



# **WeGO Awards – Semifinalist Projects**

August 2020



**OPPORTUNITY**  
International

The WeGO Award builds on Opportunity's decades of high-impact programs that have helped millions of women work their way out of poverty and given girls the education needed to thrive.

The award highlights and honors Opportunity partners around the world who selflessly work in challenging environments to improve the livelihoods of women and girls around the world.

This year, we especially want to hear from those who are innovating in the COVID-19 environment to continue meeting the needs of women and girls in new ways.



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# WeGO 2020 Semifinalist Projects



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# INDIA – HEALING FIELDS

## *Empowering Women as Community Health Trainers*

“Healing Fields Foundation empowers women and girls through access to health education, healthcare and entrepreneurship training. We invest in replicable health and livelihood-building solutions that can be scaled across the communities we work in to achieve sustainable change.”

- Building on the success of group loans, women are identified and trained as Community Health Facilitators, with more than 4,000 working today.
- Aided by technology, they offer health solutions in their communities.
- Focus on menstrual health, nutrition, sanitation, prevention of illnesses and hygiene practices.
- Every \$550 trains another Community Health Facilitator, who reaches 200 families (1,000 people)
- With COVID-19, they created WhatsApp groups for training, and added COVID info training.



# D.R. CONGO – CONGO LEADERSHIP INITIATIVE

## *Youth Leadership and Entrepreneurship Training*

“Equipping Congo’s female entrepreneurs to take the driver’s seat of business development!”

- In Gemena, DRC, Opportunity and Congo Leadership Initiative targets youth 18-35, with entrepreneurship, business, money management and leadership training.
- 85% of the country’s youth are not financially independent and 33% are unemployed. Of the 9,000 university graduates each year, 100 find jobs. The focus is on women, with few opportunities
- Building on its success in capital city Kinshasa, the new program in northwestern Gemena has trained 29 youth, of whom 14 started businesses
- COVID-related trade shutdowns have made daily needs more scarce and expensive, so the program has encouraged youth businesses making soap and other necessities.



# NICARAGUA – NICACED

## *Women's Health in Rural Communities*

“Opportunity International Nicaragua has partnered with Ixchen to bring health information and services to women in rural communities to prevent cervical cancer. 99.8% of cases are preventable, yet it's the leading cancer killing women in developing countries.”

- Building on its job-creation work with farmers and community programs, Opportunity Nicaragua launched women's health clinics in 23 rural communities
- 620 women heard about reproductive health, cervical cancer, violence prevention, emotional well-being
- With COVID-19 the program added prevention training and video training



# GHANA AND D.R.CONGO

## *Roots of Change – Economic Empowerment of Rural Women*

“With support from United Kingdom Aid Match, Opportunity is empowering 12,000 rural women the poorest areas of Ghana and the DRC to grow sustainable livelihoods by increasing their access to financial services, training, weather and market information to improve their farm productivity and household income.”

- Financing, training and peer support empower rural women: 5,770 farmers trained with 12,000 goal by 2021
- Modern farming training increases crop yields, and market data and storage facilities enable women farmers to negotiate the best crop prices.
- With increased control over their assets and savings, women increase food security, nutrition, education and health for their family.
- The project engages opinion-leaders and male family members on the benefits of women’s participation in economic activities. Women’s leadership skills, voice and household decision making-power are grown.
- COVID-19 program innovations include provision of PPE for trainers and clients; creation of radio broadcasts on training; and voice-texts with health and other messages.



# INDIA – SAMBANDH FINANCIAL SERVICES

## *Women's Digital Financial Literacy*

“Sambandh’s financial literacy project is empowering women through a ripple effect. It has built women’s identities as businesswomen, increased their control over resources, and improved their decision-making power within their homes and in society.”

- In rural India 80% of women have no financial literacy or experience with digital banking
- To date, the team has trained 29,178 clients via mobile apps, launched 14 new audiovisual modules on financial literacy, built up 105 field staff, and reached 81,744 with voice-message training tips.
- The COVID-19 crisis re-emphasized the significance of focusing on digital channels for training and client engagement. The project could be leveraged to even greater impact: 2,300 phone calls to staff to make provisions for basic needs, monitor health status, and to keep staff motivated.
- To overcome the impact of the lockdown on client meetings, Sambandh used the voice-text platform to promote awareness about COVID.



# MOZAMBIQUE – IDE

## *Women's Empowerment in Agriculture*

“Empowered women in Mozambique exhibit resilience in the face of COVID-19, cyclones and entrenched poverty.”

- The program helps women to link with and benefit from agricultural markets in one of the poorest areas of the world.
- Staff have innovated ways of recruiting and training women Farm Business Advisors
- Program designers aim agricultural innovations to female farmers, where most women only access land through their husbands, and are often unpaid laborers on their husband's farms.
- To reach the most vulnerable women, the program uses a “Farming as a Family Business” approach: that families and farms work better when all working family members are engaged in the decision-making, trained for their role, and motivated by knowing how farm income is spent.
- 7,800 farmer women trained, and since COVID-19, project leaders equipped with technology and PPE.



To read the full applications for each project, [please click here.](#)





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