



EDO STATE WOMEN ASSOCIATION

ECONOMIC EMPOWERMENT FOR WOMEN



Edo State Women Association

News Report 2018

The focus for Edo State Women Association (ESWA) for this year has been to reach new levels of supporter engagement with the aim of encouraging new and old supporters to donate and help us reach our set goal on global giving. To that effect, a myriad of activities were conducted to create public awareness of the plight of market women in Edo State Nigeria and the impact ESWA will have on their lives through our programs. For example, volunteers were successfully recruited and trained to help produce content for the website and social media pages, as well as, manage and promote ESWA and its online presence. This has already yielded results as can be seen in Figure 1 below.

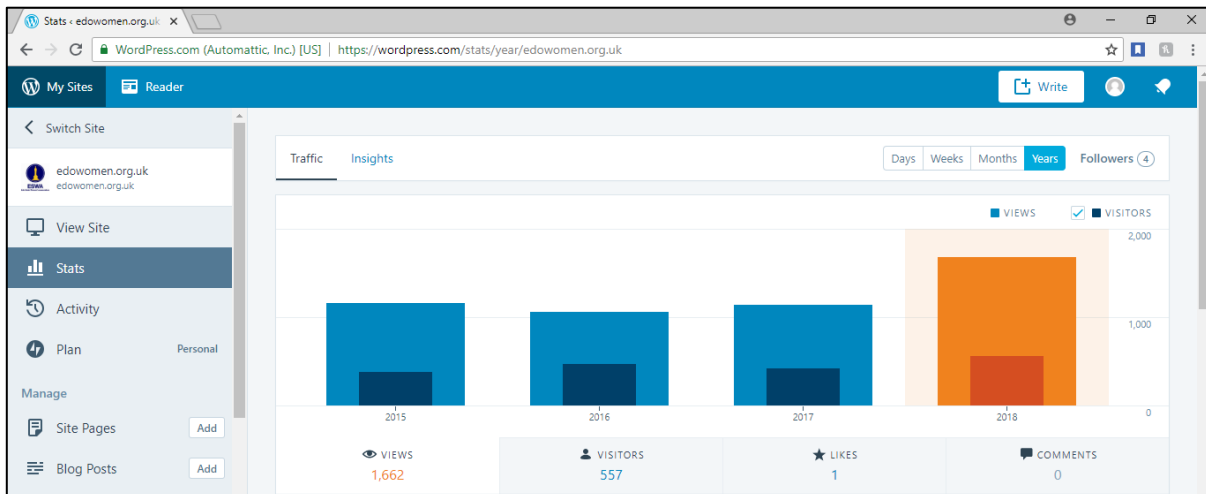


Figure 1 - A snapshot of the stats for the ESWA website (www.edowomen.org.uk), taken on 24/09/2018. It is clear to see that even with a few months left in the year, the ESWA website has received significantly more traffic in 2018 than previous years.

In addition, ESWA has also made appearances at conferences/networking events with the hope of again creating awareness but also to secure potential major donors. Once such event was the Edo State Congress Worldwide 2018 Convention in Atlanta Georgia, USA. As ESWA is a diaspora organisation which does work in Nigeria, its presence at this convention was well suited and a lot of potentially fruitful relationships came out of it (See Figure 2).

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Figure 2 - A selection of images from the Edo State Congress Worldwide 2018 Convention.

Moreover, ESWA has been invited to the Victoria Garden City 2018 Cultural Carnival & Independence Day Celebration in Lagos, Nigeria; another opportunity to raise awareness and secure major donors.

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Figure 3 - A selection of images from the Victoria Garden City 2018 Cultural Carnival & Independence Day Celebration in Lagos, Nigeria

As shown by the images in Figure 3, the event was a great success and many visitors were pleased to know they could support ESWA through the security of Global Giving's platform.

ESWA has also been working in preparation to re-launch its programs in Nigeria by recruiting experienced volunteers to assist with the "training the trainer" section of the financial literacy program. Training the trainer is an important section in the ESWA financial literacy programs as it is the tool we will be using to up scale the program and deliver mentoring to more women that would desperately need it.

Important tasks were also completed this year such as keeping ESWA in compliance with the Nigeria CAC registration and UK charity commission. Furthermore, with the recent developments and successes within ESWA the budget and plan for the programs has been updated.

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