

♀ MAKEFFERENCE

Make a Difference

Sectors:

Violence



Health



Education



Employment



Politics



Property
Rights



For our sisters.

For our daughters.

For all women out there.

FOR A WORLD WITH **GENDER** EQUALITY

“WE CANNOT ALL SUCCEED WHEN HALF OF US ARE HELD BACK.”

-Malala Yousafzai

ONE IN THREE women worldwide have experienced sexual violence at some point in their lives.¹

34% of women with a health problem have experienced violence, compared to **19%** per cent of women without a health problem.²

34 million female adolescents are out of school.³

Women are paid less than men, in most countries earning on average **60 - 75%** of a man’s wage.⁴

Globally, women make up just **22%** of legislators.⁵

Women farmers control less land than men.
Less than 20% of landholders are women.⁶

Remember, each figure speaks of a woman, child, or family — a life — torn apart by gender inequality.⁷

OUR VISION

Makefference is a global campaign that acts as a platform to raise awareness and funds for women and girls around the world. Our vision is of a world that values girls as much as boys, upholds women's rights and is free of injustice.

The majority of people understand and uphold the idea of gender equality. They notice that it is not just an issue for women, but also an issue for men; it is human rights issue. Yet, many still remain silent.

That is why we are here.

We are here to make the world **understand** that there is no rule about how women should lead their lives.

We are here so that the world **respects** the choices that each woman makes for herself.

We are here because we want the world to **hear** women's voices.

The moment when these powerful voices are heard, the world will change.

That moment is **NOW**.

Makefference eagerly invites all people, women and men, to stand together for our goal of **GENDER EQUALITY**.

OUR MISSION

We want **equal**:

- societies, without any gender inequality,
- rights and participation opportunities for women in every aspect of life, regardless of their age, background, or circumstances,
- educational opportunities,
- wages for equal work, and
- rights to lead and serve.

VIOLENCE



We **pledge** to:

- build a legal framework as a basic foundation to address violence against women,
- make sure laws are implemented well and ensure harmonization between different laws,
- promote education of children in human rights and gender equality at an early age by reviewing teaching and learning materials used in schools to address stereotypes,
- subsidize research on diverse aspects of violence against women in order to improve understanding, and
- raise political will and resources, as well as strengthen partnerships.

HEALTH



We **aim** to:

- engage in government advocacy and community outreach in order for young women and men to have access to the information and services they require to prevent and reduce the risk of contracting HIV,
- expand access to youth-friendly, gender-sensitive health services which offer voluntary, confidential HIV testing and counseling,
- increase subsidies for medical treatment of sexually transmitted diseases,
- broaden partnerships with various multinational agencies, non-governmental organizations and academic and research institutions,
- prioritize the availability of emergency obstetric care available through national health plans,
- support vaccination campaigns for children while distributing micronutrient supplements, and
- ensure that households have access to hygienic sanitary facilities as well as a sufficient and clean supply of water.

EDUCATION



We **intend** to:

- arrange a special budget line as a form of subsidy to fund the education of girls and vulnerable groups around the world,
- work together with a range of partners who are concerned with, and involved in, the issue of education for girls,
- implement legal schemes that ensure the rights of girls as well as other disadvantaged groups to receive education,
- make basic level education free and mandatory, with regulated fines or punishments for parents who refuse to send their children to school, and
- strengthen the existing Education Management Information Systems (EMIS).

EMPLOYMENT



We **plan** to:

- improve employment-enhancing economic growth alongside social policies that eliminate discriminatory employment barriers,
- set up public employment guarantee schemes to provide working agricultural fields in rural areas,
- conduct social protection and safety net programs that do not discriminate against women,
- enforce microenterprise development to assist poor and landless women to pursue self-employment and start their own business, and
- implement equal opportunity and anti-discrimination legislation, including: guaranteeing rights at work, equal pay, equal opportunity, and family leave policies.

POLITICS



We **promise** to:

- advocate for the full participation of women in both the political and economic sectors,
- improve women's access to justice, as well as increase the rate of participation and representation of women in the justice sector,
- provide leadership training and competence-building training for women's organizations and community members,
- offer training for female members of political parties and female legislators, together with encouraging the development of women's political conventions, and
- campaign for gender quotas and reservations as a policy to increase women's representation in political bodies.

