

WHAT'S MONEY GOT TO DO WITH IT?

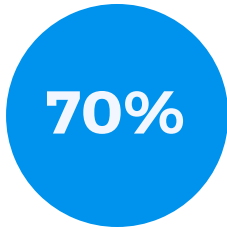
Girls and Financial Literacy in Tanzania

an **ubongo** infographic



Financial literacy is a critical skill for the future, especially for girls.

Developing girls' financial literacy can improve their economic empowerment, and ultimately increase their security, agency and self-efficacy.



Of women in Africa are financially excluded!



However, the financial landscape is changing, and new services like mobile money and agent banking are bringing girls and women new opportunities for financial inclusion.



of Tanzanians use mobile money services.



But without financial literacy they won't be able to benefit from these services.

So Ubongo joined forces with Spring and DLI to better understand our viewers' financial knowledge and habits. Together we developed special Ubongo Kids episodes to help them build financial knowledge and skills.



Using SMS and social media, we asked Ubongo Kids viewers about their financial habits and practices!



of respondents said they have access to money of their own.



of Ubongo Kids respondents said they save their money!

This is quite impressive, considering that 57% of Tanzanian adults haven't saved money in the past 12 months!



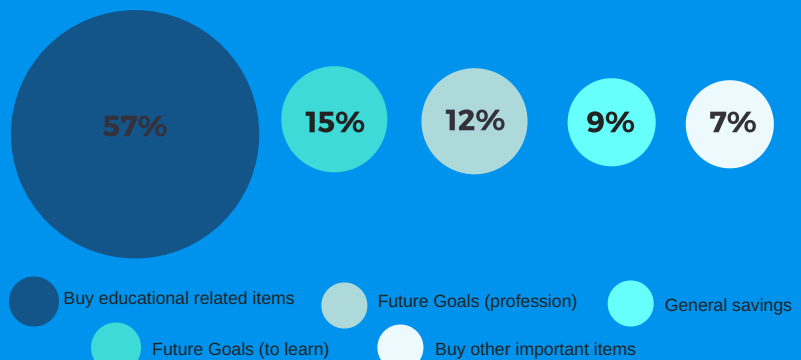
of Ubongo Kids respondents said they budgeted their money!

47% of adults in Tanzania say they budget their money at least sometimes of which 60% said they budget for up to 1 day!

Where are they getting it?



How do they use their savings to achieve their dreams?



When we educate a girl, she can contribute to our economy. An empowered generation of girls can completely transform the future of our country. We want to take this work further and help them develop more life changing skills. For more information contact us at:

partnerships@ubongo.org

1. World Economic Forum, 2017. Future of Jobs and Skills in Africa Report. http://www3.weforum.org/docs/WEF_EGW_FOJ_Africa.pdf
 2. Finscope Tanzania, 2017. Finscope Tanzania: Insights that Drive Innovation. <http://www.fsd.or.tz/wp-content/uploads/2017/09/FinScope-Tanzania-2017-Insights-that-Drive-Innovation.pdf>
 - Icons from Canva
 - Ubongo Kids characters and trademarks and copyrights of Ubongo International, and may not be used or adapted outside of this image without permission.



www.ubongo.org