



MISSION

Walking from Immigrants/Refugees to independent business women.

OBJECTIVES

AWE is intended to be a standing program fully run by women. Over a period of three years, AWE is expected to become self-sufficient and self-directed.

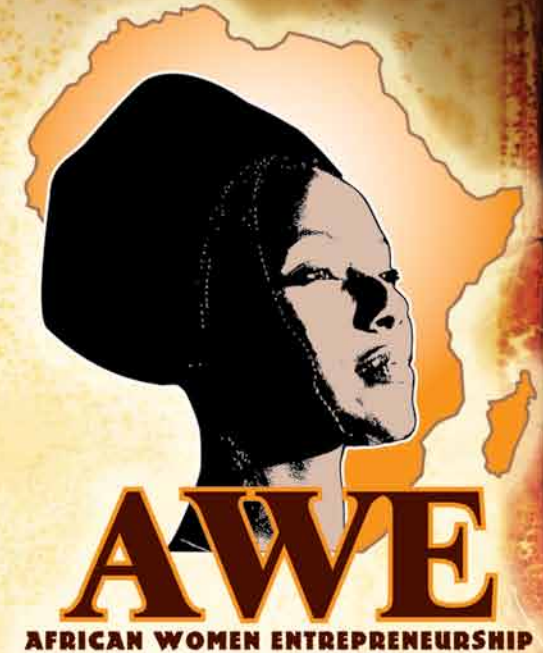
AWE has made it a priority to set up two women-run co-operative organizations in 2008. These co-ops will be self-governed with management assistance provided by AWE. As the co-ops become established formal ties with AWE will be redefined or eliminated.

Within three years AWE is expected to be in the form of a management services organization. Primarily, AWE will be expected to be a resource coordinator and administrative services provider.



4063 North 64th Street
Milwaukee, WI 53216
Phone: 414-442-5864
Fax: 414-535-8829
E-mail: Office@panafricoma.com

www.panafricoma.com



AFRICAN WOMEN ENTREPRENEURSHIP (AWE)

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African Women, especially refugee women, come to America with less marketable skills than their male counterparts. In the resettlement process African refugee women face several challenges including language barriers and low literacy levels. In the last few years it has become evident that more and more refugee women are resettling in America as heads of households. This extra responsibility is another challenge in their desire to attain economic independence. Aware of such challenges, the Pan-African Community Association (PACA) has initiated the African Women Entrepreneurship project for African immigrant and refugee women to enable them to become economically empowered, socially visible and culturally assertive.

The AWE is a standing program of PACA fully run by women; the women develop their own initiatives and implement them according to their own priorities. AWE envisions that African business women co-ops will have financial leverage in sharing economic resources and negotiating systems.

AWE aims to empower African women to ensure the preservation of the African family, promotion of cultural values and the strengthening of communities.

“AWE FOCUSES ON ECONOMIC AND SOCIAL EMPOWERMENT OF AFRICAN IMMIGRANT AND REFUGEE WOMEN IN THE GREATER MILWAUKEE AREA AND THE STATE OF WISCONSIN.”

African Women Entrepreneurship (AWE) Initiative is designed for African immigrant and refugee women to identify their marketable skills/ talents (including traditional trades) in order to explore their business venture potential for economic independence.

AWE TRAINING AND WORKSHOPS:

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AWE provides trainings and workshops in the following areas:

- Self-assessment for growth potential;
- Financial Literacy;
- Research and development;
- Business planning;
- Networking;
- Identifying resources;
- Marketing;
- Mentoring;
- Leadership development;
- Customer care training, etc.

The training and workshops are free for all women interested in exploring their business potential and/or updating their skills in order to improve on their existing businesses.

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