



MONTHLY

NEWSLETTER



DECEMBER
2023



Inspiring. Connecting. Empowering.

Hello ladies

Welcome to the last month of the year! Here's our special shout out to you if this is your birth month. Happy Birthday in advance!

November was exclusive with W as we had a grand trade fair in Kano, the Glitz fair, featuring over 150 vendors, fashion shows, talk shows, business grants worth up to 1 million Naira for five vendors and so much more. We also had our November newsletter, our gift to you that keeps giving. Our November newsletter featured good content on how to enjoy the best black friday deals, planning your finances for the holiday, etc. If you missed out on any of these, kindly click the link in our bio to catch up. Don't forget to follow us on

Instagram, Facebook and X, turn on your post notifications so you can always stay up to date with our valuable offerings. Also subscribe to our YouTube channel @The W Initiative.

Now, let's dive into our December newsletter!



01

FUN FAMILY TRADITIONS FOR CHRISTMAS

Let me be the first person to wish you a Merry Christmas in advance. How are you celebrating your Christmas? Well, we can say that Christmas starts from the beginning of December till the end of the month. The fun of Christmas is in sharing the moments with loved ones. Let us explore some fun Christmas traditions that can spice up the holiday for you and the people you care about.

01. A Holiday Movie Night

Imagine being in a soft cosy environment, just you and the people/person you love, having an exclusive evening devoid of distractions, watching classic Christmas movies with some popcorn, shawarma, chocolate drink or your favourite food snacks of all time. Isn't this a really cool Christmas tradition? You could also play video games, scrabble, card games, etc.

02. Food, Fun, Friends and Family

What's Christmas without food, fun, friends and family? Whether in-house, a vacation or travel, ensure to eat good food and have the best of fun. Remember, this season comes once in a year and you cannot afford to not have the best time of your life. This Christmas, be intentional about planning to end the year on a good note. Planning will save you from financial stress, physical stress and even mental stress. Permit me to wish you a merry christmas in advance again. Don't forget to take pictures, videos and create memories that will last a lifetime.



FUN FAMILY TRADITIONS FOR CHRISTMAS

03. Decorate the Christmas Tree Together

Have you ever tried this? It is ultimately one of the best holiday experiences. Decorating the Christmas tree is a forever cherished Christmas tradition and the fun here is doing it all together with loved ones. Relish the moment of hanging ornaments, string lights, and placing the star or angel on top of the Christmas tree. Doing this is definitely a wonderful way to bond and create a festive atmosphere in your home. Trust W, if you have never tried this you will love it. If you have tried it, look for more creative ways to spice up the moments like shooting a vlog, ordering some pizza, playing music in the background and more fun things you can come up with.

04. Giving Back to the Society

The festive season is one of the most perfect moments to spread love. Encourage friends who share the same perspective to join you in giving back to society as this will enhance the essence of the festivity. You could give back to the society by volunteering in NGOs, making donations, visiting the orphanage, and initiatives alike.

What Christmas tradition will you be implementing this season?



SAFETY TIPS FOR THE HOLIDAY SEASON

Christmas is a beautiful time of the year but it can also be very busy and alarming. While you are outside to celebrate, some are actually out for ulterior motives. So by all means, you have to take safety precautions. Your safety will always be key for us at W, so here are five safety tips for you.

SAFETY TIPS FOR THE HOLIDAY SEASON

01. Fire Safety

Make sure to keep candles, incense, and open flames away from flammable materials and never leave them unattended. Consciously turn off your gas when not in use, and keep your fire extinguishers on standby.

02. Are you Travelling or Shopping?

If you're travelling, make sure your car is in good condition, and don't forget to pack an emergency kit with essentials like blankets and flashlights.

When shopping or going out, be mindful of your personal safety. Don't leave your shopping bags or valuable items visible in your car; keep them in the boot or non visible areas. Also, consider using well-lit parking areas, especially if you are unavoidably shopping at night.

SAFETY TIPS FOR THE HOLIDAY SEASON



03. Food

When it comes to food safety, remember to handle and store food properly to prevent foodborne illnesses. Indulge in safety activities such as refrigerating leftovers promptly and ensuring poultry and meats are cooked to the correct temperatures. If you are hosting guests, ask about food allergies or dietary restrictions in advance to accommodate their needs.



