

# Proposal for Major Donors

Client: World Vision Canada  
Project: Project Proposal  
Role: Copywriter  
Details: It's always a fun challenge to boil down a big project and make it shine for prospective partners with an economy of persuasive words.

2010-2011

WAMAMA SIMAMENI

## A Horrible Erosion of a Woman's Rightful Place in Society

The province of North Kivu in the Democratic Republic of Congo has been at war since 1992. Rural communities live in constant fear of armed conflict, violence and looting by rebel militias and government forces. Over 9 million people are displaced from their homes. This terrible situation is even more so for women who are victims of gang rape and torture routinely used as a weapon of war by armed gangs.

Abuse of women is common among the general population as well. Women are subjected to forced marriages, are denied their property or inheritance rights, have very limited access to education and little say in the decisions that affect them. Young girls are routinely exploited and made victims of sexual abuse.

Women suffer physically, emotionally and spiritually from this systemic and prolonged abuse and denigration. Though women are strong contributors in their families, and are the primary food producers, they sit on the margins of a male-dominated society. Many women now lack the confidence to speak out against abuse and fear the consequences of standing against the harmful status quo.

**Our goal this year is to raise \$750,000 for this vital work.**

## Women's Equality: Barriers in North Kivu

- Entrenched traditional and cultural attitudes and practices, many contrary to the laws of the land, such as denying a woman the right to own property.
- Lack of confidence and skills among women to take advantage of their rights under the law.
- Lack of capital and lack of capacity to manage money


2010-2011 World Vision

Change the world WAMAMA SIMAMENI

"We make a living by what we get. We make a life by what we give."  
- Dave Toyce, President, World Vision Canada

Proposal for Year Three of this Three-Year Project  
Project #189530  
Covering Period between October 1, 2010 to September 31, 2011

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