



# Real Voices, Real Change

## Annual World Pulse Impact Report

World Pulse believes in the power of digital connection to spark personal transformation and collective action.

Through our rigorous monitoring, evaluation, and learning (MEL) methodology, we track how digital empowerment translates into real-world impact for women across the globe.

We analyze platform data, community feedback, and responses to our annual impact survey to understand how our network strengthens women's voices, fosters meaningful connections, and expands access to resources, ultimately supporting women to lead change.

This report presents insights from 420 survey respondents, alongside an analysis of the 5,287 most active members in 2024.

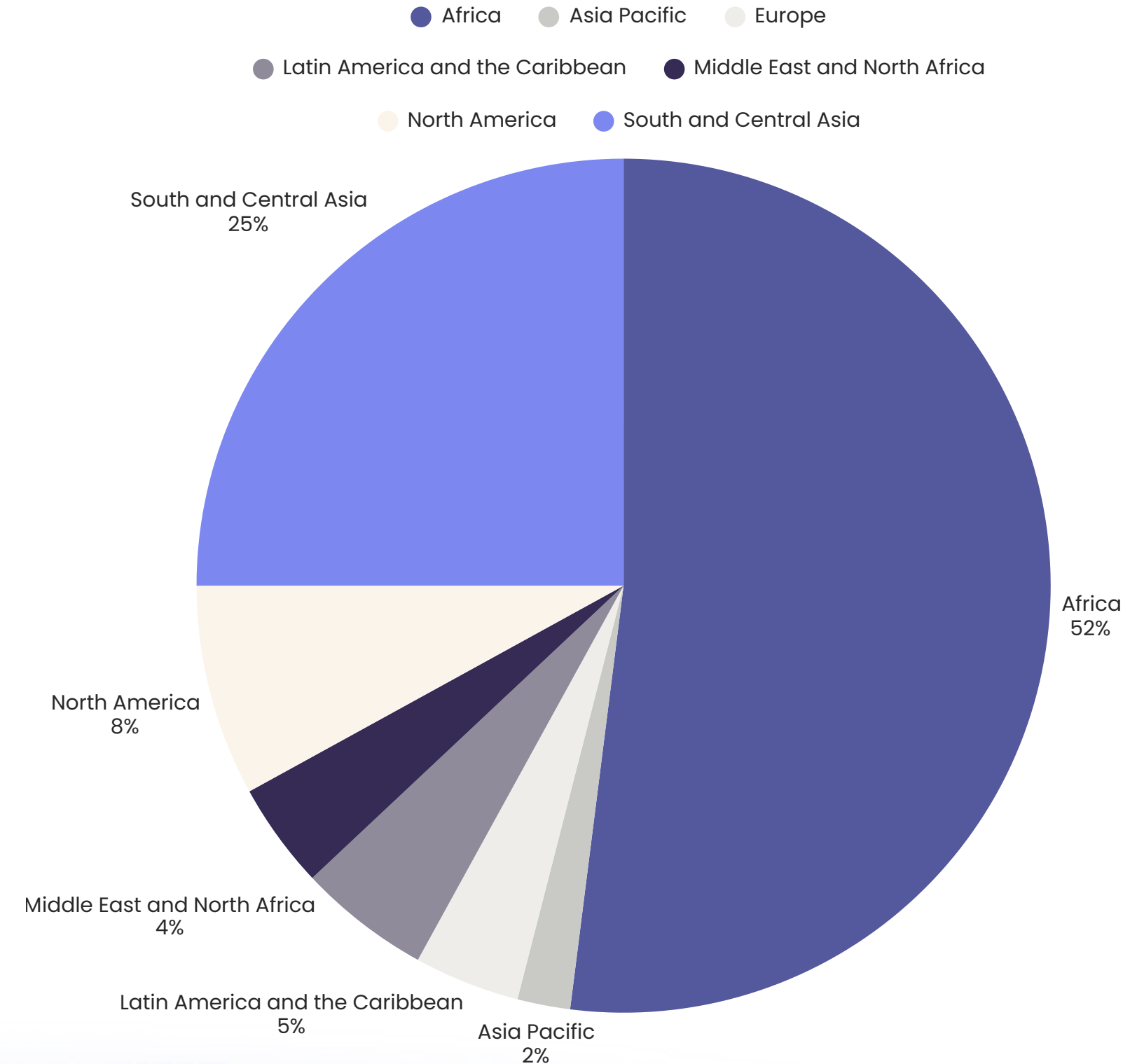
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*World Pulse has opened doors in my life that I never knew would open. It has given me a new family through its social network website, where I can share my story or ask for an idea, and in no time, I receive a private message offering help. World Pulse helped me travel abroad for an event I was recommended for just because someone mentioned my name in a room full of opportunity. World Pulse has helped me build a community library where kids who love reading can spend time with books for free. It has shown me how to shift power without a fight.”*

