

# March 2021 Featured Grantee Women Advocacy Project



Zimbabwe

## 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:

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

## 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**