



PURPOSE-DRIVEN TRAVEL

WOAM IN BOSNIA

SEPTEMBER 2025

Press Release - for immediate release


Join WOAM in Bosnia and Herzegovina – Stand with women survivors of war & witness the impact.

15–17 Sept – Support & Solidarity

Experience first-hand the powerful impact of Women for Women International's programmes in Sarajevo. As long-time partners of 13 years, this is a rare opportunity to engage directly with their work on the ground and meet the women whose lives have been transformed.

17–21 Sept – Walk with Purpose

For those up for a challenge, continue with an optional 4-day trek through the wild beauty of the Dinaric Alps—a physical and personal journey shared with a small team of like-minded women.



Women On A Mission (WOAM) is proud to invite passionate and engaged women to join an intense dual experience to Bosnia and Herzegovina in September 2025. This is an opportunity to walk in solidarity with women survivors of war and witness one of the most inspiring stories of resilience and recovery in recent history.

This deeply immersive journey will include two days of engagement with Women for Women International's (WfWI) life-changing programmes, followed by an optional four-day trek through the breathtaking landscapes of the Dinaric Alps, summiting some of the region's tallest peaks.

WOAM has proudly supported Women for Women International for over 13 years. This year, we return to the very place where the WfWI story began.

? Why Bosnia? Why Now?

In 1993, at the height of the Bosnian War, Women for Women International was founded by Zainab Salbi and Amjad Atallah to support women who had endured horrific acts of war—rape, torture, and genocide. From this tragedy was born a movement that has since reached over 579,287 women worldwide.

In Bosnia today, remnants of the conflict still echo, but through the work of Žene za Žene International Association of Sarajevo, WfWI's locally registered sister organisation, the mission to empower women to rebuild their lives, their communities, and their country continues. During our time in Sarajevo, we'll visit programme sites, engage with graduates and staff of Žene za Žene, and learn about their work supporting women's rights, education, and economic empowerment in a post-conflict context.

By joining us in Sarajevo, participants will meet women whose lives have been transformed by this work; women who now lead, heal, and uplift others.

Program Details:

- WfWI Program Dates: Evening of 15th September to 17th September (evening), 2025
- Location: Sarajevo, Bosnia and Herzegovina
- Group Size: 10 to 14 participants



ABOUT WOMEN IN BOSNIA AND HERZEGOVINA:

up to 50,000 women and girls were brutally raped by soldiers as a weapon of war

48% of women have experienced some form of abuse, including intimate partner violence, nonpartner violence, stalking, and sexual harassment since the age of 15.



Optional WOAM Trek: Climbing for Reflection & Gratitude

Following the WfWI programme, participants may join an optional 4-day challenging trek, in true WOAM spirit, through the Dinaric Alps, from the 17th (evening) to the 21st of September. This demanding and rewarding journey includes summits of:

- Kamenac (1900m) on Day 1
- Zelena Glava (2103m) on Day 2
- Trinača (2040m) and the iconic Hajdučka Vrata natural monument on Day 3

The expedition traverses pristine wilderness and dramatic peaks, offering space for personal reflection, deep bonding and shared gratitude.



Who Should Join?

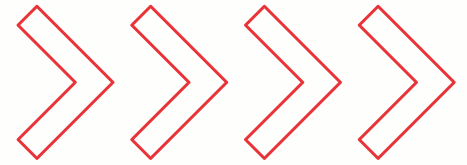
This journey is for women ready to travel with purpose, engage with courage, witness with compassion, and act in solidarity. We're forming a close-knit team of 10–14 changemakers; if you feel called, connect with us at info@womenmission.com or message us on Instagram or Facebook.

Cost & Contribution:

- WfWI program - includes two nights in a Sarajevo hotel, site visits, inspiring meetings with women-led organisations, two group dinners, two lunches, and transport :
 - With Sarajevo City Tour (15 Sept): approx. €445 | £385
 - Without City Tour: approx. €410 | £355
 - We also ask each participant to donate a minimum of \$200 USD to support WfWI's programmes in Bosnia, either directly or via personal fundraising.
- Optional 4-Day Trek: €520–€580 depending on group size.

Full details will be shared upon registration. Contact us at: info@womenmission.com

WOAM & WFWI A 13-YEAR PARTNERSHIP



Women On A Mission (WOAM):



Women On A Mission (WOAM) is a non-profit organisation dedicated to empowering and uplifting women survivors of war, violence, and abuse through the transformative power of purpose-driven adventure. Founded in Singapore in 2012 on the belief that women can be a powerful force for change, WOAM organises challenging expeditions to some of the world's most remote and extreme environments – from the Arctic to the deserts of the Middle East and Africa.

