March 2021 Featured Grantee
Women Advocacy Project
Introducing Women Advocacy Project

- Women Advocacy Project (WAP) seeks to abolish child marriage, promote women and girls’ rights, and work toward women’s economic empowerment.
- WAP was founded in 2012 by group of Zimbabwean women.
- WAP organizes advocacy campaigns, trainings, workshops.
Where in the world?
Zimbabwe
Where in Zimbabwe?
Zimbabwe

- Is a poor, landlocked country in southern Africa
- Population of 14.5 million
- 90% unemployment rate
- 72% live in chronic poverty
- Women experience hardship, sexual and gender-based violence
- 30 years under President Mugabe was politically repressive, resulted in numerous reports of human rights violations
- One quarter of the population fled to South Africa, Botswana
Life Challenges of the Women Served

- Financial pressure forces families to take daughters out of school and marry them off to wealthier men
- Many girls turn to prostitution
- One third of girls marry before age 18
- 500,000 teenagers become pregnant every year
- 19% of pregnancies are the result of child marriages
- 48% of adolescent pregnancies are unplanned
What are we supporting?

Producing & Selling Soap to Empower Zimbabwean Girls

- Training for producing and sales, money management, education about child marriage
- Girls and mothers will earn an income by producing and selling all-purpose (“Clean Girl”) soap
- With the pandemic, the market for soap has expanded
- Family income is expected to rise by 50%
- Child marriages will decrease when families see the value of daughters’ entrepreneurship

Year 1 - Direct impact: 160  Indirect impact: 400
Year 2 - Direct impact: 160  Indirect impact: 400
What are we supporting?

Girls who participate in this program become more productive, efficient and experienced as they undergo more training. Girls acquire confidence and new skills through selling, including expression, marketing, and leadership.

No girls who have attended WAP's clubs or participated in prior soap training have married early.
Budget
DFW’s grant of $31,960 will fund:

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
<th>Total</th>
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<tbody>
<tr>
<td>Raw Materials</td>
<td>Raw materials for making soap, including sulphonic acid, coarse salt, soda ash, and more</td>
<td>$15,900</td>
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<tr>
<td>Production and safety equipment, packaging</td>
<td>Electronic mixing machines, bottles, labels, boots, gloves, coats</td>
<td>$8,060</td>
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<tr>
<td>Personnel</td>
<td>Executive Director, Ambassadors’ stipend, Club Coordinators</td>
<td>$6,200</td>
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<tr>
<td>Fuel</td>
<td>Monthly fuel for WAP staff field visits</td>
<td>$1,800</td>
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<tr>
<td>TOTAL EXPENSES</td>
<td></td>
<td>$31,960</td>
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Share Your Thoughts

1. Why is soap a good product to introduce the concepts of production, marketing, and sales?

2. How might this program benefit gender equality?

3. How do you think this program could be replicated for other products or services?
Sustained Grantee: African People & Wildlife

Women and Girls in Conservation – Driving Economic and Environmental Sustainability in Northern Tanzania

• Elevates women and girls’ involvement in conservation
• Living Walls ensure human and livestock security
• Allows women time to pursue business opportunities to better family’s livelihood
• Entrepreneurship seminars, micro-grants, and business training build economic and conservation opportunities in the community

Direct Impact: 1,128; Indirect Impact: 21,710