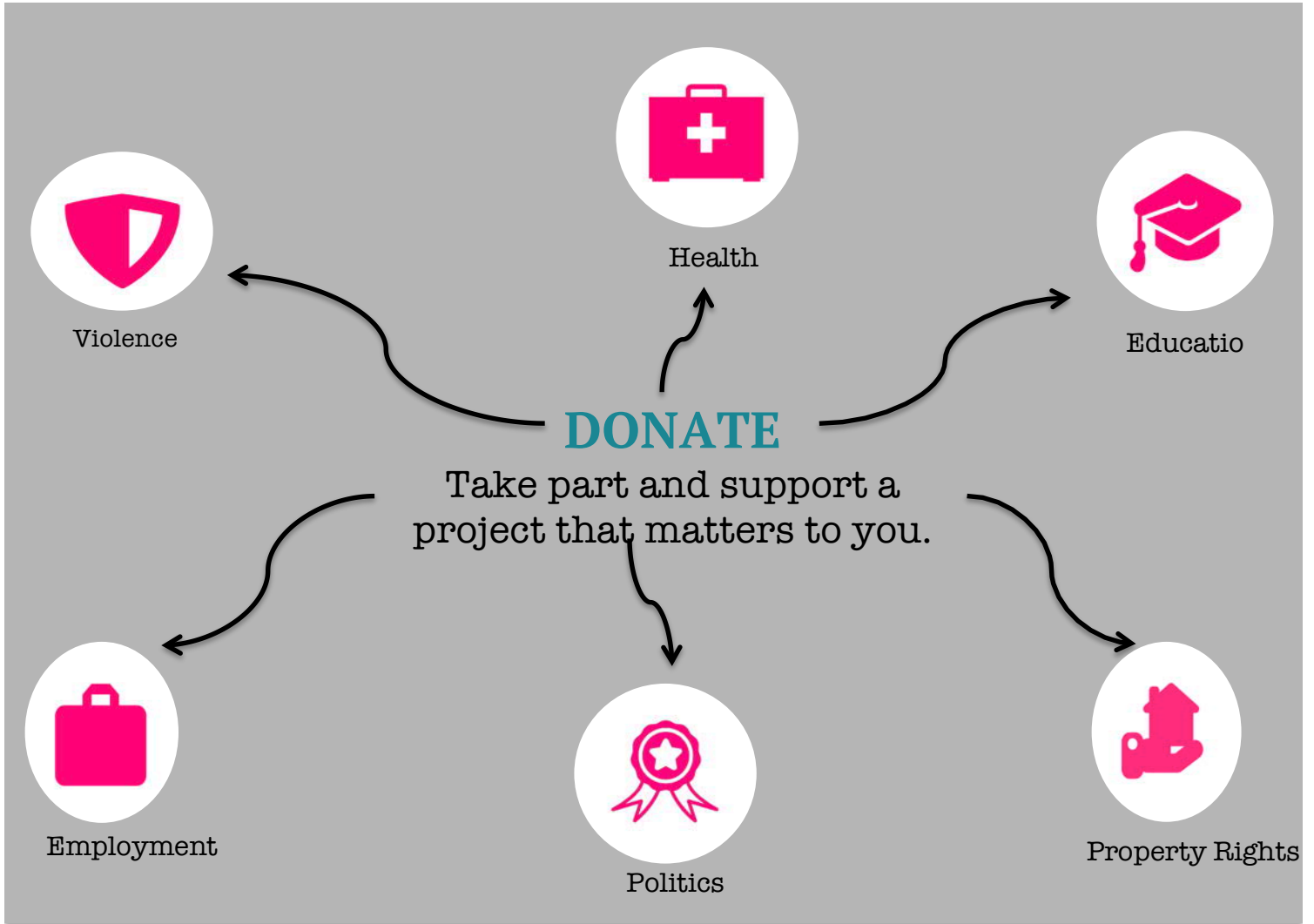
PROPERTY RIGHTS



We will **fight** to:

- enact legislation that forbids gender-based property rights discrimination and promotes policies that recognize women's equal rights over land and assets.
- implement and evaluate programs to equip women with tools and resources to help them realize their legal rights to assets and property.
- gather evidence in order to underscore global inequities regarding women's ownership of housing and other assets as well as women's land use and control.

♀ MAKEFFERENCE



JOIN THE COMMUNITY

#MAKEFFERENCE

Connect on Social Media



♀ MAKEFFERENCE

REFERENCES

1. *Violence against women*. (2016). *World Health Organization*. Retrieved 26 June 2016, from <http://www.who.int/mediacentre/factsheets/fs239/en/>
2. *European Union Agency for Fundamental Rights | Helping to make fundamental rights a reality for everyone in the European Union*. (2014). *Fra.europa.eu*. Retrieved 24 June 2016, from <http://fra.europa.eu/en>
3. *UNESCO*. (2013). *UNESCO*. Retrieved 23 June 2016, from <http://en.unesco.org>
4. *Gender Data Portal*. (2015). *Datatopics.worldbank.org*. Retrieved 23 June 2016, from <http://datatopics.worldbank.org/gender/>
5. *Women in Parliaments: World and Regional Averages*. (2014). *Ipu.org*. Retrieved 23 June 2016, from <http://www.ipu.org/wmn-e/world.htm>
6. *Food and Agriculture Organization of the United Nations*. (2011). *Fao.org*. Retrieved 24 June 2016, from <http://www.fao.org/home/en/>
7. *Battered Women's Support Services | BWSS*. (2016). *BWSS*. Retrieved 25 July 2016, from <http://www.bwss.org>