

## PRESS RELEASE: Empower Her Campaign

Release Date: 17.07.2022

### Over £2.3 million raised for out-of-school girls in Pakistan

READ Foundation secured match funding from the UK Government through the UK Aid Match programme for its campaign Empower Her, which ran from 5th February 2022 to 4th May 2022. The appeal raised funds to support out-of-school girls in rural areas of Pakistan access education.

READ Foundation set out to raise **£370,000** from the public, which was to be matched by the UK Government. Overwhelming support for the appeal meant that an actual **£1,232,406.15** has been raised, of which **£1,125,137.08** is eligible for UK AID Match funding. That means the UK government are contributing **£1,125,137.08** to the Empower Her campaign, bringing the total amount raised to a staggering **£2,357,543.23**

An estimated 23 million children in Pakistan are out of school. The original project was planned for Diامر, Gilgit-Baltistan, Pakistan – where the literacy rate for girls is less than 1%. These out-of-school girls are unable to read, write or do basic maths, let alone go on to further education. The appeal was to go towards enhancing access for over 2,250 marginalised and out-of-school girls in Diامر, aiming to improve the literacy and numeracy opportunities for girls in primary education through setting up 75 Community Based Accelerated Learning Schools. This plan will now be scaled upwards.

Jahangeer Akhtar, READ Foundation's CEO has said *'This is an incredible result, and one that will impact the lives of so many young girls in Pakistan. We have exceeded our target and expectations. This will go on to provide a valuable education and the best route out of poverty for vulnerable girls in Pakistan. I am truly overjoyed by this achievement and can't thank our donors, supporters and the team at UK AID Match enough for supporting this campaign and the work we do.'*

This project is due to start in the new year and READ Foundation will report on the progress of the work to their donors and supporters.

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**Editors notes:**

READ Foundation is a registered charity with the Charity Commission for England and Wales, registration number 1160256.

READ Foundation was registered in the UK in 2006 and has worked in Pakistan since 1994.

It focuses on providing quality education in Pakistan, Bangladesh, Lebanon and Yemen. The appeal ran from 5th February 2022 to 4th May 2022.

UK Aid Match brings charities, the British public and the UK government together to collectively change the lives of some of the world's poorest and most vulnerable people. It is designed to allow the British public to have a say in how UK aid is spent and provide opportunities to engage with international development issues, whilst boosting the impact of the very best civil society projects to reach the poorest people in developing countries.

For every £1 donated to a UK Aid Match charity appeal by an individual living in the UK, the UK government will also contribute £1 of UK aid, up to £2 million, to help these projects go further in changing and saving lives.

Over the last six years, 64 organisations from across the UK have run UK Aid Match projects in 38 countries, helping around 25 million people. Further details at [ukaidmatch.org](http://ukaidmatch.org)

