



GENDER LINKS
FOR EQUALITY AND JUSTICE



The Sunrise Campaign

Breaking the Cycle of Gender Based Violence

**Concept Note for the
Sunrise Campaign**

I have not been able to change laws but I have changed the way people relate to me. Whenever there is an event I take the opportunity to educate people on abuse, self-esteem and economic empowerment. In my journey with Gender Links I have learnt that for me to be able to achieve I need to start by believing in myself. I am doing my best to apply what I have learnt practically in the business that I have started."

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The prevalence of Gender Based Violence (GBV) continues to undermine the personal and public lives of women in abusive relationships. Economic dependence on abusive partners is the primary reason that women stay in such relationships. There is an increasing recognition that economics and GBV are interconnected. Violence, exploitation and abuse occur when the disparity of power is misused to the detriment of those people who cannot negotiate or make decisions on an equal basis.

Economic justice starts with ensuring that resources and strategies adequately serve women's needs. Women have for many years trailed behind in accessing resources that would lead to their economic emancipation. The combination of economic vulnerability and abuse often provides few choices for these women. Many stay in these relationships because of perceived financial security provided by the abusive partner.

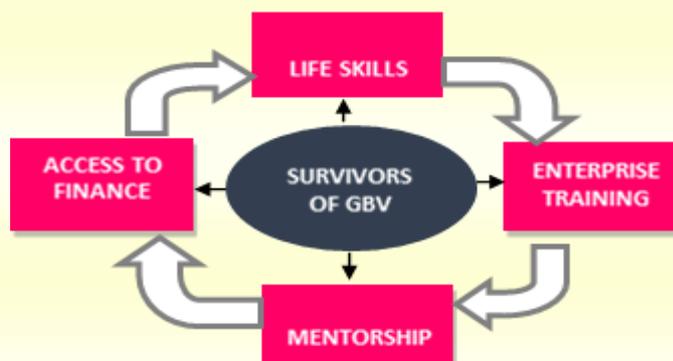
Economic empowerment: What needs to be done?

- 1 Governments must commit financially to women's empowerment policies
- 2 Girls' education must be a priority
- 3 Research to provide information for evidence-based policy making
- 4 Financial and structural support for women
- 5 Harmonisation of customary and common laws to end discrimination against women
- 6 **Support and training for women entrepreneurs**



During 2013 Gender Links piloted a programme called **Empower Women: End Violence** which tested the above hypothesis that assumes women stay in abusive relationships as a result of financial dependency. The programme involved 1500 survivors in 10 countries in the SADC region and unequivocally demonstrated that GVB can be substantially reduced or eliminated by the financial empowerment of survivors. This programme has been renamed the Sunrise Campaign.