– World Pulse member in Kenya

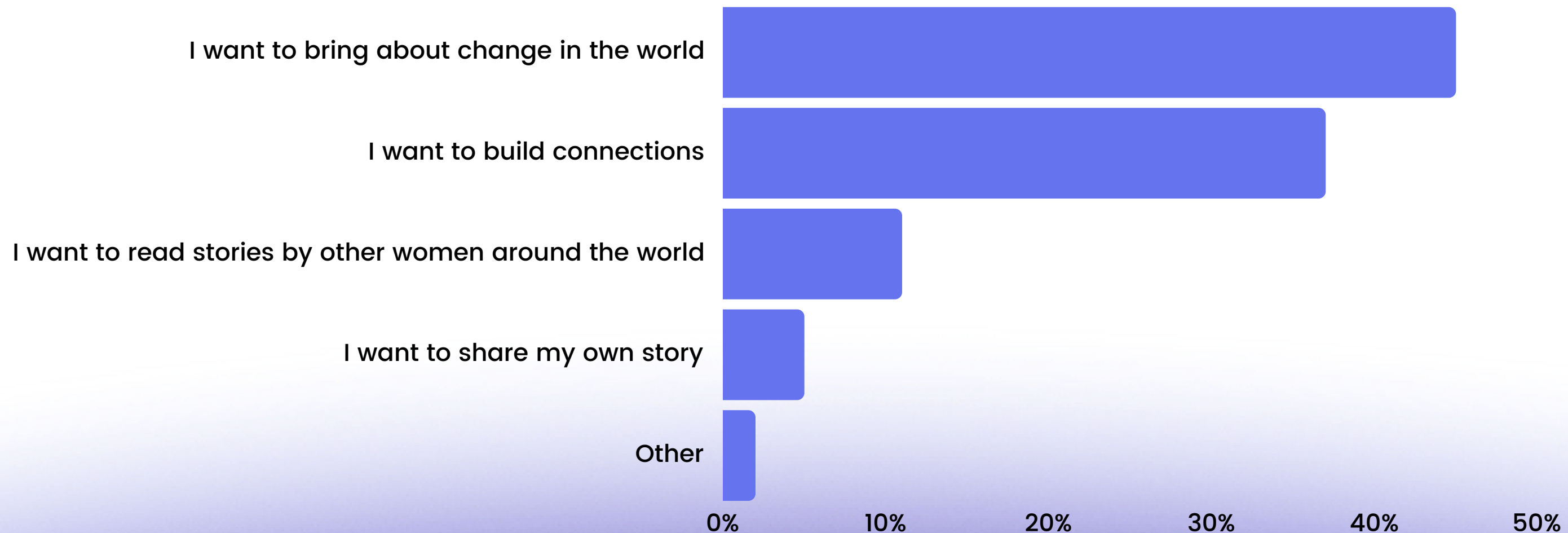
# Platform demographics

World Pulse is made up of more than **85,000 members across five continents**. Of members who joined in 2024, 77% live in countries that score “Poor” or “Very Poor” on **progress toward gender equality**, according to the 2024 SDG Gender Index by Equal Measures 2030.



