



**care**®

**THE ROAD TO 50 MILLION PEOPLE EXPERIENCING  
GREATER GENDER EQUALITY  
GENDER EQUALITY ANNUAL REPORT  
2024**



# Foreword

It is my pleasure to present CARE's 2024 Gender Equality Annual Report. This document not only encapsulates our achievements and challenges over the past year but also reflects our ongoing commitment to realize the goal of 50 million people experiencing greater gender equality through the impact we've made.

Through our work in the 2024 fiscal year, we have felt the impact of the global challenges, having navigated a year of deep shifts. This includes working through global economic uncertainty leading to various social stressors that are a threat to human rights development, safety and security of women and girls.

However, our dedication and maintaining fortitude in achieving greater gender equality has led to 10.4 million people experiencing long lasting change. The Gender Equality Annual report is a moment for us to highlight the collaborative efforts of our talented employees, partners, and stakeholders.

Their collective dedication and their unwavering support have played a pivotal role in the empowerment of young women and girls, in providing men and boys with the capabilities to counteract harmful attitudes that undermine gender equality, and in providing information, education, and economic opportunities to the global community.

Looking ahead, we are excited about the future, based on the progress we're making. Our strategic objectives for the upcoming year include leveraging the power of technology to lessen gender inequality, creating more inclusive resources to improve accessible education, and strengthening our local partnerships with Women & Girls Rights and Women & Girls lead Organizations.

With the continued support of our dedicated team and partners, I firmly believe that we will keep building on our achievements in promoting gender equality.

Thank you for your continued support and for being a part of our journey.

Yours in Gender Justice,

**Esther Watts**

Senior Director, **Gender Justice, CARE**

My name is Farida Issoufou Bawa, and I'm president of the group of young girl leaders in the commune of Safo, in the Maradi region of Niger.

I came to know the TIPPING POINT project when I was a member of an Masai Mara Dubara (MMD) group and Village Savings and Loans Association (VSLA) group of young girls. We benefited from many activities, including leadership training, awareness-raising on the consequences of forced marriage, early marriage and schooling for children, especially girls, as well as various income-generating activities such as moringa production and processing, henna, sewing and knitting. We have carried out advocacy activities on behalf of young girls in the village, lobbying local authorities, traditional and customary chiefs and parents.

In our advocacy activities, we have helped two young girls who have asked us for help; one was forced into a marriage by her father and the other is a young girl who, because of her bad company, did not get a good grade that would allow her to continue her studies, so she was excluded from school because she did not have enough money to continue her studies; But these two girls approached us and we pleaded for their cause, which was successful: the other's marriage was annulled, she is currently continuing her schooling and the girl wishing to continue her studies was given a second chance to finalize her studies, These are our achievements, and we're proud of them.

Before, in the village, young girls were not allowed to express themselves or give their point of view, or especially to make a decision in front of adults; it was the parents or adults who decided for them, and they had no choice but to accept. But today, this has changed: discussions and decisions concerning young people are made in our presence, we attend the discussions and give our point of view on behalf of the girls; we are listened to during our sensitizations, our pleas are taken into account, and we are satisfied with the outcome of our pleas.

**Farida Bawa,**  
Niger [MMD](#) and [Tipping Point](#) participant

 10.4 million people experiencing long lasting change in gender equality

 1 million lives impacted by changes related to GBV

 2.9 million people impacted by our education programs

 1.2 million people impacted by changes related to Women's Voice and Leadership

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# Abbreviations

ABE	Accelerated Basic Education
AIIR	Advocacy Impact and Influencing Reporting
FY	Fiscal Year
GBV	Gender-Based Violence
GBViE	Gender-Based Violence in Emergencies
GEQ	Gender Equality Indicator(s)
MEAL	Monitoring Evaluation And Learning
MMD	Mata Masu Dubara
NFE	Non-Formal Education classes
PIIRS	Project and Program Information and Impact Reporting System
VSLA	Village Savings and Loans Associations
WVL	Women’s Voice and Leadership



## Gender Equality at CARE

### The road to 50 million changed lives

We are 6 years away from reaching our vision of 50 million people enjoying greater equality. Since 2023, we've seen a significant increase in our impact in the past year, with 2024 being a reflective year seeing the impacts of our projects including:

- Working with Mata Masu Dubara groups in Niger since 1991, [reporting on long lasting impact](#).
- Ten years of Tipping Point Initiative in ending child and forced marriage in parts of South Asia and West & East Africa .