INTEGRATED MODEL FOR ENTREPRENEURSHIP AS AN INSTRUMENT OF CHANGE

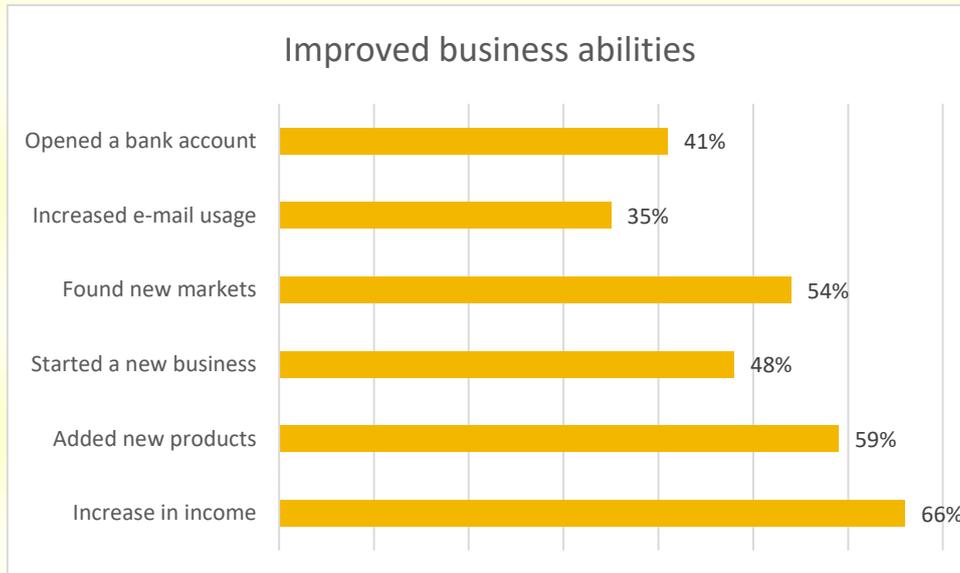


The project provided women with the tools to make alternative long-term choices and set out to increase women’s agency and independence, socially, emotionally and economically, to empower them to participate fully in all aspects of their private and public lives. The programme allowed women to grow their own businesses through providing access to finance, education and support.

The programme was contained within Local Municipal structures with whom Gender Links has already developed a long term relationship through the Centers of Excellence and Women in Leadership projects. The local councils provided in-kind support such as a venue and by assisting Gender Links to identify the GBV survivors in the area.

Mentors were selected from both the local council and from existing business men and women within the district, enabling the new entrepreneur to have an accessible advisor to support them over their initial business development phase.

Gender Links is well respected for its many well researched publications and has a stringent monitoring and evaluation process which considers the short, medium and long term impact of projects. **The research into this project has shown that over the first year the average increase in monthly income in the region was R529 per participant. While 91% of the participants developed a business plan, 79% followed the plan and 66% have sustained their businesses.**



From a GBV point of view the project was a great success. 85% of the women said they experienced much less or no abuse once they completed the programme. They also stated that their status in the family improved, enabling them to participate in decision making. Only 7% of women found that having become more assertive and independent their abuse increased. These women were put in touch with local resources which were able to provide places of safety. The remaining 93% found that home life was greatly improved and were content to remain within the extended family. This was also a wonderful outcome for the children, who were not uprooted, retained access to both parents and have a more peaceful safe home.

Having 1500 women participate in this project is but the tip of the iceberg, there are still many thousands of women who need this programme in the region. We request your help to scale up this programme.

The anticipated impact of the 2017 programme will be to have trained 300 survivors from 15 local councils in the Southern African region in entrepreneurial skills after having completed a life skills 3 day course which re-awakens the individuals agency to take action. We aim to empower 70% of the participants to establish new businesses. The resulting financial empowerment will result in subtly changed dynamics in the home of the survivor leading to 85% experiencing greatly reduced or no gender based violence after the course. Verification of the success of the project is under taken 12 months after the course.

This course has a multiply effect in that women who are empowered do not keep their experience to themselves but tend to talk about the Gender Links experience and their own journey at social and tribal meetings, leading to a wider circle of influence than the direct beneficiaries.

Stories in Brief

Gloria Titos from Mandlakazi Mozambique learnt to drive and brought herself a car after expanding her business with the help of the Gender Links Sunrise Campaign.



Ntomboxolo Mrubata, owner of the Bitou Joy Community Laundry, Bitou Municipality, Western Cape Province, South Africa.



Ntomboxolo expanded her business by employing people once she completed the Sunrise Campaign training.

