

Kristina Keneally says Australian Women Can Empower Indian Women Living in Poverty

14 September 2016 – [Kristina Keneally](#), Former NSW Premier and Opportunity International Australia Council member, said Australian women can empower women living in poverty in India by supporting them to become health leaders in their community.

Opportunity Chief Executive Officer, Robert Dunn, said: *“We are very excited to launch an inspiring movement of Australian women, [Women4Women India](#). The movement’s members support the leadership and health training of women living in poverty in rural and urban India.*

“There’s power in knowledge, and that’s where [community health leaders](#) come in. Once trained, these women train their local community about simple, but life changing behaviours: using sanitary napkins, giving birth in hospitals, breastfeeding, vaccinations, rehydration salts and mosquito nets, as well as access to small loans for building toilets and clean water supply.

“Australian women can invest in aspiring health leaders - empowering one or more women as a community health leader (it costs \$500 to train each leader) through a donation or by holding a fundraising event such as a morning tea, lunch or dinner,” he added.

Kristina Keneally, who is a Champion of the Women4Women movement, urged Australian women to embrace Women4Women India: *“I can’t imagine a more practical way to empower women’s lives than to invest in Opportunity’s Women4Women India Movement.*

“It’s a simple concept. Australians donate to empower a woman in India to become a health leader. She then goes out and touches the lives of hundreds of families in her community.

“It’s a direct empowerment!

“Please get on board with Women4Women India! It’s a great chance for us, in Australia, to help women in India who are living in poverty.

“We’re asking for \$500 from 800 Australians. Are you one of them? I think you can be,” she exclaimed.

Robert Dunn hopes Australian women will lend their voice to other women like them, and ask their friends and colleagues to give as well: *“Five Australians donating \$100 or 10 donating \$50 is enough to meet the cost of training one community health leader. She then trains up to 200 families in her community.*

“It’s simple to fundraise to train community health leaders. You can create an account [here](#) and follow the prompts to start a fundraiser.

“We hope that Australians will embrace Women4Women India, enabling women living in poverty to thrive,” he added.

About Opportunity International Australia

Opportunity International Australia enables you to invest in a mother living in poverty so that she can use a small loan to buy an item like a sewing machine and start a small business. For a family in a developing country who can't afford the basics, a gift as small as \$70 can be life changing. With this hand up, a mother can put food on the table, send her children to school and transform her family's future for generations. Mothers want what is best for their children, and as businesses become successful (98% of Opportunity's loans are repaid), your help means they can make their dreams for their children come true.

Media Contact

Marie Kelly-Davies
Media and Communications Manager
Opportunity International Australia
0408256381
mkelly-davies@opportunity.org