## What inspires her to join?

Upon sign up, we asked members to share why they joined World Pulse. Behind nearly every registration is a desire to **spark change** and **find belonging** in a global movement. Almost **90%** of new members indicated they want to bring about change in the world and/or build meaningful connections.



# Annual Impact Survey Highlights

Responses to our annual impact report reveal that involvement on World Pulse led to significant impact in the lives of World Pulse members and their communities.



**83%**

Increased **their**  
resilience



**80%**

Increased **their**  
knowledge



**70%**

Increased  
**credibility as**  
a leader



**65%**

New connections  
and a **greater**  
network



**13%**

Influences or  
changes in a  
**policy or law**



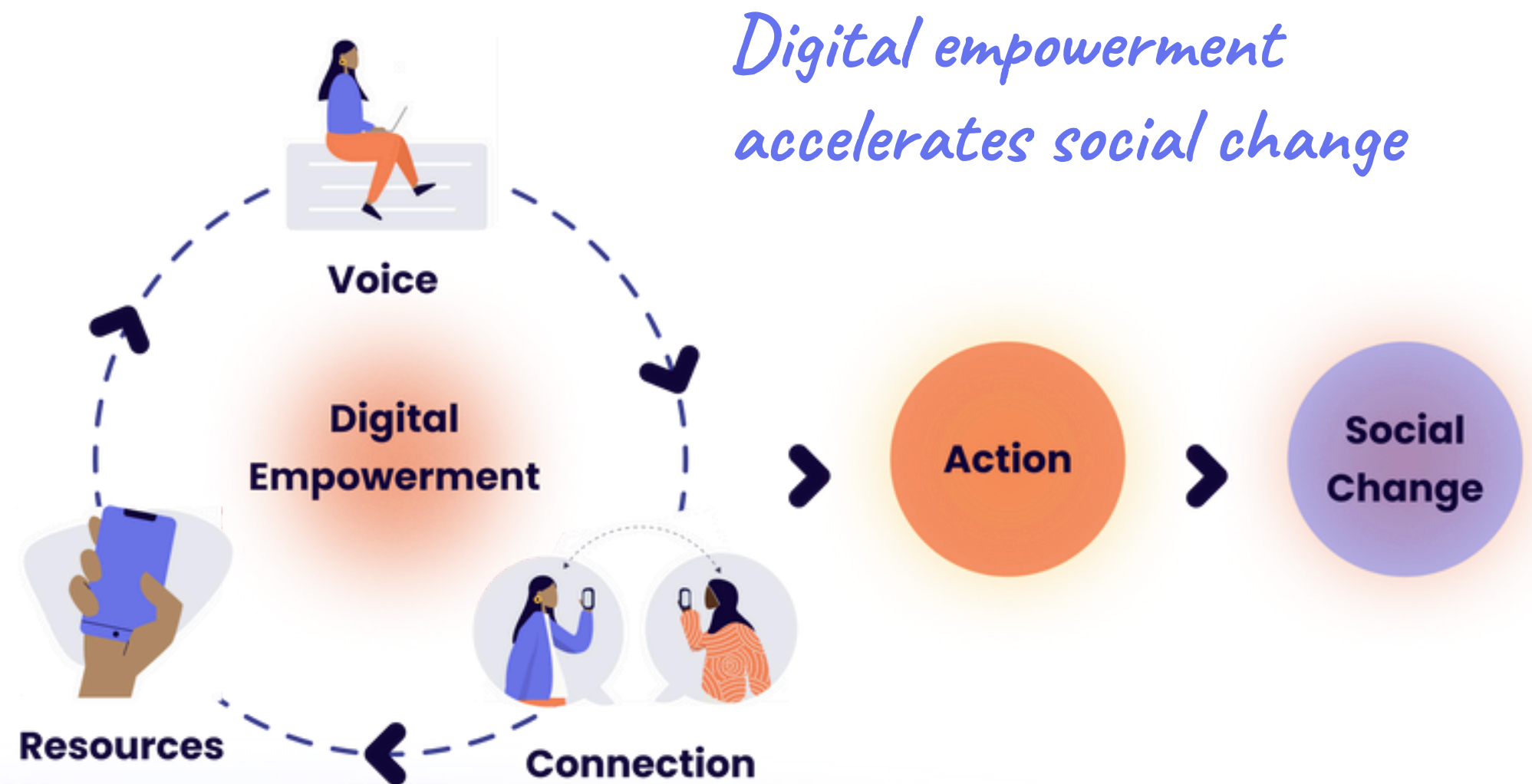
## Impact at a Glance

- **3 out of 4** members surveyed report that because of their involvement with World Pulse they **took action**
