



# Our Journey to 2030

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Harnessing the Power of a Generation Rising

# Our World is in Crisis

We face an unprecedented moment of intersecting crises - receding human and gender rights, a global pandemic, the climate crisis, wide-spread violence, deepening inequalities, and widening ideological divisions.

## WOMEN'S AGENCY UNDER ATTACK

Around the world, girls and women are fighting to hold on to, or get back, the fundamental human right to make decisions about their own bodies.



## YOUTH MENTAL HEALTH CRISIS

Anxiety, depression, fear, isolation, impossible body image standards, and discrimination compound the global pressures young people are forced to bear today.



## IMPACTS OF COVID-19

Young people are still recovering from the toll of the global pandemic - navigating setbacks in education, professional gains, and in personal safety.



## VIOLENT EXTREMISM

Women and girls continue to be disproportionately impacted by terrorism, systemic racism, gun violence, and harmful traditional practices, war and violent conflict.



# Why Girl Up



We develop transformative leaders who advance gender justice worldwide.



## LEADERSHIP

We provide girl-centered, evidence-based programming to change the face of leadership for generations to come.

## GENDER JUSTICE

We power a force for social good that advocates for policy change to expand and protect girls' rights.

## GLOBAL COMMUNITY

We connect girl-led clubs, youth leaders, affiliates and partners, welcoming all gender identities across 130 countries.





# Our Vision

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Girl Up envisions a more equitable and just world for girls and women, which benefits all people.

We are on the cusp of a new generation moving into positions of influence, working to address these global crises, and creating a better future for everyone.

**By 2030 we will mobilize ONE MILLION Girl Up leaders around the world.**



# Developing Global Leaders

Our **Leadership Course** is the foundation of our programming, based on our unique evidence-based **Leadership Framework**. The course is first of its kind, growth-mindset-based, free and accessible online.

Our **Girls Leadership Index** measures the transformational growth and impact of our leaders around the world.

## LEADER OF SELF

Self-Aware, Responsible, Confident Leaders

## LEADER OF PEERS

Empathetic, Inclusive, Collaborative Leaders

## LEADER OF CHANGE

Problem-Solving, Critical Thinkers

## INTERSECTIONAL ACTIVISM

Our Girl Up leaders are advancing advocacy across intersectional issues including education, reproductive health, violence prevention, climate change, mental health and well-being, and closing the gender gap in STEM, sports, pay, and leadership.

## SOCIAL IMPACT SKILLS

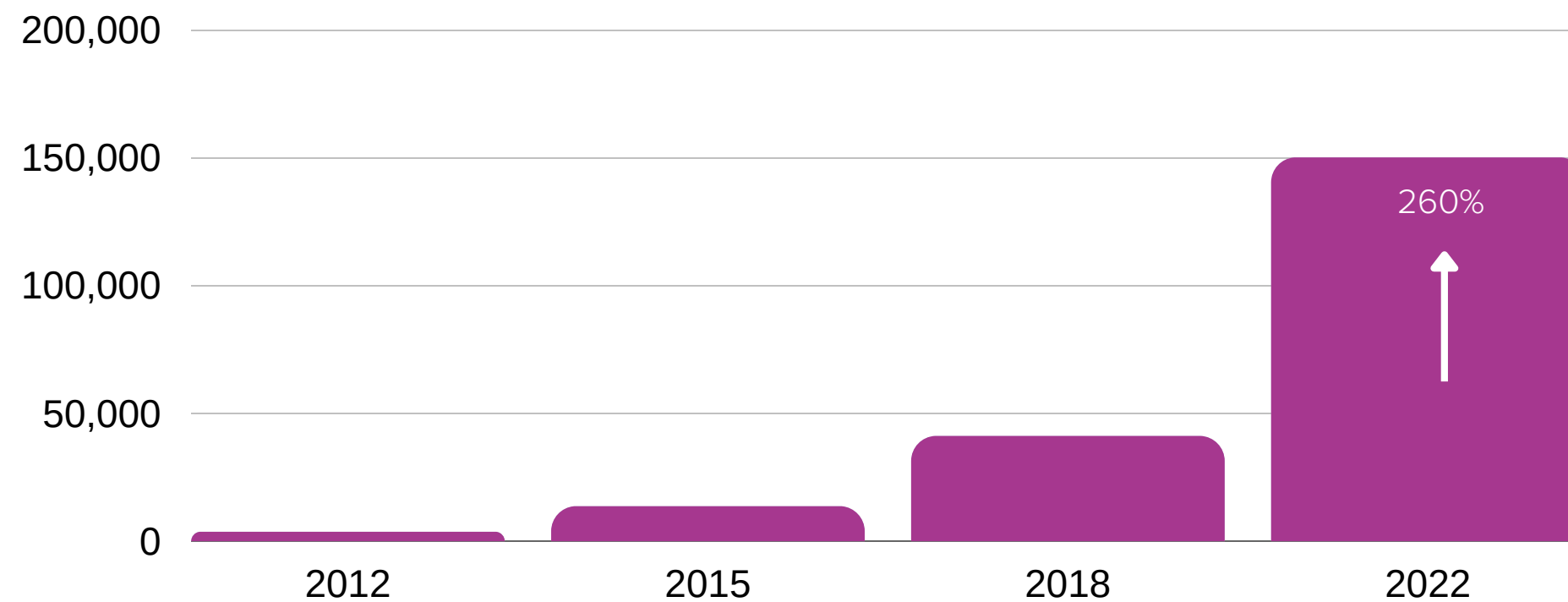
We strengthen and train leaders' skills in organizing, community building, advocacy, fundraising, service, and storytelling to position girls to lead with greater impact.



