The Challenge
Despite a global awakening spurred by movements like #MeToo and #TimesUp, progress toward gender equality remains painfully slow. Worldwide, one in three women will be sexually or physically abused in her lifetime. CARE’s PowerUp has the potential to change this.

The Program
Proven to cut rates of domestic violence in half in Rwanda, CARE will expand PowerUp across Africa’s Great Lakes region – Burundi, Democratic Republic of the Congo, Rwanda, and Uganda – where women face some of the highest rates of domestic violence in the world. By combining economic empowerment with community and household engagement, PowerUp drives changes at every level of society.

The Plan to Scale
Working with world-class partners, PowerUp will mobilize CARE’s existing network of 2 million savings group members across the region and partner networks reaching thousands of communities. On-the-ground engagement will drive local change while media, edutainment and advocacy efforts will extend our reach and impact.

The Case for Action
One in three women will be sexually or physically abused in her lifetime, most frequently by an intimate partner.

Up to 60% of women suffer from violence in the African Great Lakes region, where PowerUp is focusing.

Up to 50% of children who witness violence in their homes will perpetrate or experience violence later in life.
**Opportunities to Support PowerUp**

<table>
<thead>
<tr>
<th>Funding Level</th>
<th>Geographic Focus</th>
<th>Illustrative Program Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1 million</td>
<td>Implement in 1 country and support regional cross-learning</td>
<td>Up to 10,000 couples engaged, yielding reductions in domestic violence of &gt;35%</td>
</tr>
<tr>
<td>$5 million</td>
<td>1-2 countries</td>
<td>Up to 50,000 couples engaged, yielding reductions in domestic violence of &gt;35%</td>
</tr>
<tr>
<td>$10 million</td>
<td>2-3 countries</td>
<td>Up to 250,000 couples engaged, yielding direct reductions in domestic violence of &gt;35% while influencing over 1M people to support women’s empowerment</td>
</tr>
</tbody>
</table>

**For more information**

Charu Goyle, Associate Vice President, Foundation Partnerships, CARE USA  
151 Ellis Street NE, Atlanta, GA 30303  
charu.goyle@care.org  |  care.org  
February 2020