



EMPOWERING LIVES THROUGH EVERY DROP





women
for water.

empowering lives through every drop

WOMEN FOR WATER IS A GLOBAL WATER CHALLENGE PLATFORM

Bringing together
people and partners to
empower women and
girls and transform
communities through
the catalytic impact
of water.

GWC is a coalition
of leading organizations
committed to achieving
universal access to safe,
affordable and reliable
water, sanitation and
hygiene (WASH).

women for water leverages
GWC's network and expertise
to scale demonstrated
approaches, and support
continuous innovation for
enhanced impact.



Photo credit: Brent Stirton

GWC's network

30+
countries

100+
partners

3,000+
communities

Extensive local
subject-matter
experts

THE CHALLENGES WOMEN AND GIRLS FACE...

90%

of women's income is reinvested back into their families and communities as compared to men who reinvest around **30 - 40%**. ⁽²⁾

Women haul 40-80lb (18-36 kg) of water home. They sometimes repeat this journey several times a day. ⁽¹⁾

\$10t

Estimated annual value of women's unpaid work is **\$10 trillion** – equivalent to **13%** of global GDP. ⁽⁶⁾

Today, women and girls will spend **200 million hours** collecting water. ⁽⁵⁾

In India, it is estimated that the national cost of women fetching water is equivalent to **150 million workdays** each year. ⁽⁸⁾

50%

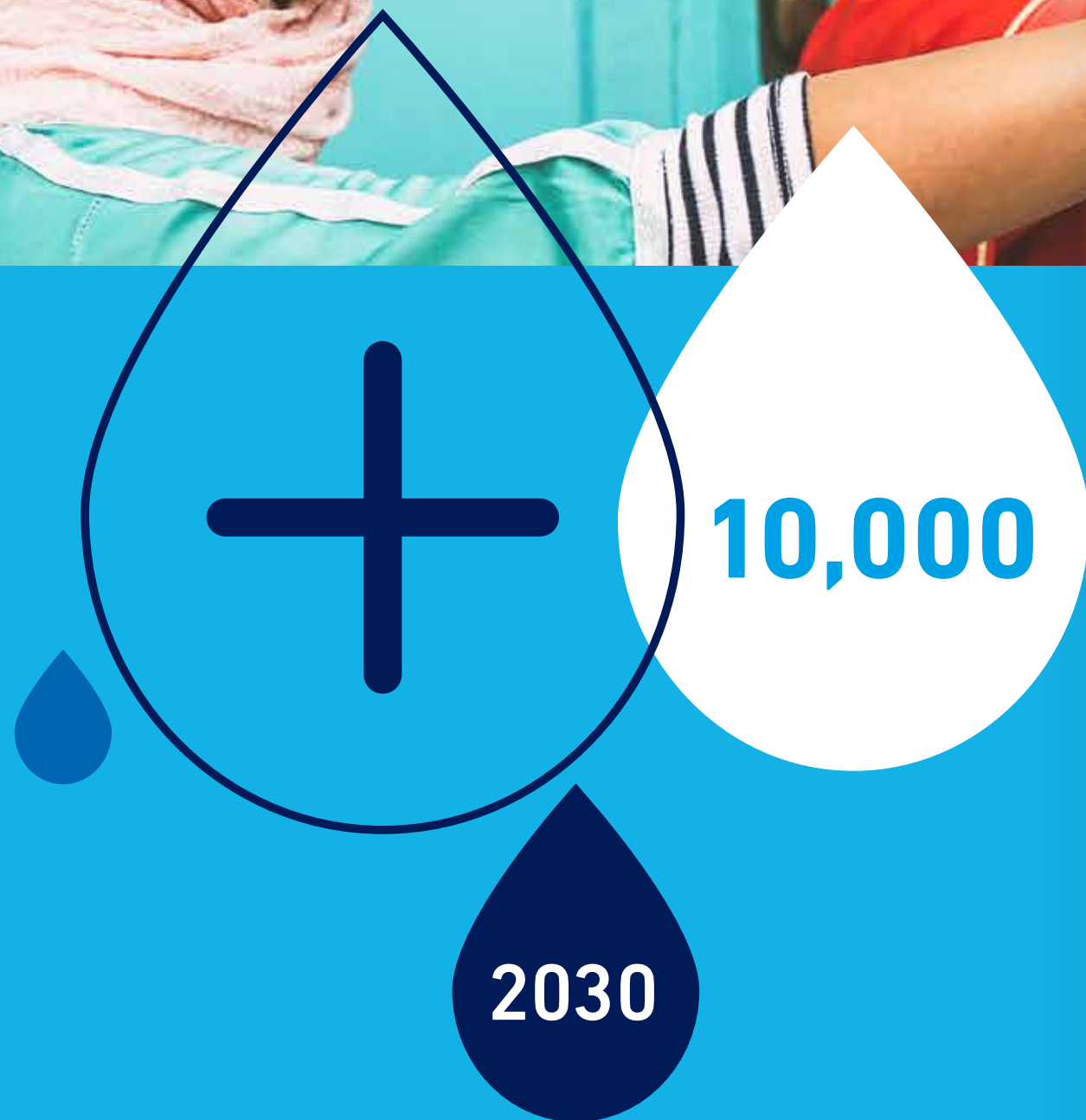
of girls in the world do not attend school. ⁽⁴⁾