- **88%** of members surveyed **felt more supported by others**
- **74%** report that the actions they took as a result of their involvement with World Pulse **made an impact**
- **72%** report World Pulse helped them **build their confidence**
- **66%** report feeling **more supported by others**

# Our Theory of Change

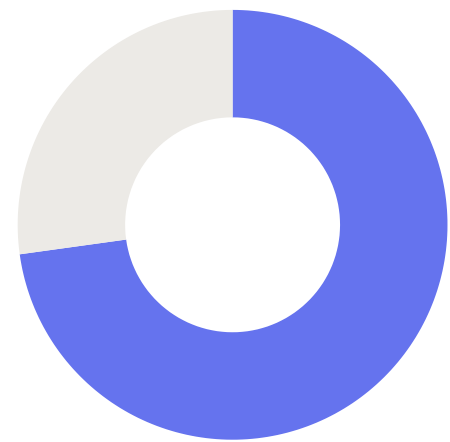
World Pulse believes that when women are digitally empowered on 3 key pillars (i.e., if women gain a Voice, find Connections, and have access to Resources), they will **act to change the world**.

Our **digital empowerment framework** is based on more than 12 years of internal evaluation and external research conducted with our community, as well as consultation with our community and experts in the sector.



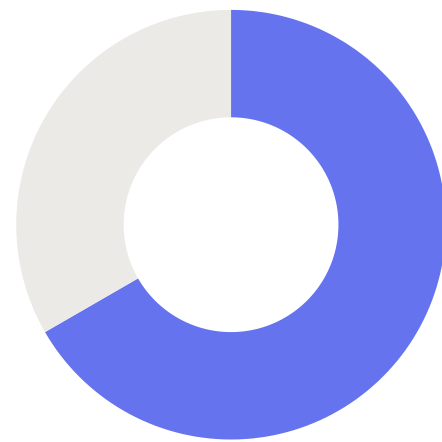
## Voice

World Pulse believes that having a platform to speak and access greater voice improves lives. This pillar reflects an overall year-over-year growth of 4% relative to 2023.