For the full stories of many women like Ntomboxolo and Gloria, go to this link <http://genderlinks.org.za/emergingentrepreneurs/>

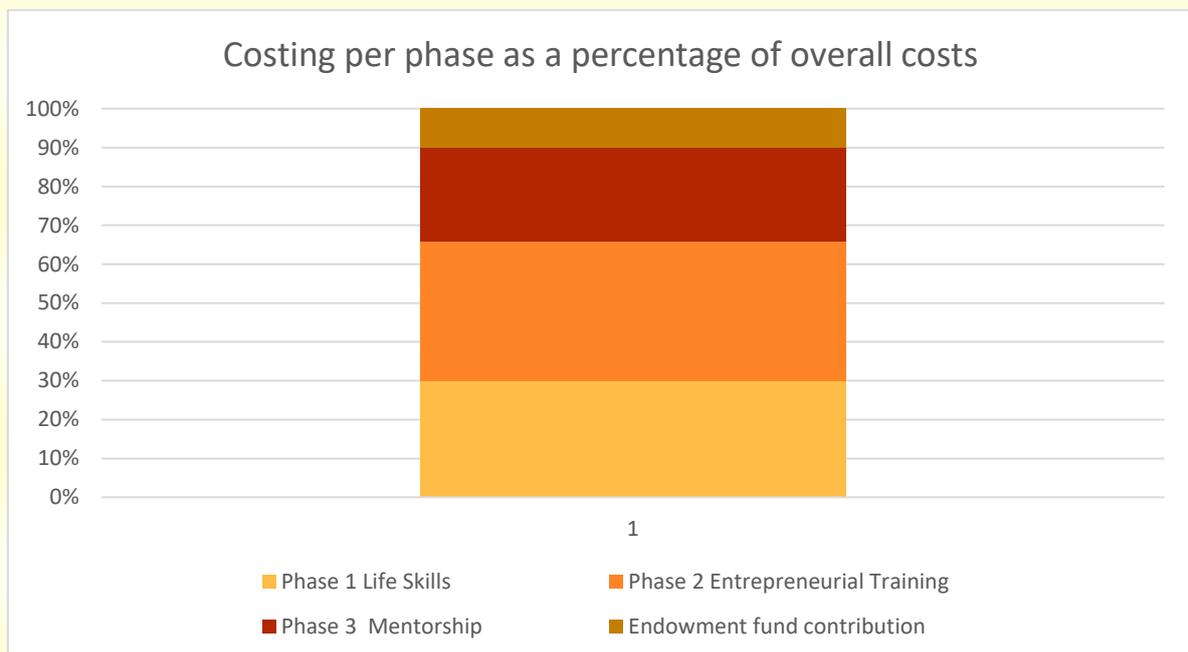
where you can read moving accounts from women living in SADC countries who have empowered themselves with the help of Gender Links.

BUDGET:

Budget for Gender Links The Sunrise Campaign Programme

Programme Phases	Cost for 1 Survivor	Cost for 15 Survivors or 1 Council	Cost for 750 Survivors or 50 Councils
Phase 1 Life Skills	\$300	\$4 500	\$225 000
Phase 2 Entrepreneurial Training	\$350	\$5 250	\$262 500
Phase 3 Mentorship	\$250	\$3 750	\$187 500
Endowment fund contribution	\$100	\$1 500	\$75 000
Total	\$1 000	\$15 000	\$750 000

Rands	ZAR 15 000	ZAR 215 000	ZAR 10 700 000
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Who are GENDER LINKS?

VISION:

Gender Links (GL) is committed to an inclusive, equal and just society in the public and private space in accordance with the SADC Protocol on Gender and Development.

MISSION:

GL achieves its vision through a people-centred approach guided by the SADC Protocol on Gender and Development that is aligned to the Sustainable Development Goals, Beijing Plus Twenty and Africa Agenda 2063.

Working with partners at local,, regional, national and international level, GL:

- Promotes gender equality in and through the media, and in all areas of governance.
- Develops policies and action plans to ensure that gender equality is achieved, especially at the local level.
- Builds the capacity of women, men and all citizens to engage critically in democratic processes that advance equality and justice.
- Conducts campaigns for ending gender violence, HIV and AIDS, economic and climate justice and the rights of marginalised groups.

Gender Links has offices in 10 SADC countries.

For much more information please view our website www.genderlinks.org.za including the Annual Reports, Annual Financial Statements, Constituting Documents and Board members.

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