We also launched new programs this year, to heighten our mandate in positively impacting people. This includes the USAID Accelerated Education Activity (AEA) in Somalia, supporting 103 000 marginalized, out-of-school children and youth with foundational skills that will be useful for their transition into further education and/or livelihood opportunities.

At the close of the 2024 fiscal year, our teams report gains in achieving greater gender equality. Overall, we have created long lasting change of **10.4 million** people since the beginning of our Vision 2030. This includes **1.1 million lives** positively impacted from our GBV programming, **1.15 million** in WVL programs and **2.8 million people** experiencing long lasting change from our education impact area. Being close to the midpoint of Vision 2030 allows us to reflect on the impact of our programmatic work aligned to the Gender Impact Area's strategic goals.

#### Our Approach to Gender Equality

Building on research and evidence generated through our impact work, we center gender equality in all our programming to realize various outcomes, including poverty eradication. We have intentionally included multiple approaches in our work, such as the inclusion of Gender Equality and Inclusivity in our Program Quality Standards, as one of the first drivers to track progress on how our countries mainstream gender.

Additionally, CARE's Gender Marker continuously tracks our progress, so we are accountable for meeting and increasing our impact goals.

To date, CARE's global impact stems from projects that meet the highest standards of the gender marker. This includes of 221 projects proving to be gender responsive and 347 projects holistically driving CARE's gender equality impact.

#### How do we track Gender Equality in our work?

In practice, CARE uses multiple methods to action our gender equality impact through analysis, activities, participation in project processes and monitoring and evaluation systems. For example, CARE's Rapid Gender Analysis (RGA) centers women's voices and experiences in our work – through providing time-sensitive scenarios and insights into women's experiences including challenges and support they're advocating for. CARE's approach to Gender Centered MEAL grants guidance to teams on how they can center participants agency at every stage of a project.



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### About this report

This report marks CARE's progress towards our goal of 50 million people enjoying greater gender equality as part of [Vision 2030](#), through highlighting our impact, things to celebrate, moments of growth between June 2023 (FY23) and July 2024 (FY24). Furthermore, the report extracts statistics from CARE's [Project and Program Information and Impact Reporting System \(PIIRS\)](#) and represents data reported in the past fiscal year. It also pulls learnings from various briefs, reports and insights from standalone and integrated programming from the Gender Justice Team (CARE), Education, Adolescent and Empowerments Team (CARE) Global Gender-Based Violence in Emergencies (GBViE) Team (CARE Egypt Foundation), the Women's Voice and Leadership Team (CARE Caucus and Gender Justice Team), and the Global Advocacy Team (CARE).



## Gender Equality at CARE – The Global Context

The international development community has pledged to end gender inequality by the end of 2030 through [United Nations SDG 5](#). According to a report by the World Economic Forum, very little progress has been made from the international community, and it will take [131 years to achieve gender equality on a global level](#).<sup>1</sup>

[Focus 2030](#) suggests that for the world will not reach gender equality by 2030, with chronic underfunding and underinvestment undermining the commitments made to end inequality. Funding towards gender equality will help place a shift in the current gaps we see in leadership, education, governance and economic opportunities that bear as a deterrent towards enjoyment of human rights. Investment in gender equality initiatives and programming will help reconcile and reconstruct structures that impact women in girls in different areas, including challenges such as:

- Lack of women in leadership
- Poverty
- Lack of economic opportunities
- Harmful social norms and cultural practices
- Violence against women and girls
- Inadequate access to education

A focus on gender justice remains paramount to solving this crisis through structural shifts in education, economic justice, social normative change and elimination of violence against women and girls.

### OUR CONTRIBUTION TO THE SUSTAINABLE DEVELOPMENT GOALS



Since 2015, CARE has supported 16.5 million women & girls towards progress to Gender Equality (SDG 5).



### Gender Inequality in Numbers



10% of the World's Heads of State are women



1 in 3 women -globally have already suffered physical and/or sexual intimate partner violence, non-partner sexual violence, or both



4% of Official Development Assistance funds is committed to the emancipation of women



1 in 3 countries are making no progress towards gender equality



## Gender Equality – our impact across all programming

We critically understand that we can achieve reduced inequality through enhancing greater gender equality for all. We've broken down our goal of 50 million to include 25 million people positively impacted through standalone programs and 25 million people positively impacted through integrated programs across other impact areas, including climate justice, women's economic justice, health equity and rights, the right to food, water and nutrition & sanitation.

