



WOMEN NEWS LETTER

AUGUST 2023

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Welcome to August, the eight month of the year. Research says the number eight represents prosperity, a new beginning and victory. These and more are my wishes for you in this new month.

Here's my special shout out to you, if this is your birth month - Have a very **Happy Birthday!**

In July, we focused on; Tips to make the most out of summer, W's valuable offerings, How to achieve your goals for the rest of the year and Embracing body positivity. Our Career Woman series webinar was all shades of phenomenal. If you missed out on these, kindly follow us on Instagram, Facebook and Twitter @thewcommunity. Also subscribe to our YouTube Channel @The W Initiative to catch up on our webinar.

Our August Newsletter is not taking the back seat, as we have curated amazing content for your reading pleasure.

STYLE



**YOUR FASHION
GAME THIS
SUMMER**

1

As the temperature rises this summer, it is important to stay cool and comfortable while still looking trendy. Whether you are planning a vacation, or you simply want to enjoy the sunny days, in this letter, I'll show you how to revamp your wardrobe with fresh and stylish fashion choices for summer.

STEP UP YOUR FASHION GAME THIS SUMMER

01. Embrace Light and Breathable Fabrics

Lightweight and breathable fabrics like linen, cotton, chambray, silk, etc, give room for air circulation, helping you stay cool and preventing excessive sweating. Maxi dresses, flowy skirts, and loose-fitting tops made from these kinds of fabrics are perfect for the summer heat.

02. Comfortable Footwear

As the days grow longer and outdoor activities abound, wear comfortable footwears. Embrace a casual and laid-back summer style by opting for sandals, espadrilles, or slip-on sneakers. If you are seeking a dressier option, wedges or block heels offer both height and comfort. Also, avoid shoes that may cause discomfort or blisters in the heat.

03. Don't Forget the Accessories

Accessories have a way of elevating one's appearance. Oversized sunglasses are a must, they provide both UV protection and a fashionable touch to any outfit. Furthermore, consider investing in a wide-brimmed hat that not only shields you from the sun but also adds an elegant flair to add a pop of colour and playfulness, opt for statement jewelries like beaded necklaces and earrings, instantly elevating a simple summer ensemble to a whole new level.

STEP UP YOUR FASHION GAME THIS SUMMER

04 .Go for Vibrant Colors and Prints

Summer provides an excellent opportunity to explore daring and lively colour palettes. Embrace the essence of the season by infusing your wardrobe with vibrant shades such as coral, yellow, turquoise, and fuchsia. Additionally, floral prints, tropical patterns, and whimsical motifs are highly fashionable during this time. Embrace the chance to make a bold statement and let your attire radiate the delightful ambiance of summer.

05. Rock Jumpsuits

Jumpsuits are a plus to your summer wardrobe as they offer versatility. Go for breathable and loose-fitting jumpsuits in lively colours or playful patterns. They serve as an excellent alternative to dresses and can be easily dressed up or down, depending on the occasion. Pair them with sandals and eye-catching accessories for a fashionable and comfortable summer outfit.

06 .Embrace Sustainable Fashion

Summer is an excellent time to embrace sustainable and ethical fashion choices. Go for clothing made from organic, eco-friendly fabrics or choose secondhand and vintage pieces. By doing this, you will be reducing your carbon footprint and also supporting ethical fashion practices. With these fashion tips, you are ready to experience a fashionable summer filled with style, confidence, and endless sunshine.



2

MAKE THIS SUMMER A SEASON OF POSITIVE CHANGE AND COMPASSION; EMBRACE THE SPIRIT OF COMMUNITY

Summer is a season of warmth, both in terms of weather and the spirit of giving. It's the perfect time to get involved in your community, make a difference, and contribute to social causes that resonate with you. It presents an ideal opportunity to actively participate in your community, create an impact, and support social causes that deeply resonate with you. Here are several ways to engage in community service and contribute positively during this season.

MAKE THIS SUMMER A SEASON OF POSITIVE CHANGE AND COMPASSION; EMBRACE THE SPIRIT OF COMMUNITY

01. Organise a Community Cleanup

Take the initiative to clean up and beautify your neighbourhood. Gather a group of friends, family, or neighbours and organise a community cleanup day. Pick up litter, plant trees and flowers, or spruce up public spaces. Not only will this improve the appearance of your community, but it will also foster a sense of pride and unity among residents.

