



Sarem

I am powerful

FROM YEARS OF EXPERIENCE CARE HAS LEARNT THAT INVESTING IN WOMEN AND GIRLS IS ONE OF THE MOST EFFECTIVE WAYS TO HELP COMMUNITIES OVERCOME POVERTY. WE KNOW THAT WHEN EQUIPPED WITH THE PROPER RESOURCES, WOMEN AND GIRLS HAVE THE POWER TO LIFT FAMILIES AND ENTIRE COMMUNITIES OUT OF POVERTY.

Poverty, at its roots, is a lack of power. It is a girl in Timor-Leste who is denied the chance to go to school; a young woman in Vietnam who has no control over whether or when she becomes pregnant; a woman in Yemen who doesn't have the right to own land; a mother in Kenya who is denied the chance to play a significant role in society.

CONSIDER THE FACTS:

- Of the world's 1 billion poorest people, 60 per cent are women and girls. For less than \$35, CARE can help form village savings and loan groups that help women earn and save their own money.
- Each year, more than 500,000 women – at least one every minute – die from pregnancy-related causes. Yet, basic antenatal, delivery and postpartum care can cost as little as \$3 for each mother.
- Out of the world's 72 million out-of-school youth, 60 per cent are girls. It can cost as little as \$69 to educate a girl for a year.

EVERY DAY, IN 65 COUNTRIES AROUND THE WORLD, CARE is inspired by the women and men who are committed to changing the systems that have held them back.

Take Sarem from Cambodia. CARE introduced fish farming to Sarem's village to help the villagers generate a sustainable income. CARE trained Sarem's father, Chaan, in everything he needed to know about fish farming. He was given tools and equipment and was taught about cost-effective fish food.

Sarem then learned the art of raising fish from her father. Recognising the potential fish farming had for her family to improve their financial situation, she was determined to grow the business. With her father's support, she took on full responsibility for the fish farm. Today, the pond and business are thriving.

'Before I learned how to raise fish, I couldn't afford to buy the things needed to improve my family's situation. But now, the fish in the pond are almost ready to go to market and we plan on selling the fish and the piglets to buy a cow.'

'Women bear and care for our children. In much of the world they plant the crops that feed us. They weave the fabric of our societies.'

*– Ban Ki-Moon,
United Nations
Secretary General*



Zainab



Sasikala



Emebet

Zainab from Jordan participated in CARE's training and learnt about child care, house keeping, food preparation, self confidence and women's empowerment. Now, at 19 years of age, she is a valued member of a food preparation kitchen. 'For the very first time I feel confident and I feel powerful,' said Zainab.

Sasikala has lived and worked on a tea plantation in Sri Lanka her whole life. CARE has helped Sasikala mobilise her fellow workers to demand their rights: access to government services, an address, a birth certificate, a voice.

Emebet from Ethiopia gave birth to her first two children at home, and, after the birth of her second child, attended her first CARE family planning meeting. She chose to wait five years to have her third child, and delivered it safely at the health centre. There, she was supported by a trained midwife, who today continues to monitor Emebet's reproductive health.

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

CARE WORKS ALONGSIDE WOMEN AND GIRLS LIKE ZAINAB, SASIKALA AND EMEBET BECAUSE WE KNOW THAT, EQUIPPED WITH THE PROPER RESOURCES, WOMEN HAVE THE POWER TO HELP ENTIRE COMMUNITIES ESCAPE POVERTY. Despite the inequality they face, women are able to unite families and whole communities. When CARE sees a woman we see unlimited potential:

- Potential to **LIVE** a healthy and dignified life as a valued member of society
- Potential to **LEARN** about how she can help herself and her community
- Potential to **EARN** a living
- Potential to **LEAD** her community towards a brighter future.

When you donate to CARE, you are making a wise investment. Over 88 per cent of CARE's resources support our work in poor countries, making CARE one of the most efficient of all charitable organisations.

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



Defending dignity.
Fighting poverty.

To donate or get involved:
1800 DONATE | SMS 0437 37 CARE
www.careaustralia.org.au