We however, are learning that more impact is being reflected in integrated programming, and not all impact data is being reflected in reporting. However, with continuous resource mobilization, supporting Country Offices and learning from our key indicators, our reporting on impact can be strengthened.

## Our progress

### CARES Impact under Vision 2030

#### VISION 2030: OUR PROGRESS

Since the start of our Vision 2030 strategy in 2020, 10.4 million people were impacted by programs focused on gender equality, with 658 projects reporting positive impact in 121 countries.

#### How do we measure impact across CARE's Gender Equality Framework?

Impact indicators reported in CARE's PIIRS system are grouped according to their contribution to impact positive change agency, relations, or structures. This enables us to track progress against re-envisioning structures and 1.3 million in re-envisioning relations. Learn more about CARE's [Gender Equality Framework](#)

#### | A note on our impact data:

*It's important to note that the data that follows in this report is data reported as of July 2024. CARE is rigorous in our reporting as we believe it is important to capture quantifiable changes in the lives of everyone, rather than simply report on the number of individuals trained or reached by campaigns. These figures reflect the number of people who have experienced a measured change in their lives, influenced by the actions of a project or initiative implemented by CARE and our partners, which has then been captured by an evaluation. That doesn't mean there are not many, many more who have experienced positive benefits as a result of our work-- indeed, we regularly hear anecdotal examples of positive change. We just choose not to report impact unless we have solid evidence that informs it.*





## PROGRAM IMPACT

### Gender Equality Focus Areas

CARE works on advancing the rights of women, adolescent girls and marginalized groups in all their diversity through three priority program areas critical to achieving gender equality: Gender Based Violence in Development Nexus and Emergencies, Education and Women's and Girl's Voices and Leadership. Learn more about our work in [gender equality](#).

WGSS core activities include service delivery such as can offer include delivery of services, such as:

- Case management
- Legal service support
- Established referrals to external service providers
- Psychosocial support
- Recreational activities led by women and girls
- Life skills development
- income-generating activities
- nformation and awareness sessions aimed at GBV prevention

## OUR WORK IN ENDING GENDER BASED VIOLENCE

CARE believes that every person has the right to be free from violence in all forms. We work to interrogate and provide solutions for dismantling structures and behaviors that uphold and reinforce gender-based violence. This includes economic empowerment, social norms change and providing accessible and quality GBV responses in development and humanitarian contexts. Learn more about our approach to [addressing gender-based violence](#).



### Impact on Gender Based Violence under Vision 2030

449, 448

people impacted by specific changes related to Gender Based Violence. This includes:

- 235,309 people rejected intimate partner violence
- 75,379 women and girls in development and nexus settings accessed GBV response services
- 51, 862 people in emergency contexts obtained access to lifesaving GBV prevention and response services.

### Program Highlights: Women & Girls Safe Spaces

CARE conducted a study to examine the effectiveness of Women and Girls' Safe Spaces (WGSS), a program that has been widely used by humanitarian actors in GBV prevention and response programming over decades. CARE has implemented WGSS in various humanitarian settings and has aggregated promising practices from Bangladesh, Egypt, Lebanon, Nigeria, South Sudan, Türkiye-Northwest Syria, Uganda, and Yemen.

As an example, WGSS programming in Bangladesh are women-led, context-tailored and community informed. They provided women with leadership skills and made women and girls groups part of decision-making processes within WGSS and in the community. They considered cultural stigma around menstruation and formed dedicated spaces for women to wash the menstruation materials hygienically.

They also set up safe spaces such as the "women and girls only space", in consultation with women, WGSS were named as "Women Peace Center" or House of Peace". To demonstrate the value of WGSS with communities, WGSS used community outreach activities with camp management, religious and influential leaders, and men and boys, and linked WGSS to them to address general community issues.

Learn more about the study that shares how CARE ensures [Women and Girls safety in humanitarian settings](#).



