

Making market systems work for women.

Vision: We seek a future where every woman has equal economic power. When women have access to money – when they can get bank accounts, loans, savings, more income, skills and training, and connection to markets-- they unlock a wealth of opportunity and potential. Join us as we build a future where every dollar invested in a woman yields catalytic returns – For. Her. A future where women have control, capability, confidence, and choice to earn, save, and invest in themselves, their businesses, families, and communities.

Mission: CARE Women's Economic Justice aims to be the best in the world at making market systems work for women. We strengthen and partner with local market actors, including financial service providers, private businesses, and local and national governments to advance the interests and rights of women and improve her access to tailored financial services. Through these local partnerships, we increase her income and savings, and improve her influence in business and economic ecosystems. We're reducing inequality by removing barriers to her full participation in local economies.

Opportunity: Investing in women's economic power can help the global economy grow an additional \$10 trillion by 2030 ([Eurasia Group, Oct 2023](#)). When women can save, improve their incomes, and get finances, their families and communities thrive. Women will reinvest in their family's education, food, healthcare, and households. What's more, their businesses outperform, and women will hire more women when given the chance. Every dollar invested in a woman yields catalytic returns.

Interventions that improve her life, her community, and her future.

Market systems have largely been designed by and for men. These systems exclude women from opportunities, resources, and markets, and prevent women from having access to and control of finances. To create sustainable change at scale, these systems must work for women too. We partner with women to design market solutions -- such as savings groups, entrepreneurial programs, and dignified work programs in supply chains -- that close the gender gap and engage banks, governments, and corporations. By building women's needs into policies, norms, and institutions, we can enable women to unlock their potential, and drive more efficient and inclusive economic growth.

Her Life.

A woman with money is a woman with options. Our programs simultaneously improve her earning potential and address normative and systemic barriers to her economic exclusion ensuring she has access to and control of her money, critical for her safety, and her ability to make decisions. Our programs increase women's wealth, including 175%+ increase in incomes¹, 153% increase in savings¹, 15% increase in business sales³.

- **Income:** Savings group members experience a 2.75x increase (+175%) in average monthly income after 5 years. For every \$1 invested in CARE's savings group model, members generate \$18 in income¹.
- **Savings:** Savings increase of 153% per member in Year 1 (average).¹
- **Control:** A woman in a savings group is 54% more likely to own an asset and 37% more likely to be able to sell that asset without asking anyone's permission.¹
- **Loans:** Our Ignite program leveraged \$5.26m USD in grant funding to unlock \$154.9M USD in loans, achieving a 29x multiple in access to credit for micro and small enterprises²
- **Sales:** 79% of women entrepreneurs in the Ignite program increased their sales, with an average increase of 15%³
- **Achievement:** 79% of women reported that the Ignite program helped them to achieve their business goals.³

Her Community.

The benefits of financial inclusion extend beyond money. When she has money, the lives of her and her family improve. She is 40% more food secure, 75% more resilient, 15% more politically active, 80% likely to invest in her children's education, and more. Financial inclusion puts more than money in women's hands: it equips them to make their own decisions, take entrepreneurial risks, and reshape the role of women in their families and communities.

- **Education:** 64-80% of women members use their savings on their children's education (including girls) – for every \$250 invested in CARE's model, 3 more children go to school.¹
- **Food Security:** 1 in 5 households have 1 additional meal per day, and savings group members are 40-75% more food secure.¹

- **Resilience:** During emergencies, households in savings groups are 75-80% more likely to have savings to draw upon.¹
- **Collective Action:** Women in savings groups are 15% more likely to be in local leadership roles.¹
- **Confidence:** 89% of women who participated in Ignite report increased confidence in running their business.³
- **Quality of Life:** 90% of women who participated in Ignite said that their quality of life had improved.³
- **Stress Reduction:** 81% of women who participated in Ignite reported a reduction in stress levels.³

Her Future.

We're working with local partners to design products, services, and policies that create sustainable structural change to improve women's economic power. Everyone benefits when women are active, dynamic players in local economies and societies. We work alongside women to design solutions that overcome restrictive laws, policies, and social norms to create resilience and meet their needs now and in the future. Around the globe, we're creating networks of local financial service providers, factories, and governments that will continue to advocate for her needs and ensure equity.

- **We design demand-driven products that are both equitable and profitable to incentivize local private sector companies to commercialize, sustain and scale the solutions.** The Ignite program helped redesign loan products to meet the specific needs of women entrepreneurs (80-94% entrepreneur satisfaction²) and helped financial service providers expand their portfolios and gain new, and profitable (below average loan risk) clients. Using women-centered design, the new financial products removed requirements to have male guarantors on loans, allowed for alternate forms of collateral such as gold jewelry, separated a women's credit history from her husband's debt load, or shortened loan terms to match the seasonality of the business's women run.
- **Improve gender equity and supply chain resilience through new and redesigned policies.** Impacted 375,000+ people in more inclusive supply chains via corporate policy changes. Our strategic engagements in local factories and agricultural supply chains help corporations achieve SDG goals. We identify ways to protect women employees through things like pay transparency, job protections, harassment policies and procedures, and annual gender assessments to enable sustained improvements. Improving job security, living wages and increased safety is good for women, and good for business.
- **Scaling effective financial inclusion programs through influence at local and national levels.** By engaging and advising local and national governments to replicate and scale effective programs we enable wide-spread adoption to strengthen economies. CARE's savings group model has been replicated in 45+ countries and reached nearly 5M by influencing governments. Between 2020 and 2030 we aim to reach over 10M people by influencing governments, more than DOUBLING previous accomplishments.

Catalyzing impact

Our goal is to improve equitable access to and control of resources for 50M+ women by 2030. We have high ROI evidence: for every \$1 investment, our interventions range from an estimated \$8-\$25 return for women, in terms of increased savings and incomes for our participants. Be the catalyst that helps 50 million women turn ambition and self-determination into a source of economic power and intergenerational change.

Sample investment unlocks

- **\$200-500K** unlocks a corporate advisory engagement to conduct a gender lens analysis of supply chain practices to improve gender equity for 100K+ women workers.
- **\$1M investment** helps 37,000 women join CARE savings groups in two years and unlock reaching 112,000 women through scaling partners by 2030.
- **\$5M investment** unlocks \$150M+ in loans for entrepreneurs and provides tailored support to 150K women entrepreneurs to grow their businesses
- **\$10M investment** helps 372,000 women join CARE savings groups within 3 years and unlock reaching 3.5 million women through scaling partners by 2030.

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