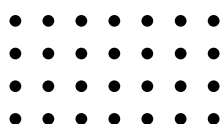
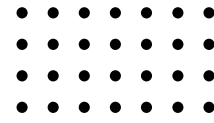




# MarketCare Financial Report



# Executive Summary



On 21 February 2025, Grace Agbonlahor Foundation (GAF), in partnership with Trustfund Microfinance, successfully hosted a transformative Financial Literacy Workshop at Akugbe Market Union, Benin City. This initiative is designed for market women in their 50s, the workshop focused on building essential skills in savings, budgeting, financial discipline, and investment planning.

## Main Topics



OBJECTIVES



KEY HIGHLIGHTS



ACKNOWLEDGEMENT  
& CONCLUSION



# Objectives

The MarketCare Financial Literacy Workshop was designed with several key objectives in mind:



- **Enhance Financial Knowledge:** on the fundamental concepts of savings, budgeting, and financial planning. Provide clear and practical steps for managing money effectively.
- **Build Financial Confidence:** to handle their finances with confidence. Increase their ability to make informed financial decisions.
- **Promote Savings and Investment:** encourage a culture of saving and disciplined financial behaviour.
- **Improve Expense Planning:** and track their expenses systematically. Help them understand the importance of budgeting in achieving financial goals.
- **Reduce Reliance on Credit:** educate participants on the risks of excessive credit use. Promote responsible use of loans and credit facilities.
- **Enhance Overall Financial Literacy:** provide comprehensive training to improve participants' overall financial literacy skills.



# Key Highlights



## Engaging Sessions:

- **Facilitator Session:** Financial expert **Mr. Julius Obaseki** delivered practical lessons on savings techniques, budgeting methods like the 50/30/20 rule, and the importance of disciplined financial planning.
- **Interactive Discussions:** Participants confidently shared their experiences with financial management and gained valuable insights during Q&A sessions.
- **Hands-On Materials:** IEC (information, education, and communication) resources provided clear, practical steps to improve financial behaviours.

## Articulated Perspective:

- **Facilitator Session:** Financial expert **Mr. Julius Obaseki** delivered practical lessons on savings techniques, budgeting methods like the 50/30/20 rule, and the importance of disciplined financial planning.
- **Interactive Discussions:** Participants confidently shared their experiences with financial management and gained valuable insights during Q&A sessions.
- **Hands-On Materials:** IEC (information, education, and communication) resources provided clear, practical steps to improve financial behaviours.



# Key Outcomes & Impact

The workshop demonstrated remarkable success in transforming participants' financial habits and confidence:

- **Improved Financial Knowledge:** Participants with high knowledge of managing money increased from 10 (40%) to 15 (60%).
- **Boosted Financial Confidence:** Confidence surged, with 18 participants (72%) feeling "Very confident" compared to just 5 (20%) pre-workshops.
- **Enhanced Expense Planning:** The number of participants who "Always" planned expenses rose dramatically from 6 (24%) to 21 (84%).
- **Better Savings Habits:** Regular saving behaviour improved significantly, with 19 participants (76%) now "Always" saving compared to 7 (28%) pre-training.
- **Reduced Credit Reliance:** Participants relying on credit for purchases dropped from 8 (32%) to 5 (20%), indicating more sustainable financial habits.
- **Stronger Financial Literacy:** Self-assessed "Very good" ratings for financial literacy grew from 12 (48%) to 20 (80%).





## Looking Ahead

With a highly positive impact, the **MarketCare Financial Literacy Workshop** underscores the importance of financial education in empowering women to take charge of their finances and secure a brighter future.

## Appreciation

Special thanks to Mr. Charles Omofonmwan (Leader, GAF), Facilitator, Mr Julius Obaseki of TrustFund Microfinance, and staff of GAF for their unwavering support and contributions.



# Conclusion

The **MarketCare Financial Literacy Workshop** successfully educated participants on key financial concepts, leading to improved understanding and better financial decision-making. The results indicate significant improvements in participants' knowledge, confidence, and financial habits following the workshop. This highlights the effectiveness of the training in enhancing financial literacy among the attendees.