02. Fundraise for a Cause

Do you have a passion to organise a fundraising event or campaign? This could be a charity run or even an online crowdfunding campaign. Involve your friends, high profile individuals, family, to maximise your impact. Strategically, select a reputable organisation or cause, and genuinely communicate how the funds raised will be utilised.

MAKE THIS SUMMER A SEASON OF POSITIVE CHANGE AND COMPASSION; EMBRACE THE SPIRIT OF COMMUNITY

03. Share Your Skills and Value

Sharing your skills and knowledge is a good way to add value. You can achieve this by offering free workshops or classes in fields you excel in, such as writing, graphics design, cooking, gardening, etc. Other experts can collaborate with you on this exercise. By doing this, you are not just empowering individuals, you are also fostering a sense of community.

04. Environmental Stewardship

Intentionally take steps and implement ideas to safeguard your environment and foster sustainability. Come up with initiatives like arranging for a tree-planting event, launch a recycling campaign in your local area, or enlighten individuals about the significance of minimising plastic waste. Urge your locale to embrace eco-friendly practices and be conscious of the impact of their actions on the planet.

05. Spread Kindness and Positivity

Sometimes, the simplest acts of kindness can make a significant difference in someone's life. Practise random acts of kindness, such as helping an elderly neighbour with their groceries, offering a smile and a kind word to strangers, or volunteering at a local soup kitchen. These small gestures can have a ripple effect, spreading positivity and compassion throughout your community. Although giving back to your community and engaging in social causes should be a year-round effort, summer provides a unique opportunity to dedicate more time and energy to these endeavours. By getting involved, you will not only make a difference in the lives of others, but also cultivate a sense of purpose.

SURVIVING FINANCIAL

HASSLES AMIDST INFLATION



3

Undeniably, there's been a consistent rise in inflation rate. Fuel for instance, has increased by a huge percentage, thereby resulting in a reduced standard of living. Those who will scale higher are those who have set certain strategies in place so that they would be unaffected when inflation or emergencies happen. How then can you scale higher financially?

SURVIVING FINANCIAL HASSLES AMIDST INFLATION

01. Set Financial Goals

Start by setting clear and specific financial goals. Whether it's paying off debt, saving for retirement, starting a business, or buying a home, knowing what you want to achieve will help guide your financial decisions.

02. Budget

Arguably, budgeting is one of the foundations of financial success. Track your income, expenses, and savings to gain a clear understanding of where your money is going. Put in more effort to ensure that your spending aligns with your goals and priorities.

03. Build an Emergency Fund

There's a popular saying that goes thus; "nobody knows tomorrow". While this is true, you can always plan ahead. In cases of incidents or emergencies, having a secluded fund provides a safety net. Set a goal for at least three to six months' worth of living expenses in a separate account. This fund will give you peace of mind and protect you from unexpected financial setbacks.



SURVIVING FINANCIAL HASSLES AMIDST INFLATION

04. Invest in Yourself

Enhancing your knowledge and skills can lead to higher earning potential and career advancement. Consider pursuing further education, attending professional development programs, or acquiring new certifications.

05. Diversify Your Income

Explore avenues to generate additional income streams. This could include freelancing, starting a side business, or investing in assets that generate passive income, such as real estate or stocks.

06. Take Control of Debt

By all means, avoid debt as they can hinder your financial stability/progress. However, in situations where it is unavoidable, develop a plan to pay off debts systematically, starting with the ones carrying the highest interest rates. Consider strategies like debt consolidation or negotiating lower interest rates with creditors. You can take control of your financial future by setting clear goals, adopting smart money habits, and likewise making informed financial decisions.



WOMENPRENEUR ★PITCH-A-TON★ season 5

Stand a chance to win
up to **₦5,000,000** and an
IFC certified Mini-MBA.

Applications open June 26th.

Visit www.womenpreneur.ng
to get started.



more than banking

4

Drum rolls! Drum rolls!! The Womenpreneur pitch-a-ton season Five is finally Here and registration is ongoing! Never heard about this initiative? We'll explain. The Womenpreneur Pitch-a-ton is the largest business growth platform for women in Africa. It is a female focused campaign powered by "W", that seeks to provide quality business training as well as financial and business skills to female business owners through an IFC certified mini-MBA. "W" has consistently set this pace for five years now! All female owned businesses in Nigeria are eligible to apply!