Women are responsible for **72%** of water collected. ⁽⁷⁾

Sources

- 1 Food and Agriculture Organization (FAO), Rural Women's Economic Empowerment Facility, 2019
- 2 UN Women, Progress of the World's Women 2002, Volume 2: Gender Equality and the Millennium Development Goals, 2002,
- 3 FAO 2010 The State of Food and Agriculture 2010-2011 Women in Agriculture, Closing the Gender Gap.
- 4 UNESCO Institute for Statistics: Fact Sheet No. 49, 2018
- 5 Collecting Water is Often a Colossal Waste of Time for Women and Girls, UNICEF
- 6 The Power of Parity: How Advancing Women's Equality Can Add \$12 Trillion to Global Growth, McKinsey Global
- 7 Facts and Figures: Economic Empowerment, UN Women
- 8 IRC WASH, Gender(ed) Issues of WATSAN Services, 2019





BY 2030, WOMEN FOR WATER WILL SUPPORT THE EMPOWERMENT OF WOMEN AND GIRLS IN 10,000 COMMUNITIES ACROSS THE WORLD THROUGH ACCESS TO IMPROVED WASH AND LIFE SKILLS PROGRAMS.

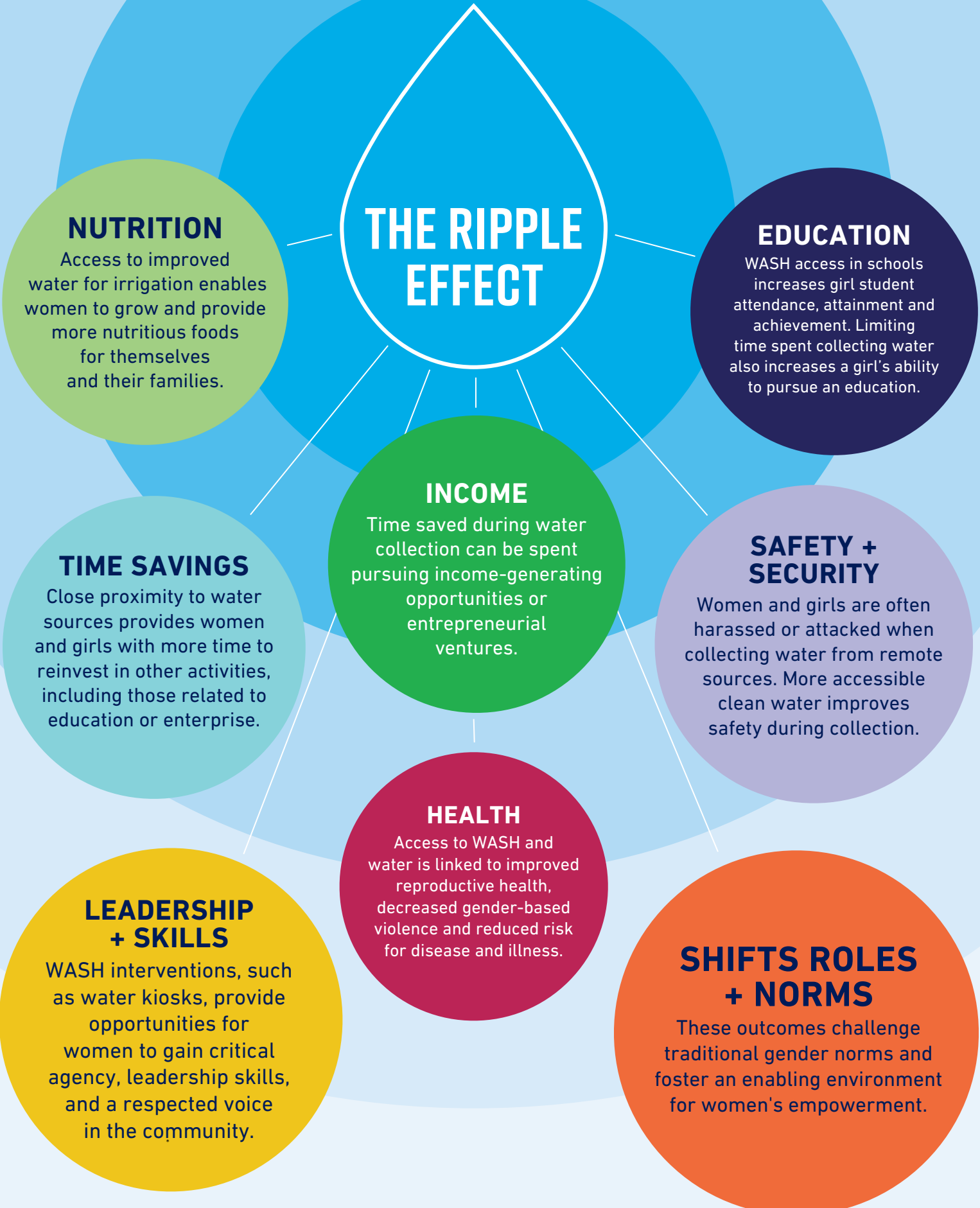
WATER IS THE COMMON THREAD TO ALLEVIATE WOMEN’S EMPOWERMENT BARRIERS IN COMMUNITIES OF NEED.



