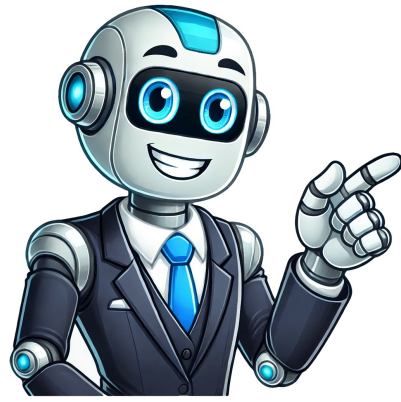


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Since 2009, our movement-building projects have delivered measurable impact with world-leading philanthropies, brands, and NGOs. These projects are designed, led, and implemented by Purpose’s local teams across the world, including in India, Brazil, Indonesia, the US, UK, and Kenya. We focus on six issue areas we believe are key to our collective future. We sought to identify, test and grow high-potential initiatives to drive public engagement on global development issues in the UK, France and Germany. There were five core strategies: we designed and catalyzed action plans in collaboration with partners, developed a mechanism to identify and scale existing initiatives, created campaigns that rapidly trialled new issues and methods, responded to opportunities and unexpected moments to advance issues, and reached out to new audiences beyond traditional supporters. Les gens viennent travailler chez Purpose parce qu’ils sont curieux de mieux faire, ils veulent faire les choses différemment. Rejoignez une équipe de classe mondiale qui fait le meilleur travail de sa vie. Women’s history isn’t just a reflection on the past—it’s a call to recognize the leaders driving change today and shaping the future we need. Last year, gender inequalities remained pervasive and entrenched in our society, with major power imbalances still existing. Around the world, women’s access to healthcare, mobility, legal power, and environmental justice is being challenged, yet women continue to mobilize, organize, and lead solutions that benefit entire societies.At Purpose, we build movements that put women at the forefront—not just as advocates for themselves, but as leaders reshaping the systems that affect us all. These three initiatives prove that when women lead, transformation follows.1. March of Dimes: Fighting for Maternal Health EquityThe Challenge: Black women in the U.S. are three times more likely to die from pregnancy-related causes than white women. Systemic racism, medical bias, and lack of accessible care make pregnancy a crisis for many women.The Movement: Purpose helped March of Dimes reframe its storytelling to highlight the power and resilience of mothers. Through a diverse visual campaign and digital advocacy, we brought visibility to maternal health disparities and called for policy and systemic changes to protect mothers and babies. Why It Matters: Maternal health is a racial and economic justice issue. Every mother deserves safe, dignified, and high-quality care.2. The Equal Chair: Women Taking Power in the Legal SystemThe Challenge: Women are severely underrepresented in senior legal positions, limiting their ability to influence policy, legislation, and judicial outcomes. Without women in positions of power, laws and policies remain biased and incomplete.The Movement: Purpose, in partnership with Co-Impact, is soon to launch The Equal Chair, a global coalition working to increase the number of women in legal leadership. By strengthening networks, reshaping narratives, and advocating for institutional change, the Coalition and campaign is ensuring that women in law don’t just participate—they thrive. Why It Matters: Equal representation in legal systems doesn’t just benefit women—it leads to fairer policies, stronger protections, and more just societies.3. Alli Serona: Women Advocating for Accessible Public TransportThe Challenge: Women working in the informal sector in Bengaluru lack access to safe, reliable and accessible public transportation. Without safe mobility, their access to work, education, and independence is restricted.The Movement: Purpose supported the collective Alli Serina to mobilize over 200 women from the informal workforce to demand better public transport options in Bengaluru. This coalition, backed by civil society organizations and urban planners, secured three new bus routes, with more in development. Through art, advocacy, and policy engagement, Alli Serona is ensuring that Bengaluru’s urban future includes women at its center. Why It Matters: Public transport isn’t just an infrastructure issue—it’s a gender equity issue. Safe, accessible mobility empowers women economically and socially.Women’s Leadership Is Non-NegotiableThese three projects don’t just empower women—they prove that when women lead, entire systems shift. This Women’s History Month, let’s not just reflect—let’s act.How can we push for real, systemic change past Women’s History Month? Discuss stories of women leading with your community and share your thoughts on social media, all year long.If your organization is looking to create meaningful impact through movement-building and strategic campaigns like these, our team can help. Contact us to explore how Purpose can partner with you to drive lasting change. As pessoas vêm trabalhar na Purpose porque são motivadas a encontrar maneiras melhores e diferentes de fazer as coisas. Junte-se a uma equipe de alto nível que está realizando o melhor trabalho de suas vidas. Growing inequality and a global pandemic plunged education and learning systems into crisis. And across Brazil, Colombia, Rwanda, and South Africa, inequality and segregation have turned play into a privilege. Many parents and caregivers face social vulnerability, competing priorities and a lack of knowledge about the benefits of play for their children. The LEGO Foundation asked us to help turn this around — and we responded with a powerful array of locally contextualized on- and offline interventions.