AN EDUCATED WOMAN WILL

STAY HEALTHY.
SAVE MONEY.
BUILD A BUSINESS.
EMPOWER HER COMMUNITY.
TEACH HER CHILDREN.
LIFT HER COUNTRY.

CHANGE THE WORLD.

TAKE THE PLEDGE TO EDUCATE
ProLiteracy.org/Womens-Empowerment

#WeForShe
The Solution for Change

The Empower Women Through Literacy campaign has the power to transform the lives of thousands of women by increasing their literacy levels, and giving them the opportunity to improve their lives and those of their families.

Women, who make up the largest group of people with no or low literacy skills, are often marginalized from influence and decision-making, are unable to develop and fulfill personal potential, are less well-equipped to manage their own health and that of their families, and find themselves trapped in traditional caring, dependent roles.

Return on Investment

Literacy learning can support women’s empowerment and the development of greater equality, benefitting not only individual women, but families, communities, and economies, too. Every literate woman marks a victory over poverty.

Investing in women’s literacy carries very high returns. Literacy has a transformative effect on both a family and the wider community, with a positive ripple effect on all development indicators.

Not only is there a dramatic need to provide adult literacy education, but based on existing research, an investment in Empower Women through Literacy will return dividends. A ProLiteracy white paper, The Case for Investment in Adult Basic Education, reviewed a longitudinal study that showed a positive outcome for adults participating in adult literacy education:

- A dramatic increase in income levels over time
- More likely to obtain a high school equivalency degree
- More likely to pursue secondary education credits
- Demonstrated increases in literacy proficiency over time

“The education and empowerment of women throughout the world cannot fail to result in a more caring, tolerant, just and peaceful life for all.”

–Aung San Suu Kyi
Advocacy, Marketing & Promotion

The Empower Women through Literacy campaign provides an ideal platform to not only reach women in need, but also advocate on their behalf.

Through the ProLiteracy advocacy network, social media platforms, media partnerships, and other influencers, we can ensure that the mission of providing thousands of women with the educational resources they need is achieved.

Our goals for this campaign:

• Educate the public about the adult literacy crisis and how it affects women globally. Share facts and statistics, utilize engaging quizzes, and tell the inspirational stories of women who have been empowered through literacy.
• Increase access to women who would like to increase their literacy skills by recruiting volunteers to assist learners and literacy programs.
• Invite the public to take the #WeForShe Pledge to stay informed on topics and actions they can take to empower women.
• Be proactive on social media and raise awareness of women’s empowerment through literacy.
• Encourage people to set up a personal fundraiser to champion the cause of women’s empowerment through literacy.

Join Us in Providing Opportunities for Transformation

ProLiteracy has been changing lives and communities through the power of adult literacy for over 60 years. Through the Empower Women through Literacy campaign, we will raise awareness of the critical issue of women’s adult literacy education, as well as integrate innovative solutions to support women’s learning needs in adult basic education and literacy.

Increasing funding and sustained advocacy for quality literacy programs that empower women will lead to positive change and progression. Without such education opportunities, women will remain in marginalized situations. Adult education helps break the cycle of intergenerational illiteracy and poverty by giving women the skills they need to be successful.

Take the pledge to support and take action at www.proliteracy.org/womens-empowerment
775 million people in the world are unable to read and write. Of them, over 66 percent are women.

**Child Brides**
1 in 3 girls in the developing world are married before 18, and 1 in 9 are married before 19.

**Sex Trafficking**
Over half of sex trafficked women and children have little to no literacy skills.

**Infectious Disease**
Literacy makes women five times more likely to prevent and stop the spread of infectious diseases.

**Poverty**
One additional year in school can increase a woman's earnings by 10% to 20%.

**Gender Equality**
Less than 40% of countries provide girls and boys with equal access to education.

**Infant Mortality**
Infant mortality decreases by 9% for every year of education a woman attains.

**Child Labor**
Gaining literacy skills can help women keep their children free from child labor.

**Violence**
1 in 3 women are victims of physical or sexual violence. Literacy can help to break the cycle.

**Incarceration**
Of the 2.2M people currently incarcerated, 714,000 are women. Inmates who gain literacy are 43% less likely to return to prison.

#WeForShe
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