The path-breaking **Ripple Effect Study** identified eight fundamental ways that water enables women’s empowerment.*

The presence of clean water, sanitation and hygiene in a community creates an enabling environment for women and girls to reach their potential.

*The 2018 Study, done in partnership with Ipsos, was commissioned by the Water and Development Alliance (WADA), a global partnership between USAID and Coca-Cola, to understand the linkage between water access and women’s empowerment.



**COMMUNITIES
ARE TRANSFORMED
WHEN WOMEN AND
GIRLS HAVE ACCESS
TO WATER.**

**MASS SUPPORT IS CRITICAL
TO TAKE OUR PROVEN
PROGRAMS TO SCALE.**

PROGRAM TYPES

WATER ACCESS

Provides reliable drinking water and water for productive use.

SUSTAINABLE AGRICULTURE

Equips women farmers with resources and training to overcome barriers to agricultural productivity.

SANITATION

Enables young women to attend school during menstruation and improves conditions in healthcare facilities.

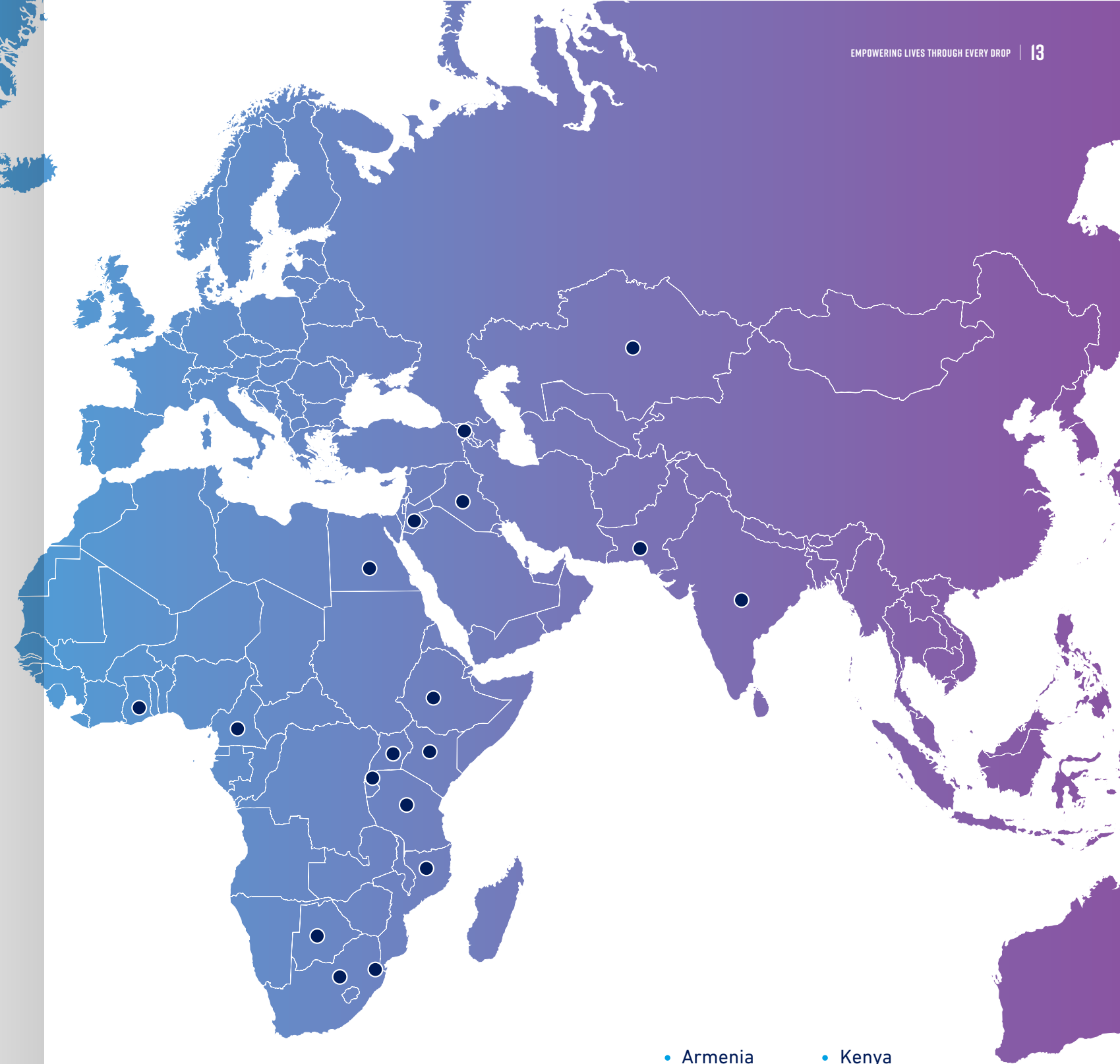
SMALL BUSINESS CREATION

Facilitates training and resources that enable women to start and manage their own enterprises.



RAPIDLY EXPANDING IMPACT IN COMMUNITIES OF NEED.

We aim to reach 10,000 communities through WASH and life skills programs by 2030.



Our programs are currently implemented in various communities within the following countries:

- Armenia
- Cameroon
