

# Strong Girls Strong Zambia Campaign

Building a Strong Nation One Girl at a Time



## THE FACTS - ZAMBIA



**29%** of women between the age of 20-24 reported being married by age 18, a slight drop from **31%** in 2014 (UNICEF and Population Council 2015, Zambia Demographic and Health Service 2015).



**9%** of women between the age of 25-49 were first married by the age of 15, as compared with less than **1%** of men



Each year of secondary education reduces by 5% the likelihood of a girl marrying before 18.

## GOAL

World Vision Zambia introduces the Strong Girls Strong Zambia Campaign that aims to support girls at risk and retrieved from child marriage in all our operation areas. The goal of the campaign is to reduce child marriage from **29%** to **5%** in World Vision Zambia's programmes. This ambitious goal will be achieved empowering **15,000** girls both retrieved from child marriages and those at risk to live safer, healthier, more productive lives by 2025 through finishing their education and giving their families greater work opportunities.

The campaign will run from October 2022 to September 2025 and will raise over **\$8 million** over the three year period from Zambian donors.

### Rational

With 29% of girls getting married, girls continue to be side lined from school. The campaign will provide practical and sustainable solutions through education support of girls who are retrieved from marriages and those at risk of the vice, for a successful fight against child marriage.

## CAMPAIGN OBJECTIVES



To support 6,000 vulnerable girls in school and out of school with educational requirements by 2025

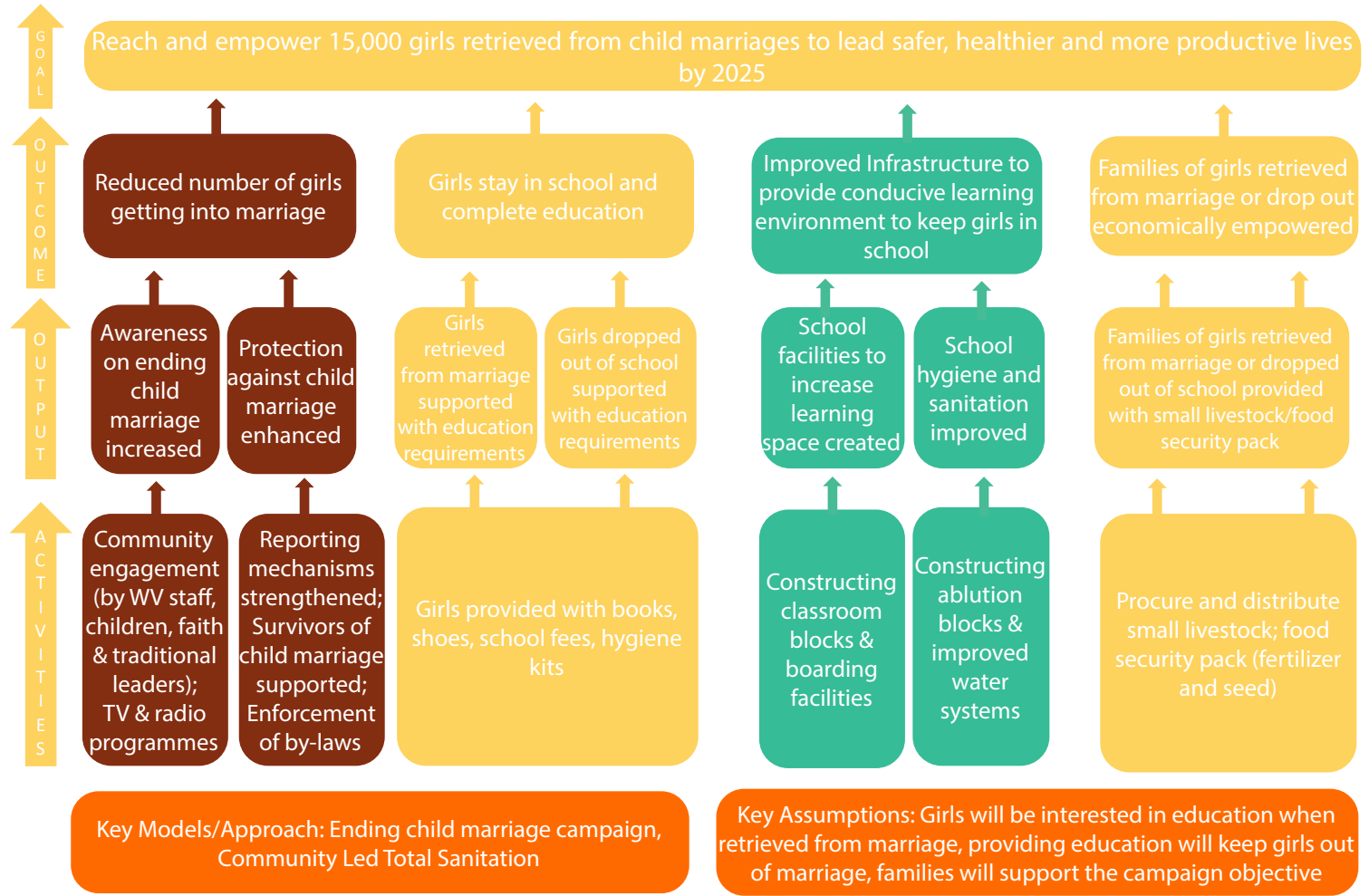


To develop infrastructure in 29 schools to provide a better learning environment to keep 5,000 girls in school by 2025



To economically empower 1,500 families of vulnerable girls and those retrieved from marriages benefiting 7,500 girls by 2025

## THEORY OF CHANGE



How to get involved and give	Benefits to your business
Open up partners networks to World Vision Zambia	Positive image and reputation – good corporate citizenship
Partner playing the role of influencer	Achievement of Corporate Social Responsibility objectives
Partner to select an area of interest that they can give to	Impact stories for partners
Encourage employees to get involved and give to a cause	Exposure visits to project sites
Matching donations made by employees	Indirect partnership with Government
Corporate sponsorship for the SGSZ events	Partner brand visibility – digital and print media

World Vision Zambia is implementing the Ending Child Marriage Campaign, which raises awareness on the effects of child marriages, influence policy change, and ignites a movement of people committed to keeping children safe from harm.

**Achievements in the last three years**

- World Vision reached **253,368** children and **173,249** adults directly with Ending Child Marriage prevention messages
- Working with local authorities, World Vision rescued **936** girls from child marriages

