

**MEDIA RELEASE: Caritas Australia launches Women for the World campaign to support women globally**

6 September 2021

Caritas Australia has launched its annual Women for the World campaign - which brings Australians together to help empower vulnerable women with the skills and resources they need to take control of their lives and forge their path out of poverty.

Women around the world are disproportionately affected by poverty, food insecurity and gender-based violence. According to UN Women, globally, 193 million women currently live on less than \$1.90 a day, and the COVID-19 pandemic will likely push an additional 47 million women into poverty by the end of this year.

“I have learned over my career that supporting women and girls is one of the most cost-effective and sustainable ways to promote positive change in a community,” said Kirsty Robertson, Caritas Australia’s CEO.

“When girls are supported to receive an education, they are more able to earn an income. The children of educated women are healthier, are more likely to stay in school, and have better diets. These are the kinds of impacts that last long after a program finishes,”

“One of the women we’ve featured in our campaign this year is Aloma, from the Philippines, who learned bookkeeping skills, how to manage disaster response, first aid training and environmental conservation – all key skills for the highly disaster-prone region she lives in. She’s now passed on these skills to her friends and neighbours, and she’s become a really valued leader in her community.”

“What’s really wonderful is Aloma is now a board member of the Small Farmers and Fisherfolk Association, and treasurer of her local area. She’s even brought her community together to build a mangrove nursery, which helps protect the village from coastal erosion.”

“It’s not just that, through providing health and sanitation or financial literacy training, or a safe place to seek protection from family violence, women are able to become community leaders and effect incredible change in their communities” said Kirsty Robertson, Caritas Australia’s CEO.

Supporters can participate in the Women for the World by donating to the campaign or hosting an event. People can share a meal with friends using recipes from around the world or hold a book club and select books written by women writers – which can be done in-person or virtually depending on your state’s restrictions.

Go to [www.womenfortheworld.org.au](http://www.womenfortheworld.org.au) to donate or sign up for an event.

**Media contact:** Jessica Stone 0490 684 867 / [jessica.stone@caritas.org.au](mailto:jessica.stone@caritas.org.au)  
[caritasmedia@caritas.org.au](mailto:caritasmedia@caritas.org.au).

**Note: Kirsty Robertson, Caritas Australia’s CEO is available for interview.**