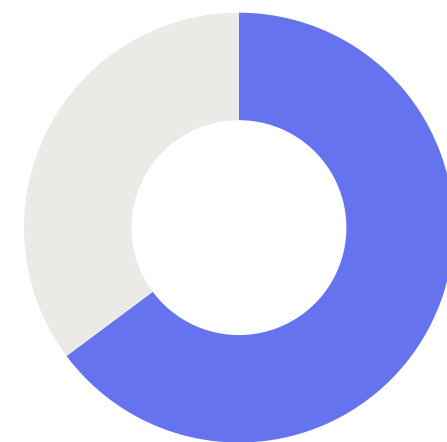
**83%**

Increased their  
**resilience**



**72%**

Increased their  
**confidence**



**70%**

Increased their  
**credibility as a leader**



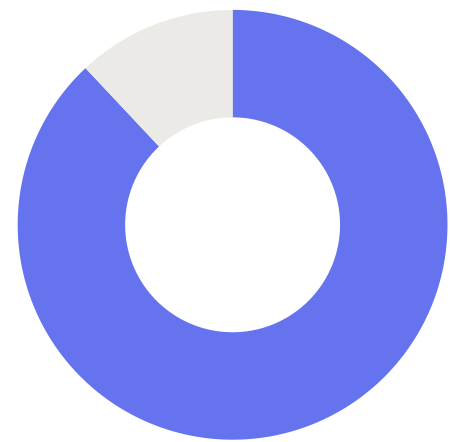
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*As an orphaned girl who longed to be heard, World Pulse became my voice when I had none. Through this platform, I found a safe space to share my struggles, dreams, and hopes. It connected me with a global community of women who listened, encouraged, and empowered me. World Pulse gave me the courage to believe in myself and the tools to advocate for change in my life and others'. It transformed my pain into power, proving that even the most vulnerable voices can inspire and create a brighter future.*

— World Pulse member in Burundi

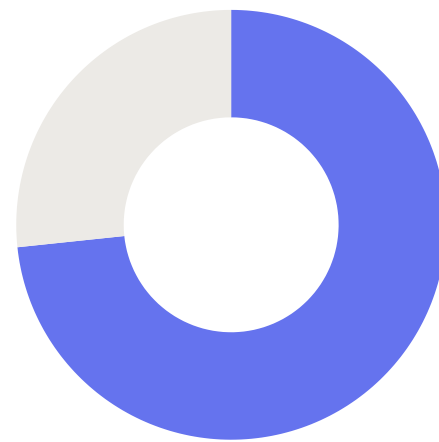
## Connection

Our digital empowerment framework shows that when women are connected and encourage each other, they are better supported to take action. This pillar reflects an overall year-over-year growth of 3% relative to 2023.



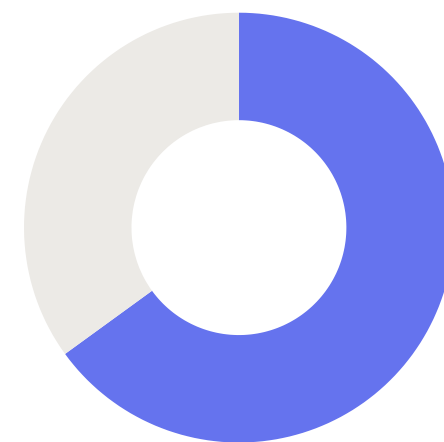
**88%**

**Felt encouraged**  
by others



**66%**

**Felt more supported**  
by others



**65%**

**Grew their network**  
or found new connections

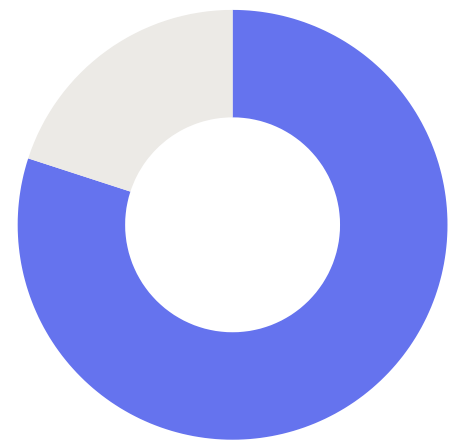
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*I collaborated with a fellow World Pulse member on a project to empower young women through entrepreneurship training. We combined our skills, resources, and networks to organize workshops and mentorship programs, equipping participants with practical tools to start small businesses. This collaboration was impactful, as it not only fostered economic independence but also strengthened our bond as changemakers. Working together demonstrated the power of collective action in creating meaningful change.*

– World Pulse member in Liberia

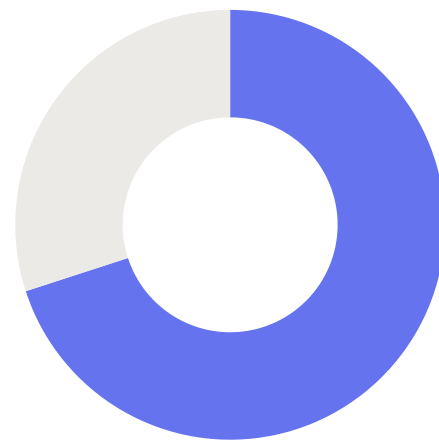
## Resources

At World Pulse, women exchange resources and opportunities that further enable them to act for change. This pillar reflects an overall year-over-year growth of 8% relative to 2023.