- Egypt
- Ethiopia
- eSwatini
- Georgia
- Ghana
- India
- Jordan
- Kazakhstan
- Kenya
- Kyrgyzstan
- Mozambique
- Pakistan
- Rwanda
- South Africa
- Tanzania
- Uganda
- USA

WOMEN FOR WATER DELIVERS COMPELLING AND EFFECTIVE ENGAGEMENT OPPORTUNITIES.

LOCAL IMPACT

- Network of best-in-class implementation partners
- High-impact investments in priority countries

MULTI-SECTOR ADVOCACY

- Mobilization of key stakeholders
- Knowledge sharing and thought leadership

CUSTOM CAMPAIGNS

- Program design, management and monitoring
- Branded assets and campaign management

PARTNER SERVICES

Strategic advisory

Insights and strategic planning

Program design and management

Prioritization and oversight

Partnerships

Partnership identification, pairing and communications

Campaign development

Turnkey communication tools and fundraising support

Monitoring and evaluation

Custom data collection and impact assessment



women
for water™



JOIN US IN EMPOWERING LIVES THROUGH EVERY DROP

Be informed

Learn about the issues,
solutions and our programs

Make an impact

Join us in raising awareness
and funds

Spread the word

Rally your networks
to amplify results

Partner up

Get your brand, company
or community involved

womenforwater.com

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Photo credit: Water and Development Alliance (WADA): Women Farmers Advancement Network (WOFAN) in Nigeria