

Wealth is a Woman Report



Citizens Hub

We are a not-for-profit organisation providing financial literacy education to all Citizens as a cornerstone for creating a better society.

Vision: **Empowered To Empower.**

Mission: Empowering a financially independent, active and responsible citizenry through a solutions-driven and dynamic approach.

Wealth is a Woman 2.0

Theme: **The Empowered Woman**

Background

After having empowered our inaugural participants of Wealth is a Woman through an introduction to financial literacy, we sought to explore the status of the woman in today's world where vast gender inequalities exist. Thus, we sought to characterise who "The Empowered Woman" is.



Target Group

Our target group was open and loosely defined by the prerequisite of being a woman – because every woman stood to gain and this was best done in a safe space for women. Accordingly, we utilised our Wealth is a Woman platform for a second time to reach women seeking to be empowered and have them reach us. We simply wanted our participants to be interested and open to learning and sharing lessons learnt if they chose to do so.

Objective

Interactive learning from a combination of peculiar and shared experiences to agree that the empowered woman is and gains an advantage from being independent, powerful and giving herself the permission to be and excel. By recognising the benefits of the position of the empowered woman, we aimed to charge women to reach similar positions, support others to do so for the collective benefit of society.

Highlights

• Empowering interactions

The **Keynote address** titled "Give yourself the permission to be The Empowered Woman" was delivered by our Founder, Aisha Yesufu. Her presentation was inspired by insightful quotes, that characterise the empowered woman. Such quotes were infused throughout the presentation and sourced from powerful words of various individuals.

In summary, there are many sides to the empowered woman that can be characterised using these words from empowered women.

"Identify yourself,
know who you are,
what you believe in and
where you want to go."

—Sheila M. Bethel

"There is **no limit**
to what we,
as women,
can accomplish."

- Michelle Obama

"When a woman
is **empowered,**
she pursues **excellence**
in all aspects of life & never settles.
She is able to envision her **dreams,**
then has the **courage**
to run after them."

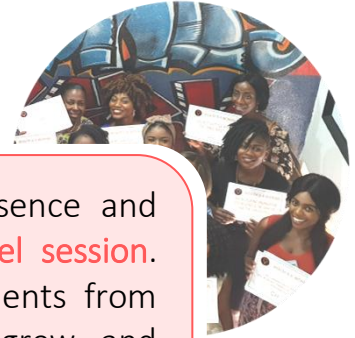
— Stephanie B

"I raise up
my voice
...so that those without a
voice, **can be heard.**"

—Malala Yousafzai

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Theme: **The Empowered Woman**



At Wealth is a Woman 2.0, we enjoyed the presence and participation of four diverse panellists at our **panel session**. Each of our panellists shared stories on key moments from their distinct paths of empowerment, as they grew and developed into the empowered women that they are.

In striking accord, our panel session outlined the central and lasting approach to becoming the empowered woman as one that lies within empowering one's mindset. And so, the final message re-echoes the tested and resolute outlook that becoming the empowered woman **"all begins and ends with you" – the woman.**

"Place self-worth on yourself."

- Eniola Ekubi

**"I take care of me.
I don't apologise for being me.
That is who I am."**

- Veronica Bakam

**"Never make a compromise
on what you know
you deserve."**

- Saadatu Hamu

**"Stay true
to yourself,
stay true
to your dreams."**

- Edith Yassin

● Impact

An exciting audience of **over 6,500 online viewers** who joined the live coverage of the event provided by Citizens Hub via Twitter. Following the widened reach and potentially greater impact created as a result, we look to leverage similar technologies to go further in future.

Beyond

Citizens Hub will look to take in **responses and suggestions** on topics and themes to explore in upholding women empowerment through the 'Wealth is a Woman' empowerment pathway. Suggestions may be sent by reaching out to us via any of our publicised contact details.



With special thanks to:

Our Panellists

Edith Yassin
Saadatu Falila Hamu

Eniola Ekubi
Veronica Bakam

Supportive Partner



Community
Park



Empowered
To Empower.