

Gucci's CHIME FOR CHANGE campaign partners with CrowdRise to raise funds for girls' education globally

CHIME Co-Founder Salma Hayek Pinault joins Arianna Huffington, Freida Pinto and ELLE's Robbie Myers to lead fundraising teams

June 10th, 2015 – Today, CHIME FOR CHANGE, the global campaign founded by Gucci to raise funds and awareness for girls' and women's empowerment, launched CHIME for Education, a fundraising activation in partnership with CrowdRise, a crowdfunding platform for giving back. CHIME Co-Founder Salma Hayek Pinault is joined by Arianna Huffington, Freida Pinto, and ELLE US Editor-in-Chief Robbie Myers as Team Captains, each supporting a different non-profit organization. Learn more and support at <https://www.crowdrise.com/chime>.

CHIME for Education is part of a 2014 Clinton Global Initiative Commitment to Action (CTA) through No Ceilings: The Full Participation Project, a Clinton Foundation initiative to inspire and advance the full participation of women and girls around the world. Established in 2005 by President Bill Clinton, the Clinton Global Initiative convenes global leaders to create and implement innovative solutions to the world's most pressing challenges. The No Ceilings "CHARGE" CTA (Collaborative Harnessing Ambition and Resources for Girls' Education) is designed to coordinate support, expand access and improve quality for girls' secondary education globally.

According to [UN reports](#), in 60% of countries, there are significantly more girls than boys out of school at the secondary level; yet No Ceilings data show that investing in girls' education is linked to increases in economic growth and improved health outcomes. Education is one of three core pillars of the CHIME FOR CHANGE campaign, along with Health and Justice. Since the campaign was founded in 2013, CHIME has funded more than 400 projects supporting girls and women in 86 countries across 144 non-profit partners.

Technology partnerships have always been an important part of CHIME's fundraising and awareness raising strategies. CHIME is now partnering with CrowdRise to encourage participation and interaction from every corner of the world, through CHIME for Education. Fans, nonprofit supporters and those in the CHIME network are able to contribute and be entered to win thank-you prizes from their Team Captains and NGOs.

Salma Hayek Pinault teamed up with UNICEF for her **CHIME for the Children of Syria** fundraising appeal, which aims to increase access to education for out-of-school children in Syria and surrounding countries. Hayek in fact visited Syrian refugees in Lebanon on April 25 to draw attention to the urgent humanitarian needs of children and families whose lives have been upended by the brutal conflict in Syria over the last four years. Across the region, UNICEF estimates that 14 million children have been affected, including 2.6 million children who are no longer in school, and close to two million who are living as refugees in neighboring countries. In addition to the funds raised through the CHIME for Education CrowdRise campaign, Gucci Parfums has committed \$100,000 to the project to support the children of Syria.

"Millions of children have been robbed of their childhood, their country and have lost their loved ones. As a result of the conflict in Syria, they are missing out on their education and are having to work to provide for their families," said Hayek. "By donating to the CHIME for the Children of Syria fundraising appeal, you are supporting UNICEF's efforts to provide children with access to learning opportunities

and support services to help them cope with the violence they have experienced. The conflict should not mean that an entire generation is lost.”

Other team captains include:

- CHIME FOR CHANGE Advisory Board member Arianna Huffington, raising funds for the next CHIME storytelling workshop, to be held in Athens, hosted by CHIME Managing Editor Mariane Pearl;
- Freida Pinto, Global Ambassador for Plan International, is partnering with Plan to rebuild educational opportunities for children and youth recovering in Nepal;
- and Robbie Myers, editor in chief of ELLE magazine in the US, fundraising to send young female leaders to the 2015 G(irls)20 Summit in Turkey.

About CHIME FOR CHANGE

CHIME FOR CHANGE, founded by Gucci, is a global campaign to convene, unite and strengthen the voices speaking out for girls and women around the world, with a focus on using innovative approaches to raise funds and awareness for Education, Health and Justice projects. Through the power of crowdfunding, CHIME FOR CHANGE has funded more than 400 projects in 86 countries through 144 non-profit partners reaching hundreds of thousands of girls and women around the world. CHIME FOR CHANGE co-Founders Salma Hayek Pinault and Beyoncé Knowles-Carter continue to lead the campaign with its coalition of partner organizations. Founding Partners include the Kering Foundation, the Bill & Melinda Gates Foundation, Facebook, Hearst Magazines and Catapult. Strategic Partners include P&G Prestige, Twitter and Kellogg’s Special K. CHIME is powered by crowdfunding partners GlobalGiving and CrowdRise. The CHIME FOR CHANGE Advisory Board includes Hafsat Abiola, Muna AbuSulayman, Valerie Amos, Humaira Bachal, Jimmie Briggs, Gordon and Sarah Brown, Lydia Cacho, David Carey, Joanne Crewes, Minh Dang, Juliet de Baubigny, Waris Dirie, Carolyn Everson, Helene Gayle, Leymah Gbowee, Yasmeen Hassan, Hung Huang, Arianna Huffington, Musimbi Kanyoro, Alicia Keys, John Legend, Lee Young-Ae, Madonna, Pat Mitchell, Phumzile Mlambo-Ngcuka, Alyse Nelson, Sharmeen Obaid Chinoy, Francois-Henri Pinault, Julia Roberts, Jill Sheffield, Alison Smale, Jada Pinkett Smith, Peter Soer, Caryl Stern, Meryl Streep, the Archbishop Desmond Tutu, Mpho Tutu, Monique Villa and Yang Lan. To stay informed, visit www.chimeforchange.org

About CrowdRise

CrowdRise is the platform that millions of individuals, charities, companies and celebrities use to give back. People use the site to donate to and fundraise for the causes they’re passionate about. CrowdRise’s unique approach to making giving back fun and notable and cool and interesting creates a network effect that drives amazing awareness and, most importantly, revolutionary fundraising for thousands of organizations everyday.

Launched by Edward Norton in 2010, CrowdRise the fastest growing and largest online fundraising platform for good. We have raised over \$200 million for charity to date and are on track to raise another \$200 million in 2015 alone. If Facebook is the place that defines you by your friends and Twitter is what you use to say what you’re doing right now then CrowdRise is the site for you to show how you give back. The power of the crowd is real and lots of small donations really do add up to create monumental impact.

CrowdRise is committed to innovation in fundraising, and making raising money for charity fun and effective. We’re the friend-to-friend platform for the New York City Marathon, the Boston Marathon, Red Cross, Unicef, Ironman as well as celebrities like Sean Penn, Seth Rogen, Ian Sommerhalder, Sophia Bush, Paul Rudd, Olivia Wilde and so many more. The CrowdRise community was named a “Top 25 Best Global Philanthropist” by Barron’s. We beat Oprah. And, Mashable named CrowdRise something like “the best place to raise money online for your favorite causes.”

###