## Strengthening and Spotlighting Women and Girls' Voices and Leadership

We believe that to achieve gender equality it is imperative that women and girls influence decision making spaces and institutions, and pioneer decisions that affect their lives. Globally, the autonomy of women and girls is frequently denied, with power holders denying spaces for institutional leadership for women and girls. This calls for immediate and impactful shifts towards structural and social women and girls' leadership, with their voices heard. CARE has deepened our focus on supporting women's leadership through working with Women led and Women's Rights organizations, promoting girl-led activism, and engaging with women leading new forms of social change initiatives. Learn more about our approach to [promoting women's voice & leadership](#).

### Impact on Women's Voice & Leadership under Vision 2030

1,158,640

people impacted by specific changes related to women's voice and leadership. This includes:

- 804,533 women and girls have participated in formal/informal decision-making spaces
- 201,790 women and girls reporting confidence in their own negotiation and communication skills
- 120,974 women and girls influencing public decision making and structural changes



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**Participatory development projects** led by non-profits via grant funding



**Expert-led trainings** for leadership development and systems change



**Movement support organizations** that foster organizational leadership and development



**Membership-based organizing** and movement networks



**Transnational gatherings** for exchange and political education

## Programs Highlights

### Models for Supporting Women's Leadership & Movements

**CARE-WWF** alliance explored working models and approaches in supporting women's leadership and social movements to bring change. Common models such as participatory development projects through grant funding towards non-profit organizations, expert-led training for leadership development and systems change, transnational gatherings for knowledge exchange and political education and more were identified.

These working models help to navigate and support movements through a locally-led and decolonial lens. They further help to confront the legacies from which many international organizations are built and the direction of their continued influence, interests and impacts globally through funding and initiatives. More on these learnings on the [Womens leadership and social change movements brief](#).

CARE also explored a new and innovative approach to driving social change through art-based approaches through the flagship project [Arts for Gender Equality Fellowship](#). The fellowship supported a cohort of 8 visionary artists from around the world to connect their work with international social justice groups and governance actors to collect reflections, explorations and action on gender equality issues. [Learn more about the artists, the impact of the fellowship, and the work we envision ahead](#)



## Scaling up equitable and inclusive education

Education is a fundamental human right and a key to poverty eradication, yet girls face structural and disproportionate barriers to accessing it. They're even more affected in conflict areas. Understanding the various activities that come with education institutions, such as leadership opportunities and practicing agency, girl's' lack of accessing education interrupts their life skills development, leadership development and developing their individual agency. This is why 52% of CARE's global projects work with adolescent children and youth as a key impact group. We also work with various governance structures to ensure that we live in a world with gender-equitable education systems. Learn more about our approach to [education & adolescent empowerment](#).

### Impact on education under Vision 2030

2,802,148

people impacted by specific changes related to women's voice and leadership. This includes:

- 2,219,700 students benefitting from the implementation of school improvement plans addressing gender issues
- 380,134 students with improved learning outcomes
- 82,943 former out-of-school children and youth newly enrolled in gender-responsive education opportunities

### Program Highlights: Women & Girls Safe Spaces

The Adolescent Girls' Education in Somalia (AGES) project is an ambitious six-year initiative (2018-2024) funded by FCDO's Girls' Education Challenge and USAID. The project aims to boost learning outcomes and positive transitions for marginalized girls living in conflict-affected areas in Somalia. As of FY24, the project has enabled 90,698 ultra-marginalized girls and female youth to access quality education responsive to their needs. Furthermore, AGES enrolled 67,509 girls in Accelerated Basic Education (ABE) and Non-Formal Education (NFE) in 2019-2023.

AGES has increased girls' access to four education modalities – regular primary school, special needs education, accelerated basic education (ABE), and non-formal education classes (NFE). ABE and NFE courses were combined with financial literacy, youth savings groups, apprenticeships, life skills, mentorship, and girl-led civic action. This approach boosted the positive impact on girls' learning outcomes, transitions, leadership and life skills, employment, and income. Learn more about the [impact of AGES on the lives of Somali adolescent girls](#)





## Realizing Gender equality in humanitarian contexts

Conflict exacerbates gender inequality, with women and girls more vulnerable to violence and negative outcomes. It can also create barriers to equitable access to humanitarian assistance, making women and girls more vulnerable to human rights violations. Our humanitarian responses in the gender equality context includes a focus on addressing gender-based violence, women's voice and leadership and education.