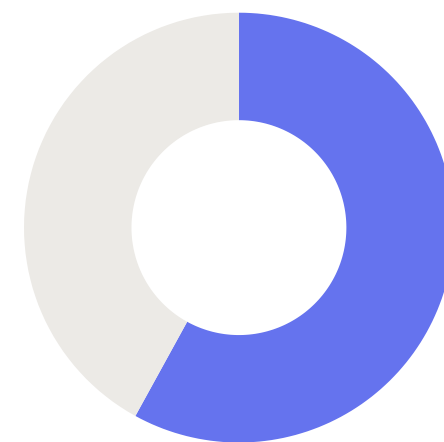
80%

Increased their  
**knowledge**



67%

Increased  
their **skills**



58%

Benefited from an  
opportunity or **resource**

“

*Receiving an honorarium from World Pulse this past year had a meaningful impact on my life and the lives of others. I used the funds to support a community project focused on women's empowerment. Specifically, I was able to provide resources for a workshop aimed at educating women about financial literacy and self-care. This small but significant contribution helped make the event more accessible to participants, and it created a platform for women to connect and share valuable skills. It also motivated me to continue creating opportunities for women in my community to learn, grow, and thrive.*

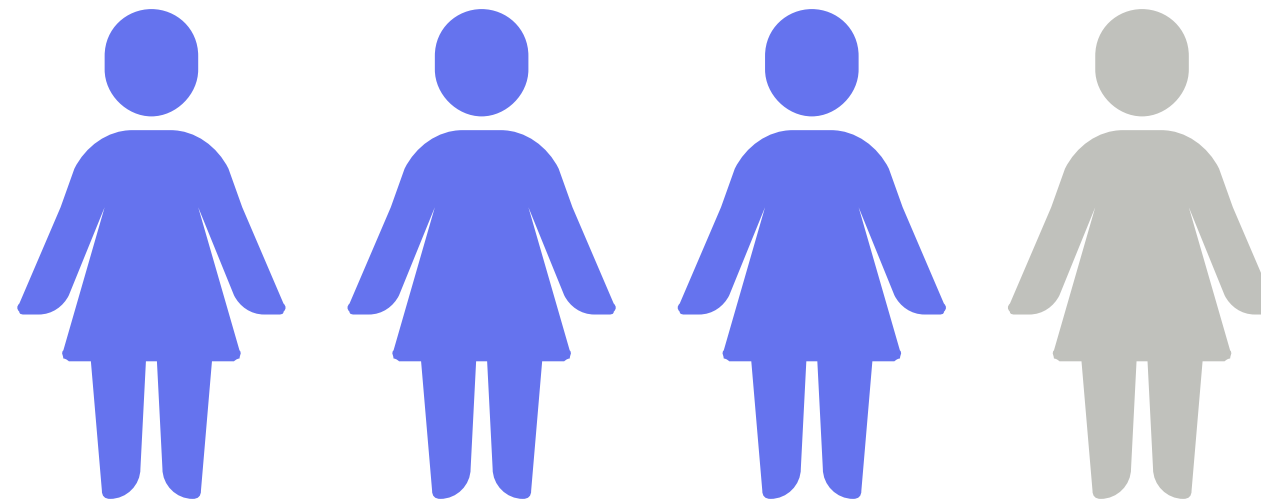
– World Pulse member in the United Arab Emirates



## Taking Action

Whether launching grassroots health campaigns, mentoring the next generation of women leaders, using technology to advance gender justice, or mobilizing communities for peace and security, World Pulse community members are boldly transforming their communities and shaping a better world.

