

TURN NO INTO YES When *DAYLE HADDON* was told donating microscopes to a clinic in Africa was too minor for a large aid group, she took it as a prompt to start her own nonprofit

S A UNICEF ambassador on a trip to Angola in 2010, model Dayle Haddon visited a rural clinic frequented by patients who would walk all night to receive care. A doctor pulled Haddon aside and told her they needed two more microscopes to cope with the growing number of patients. So Haddon asked UNICEF if that was something it could provide. "They told me, 'Dayle, that's too small for us,'" Haddon says of the United Nations program, which provides aid to millions around the world. "UNICEF does what they do really well. But that conversation planted the seed for me that there was room for smaller organizations to do smaller jobs."

That year, Haddon launched WomenOne, a nonprofit focused on educating young women. "Of all the challenges I could have chosen to take on, I felt educating girls was the game changer," she says. WomenOne works with organizations on the ground to identify things that may stand in the way of girls attending school. Sometimes that means providing the basics, like desks and blackboards, while other times it takes a less traditional approach. For instance, last year, WomenOne put on a workshop for teen girls living in Jordan's Zaatari refugee camp, home to some 80,000 Syrian refugees who fled the civil war there. It gave the girls digital cameras and told them to photograph what they couldn't speak about. "Some of them had been living there for two years with nothing to do other than survive," Haddon says. "The cameras gave them a sense of control over their world."

Next up for Haddon is WomenOne's #WhatsItWorth campaign, launched last October to bring attention to the 65 million girls around the world who are not in school and how little money it would take to help them get there. Visitors to womenone.org are encouraged to think about what educating girls is worth to them and what they would give up to support it—from a \$5 cup of coffee (that could buy a pack of pencils) to a \$50 dinner (that could buy a school uniform). "Not educating girls is a loss for all of us because we lose half the population's potential," Haddon says. "Imagine what the world would look like if every girl was in school."

Inspired? Donate to WomenOne at womenone.org.



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