



RISE CAMPAIGN

Strategic note

Ahadi Foundation

1. CONTEXT & VISION

RISE is an international campaign initiated by the AHADI Foundation. Grounded in four pillars — **Resilience, Inclusion, Solidarity, Empowerment** — it carries an ambitious vision:

To reveal, support, and elevate 1,000 women with disabilities as leaders worldwide by 2030.

After a successful pilot phase in France (20 women leaders) and in Africa (50 women from 11 countries), we are now moving to the international launch of the program.

This transition relies on:

- **Adapting tools** to local realities to ensure maximum relevance.
- **Establishing the AHADI 2030 Observatory**, a unique mechanism to monitor public and private commitments on four key UNCRPD articles: intersectional discrimination, employment, universal accessibility, and political participation.

- **Evaluating the pilot** and defining robust impact indicators to structure a **Social Impact Bond (SIB)** in partnership with BNP Paribas.

RISE is not an awareness campaign.

It is a **structured, concrete, and measurable framework for action**, embedded in a social investment logic with a strong leverage effect, backed by a Social Impact Bond.



2. FUNDRAISING OBJECTIVE

€1 million for a concrete revolution



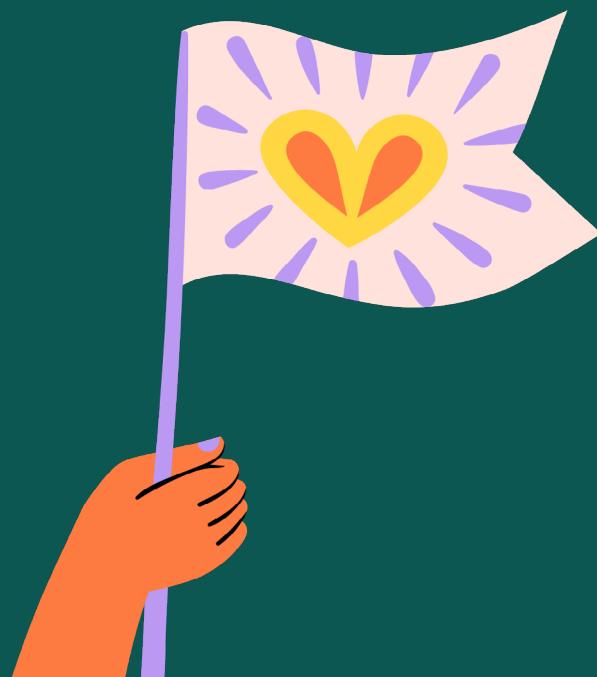
We are mobilizing **€1 million** to achieve a decisive milestone:

- Finalize the **impact study of the pilot program** and prepare the Social Impact Bond with BNP Paribas.
- Adapt **pedagogical and methodological tools** to diverse local contexts.
- Launch the **AHADI 2030 Observatory** to monitor and steer long-term impact.
- Deploy the first major international media campaign, "**Art for Change**," to transform social perceptions.

This initial fundraising will trigger a leverage effect, unlocking an additional €3.5 million through the Social Impact Bond to operate the global project over the long term.

3. MISSION & EXPECTED IMPACT

RISE in action:
clear objectives
for structural change.



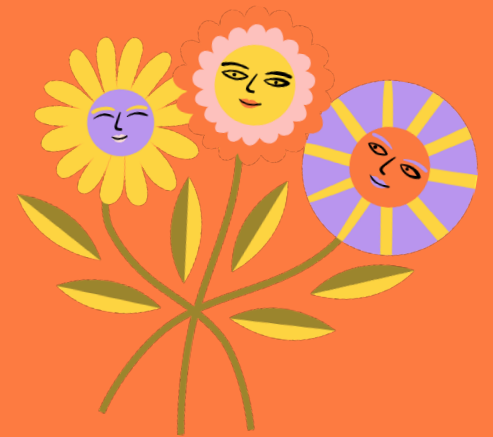
- Strengthen economic empowerment.
- Stimulate socio-political leadership.
- Transform social perceptions of disability.
- Build communities of sorority and peer support.
- Drive the evolution of public policies.

IMPACT AREAS & KEY INDICATORS

Axis	Key Indicators
Economic empowerment	+1000 women accompagnées vers l'emploi / entrepreneuriat d'ici 2030
Political & institutional leadership	+300 women accédant à des postes de responsabilité
Perception change	+20 international media campaigns & advocacy initiatives
Local transformation	+100 active and supportive micro-communities led by program alumni
Structured policy dialogue	+50 co-constructed policy recommendations relayed to national & international institutions

4. ENGAGEMENT MODALITIES FOR SPONSORS

By joining RISE, you become a **strategic actor of systemic change.**



Your engagement can take several forms:

- **Financial sponsorship** (one-time or multi-annual).
- **In-kind support:** venues, tools, media visibility, mentoring, sectoral expertise.
- **Co-construction of modules** aligned with your fields of expertise.
- **“RISE Strategic Partner” label** to highlight your CSR commitment.

Each sponsor benefits from:

- **Regular impact reporting**, aligned with international standards (SDGs, UNCRPD).
- **International visibility** through our events and communication platforms.
- **Exclusive meetings** with program participants – women leaders who embody change.
- **Exclusive keynotes by Deza Nguembock**, founder and international figure of inclusion and leadership.
- **Access to AHADI Art for Change installations**, a unique cultural program using art as a lever for societal transformation. These immersive experiences, created by international artists with and without disabilities, deconstruct stereotypes and inspire your teams, partners, and audiences through an innovative approach to inclusion.



5. WHY INVEST NOW?

Because women with disabilities are not asking for charity.

They are asking for the stage.

Because this **first million is more than just funding.**

It is the trigger for a structured **€3.5 million investment with BNP Paribas**, ensuring the full deployment of the global project.

Because in a changing world, organizations that place diversity and social innovation at the heart of their strategy are the ones shaping the future.

RISE is more than a campaign.

It is a **silent but irreversible revolution**, led by women with disabilities themselves.



CONTACTS RISE CAMPAIGN

We remain at your disposal
to arrange a dedicated discussion.



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Social entrepreneur and recognized inclusion expert, she embodies the vision of RISE and acts internationally to reshape perceptions of disability and advance the leadership of women with disabilities.



Étienne Lecoeur
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Responsible for building strategic partnerships, he supports sponsors in co-creating high-impact projects and maximizing the visibility of their commitments. He is the co-founder of «Les Enthousiastes»



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International finance and technology expert, he advises the AHADI Foundation on project structuring and ensures financial rigor and transparency for the RISE campaign.

Three complementary profiles ensuring
sponsors both proximity support and
international-level financial management.

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