3 OUT  
OF 4



members surveyed **took action in 2024** as a result of their involvement with World Pulse, a 7% increase versus 2023.

# Types of Actions Reported

Started or led a community campaign or program

31%

Took on a leadership role

40%

Started or joined a business or organization

29%

Mentored others

33%

Trained or educated others

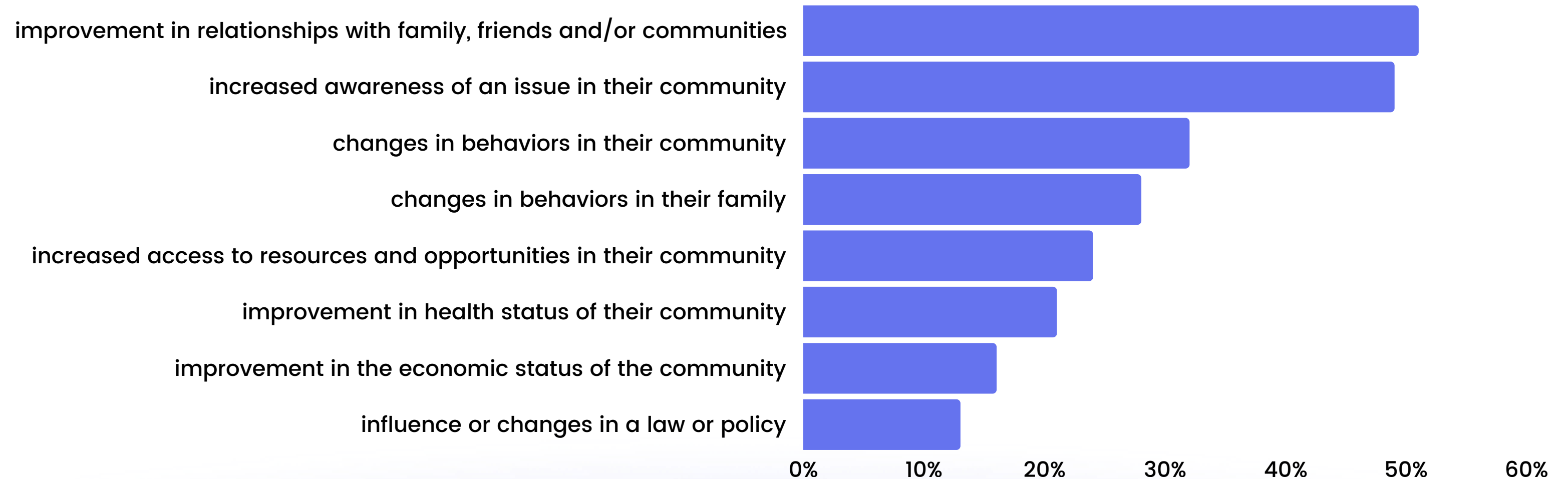
27%

Collaborated with another World Pulse member

14%



# Types of Impact Reported



“

*As a new member, my most significant change has been gaining confidence to share my voice and engage in global conversations. Before joining World Pulse, I wasn't sure how to express my thoughts on issues affecting women, but being part of this platform has encouraged me to start speaking up. I have also been inspired by other women's stories, which has motivated me to take steps toward **personal growth and advocacy.***

—World Pulse member in Nigeria



## Help Power Out Future Impact

Last year, **more than 9,000 new members joined World Pulse**—each one bringing new energy, ideas, and commitment to change. Across the globe, women are engaging more deeply, sharing their stories, and catalyzing impact through connection and collaboration.

As World Pulse enters **a new era of global impact**, your support can help sustain this momentum. Your contribution will help amplify women's voices, expand access to resources, and strengthen the connections and collaborations that lead to real-world change.

*Together, women and allies are unlocking the full potential of a connected global movement.*



[impact.worldpulse.org](https://impact.worldpulse.org)