

WOMEN AND WEAPONS GIVE BACK

Project: Women and Weapons

People: Sara Baumann (Founder/Artist), Jake Baumann (Co-Founder)

Launch Date: October 23, 2021

Donation model:

5% of primary sales

5% of all secondary sales

Total donations to date (as of 09/28/22):

\$176,000 USD



Women and Weapons

(WaW) is an art based project by Sara Baumann, which aims to do good in the world and highlight the intrinsic power of women through art, philanthropy, education, and more.

The project is based on Sara's 10 piece genesis collection and currently has two seasons.

PHILANTHROPIC EFFORTS WITH SARA BAUMANN

Why did you add a philanthropic element to your project?

One of our goals is to leave the web3 space & world better than we found it. With all the attention and capital flowing into Web3 and NFTs it only made sense to leverage a percentage towards a charity we strongly believe in. We kept going because we wanted to make an impact beyond our initial primary sales, and secondary sales royalties allowed us a way to do that.

What cause(s) do you support?

One of the biggest causes we support as Women and Weapons has been The Malala Fund, which is committed to driving solutions around the globe to ensure young women have the opportunity to gain an education at a local, national, and international level. Choosing this primary group not only allows us to help make a deep impact in this area, but also allows us to help bring awareness to the cause.





"I FIRMLY BELIEVE THAT EDUCATION CAN BE A WOMAN'S WEAPON"

Why the Malala Fund and what was that donation experience like?

Because I firmly believe in Malala, her strength and her capabilities, and I also firmly believe that education can be a girl/woman's weapon.

Currently there are 130 million girls/women out of school for various reasons, such as: discrimination, poverty, war, and more (source: World Bank).

Every 1% increase in the number of women with a secondary education boosted a country's annual per capita income growth rate by 0.3 percentage points. (source: World Bank) and for every extra year of primary education, a girl's eventual wage rate increases an average of 10% to 20%. So the ROI on girls education is huge. Our first donation was made on the same day WaW minted out, and it totalled around \$102,000 USD.

I realize that so much can be done with this amount of money, and choosing to donate to an organization that helps to make sustainable changes in the world and ensures girls across the globe have access to education was absolutely incredible.

I think our community has been absolutely elated with our donations. I believe many in our community are quite like minded to us in their want to do good and make a positive impact in the world.

What causes or types of charities do you gravitate towards personally?

On a personal level? So many different causes. But at the top of the list would be access to **education, healthcare access, children's welfare, animal welfare, and women's rights**. For example, creating a custom background for the Honey Badges collection and having the proceeds from that donated to St. Jude was absolutely magnificent.