Each expedition is more than a physical journey; it is a platform for advocacy, fundraising, and storytelling. By combining bold action with heartfelt activism, WOAM seeks to raise awareness, foster solidarity, and create meaningful impact for women whose voices are often silenced by conflict and injustice. Through these immersive experiences, we cultivate a global sisterhood of changemakers – women who stand together to inspire resilience, promote gender equality, and support organisations working on the frontlines of women's empowerment.

WOAM has proudly supported international charities such as Women for Women International, UN Women, AWARE Singapore and Humanity Crew, raising over USD 1.5 million since its inception. Our expeditions are a call to action – proving that when women rise together, there is no limit to what they can achieve.

Women for Women International (WfWI) in Bosnia:



Women for Women International was born in the heart of the Bosnian War in 1993. At a time when the world looked away, WfWI stood up—to support women who had survived some of the most inhumane atrocities of modern conflict.

Today, the Žene za Žene International Association of Sarajevo, WfWI's sister organisation, continues that legacy—helping women to access skills training, rebuild livelihoods, and reclaim their agency. The organisation has also played a crucial role in supporting displaced women from the war in Ukraine.

This journey is more than just travel – it's a powerful act of solidarity. It's about standing for peace, justice, and the unwavering strength of women supporting one another.

About Women for Women International in Bosnia and Herzegovina



Beginning in 1992, armed forces terrorised minority ethnic communities in Bosnia and Herzegovina with ethnic cleansing, mass violence and rape. The breakup of states from the Socialist Federal Republic of Yugoslavia, ethnic and political tensions, and economic crisis incited violence, and international military forces fought against each other for four years. Between 1992 and 1995, an estimated 100,000 lives were lost, and 20,000

to 50,000 women and girls were brutally raped by soldiers as a weapon of war.

Women for Women International's global community of support for over half a million women began during the Bosnian War. Co-founders Zainab Salbi and Amjad Atallah established the organisation in 1993 to support women who survived torture, rape and widespread violence in their communities. Women survivors of the war received social and economic support to rebuild their lives following the war - as well as hope, connection and respect in the face of destruction.

Today, Bosnia and Herzegovina is an independent country. Its citizens are pursuing a modern democracy as remnants of the civil war and genocide linger.

About women in Bosnia and Herzegovina

- Up to 50,000 women and girls were brutally raped by soldiers as a weapon of war
- 26.2% of seats in parliament were held by women as of 2021
- 48% of women have experienced some form of abuse, including intimate partner violence, nonpartner violence, stalking, and sexual harassment since the age of 15.

Our Work in Bosnia and Herzegovina

Women for Women International started in Bosnia and Herzegovina in 1993. For 23 years, our programme in Bosnia and Herzegovina thrived as Women for Women International's flagship country office. In 2016, the *Žene za Žene International Association of Sarajevo* was established as an autonomous, locally registered sister organisation of Women for Women International to continue its work independently.

The Žene za Žene International team works through local women's associations to provide economic and social empowerment opportunities for its network of association members. Recently, Žene za Žene International supported 16 women's small business associations to enhance market access for members of its network.

In addition to economic support, Žene za Žene International supports young women in local government and grassroots, issue-based advocacy organisations. A Young Women in Leadership and Development project hosted by the organisation provides in-depth training and mentoring for young women to design community development projects and become active leaders in local civil society organisations.

Democracy Academy

With the country and the needs of the women changing, so has the programme offered by Žene za Žene International. As part of their Democracy Academy, the team provides in-depth training and mentoring for young women to design community development projects and become active leaders in local civil society organisations. Žene za Žene International engages women to help them in promoting women's participation in local decision-making, increasing their capacities, gaining knowledge of their rights and learning new skills, such as: the confidence to participate in civic affairs, inter-ethnic cooperation, peacebuilding and peace activism, dialogue and governance accountability, and the importance of youth participation in elections.

Responding to the war in Ukraine

When the war began in Ukraine in February of 2022, [Women for Women International's crisis response to reach Ukrainian women](#) forced to flee their communities and targeted with sexual violence was led by Žene za Žene International. Directed by Seida Sarić, a survivor of the Bosnian War, Žene za Žene International collaborated with us to provide women survivors displaced or contending with the trauma of war with the psychosocial services, vocational training and resources to rebuild their lives. Over 2,000 women displaced in Poland and Ukraine received support through four local partners in 2022. In 2023, nearly 4000 women in Ukraine and Poland received support.

"Russia's invasion of Ukraine reminds me so much of the war in Bosnia and Herzegovina. I lived through the war for four years. It's our turn now to support women in Ukraine." Seida Saric, Žene za Žene International Director