Report Big Give Christmas Challenge 2025 Women Make Change: Leading Future Generations

Thanks to your generosity during the Big Give Christmas Challenge 2025!! because every donation was matched, your gifts went twice as far, helping more women build livelihoods, strengthen their communities, and lead change across East and West Africa.

Almost a year on, we are delighted to share some of the difference your support has made. Across our programmes, women are gaining practical skills, increasing their incomes, taking on leadership roles, and creating opportunities for future generations.

Across East and West Africa, millions of women continue to face barriers to education, employment, finance, and leadership opportunities. Yet when women have access to skills, resources, and support, the benefits extend far beyond themselves. Women invest in their families, improve food security, help children stay in school, strengthen local economies, and become leaders within their communities.

Sierra Leone: Women Leading Change Through the POWER Project

Background

In rural communities across Kenema District, women spend hours collecting water, have limited income opportunities, and are often excluded from decision-making.

The POWER project was designed to change this by placing women at the centre of community development through leadership training, enterprise development, literacy programmes and sustainable water management.

Progress on Outcomes and Activities

Women are taking on leadership roles in their communities like never before.

- More than 750 community members are involved, with women representing 78% of membership.
- 18 women leaders now manage community revolving loan funds.
- More than 4,000 people have been reached through awareness and mobilisation activities promoting women's participation and leadership.
- 80 young women completed vocational training.
- Four women-led enterprises have been established.
- More than 3,600 products have been produced and sold by women entrepreneurs.
- 200 women received climate-smart agriculture training.
- 330 loans have been distributed through women's revolving loan funds, achieving a 100% repayment rate.

Women are also becoming service providers within their communities.

- 40 women have been trained in pump maintenance.
- Women are helping maintain community water systems that provide clean water for thousands of people.

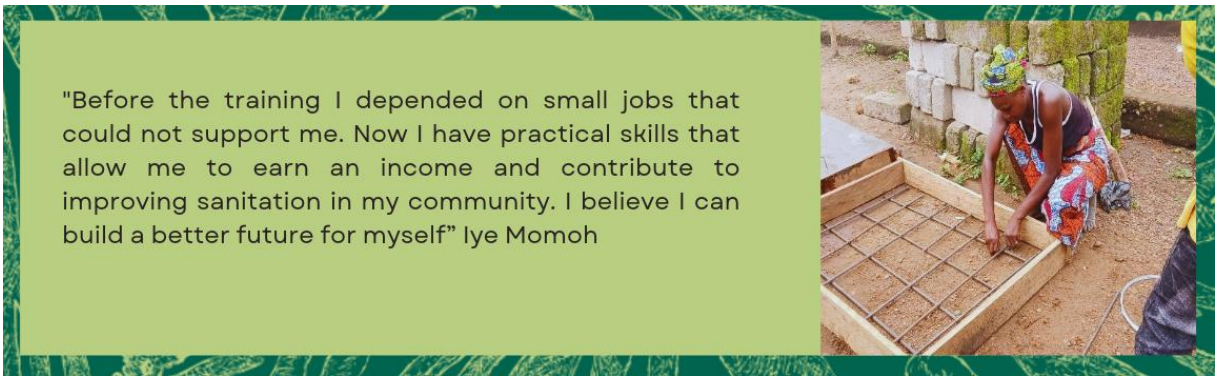
- Community organisations are establishing transparent systems to manage water services and maintenance funds.

I would like to share the story of Iye Momoh, one of the women who joined the POWER project's sanitation slab production training.

Iye is 25 years old and lives in Vaahun. She left school when her family could no longer afford the costs and, for many years, relied on occasional jobs that brought in little income.

Through the project, Iye gained practical skills in sanitation slab production, learning how to produce quality slabs, work safely and generate an income from her work.

Today, she is part of a women-led group producing sanitation slabs for local households. The group is already making sales, providing an income for its members while helping more families access safe sanitation facilities.



For Iye, the impact has gone beyond financial stability. The experience has boosted her confidence and given her a renewed sense of purpose. She is proud to be part of a business that supports her family while providing an essential service to her community.

Kenya: Women Strengthening Livelihoods Through the Camel Milk Project

Background

In Garissa and Tana River counties, women play a vital role in the camel milk sector, yet many have historically lacked access to training, financial services and business opportunities.

Our work supports women to improve milk production, strengthen businesses, access savings groups and take on leadership roles within the camel milk value chain.

Progress on Outcomes and Activities

Women have been supported to improve their businesses, increase household income and influencing decisions within their communities

- More than 1,650 camel milk producers and traders received training.
- Household incomes increased across the camel milk value chain.
- More than 1,300 households reported improved diets and food security.
- 68% of small enterprises reported increased sales. Women-led businesses
- 30 women now serve in management and leadership forums.

Female entrepreneurs are becoming mentors and role models for other women entering the sector



The magic of matched giving

One of the most powerful aspects of the **Big Give Christmas Challenge is that donations are matched**. That means that **every pound donated was doubled, allowing us to reach more women**, provide more training, strengthen more local organisations and create even greater impact.

None of this would be possible without supporters like you.

Your contribution makes a huge difference, and we couldn't have done it without you.