

STRIVE WOMEN

Her Business, Her Financial Future

Improving the financial health of women entrepreneurs

OVERVIEW

Strive Women, a four-year program (2023-2027) led by CARE and supported by the Mastercard Center for Inclusive Growth, strengthens the financial health of women-led small businesses in Pakistan, Peru, and Vietnam. Women-led small businesses are critical contributors to economies, communities, and households. The opportunity is transformational because micro, small and medium enterprises account for 90% of businesses, up to 70% of employment, and 50% of GDP worldwide (UN, 2023).

Working with local partners, Strive Women takes a **women-centered design approach** to deliver tailored financial products and support services, such as digital skills building and strengthening women's networks. The program addresses the unique gender barriers faced by women-led businesses and **tests innovations related to the climate crisis and childcare**, which both disproportionately impact women. Building on a long-term commitment to women entrepreneurs, CARE is also activating an **inclusive ecosystem** of stakeholders.

BARRIERS FOR WOMEN



80% of women-owned small businesses with credit needs are either unserved or underserved — a \$1.7 trillion financing gap (UNSGSA, 2018).



Affordability, lack of literacy/skills, security, and family disapproval leave women in low- and middle-income countries 17% less likely to own a smartphone (GSMA, 2023).



More than 1 in 4 women don't have full financial decision-making power in their own businesses (CARE, 2022).



Globally, women spend on average 2.4+ more hours per day on unpaid care work compared to men, even when they run a business (World Bank, 2022).

STRIVE WOMEN IMPACT BY 2027

6M

Entrepreneurs reached

>70%

Women

300,000+

Directly supported

3 COUNTRIES

Pakistan, Peru, and Vietnam



PROGRAM OBJECTIVES



GROWING
women-led
small businesses



PARTNERING
with financial service
providers to tailor
product design



INNOVATING
on green business,
childcare, and
gender norms



BUILDING
inclusive ecosystems
and sustained
alliances

WHY WE FOCUS ON FINANCIAL HEALTH

For women entrepreneurs to gain economic power, it takes more than access to finance. It requires using a gender lens to look at holistic financial health. CARE and partners will support women running small businesses to feel confident, in control, and able to invest in what matters to her family and her business.

PARTNER WITH US

Since 2018 our Women's Entrepreneurship programs have impacted **150K+ entrepreneurs and unlocked \$154.9 million in capital.**

Please contact us to discuss opportunities for collaboration.

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CARE is a leading humanitarian organization operating in over 100 countries with a special focus on working alongside women and girls. Our mission is to save lives, defeat poverty, and achieve social justice.



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