

## About Nusf, the Arab Institute for Women’s Empowerment

**As a Charity Golf Tournament, a percentage of the profits generated will be donated to Nusf.**

Nusf, or the Arab Institute for Women’s Empowerment, is a premier women’s leadership company founded to help Saudi and Arab women develop professionally, lead in the corporate world, and make a lasting positive impact on society. They are committed to advancing the Kingdom’s national development agenda and Vision 2030 objective of increasing women’s participation in the workforce to beyond 30 percent, by promoting women’s empowerment and cultivating sustainable economic development. No country can achieve prosperity or realize its full potential if it leaves behind half its population. “Nusf” means “half” in Arabic, hence our tagline “Investing in Half the Population.”

Nusf aims to raise the percentage of women in leadership by providing both emerging and accomplished female leaders with the knowledge, skills and networks needed to expand their impact on their individual organizations as well as their wider communities. We work to build capacity and boost confidence in professional women through programs that will foster their advancement and enrich their careers, enabling them to become the future leaders in their industries and society.