04. Online Safety

This season, be very cautious of fake and real vendors. Shop from reputable websites, use secure payment methods and look out for false email or text scams. Avoid stories that touch, take these safety precautions now so you can have a joyous and safe holiday season!



Presents

another Driving Lesson session for women in the W Community!

ladies let's drive
2.0

Learn to Drive in Style **this Christmas**

Get discounts when you learn to drive with our partner driving schools this festive season.

Enjoy:

- Experienced and certified driving Instructors
- Flexible driving schedule
- Driving certificate
- Auto Loans in 72 hours for brand-new or pre-owned vehicles.

**Book your
Slot today!**

Ts & Cs apply

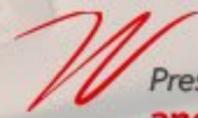


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more than banking





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You get to enjoy;

- Experienced and certified driving
- Instructors
- Flexible driving schedule
- Driving certificate
- Auto Loans in 72 hours for brand-new or pre-owned vehicles

That's not all! You also get discounts when you learn to drive with our partner driving schools this festive season.

- *Don't be left out as there are limited slots available!*
- *Kindly click the [link in our bio](#) to book a slot today.*

Note:

TERMS AND CONDITIONS APPLY



FOUR WAYS TO CHAT YOUR PART FOR THE NEW YEAR

Reflection helps you look back, recognise your milestones, challenges, past errors and how you can learn from past mistakes. Don't get carried away by the gyrations of the festive season. Building on the experiences, achievements, and lessons you have learnt this year is a powerful catalyst for growth and a guide in setting resolutions for the year 2024. Take out time to pause, evaluate, and chart a course for a more fulfilling future. While reflection is crucial, resolutions create a more futuristic approach. Setting meaningful goals for the upcoming year can provide you direction, motivation, and a sense of purpose. Here, I will provide some steps to guide you through this process.

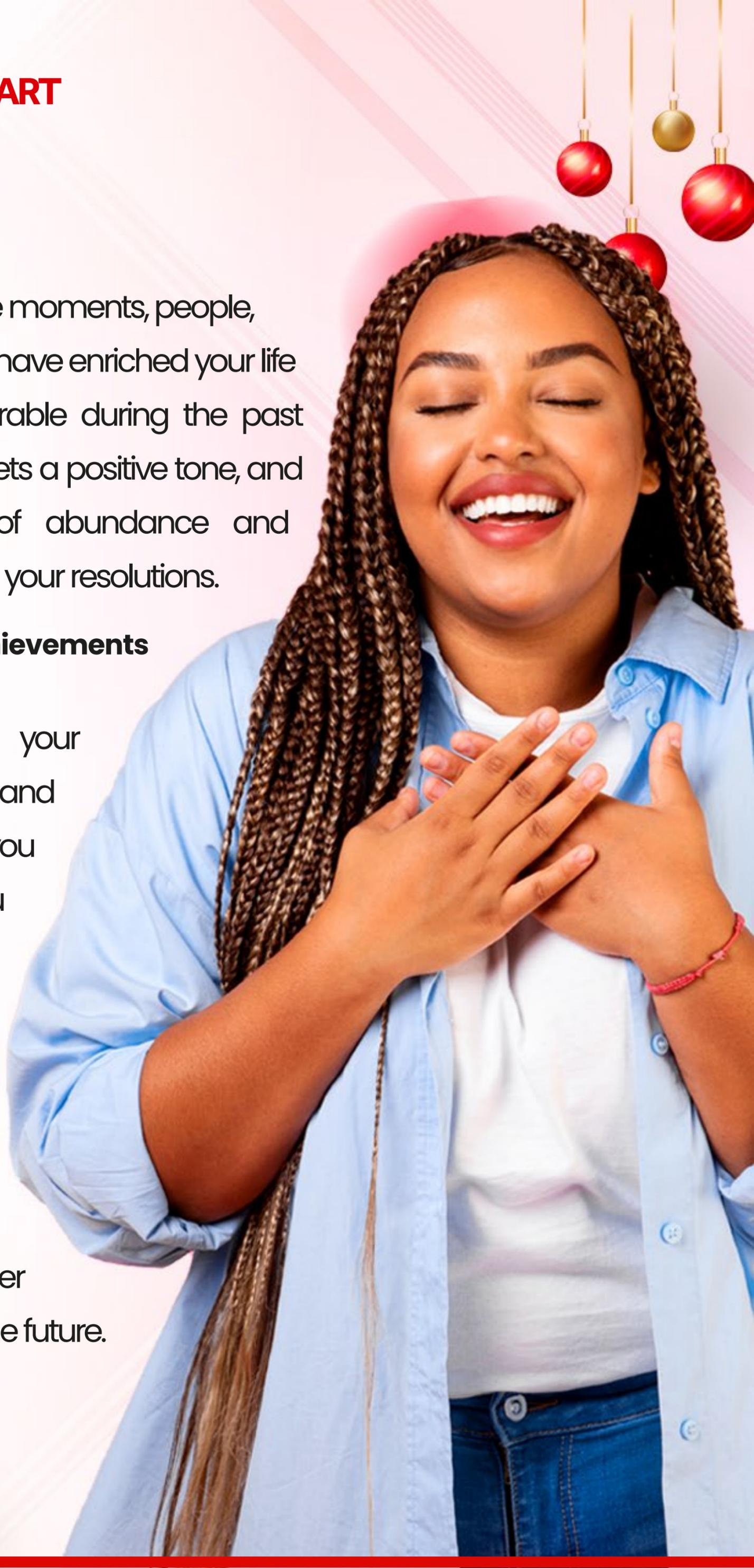
FOUR WAYS TO CHART YOUR PATH FOR THE NEW YEAR

