

Walk In Her Shoes Calgary 2017



CARE Calgary pledged to support CARE's [Healthy Mothers, Healthy Babies](#) program serving the most vulnerable communities in Zambia by raising \$500,000 over the next four years through the annual Walk In Her Shoes challenge. The Canadian Government matches funds raised \$10:1.

Supporting women and girls is the fastest and most effective way to end poverty

- Support 1 woman to overcome poverty, she will bring 4 people with her
- A child born to a mother who can read is 50% more likely to survive
- Each year of school can increase a girl's future income by up to 20%



In 2017, CARE Canada is focused on long-term, community development programs in Zambia

- 60% of Zambia's population lives in rural areas where poverty levels are estimated to be as high as 75%
- Only 40% of Zambians have enough to eat on a daily basis
- 40% of children under five experience stunting as a result of long-term under-nutrition
- High child mortality rate largely due to malnutrition, with 70/1000 child deaths
- Zambia has a HIV prevalence of 12.5% (7th highest in the world)
- 10% of children will die before their fifth birthday

With proper resources, women have the power to help families and communities escape poverty

- Engaging men, boys, girls, and women can transform gender roles and increase equality
- Educated mothers are more than two times as likely to send their children to school



Walk in Her Shoes will help her step out of poverty

WILL YOU JOIN US?

**WALK IN
HER SHOES**

March 5 - 11 2017
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Each year, thousands of people around the world take part in the walking challenge to raise funds and awareness for women and girls in poverty. By participating in this campaign, you can help women and girls lift themselves, their families and communities out of poverty, for good.

In Calgary, we kick things off with the Walk in Her Shoes Participant Rally featuring fun and interactive activities for walkers and their families, including a 5,000 step walk through the Calgary Zoo.

Visit <http://care.ca/calgarywalks> to sign up today!

WIHS Calgary 2016 raised \$1.6 million (with government matching) in support of the Tabora Adolescent and Safe Motherhood project (TABASAM) to safeguard women's health during pregnancy, childbirth and through the immediate postnatal period. We saw a 32% increase in births attended by skilled birth attendants and had 43,679 more safe deliveries in Tanzania.