



I AM
POWERFUL

“Women’s rights are the responsibility of all humankind; combating all forms of violence against women is the duty of all humankind; and achieving the empowerment of women is the advancement of all humankind.”

– Kofi Annan

CARE UNDERSTANDS FROM MORE THAN SIX DECADES OF EXPERIENCE THAT INVESTING IN WOMEN AND GIRLS IS ONE OF THE SUREST WAYS TO BREAK THE CYCLE OF POVERTY.

Poverty is, at its roots, a lack of power. It is a girl in Afghanistan who is denied the chance to go to school. A young woman in Burundi who has no control over whether or when she becomes pregnant. An indigenous mother in Guatemala who cannot open a bank account because she has no birth certificate. Yet we know that the right intervention at the right time can set a woman down a better path.

CONSIDER THE FACTS:

- Of the world’s 1 billion poorest people, 60 percent are women and girls. But for less than \$40 per member, CARE can form village savings and loan groups that help women sustainably save and earn their own money.
- Each year, more than 500,000 women – at least one every minute – die from pregnancy-related causes. But basic antenatal, delivery and postpartum care can cost as little as \$2 per person.
- Out of the world’s 72 million out-of-school youth, 60 percent are girls. But it can cost as little as \$49 to educate a girl for a year.

EVERY DAY, IN SOME 70 POOR COUNTRIES AROUND THE WORLD, CARE is inspired by the women and men who are committed to changing the systems that have held them back. We understand that challenging long-held beliefs and traditions takes courage; but the benefits usually outweigh the risk.

Take Jinesi Mafuta and her husband, Eya. Jinesi was a naysayer when CARE introduced the idea of village savings and loan (VSL) groups in her Malawi community. “I was hesitant, thinking I could lose all my money,” she says. But then she saw what her neighbors could accomplish by saving their money and making small loans to one another. She joined a group and has since bought clothes, fertilizer, land and a cow. Eya regularly gives Jinesi money to invest with the group and works closely with her to increase their family’s income. “I advise men to encourage their wives to participate in VSL,” he says. “It’s a step forward. We don’t want to stay in the old system where men could not seek advice from women.”



Maria



Sasikala



Anna

Maria and her husband are entrepreneurs in Bolivia. With CARE's business training, they have expanded their chocolate company and plan to add more employees in the future. "I feel very proud of my business and the fact that I am my own boss," Maria says.

Sasikala has lived her entire life on a tea plantation in Sri Lanka, part of an age-old system that essentially treats laborers as slaves. CARE has helped Sasikala mobilize her fellow workers to demand their rights: access to government services, an address, a birth certificate, a voice.

Anna from Tanzania participates in a project that helps meet two needs for her family; income from her VSL activities allows Anna to send her daughter, Salome, to school. Fourteen-year-old Salome says, "Education is key to a better future and we are making the best of this opportunity."

SHE HAS the POWER to change her world. YOU HAVE the POWER to help her do it.

CARE WORKS ALONGSIDE POOR WOMEN AND GIRLS LIKE JINESI, MARIA, SASIKALA AND ANNA BECAUSE WE KNOW THAT, EQUIPPED WITH THE PROPER RESOURCES, WOMEN HAVE THE POWER TO HELP ENTIRE COMMUNITIES ESCAPE POVERTY.

Despite the inequity they face, they unite families and communities. CARE has identified three key windows of opportunity in a woman's life when the right support can yield lasting benefits for her and everyone her life touches: when pregnant and raising an infant, when applying classroom skills in the home and community, and when earning a living. When women have the power to do what is best for themselves and their families at each of these moments, we will break the cycle of poverty.

When you donate, volunteer or advocate with CARE, you are making a wise investment. Ninety percent of CARE's resources go to support program activities; 10 percent supports administrative and fundraising activities, making CARE one of the most efficient of all charitable organizations.

Support CARE and join the movement to fight poverty, defend dignity and empower people everywhere to fulfill their potential. Together, we have the power to change the world.



To donate, advocate & volunteer:

800-521-2273

www.care.org