# Advancing Gender Justice

Girl Up has grown 120% since the start of the pandemic. Young people are rising and Girl Up is poised to meet them in this moment.

As an organization, we are working to meet our exponential organic growth, build platforms, reach a more diverse audience, launch national affiliates, and strengthen resources to maximize the potential of our girl leaders.



# A Growing Movement







## WHEN GIRLS RISE, WE ALL RISE

The world needs new solutions and new leaders now. We are preparing girls today to lead the way toward a better tomorrow.

Girl Up leaders are changing norms and conversations, challenging policies, and demanding their leaders act in the best interest of all people in every corner of the world. They are just getting started.

**150,000 LEADERS**

**6,000 CLUBS**

**130 COUNTRIES**

**5 LANGUAGES**

**1 MILLION SOCIAL IMPACT ACTIONS**

**11,000 COMMUNITY CONNECTIONS**

**76% NON-USA**

**76% BIPOC LEADERS**

# Our Impact

In twelve years, Girl Up has proven the power of investing in girl leaders. As we have galvanized and connected these fierce young activist leaders around the world, the potential of their influence is clear.

As they step into positions of power, imagine what the world can be with one million Girl Up members leading the way.



# A Global Organization

Our Global Affiliate Partner Network will:

**REALIZE** decentralized leadership with community-led movements to achieve our mission globally with at least 20 Affiliate partners by 2030

**AMPLIFY** the impact of local leadership to tackle issues sustainably through community collaboration

**PROVIDE** direct girl engagement and support country by country

Our Global HQ will:

