



Raising the Profile



Women
IN
Mining
TORONTO BRANCH

[Objective for Fund-Raising]

- Giving back
- Raise the profile for women in mining within the industry and media
- Build on credibility for future initiatives

[Profile for WIM]

- Over \$232,000 in 2007 and over \$86,000 in 2008 was raised for breast cancer research
- WIM was recognized at the 2008 Canadian Mining Hall of Fame dinner, the 2008 PDAC Convention, Princess Margaret Hospital Foundation events in 2007, and in publications such as *The Northern Miner*, *Canadian Mining Journal*, *PDAC In Brief*, *2008 Mining Sourcebook*, *Ontario Mineral Exploration Review* and www.republicofmining.com.

[Opportunity for volunteers]

- Demonstrate your ability to organize, deliver and meet goals
- Work in a team environment
- Take on management responsibilities that might not be available at your job
- Build network and relationships by sharing a common goal

[What is The Townships Project?]

- funds the operation of South African micro-lending financial institutions
- impoverished people, mainly women, use loans of less than \$100 to set up and expand their own small businesses
- 7,500 micro-loans have been made by three micro-finance institutions supported by The Townships Project.

[The Goal]

- raise \$250,000 through our own network plus direct requests to companies and individuals
- “Meet the Mining Mogul” raffle where the prize will be a *Dragon’s Den*-style private meeting with a high-profile mining mogul. The winners will be announced at the PDAC convention on March 3, 2009.

[The Plan]

- Add to Founding Corporate Patron, Canadian coal miner Homeland Energy generous \$50,000 donation
- Generate media coverage for “Meet the Mining Mogul” emphasizing the commitment of industry to corporate social responsibility

[The Plan – How you can help]

- Prepare list of possible donor companies with emphasis on African operations
- Mass email with follow up phone calls
- Organize teams to contact personal network and share responsibilities
- Generate “buzz” with raffle sales at RoundUp, your office, industry meetings and finally during the PDAC

[Do you want to help?]

- Contact Lynda Bloom
lbloom@halores.com
416 368 7045