OUR EXCITING PRIZES INCLUDE THE FOLLOWING;

- A free mini-MBA developed and certified by the International Finance Corporation (IFC) of the World Bank for the top 120 businesses.
- Financial grants of up to Five Million Naira (N5,000,000) for female business owners.
- A free business coaching for 120 participants throughout the period of the training.
- Free business monitoring and evaluation services for 120 participants for the period of one year.
- Consolation prizes ranging from free website design to free advertisement for 20 businesses.

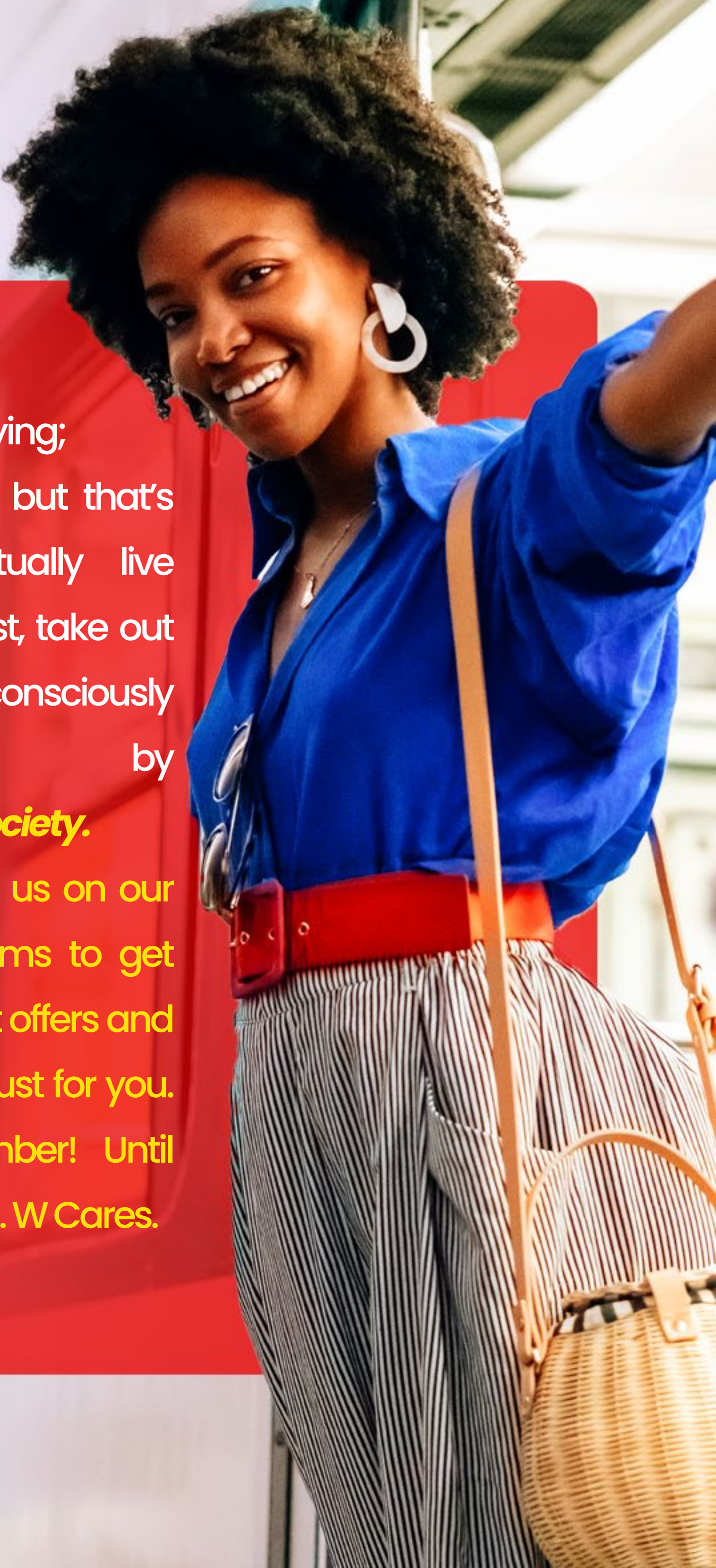
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information.



Bye Ladies

There is a popular saying; “You only live once” but that’s not true. You actually live everyday. This August, take out time to live consciously everyday by **#givingbacktothesociety.**

Stay connected with us on our social media platforms to get updates on our latest offers and promotions tailored just for you. See you in September! Until then, take care of You. W Cares.





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