01. Be Grateful

Do you remember the moments, people, and experiences that have enriched your life and made it memorable during the past year? Being grateful sets a positive tone, and fosters a mindset of abundance and positivity as you make your resolutions.

02. Brood on Your Achievements and Challenges

Take stock of your accomplishments and the challenges you faced. What did you achieve that made you proud? What obstacles did you overcome? Reflecting on both successes and setbacks can offer valuable insights for the future.



03. Spot Areas for Growth

Once a person stops growing, that person has stopped living. So, growth is continuous. Itemise areas of your life you wish to improve. It could be professional development, health and wellness, relationships, or personal hobbies. Pinpoint specific areas where you aspire to grow and evolve.

04. Set Smart Goals

When making resolutions, they must be Specific, Measurable, Achievable, Relevant, and Time-bound (SMART). Break larger goals into smaller, manageable steps to enhance clarity and increase the likelihood of success. Share your resolutions with friends, family, or colleagues who can offer encouragement, advice, or accountability. Having a supportive network can significantly increase your chances of sticking to your goals.

05. Practice Self-compassion

Setbacks are a natural part of the journey. They should serve as a tool for you to learn and readjust your approach. Speak to friends, family, mentors and professionals that can serve as a support system. When you reflect on the past and setting purposeful resolutions for the future, you pave the way for a more enriching and fulfilling year ahead. Let 2024 be not just a chronological change but a purposeful journey towards becoming the best version of yourself.

THE W DEBIT CARD IS YOUR ACCESS TO AN EASIER FINANCIAL LIFESTYLE

04

In 2022, the W Initiative of Access Bank, launched the W Debit card in a bid to seek ways for women to enjoy more of our services, become more identified with the community and likewise live a more enhanced financial lifestyle. Now I know you may have heard about the W debit card, I'm here to tell you that you are missing out if you do not own a W Debit card.

This year, women who had their W Debit cards enjoyed discounted treatment options in October, discounts on baby prep classes in May, free access to make-up products, therapy sessions from Dew centre, discounts from our partner stores ranging from fashion items, accessories, and so much more. As long as you are a woman with an Access bank account and you are a part of the W community, you are eligible to get your W debit card. To get your w debit card, all you have to do is, visit the nearest access bank branch to request for one. As you can see, the W Debit Card is not just a card, it's an identity. Join the tribe today, get your W card and start enjoying these discounts and so much more offerings we will be bringing to your table.



Bye Ladies

It feels so surreal writing our very last newsletter in 2023. If you have consistently read our newsletters, five stars for you! Thank you for reading all of our 12 newsletters in 2023!

This Christmas, ensure to get the juiciest holiday; don't stay in the kitchen cooking all day long. It is undeniable that 2023 came with its hurdles but we pushed through ladies. Here's a m a s s i v e congratulations to all of us. Cheers to achieving our goals, being the best version of ourselves and making everyday count.

See you in 2024!





• *Inspiring* • *Connecting* • *Empowering*