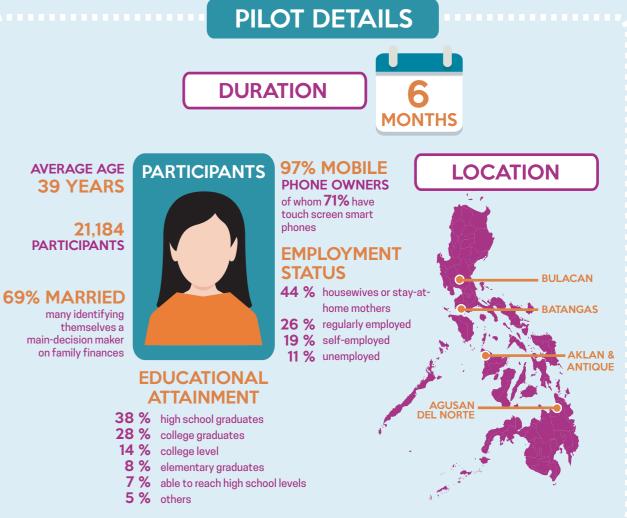
WOMENLINK PHASE 1:

EMPOWERING WOMEN THROUGH FINANCIAL INCLUSION IN THE PHILIPPINES

The Case of Grameen Foundation's WomenLink Program





MESSAGES

WELCOME MESSAGE

MONEY MANAGEMENT



FINANCIAL PRODUCTS & DIGITAL FINANCIAL SERVICES

PARTNER PRODUCT PROMOTIONS

1 INCREASED ADOPTION OF SAVINGS PRACTICES

- 30% more women practice savings
- Savings grew 142%. Average weighted savings per month increased from Php 711.85 to Php 1,012.50 (US\$13.69 to 19.47)
- Stretched 2-3 days to 21 days cash on hand spending



2 INCREASED ADOPTION IN FINANCIAL SERVICES OFFERED BY PROGRAM PARTNERS

- 26% availed of utility bills payment through their cooperative - 18% increased their awareness

RESULTS

on other services offered by the cooperative



3 INCREASED PERCEPTION OF SMS FINANCIAL INFORMATION

- 95% said the messages are relevant and actionable
- 96% said the tips on savings and budget management were very influential to their daily lives
- 98% said they are extremely likely to apply the knowledge they gained into their lives
- 84% said that they will gain more skills to better manage their finances if the program continues.
- 98% said that they would recommend the program to others



