing throughout Latin America and we are privileged to count Xerox as a key partner in our expansion efforts,” said Rosario Pérez, Chief Executive Officer of Pro Mujer. “Xerox is a leader in corporate philanthropy. Its commitment to investing in women's empowerment will help Pro Mujer create lasting change in the lives of thousands of women and their communities.”

Pro Mujer will earmark the grant for expansion in Argentina, Mexico, and Peru. In Argentina, Pro Mujer currently serves women living in the northern provinces of Salta, Jujuy and Tucuman, and plans to expand to the province of Santiago del Estero.

In Mexico, Pro Mujer operates in six states in the central part of the country, and plans to expand both within this central region and to the five southern states of Oaxaca, Chiapas, Guanajuato, Jalisco, and Michoacan. Pro Mujer will open new neighborhood centers where women join lending groups to access credit, business training, and health education.

In Peru, Pro Mujer operates in the southern regions of Apurimac, Moquegua, Tacna, and Puno, and plans to extend its reach to the central and northern regions of Piura, Lambayeque, Cajamarca, La Libertad, and Ancash in the coming year. It will focus on largely underserved rural regions of the country, operating mobile clinics to deliver primary care and preventive health education to the rural poor.

“We are proud to be part of Pro Mujer's work and hope it will be the beginning of an enduring partnership,” said Anne M. Mulcahy, Chairman of the Board of Xerox. “Pro Mujer's pledge to reach 350,000 women is ambitious, but sure to be achieved. From Mexico to Argentina, Pro Mujer translates compassion into action by giving women hope, self-respect, and the resources they need to improve their lives.”

The Xerox grant was announced by Anne M. Mulcahy at Pro Mujer's annual benefit celebration in New York on October 29, 2009, where she was honored for her leadership in promoting the role of women in business and society, and for advancing corporate social responsibility.

Pro Mujer continues to seek new funders to support its 3-year expansion plan and goal of reaching 350,000 women by 2012, the organization's "Commitment to Action" for the Clinton Global Initiative. Founded in 2005 by President Clinton, the Clinton Global Initiative (CGI) brings together a diverse group of the world's most distinguished leaders to examine today's most pressing global challenges and transform that awareness into tangible action.

### ***About Pro Mujer***

Pro Mujer is a women's development and microfinance organization that provides poor women in Latin America with an integrated package of financial services, healthcare, and training to lift themselves and their families out of poverty. Pro Mujer delivers these services through communal banks, or peer groups, of 20-30 women who support each other and guarantee each other's loans. With small loans, healthcare, and training, along with group support, women are empowered to become agents of change in their families and communities.

Established in 1990, Pro Mujer has a presence in Argentina, Bolivia, Mexico, Nicaragua and Peru. In the last 20 years, Pro Mujer has disbursed more than US\$689 million in small loans, and provided healthcare and training to more than 1 million women and their 5 million children and family members. Pro Mujer is a 501(c)(3) tax-exempt organization. More information is available on the website, [www.promujer.org](http://www.promujer.org)