



ISSUE 4 - SPRING 2024

STRONG WOMEN STRONG WORLD

Dear friend...

International Women’s Day will soon be upon us - Friday 8 March - so what better time to discover how World Vision is supporting young women? We intentionally focus on women and girls in every aspect of our work, because we know that when they are empowered, everyone wins.

Through education, child protection, water provision and more, we’re helping women and girls live life to the full. And when women are stable financial contributors to a household, investments in children’s health and education increase, as Atiko’s story shows on page four.

In fact, women’s economic empowerment is a key supporting approach of our work to ensure women can be empowered. On pages two and three you can read how we’re working with adolescent girls and young women in Zimbabwe, providing training and start-up business opportunities.

Intrigued? Ready to be inspired? Grab a cuppa, sit back and read how together we’re helping women!

Best Wishes,

Charlotte



Charlotte Maytum – Programme Manager (Strong Women Strong World) - charlotte.maytum@worldvision.org.uk



International Women’s Day Coffee Morning

If you’d like to do more for International Women’s Day why not invite friends round for a [coffee and cake fundraiser](#)



IMAGE ABOVE:

Atiko is now confident she can provide for her children in a displacement camp in Somalia.
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What a GEM!

We're working with communities in Zimbabwe to **ensure adolescent girls and young women are safe, protected and thriving**. The Girls' Education Mentoring and Support (GEMS) project saw huge success in its first year, **reaching over 3,000 out-of-school girls and others**. In just six months of the second year, 2,636 have been supported. Read the full report [here](#) or go to www.worldvision.org.uk/sws

A highlight is 189 young women receiving vocational training and being provided with kits to start their own business. Of those, 85 girls are now self-employed, 19 are renting a space and 13 are employed by someone else, using the skills they developed.

They have names: **Nelly, Lisa and Jessica!**



Nelly

Nelly, an 18-year-old out-of-school girl, participated in the clothing technology training led by the GEMS project in February 2023. Once completed, she received a start-up kit to enable her to continue practising her skills. The textile teacher at her local secondary school then helped Nelly continue developing her vocational skills.

A few months later, Nelly started taking orders and she now makes dresses, skirts, and school uniforms. Her prices range from \$3-\$10 depending on the designs, and she earns between \$20-\$40 USD per month. From her income, she has bought two blankets, two black pots and a set of plates. She also managed to raise money to register for exams and to take Science and Maths classes. When she attends the school for textile practice, she meets with the teachers of these subjects who help her revise and prepare for the exams.

One teacher said, **"Nelly has proven to be the most improving out-of-school girl and is heading in the right direction."**

Nelly is grateful for the GEMS project and feels she wouldn't have been as successful without the start-up kit. She plans for a brighter future and aspires to be a great tailor with her own shop.



Lisa

Lisa, an 18-year-old who attended vocational catering training in February 2023, received her start-up kit a month later. She started baking at home and selling produce in local shops. Lisa is delighted to have received some mixing bowls, a wooden spoon, a measuring jug, and muffin and cake tins. To begin with, Lisa was baking plain buns and selling them at \$0.05 USD each.

Then she realised that the community prefers doughnuts, so she now bakes 50 doughnuts a day and sells them at \$0.16 USD each. She earns around \$60 USD a month from selling her baked goods. She has since managed to buy other baking utensils and expand her business. She hopes to rent a shop in the future.

Girls deserve opportunities - what can you do?

The GEMS project identified a critical barrier: lack of resources for vocational training graduates. Through investing in a start-up kit, you can give girls the opportunity to start their own businesses, giving these girls a brighter future.



£43.73

A hairdressing start-up kit: (or £437 for 10) provides a hair dryer, hair straightener, set of 10 combs and two packs of hair rollers.



£69.92

A textile design bundle: (or £699 for 10) provides a sewing machine, cutting shears, tape measures and a box of pins.



£80.46

A baking kit: (or £805 for 10) provides all the equipment needed to start a baking and food preparation business.



£970.55

Business start ups bundle: £970.55 (for 15) launches an incredible 5 new hairdressers, 5 textile designers and 5 bakers in business!

Pictured: A young woman in Ethiopia earning a living through hairdressing. Yar, from South Sudan, provides for her family by making clothes. Kona, from Democratic Republic of Congo, successfully sells her bread. Could you help a woman in Zimbabwe do the same?

Thanks to support from people like you, 84% of the GEMS project participants who chose to go into self-employment and received a start-up kit successfully set up their businesses.

If you would like to donate to any of these kits please contact Charlotte on Charlotte.Maytum@worldvision.org.uk



Jessica

Jessica is 17. She left school because her parents couldn't afford the fees. She says, "I then became pregnant. Life was more tough than usual as I had to navigate prejudice and provide for the coming baby and my family."

She did a cosmetology and hairdressing course and was delighted she could take her child with her. "I saw many young girls with children there and realised that having a child is not the end of the world. I can still pick myself up.

"I received a start-up kit and this has really improved my business. I use my income to buy groceries, essentials for my baby and other equipment for my business. In the future I [want to] rent a shop or own a salon and earn more.

"Though I didn't get the privilege [of completing] my schooling I am determined to work very hard and educate my daughter and make sure she has a bright future."



IMAGE: Atiko at work tie-dyeing her cloth.
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“...I will be successful in life”

Atiko, 36, fled her home in Somalia when the drought became so bad her livestock died. She and her four children arrived at a displacement camp scared and desperate. Now she's benefitting from World Vision skills training - she chose to learn tie-dyeing - and has an income. She says, "When I started, I had only this hut. I have added the fence and toilet. I am also taking care of my children, school fees, and any other [needs]. **Thank God, I am confident. I dreamt that I will be successful in life. I see myself as somebody who can work and change something for my family life.**"

Coffee and cake fundraiser

Host a coffee and cake fundraiser for International Women's Day

[Find out more here](#)



Keep in touch

If you do not already receive this newsletter directly and would like to join our Strong Women Strong World movement - to receive updates about our work, events and news – please [sign up](#) today. You will be inspired and see how your support is really making a difference!

Raise awareness

Help us to inspire more people to take action. You can forward this newsletter, or a link to our [website](#), to someone you think would appreciate it. Or are you part of a network that would be interested in Strong Women Strong World? If so, we'd love an introduction!



Contact us Charlotte Maytum – Programme Manager (Strong Women Strong World) - charlotte.maytum@worldvision.org.uk

World Vision UK
World Vision House, Opal Drive,
Fox Milne, Milton Keynes, MK15 0ZR
worldvision.org.uk

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At World Vision, our focus is on helping the world's most vulnerable children overcome poverty and experience fullness of life. For over 70 years, we have worked together with communities – of all faiths and none – even in the most dangerous places, inspired by our Christian faith.

We take data protection seriously. You can change how you hear from us at any time. Please call us on 08000 858188.