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## Program Highlights: Women's leadership in emergency settings

Though women experience various challenges in emergency settings, they play a critical role in conflict times and lead significantly in community responses. CARE's report, "Women in War: Leaders, Responders, and Potential," sheds light on this: based on 20,000 people including 13,000 women surveyed by CARE in 15 conflict-affected countries since 2020. Women are working as leaders providing meals and shelter, advocating for change and work to make communities safer through offering health services and diversifying incomes for their families.

Some of the key findings include:

- Women are leading: 91% of women surveyed are actively leading and participating in community groups. Many focus on improving safety (79%), sharing health information (71%), and enhancing education (60%).
- Unmet basic needs: Women prioritize livelihoods as their highest need, with 58% requiring livelihood assistance. Additionally, 41% of women identified food as one of the most significant impacts of conflict.
- Growing threat of sexual violence: In 2021, over 257 million women lived in countries with significant reports of sexual violence in conflict.
- Compromised health services: Many women and children are at severe risk due to compromised health services. For instance, one in four babies born in 2022 were born within 50km of a conflict, and one in two maternal deaths occurred in conflict areas.
- Exclusion from formal leadership structures: Women continue to be excluded from formal leadership structures, which hinders peace and prosperity for everyone.
- Underrepresented women narratives: Only 5% of conflict-related articles focus on women's experiences, and less than 0.3% depict women in conflict positively.

Learn more about Women's leadership participation in conflict areas in the [Women in War report](#).

### Impact on women and girls emergencies includes:



248,991

Women, Girls, Men and Boys who obtained access to lifesaving GBV prevention and/or response services supported by CARE and partners



75,246

people who obtained humanitarian education support from CARE and partners



## Program impact: Gender integration in all programs

As we believe that the core solution to tackling inequality is through centering gender equality in all the work we do, we work to integrate gender in all our programming and approaches. Utilizing various approaches to ensure that gender is in our center, such as the Gender Equality Framework, 2030 Gender Equality Global Indicators, the Gender Marker, we additionally saw the need to critically increase our support internally across country teams through the Go Deeper Initiative. [Learn more about the Go Deeper Initiative.](#)



### Gender equality through health

- **1.055 million** more women met their family planning needs
- **307,413** saw positive changes in formal structures
- **796,360** accessed sexual reproductive health in emergency settings



### Gender equality through economic justice

- **228,321 women** increased their capability to participate equitably in economic activities
- **1.8 million** women are participating are members of VSLA (Village Savings and Loan Associations)
- **345,259 women** are using formal financial assistance services
- **478,739 women** are actively participating in economic decision-making in their household, community and/or workplace



### Gender equality through food, water and nutrition

- **481,924 women** have participated in decisions about agricultural production and use of household income



### Gender equality through climate justice

- **1.48 million** people were able to build their resilience to the effects of climate change
- **3.5 million** people have been positively affected by new, amended or better implemented ambitious climate-relevant policies, legislation, multilateral agreements, programs, and/or budgets



## The Advocacy AIIR Tool

The AIIR tool gathers information and evidence on formal structural changes influenced by CARE and our partners through advocacy and/or influencing. This tool captures the significance of the advocacy win, the level of contribution of CARE and our partners, the impact (who stands to benefit from the change), and the evidence to support these claims. The AIIR tool is linked to [Indicator 17](#) (#of new, amended, or better-implemented policies, legislation, multilateral agreements, programs, and/or budgets responsive to the rights, needs, and demands of people of all genders).

Below is a total number of people impacted through our advocacy work as documented the AIIR Tool :



