



She is Empowered

Summary

Africa is young and female, with women making major contributions to Africa's economic growth through farming and entrepreneurship. Over the last few years, the continent has seen tangible improvements in the gap between men and women through Women Empowerment initiatives such as equal rights to primary education and gender mainstreaming in parliaments. Despite these advancements, African women still face many barriers related to political, economic and social rights. As such, young African women are in need of a platform that is committed to investing in their skills development and teaching them how to break down these barriers. The Womxn's Africa Matters Ambassador Program (WAMAP) - She is Empowered achieves this. WAMAP is a non-residential, online development program for young African women focused on leadership, soft skills development, social entrepreneurship, advocacy, African feminisms, and mentorship. At the end of the program, participants emerge with a strong network of young African female leaders, mentors, a certificate of participation, newly acquired skills and the support of the AMI team for participants to run social impact programs in their communities. For the 2020 cohort, 20 young African women between 15-29 will form part of this program from the following countries: Zimbabwe, Senegal, Angola, Nigeria, Uganda, Tunisia, Botswana, Ethiopia, South Sudan and South Africa.

Challenge

Despite progress in gender equality, Africa continues to be a continent where adolescent girls, young and older women face challenges and barriers politically, economically and socially.

The startling reality is represented in the statistics below:

- Women make up more than two-thirds of the world's 796 million illiterate people
- Women's participation as chairs or heads in African rural councils is also much lower than men's.
- Collectively, women in rural parts of Africa spend 40 billion hours a year collecting water.

- 13 of the 15 countries worldwide where more than 30% of primary school-aged girls are out of school are in sub-Saharan Africa.
- In agriculture (sub-Saharan Africa's most vital economic sector), women contribute 60-80% of labour in food production but lack access to markets and credit. For example, in Uganda, women makeup 53% of the labour force but only sell 11% of the cash crops.
- In South Africa and Mozambique, women hold 30% of the seats in parliament and in Rwanda, it's 49%. Although that shows improvement, there are still many African countries where women hold 10% or less in parliamentary seats.
- The poverty reduction strategies of many countries still do not take into account differences in income and power between men and women, hampering efforts to finance programmes that reduce inequality.

Africa's emerging youth boom presents a critical opportunity to close this gap with younger generations of African women through easily accessible education and skills development.

Solution

Africa is young and female. The She is Empowered program closes this gap by offering African adolescent girls and young women education and skills development through an online development program with 10 modules to empower these African women to transform their lives and their communities.

The program was created for African women by African women, and covers the following 10 Modules:

1. Who am I and Why am I here: Finding your identity and discovering your purpose
2. Self-Esteem Building: Learning to believe in ourselves, our strengths and our value
3. Soft Skills Building: Gaining the often forgotten skills which are needed for critical for success
4. Career Development: Building the tools needed to go into the workforce which includes interview skills, building your resume, job searching and networking.
5. Youth Leadership within Africa: Throwing away the past negative notions related to African Leadership and focusing on the tools needed to become a leader of impact and service.
6. African Feminisms: Understanding African Feminisms, highlighting the women who paved the way in African Feminism and unpacking the common questions that come up when discussing feminism.
7. African Identity: Understanding what it is that makes us African and how to embrace our identity.
8. Youth Advocacy: Discovering how young women can be involved in changing their communities, countries and regions through policy engagement and advocacy
9. Social Entrepreneurship: Defining social entrepreneurship and developing our own social enterprises to address community issues

10. Implementing Community Impact Programs: Combining everything that was taught in the previous modules and applying it practically through implementing small but impactful community initiatives

Long-Term Impact

The Long-Term Impact of this program can be seen through the stories of two female youth who did not participate in WAMAP, but participated in other Africa Matters Programs including the Youth Leadership Development Program (YLDP) and the Schools Leadership Development Program (SLDP). This shows the strength of AMI programs across the board, and the impact that WAMAP will have on adolescent girls and young women.

Read the stories of impact below:

Melissa: After attending a SLDP workshop in Johannesburg South Africa in 2019, Melissa gained confidence in being able to speak more confidently and teamwork. With the help of the soft skills module and of the social entrepreneurship module, which both included aspects of public speaking and team work, she has also been able to transition those skills into University as she pursues a degree in Psychology. Melissa is currently an intern with Africa Matters, working with the YLDP and SLDP programs as well as the administration side of the organisation.

Tensae: Tensae also attended a YLDP workshop in 2020 which took place in Ethiopia, Addis Ababa. There she gained a better understanding of leadership and what that actually means to her. She also gained networking and career strategy skills. She believes that the skills she gained from the workshop (especially the leadership and soft skills) empowered her to secure the job she currently has. She currently works as a Biotechnologist for a Laboratory equipment Import company. Tensae also serves as one of the YLDP workshop leaders in Ethiopia.

WAMAP would multiply the impact from these 2 participants to a cohort of 20 young African girls. As the average household size in Africa is 6,9 people (Statista), the impact of this program stretches beyond the 20 participants but can potentially impact over 150 individuals across Zimbabwe, Senegal, Angola, Nigeria, Uganda, Tunisia, Botswana, Ethiopia, South Sudan and South Africa.

Monetary Contributions

\$10- Can provide internet data to a participant for the completion of 2 Modules - Personal Development and African Leadership

\$25 - Can sponsor 1 Young African Woman from the targeted countries aged between 15-29 with 5 Modules

\$50 - Can sponsor 1 Young African Woman from the targeted countries aged between 15-29 with 5 Modules and Data to Access the Internet for completion of the modules

\$100 - Can sponsor 1 Young African Woman from the targeted countries aged between 15-29 for a full program (10 Modules) and Data to Access the Internet for the completion of the modules

\$200 - Can sponsor 2 Young African Women from the targeted countries aged between 15-29 for a full program (10 Modules) and Data to Access the Internet for the completion of the modules

\$255 - Can sponsor 1 Young African Woman from the targeted countries aged between 15-29 for a full program, full data allowance for completion of modules and seed funding to execute community impact programs.

\$510 - Can sponsor 2 Young African Women from the targeted countries aged between 15-29 for a full program, full data allowance for completion of modules and seed funding to execute community impact programs.

\$1275 - Can sponsor 5 Young African Women from the targeted countries aged between 15-29 for a full program, full data allowance for completion of modules and seed funding to execute community impact programs.

Additional Documentation

- AMI Strategic Plan 2021
- Concept Document