



Invest in her

A woman who has a safe
place to save and who
controls her own finances,
controls her own future...



Women's World Banking

...and that future is brighter not just for her, but for her entire family.

More than a billion women have no access to basic financial resources we so often take for granted. Supplying a woman with a loan to support her business without providing a safe place for her to save her money or insurance to protect her investment can only do so much. Women's World Banking is here to answer this challenge.

Women's World Banking is the global nonprofit devoted to giving more low-income women across the developing world access to the financial tools and resources they need to build security and prosperity for themselves and their families. For 35 years, Women's World Banking has influenced the way low-income women are served. We have:

- Conducted on-the-ground research to understand the unmet financial needs of low-income women;
- Developed new financial products to meet these needs at every stage of a woman's life; and
- Trained leaders at financial institutions to drive new product innovation to better serve women.

Shadiat has a small market stall in Balogun market in Lagos, Nigeria. Once introduced to the BETA Savings program, Shadiat began to save money to reinvest in her business and have some set aside "just in case." She is focused on building her enterprise, taking care of her mother, and aspires to have a "better office" in the future. She works Monday through Saturday, 7AM-7PM in her stall where her BETA Savings agent, Funke, visits her each day. Shadiat saves 1,000 NGN (US \$6) on each visit.

The impact of our work



20 million clients,
70 percent women



34 financial institutions
in our network



11 new financial
products for one
million clients



354 leaders
trained from
around the world

Banking for a Brighter Future

Women need more than just a loan to pull themselves and their families out of poverty. They need a safe place to save the money they earn, health insurance to protect against unforeseen illnesses, and financial education on how best to use these products.

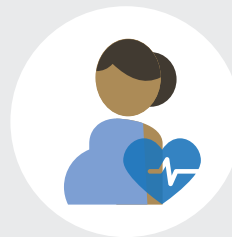
Women's World Banking invests in understanding the financial needs of a woman throughout her entire lifetime and developing the financial tools and education she will need to meet her goals at each stage of her life.



Providing an early start to saving

Product: Youth Savings

Piloted in Mongolia. Expanded to the Dominican Republic, Ethiopia, India and Nigeria. *52,000 youth accounts opened.*



Covering her maternal health needs

Product: Insurance

Piloted in Jordan. Expanded to Peru, Mexico, Uganda, Morocco, and Brazil. *110,000 policies issued, more than 4,000 claims, half of which were related to pregnancy.*



Helping her reach her goals

Product: Savings

Piloted in Colombia. Expanded to Pakistan, Kenya, the Dominican Republic, Nigeria, Malawi and Tanzania. *900,000 savings accounts opened.*



Sharing our expertise on how to best serve low-income women

Knowledge Sharing and Peer Learning

More than 30 workshops and conferences hosted globally and 25 reports on gender research and product innovation published.



Increasing her financial literacy

Product: Financial Education

Piloted in the Dominican Republic. Expanded to Mexico and Kenya. *Delivered through soap operas—seen by more than 6 million people.*



Training the next generation of women leaders

Leadership Development

276 women from 56 countries trained.

Leyla owns a beauty parlor in Irbid, Jordan, a business she has built and grown with the help of several loans from Microfund for Women (MFW). Last year, Leyla was hospitalized and had to close her shop temporarily. Thanks to the *Caregiver* insurance coverage from MFW, she was able to recoup costs from shutting down her business and continue paying her children's school fees. She says, "Without the insurance, it would have all fallen apart."



Will you invest in her?

At Women's World Banking, we are building toward the day when all women have the financial tools they need to ensure security and prosperity for themselves and their families.

Won't you join us and help women like Leyla and Shadiat build secure futures for themselves and their families?



Our goal is to reach five million new clients by 2019. To reach this target, we are committed to:

- Creating innovative financial products for low-income women living in developing countries;
- Scaling these products to reach the largest number of these women;
- Educating and influencing financial leaders on serving the women's market; and
- Expanding our network of friends and supporters.

So why not contact us?

Call us at **212.768.8513** or email Vivian Santora at vs@womensworldbanking.org

Donate directly:

Help improve the lives of low-income women worldwide now. www.womensworldbanking.org/take-action/donate/

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Your gift, women's financial security.