**AMPLIFY** the work of girl leaders around the world

**DEVELOP** best in class programming & resources

**CONVENE** our dynamic digital community of girls

**ADVANCE** gender justice through global advocacy

**BUILD** and lead partner eco-systems on global girls' leadership

**COLLABORATE** with the UN and global NGOs to advance equality

**MEASURE** and analyze results to increase impact

**LEVERAGE** transformative investments



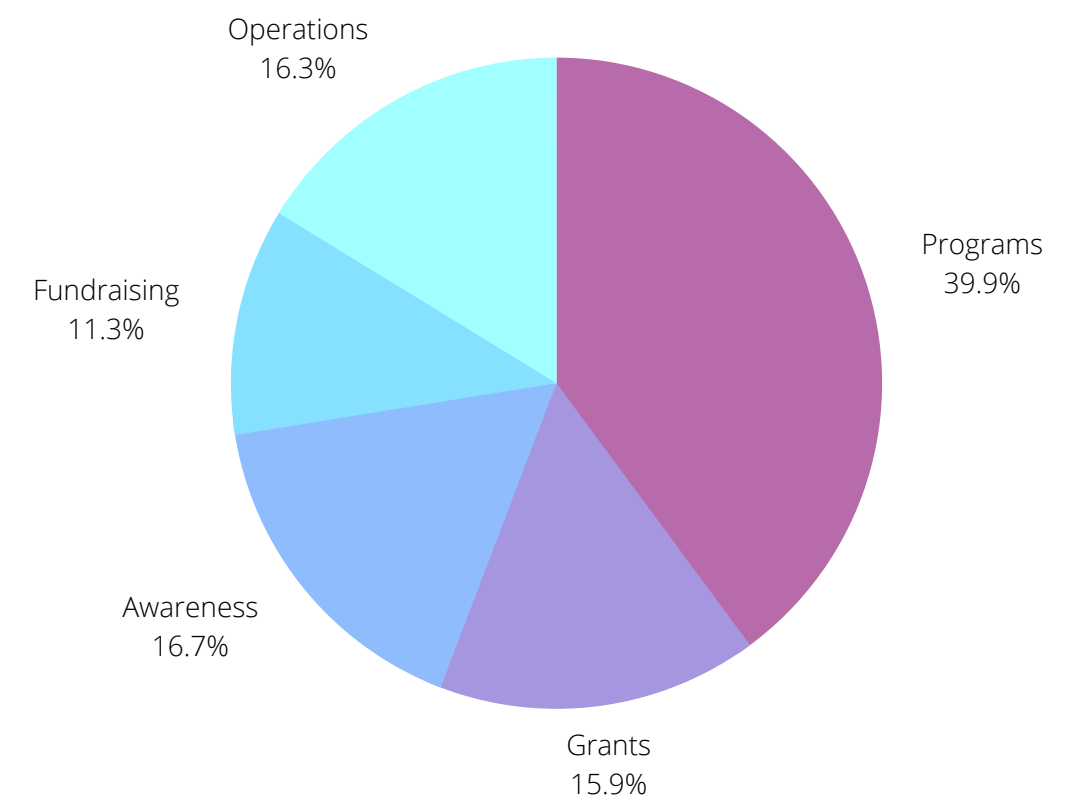
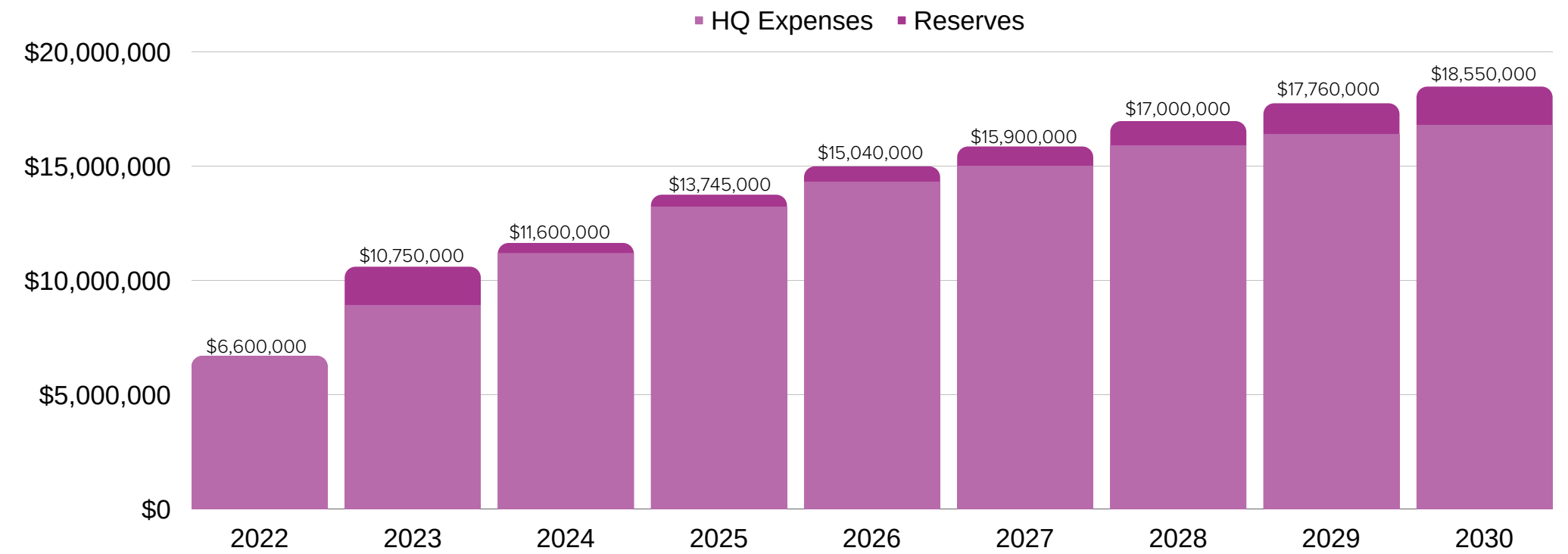


# Exponential Impact = Exponential Resources



Join us in achieving our vision for a better world and a bigger, stronger, and more effective girl-led movement.

## \$120 MILLION TO RESOURCE OUR BOLD VISION



# Investment Opportunities\*

## VISIONARY

\$5-10 Million Commitment

- New total unrestricted pledge (through 2030)
- Eligible for Global Leadership Council/Global Advisory Board/Corporate Leadership Circle membership
- National affiliate visits and direct engagement with Girl Up leaders globally

## STRATEGIC PARTNER

\$1 Million+ Commitment

- Cumulative gift with minimum 3-Year pledge
- Eligible for Global Advisory Board/Corporate Leadership Circle membership
- Annual engagement with Girl Up leaders and alumni

## LEADERSHIP CIRCLE

\$100,000+ Investment

- Annual donation
- Alumni mentorship opportunities

\*Partner benefits are illustrative and will be tailored by funder.

Girl Up is currently a registered US 501c3. Growth funds will launch additional charitable entities to expand tax benefits to investors in other markets. Girl Up Affiliates are currently operating in Mexico and Brazil.

# THANK YOU!

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