

## **For Immediate Release**

Thursday 5 September 2024

# **Mothers' Union Launches "Empower Her Literacy" Campaign on International Literacy Day**

On Sunday 8 September, International Literacy Day, Mothers' Union is launching a new campaign, *Empower Her Literacy*. This initiative is dedicated to raising awareness of the critical issue of female illiteracy, which affects 480 million women globally. The global, Christian movement is asking people join their campaign to put women's education on the global agenda by adding their support at [www.mothersunion.org/empowerher](http://www.mothersunion.org/empowerher).

## **Empowering Women Through Literacy**

In a world where technology and instant communication are everywhere, the fact that two thirds of the world's 765 million illiterate adults are women is unacceptable. These women face daily challenges, from reading a medicine packet or completing a job application to being unable to register the birth of their child. Illiteracy excludes them from essential aspects of life, making it difficult to navigate a rapidly evolving world. It doesn't make sense that so many millions of women are illiterate. Being illiterate makes it harder to make sense of the world. Illiteracy doesn't make sense!

Mothers' Union's *Empower Her Literacy* campaign highlights the importance of providing educational opportunities to women who missed out on schooling due to various factors, including financial barriers, conflict, or just because they are girls. As we champion children's access to education as a fundamental human right, Mothers' Union believes we must also prioritise education for women of all ages.

## **Join the campaign!**

The UK government's International Women and Girls' Strategy emphasises the importance of girls' education, but it doesn't address educating women.

Mothers' Union want to work with the new government to ensure that they prioritise women's education, regardless of their age, so that no woman is left behind. They want the government to use their influence and leadership to prioritise women's education. They are asking people to join their campaign to put women's education on the global agenda.

**To get involved visit [www.mothersunion.org/empowerher](http://www.mothersunion.org/empowerher) and add your voice.**

## **Educating women changes the world!**

Educating women not only transforms their lives but also has a ripple effect on families and communities. Women becoming literate helps break the intergenerational cycle of poverty, reduces child mortality, and empowers women to fully participate in society.

Mothers' Union's literacy programmes empower women to transform their own and their families' lives. Over 200,000 women worldwide have learnt to read and write through these programmes. These women can now write their names, manage household finances, start businesses, and engage in community leadership. Their newfound skills enable them to

make informed decisions, contribute to social cohesion, and lead their families and communities toward a brighter future.

'I thank God for this literacy programme,' says Karungi, from the Democratic Republic of Congo. 'I didn't know how to read and write. When I started this learning, I began to have peace. I can now write. I have joined savings groups. I can read a letter and know what its inside. Karungi has learnt how to grow a variety of nutritious vegetables which grow, and can be harvested, more quickly. She now earns enough to support her family, pays her children's schools fees, and even saves. 'I've learned all these techniques because of literacy. I know when to buy and know when to sell. This is development. I'm happy with this knowledge and want us to continue.'

### **Voices of Change**

The Bishop of the Diocese of Matana, Burundi stated, "If you cannot read and write, you are forgotten. MU has given women a key—the key to open their minds, to organize themselves, to participate in everything, to lead others. It has brought women from darkness to light."

Similarly, the Bishop of the Diocese of Gitega, Burundi emphasised, "Literacy is the foundation of everything. The programme addresses social issues, improves social cohesion, and contributes to conflict resolution. When there is peace in the family, there is peace in the community."

Together, we can create a world where every woman has the opportunity to learn, grow, and lead.

### **For media enquiries, please contact:**

Sarah Button-Stephens  
Head of Communications and Campaigns

Sarah.Button-Stephens@mothersunion.org

0787 557 1024

[www.MothersUnion.org/EmpowerHer](http://www.MothersUnion.org/EmpowerHer)