223,505

People impacted through structural changes across all Impact Areas



47,411

people impacted through structural changes in GBV



55,120

people impacted through structural changes in Education



120,974

People impacted through structural changes in WV

## CARE's Advocacy Towards Gender Equality

### Pathways to Scale Impact

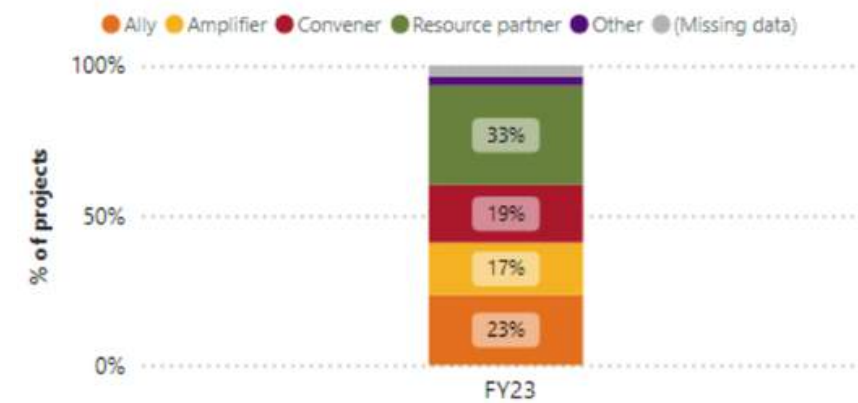
#### Gender Equality Advocacy

Our commitment to supporting 50 million people of all genders to experience greater gender equality includes addressing systems and structures that create inequality and dismantling them. A key component of CARE's impact target includes systems-level impact: improving people's lives by improving systems so that they work better for people and addressing the root causes of structural inequalities for women, girls, and marginalized communities.

We do this by supporting and advancing social norms change, service system strengthening and social accountability, supporting social movements, inclusive market-based approaches, and advocacy for policy change.

### How Advocacy Impact is Measured

#### CARE's Role in Advocacy with various stakeholders



CARE seeks to quantify the number of lives improved, saved, or impacted because of advocacy wins to showcase the importance of investing in addressing root causes at all levels. Advocacy wins include qualitative or quantitative impact in terms of changes in policies, laws and regulations that lead to a positive impact on people's lives.



## Five things we were excited about in 2023

### 1. Bridging the gender digital divide

Increasing our focus on digital inclusion to overcome barriers to gender equality and amplify the actions of women and girls.

### 2. Intensifying support to networks and movements

We remain committed to strengthening women's rights organizations and building networks of women leading change.

### 3. Deepening change for gender equality across all our systems

Efforts to embed gender equality within programs, operations, and commitments **across country teams** are increasing our impact, and we are looking to scale these successes in future programming.

### 4. Harnessing the power of social norms to address root causes of inequality

We had exciting studies underway looking at norms shifts and systemic changes as we continue to explore how to **shift social norms at scale**.

### 5. Strengthening our focus on gender in emergencies

New ways of approaching humanitarian programming, such as **Women Lead in Emergencies**, are deepening our focus on gender in humanitarian response efforts and helping ensure the needs of the most vulnerable are prioritized.

Siriporn Nateetai, 43, is a woman farmer and leaders a model sustainable organic farming system supported by She Feeds The World. She lives in the village of Ban Mae La-oup in Mae Chaem region. She's a former teacher and is committed to a circular farming practice that includes hogs, chickens, fish, frogs, mushrooms, and a vibrant year-round farming system that supports her family and taps a vibrant local market for organic fresh products.



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## Five things we are excited about for in 2024

### 1. Strengthening our locally-led agenda

We believe that equality can only happen through implementing change through an inclusive lens. Increasing our partnership with Women Led and Women's Rights organizations remains the key to sustained change. Our Country Member Partners and Country Offices are committed to localizing our programs through WRO and WLO partnership.

### 2. Increasing our critical approach of re-envisioning social norms to ensure greater gender equality for all.

Recognizing the complexity of creating a gender-just society, we aim to increase utilizing the **Go Deeper Initiative** to strengthen technical skills through gender experts to create long term social and organizational change.

### 3. Advancing our work in reducing the gendered digital divide

As part of the **Women in the Digital Economy Fund** (WIDEF) consortium, we aim to increase access to economic opportunities and advancement to digital technology for all women and girls through harnessing \$60 million worth of funding. The first of three calls for funding was launched earlier this year.

### 4. New MEAL tools to track out advocacy better

CARE is working on new advocacy MEAL Gender Equality sprints to capture past Advocacy wins and validate advocacy impact in our work. As CARE plays many roles in promoting gender equality, the Advocacy AIIR Tool Sprint can help track how we impact structural shifts to gender equality differently.

### 5. Scaling up education and adolescent empowerment through an interconnected lens

As part of our Education and Adolescent Empowerment 2022-2025 strategy, we're collaborating with climate justice and digital technologies to develop different approaches in enabling better access to education and empowerment programming to the communities we serve.



Eliane N' Guessan is a community leader and advocate for women in her home village, Allakonankro in Coted'Ivoire. She is also a cocoa farmer.

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