



**VOW**  
for  
Girls

Photo Credit: Joost Weddephol Photography  
Wedding Planner: Lotte Groosman, with Lotte

## HOW YOUR VENUE CAN Help Girls Choose Love on Their Own Terms



As your wedding clients celebrate choosing each other, through your venue, you can help give girls around the world the same choice. VOW's vision is simple: a world where no child is ever a bride.

By aligning your venue with VOW, you can be part of the solution to end the international child marriage crisis. You can highlight to your potential and future clients that your business is socially conscious and that you are aligned with their values.



## WHY ALIGN YOUR VENUE WITH VOW FOR GIRLS?

VOW for Girls is uniquely positioned as the only nonprofit that aligns with the global wedding industry. **100% of funds** raised are invested in effective yet underfunded local efforts that advance girl's rights. Research shows the power of aligning a cause with your business. **Nearly 9 out of 10 consumers say they're likely to purchase from purpose-driven companies.** This is especially true among younger consumers. With Gen Z and Millennials making up a large percentage of newly engaged couples, there is a clear business case to support a cause.

Learn more at [vowpro.org](https://vowpro.org)

# WAYS TO GET INVOLVED:

## Fundraising Opportunities

- Show your potential and future clients your dedication to girls' futures by donating to VOW in honor of every wedding booking.
- Give couples the option to include a donation to VOW as part of their contract.
- Donate space to VOW for a fundraiser or other event, such as a styled shoot.
- Suggest VOW to any corporate event clients who may be looking for a cause to support such as a beneficiary for raffle proceeds.
- Add VOW to any key business celebrations such as your 15-year business anniversary or annual New Year's Eve event where a portion of tickets benefit VOW.

## Raise Awareness

- Highlight your support of girls to your clients by showcasing VOW on your website, social media, email, and booking materials.
- Commit to supporting girls by including VOW on your preferred vendors list under "causes we care about" so your clients can learn more.
- Participate in social media campaigns like our annual International Day of the Girl campaign and help amplify on your social channels to highlight your support for girls.



DONATE TODAY!

At The Peninsula, we take pride in helping our guests celebrate each day and make every moment special. The Peninsula Hotels in New York, Chicago, and Beverly Hills are proud to partner with VOW for Girls. We're committed to helping girls exercise their rights so they too can celebrate each day and make each moment a special one.

— **Maria Zec, regional vice president and general manager, The Peninsula Chicago**



Credit:  
Peninsula Hotel

## Our Mission

To end child marriage by building a connected groundswell of love and support for every girl whose right to own her future is at risk.

## Our Vision

A world where no child is ever a bride.

Follow VOW on social media [@vowforgirls](https://www.instagram.com/vowforgirls)

VOW for Girls is a registered 501(c)(3) organization in the US - EIN: 83-1964328

