



GIRL UP BRASIL'S
IMPACT REPORT

2022

History **made by girls**





GIRL UP BRASIL!

(yes, with an S)

HELLO,
WE ARE

Girl Up Brasil is a youth-led movement that trains, inspires, and connects girls to be leaders and activists for gender justice. As part of Girl Up since 2018, Girl Up Brasil has supported over 150 Clubs of girls and youth leaders in more than 20 Brazilian states, equipping them to lead hundreds of actions advancing equality. Their projects range from publishing a feminist storybook to state-level advocacy that has resulted in new bills in 8 Brazilian states. Through our programs, we help them create a positive impact for all, and by amplifying their stories, we're changing what it means to be a girl. Because when girls rise, we all rise.

GIRL. UP. LEADERS.



They say that girls are the future, but Girl Up Brasil leaders, or **'guerapezinhas'** as they call themselves in Brazil, are making a difference today. We'll tell you how!



INDEPENDENT.



After four years of successfully applying Girl Up headquarters' methodology, in 2022 Girl Up Brasil took a step further becoming an independent entity. Since then, we've been supporting our leaders in our very own Brazilian way!

In our first year as an affiliate, we made history: we contributed to the largest youth and women's election in Brazilian democracy, we connected with the climate agenda - acknowledging our relevance as the home country of the Amazon rainforest -, we achieved an emblematic political victory in the field of menstrual dignity, we worked with players as huge as Instagram, and we started important work to strengthen financial and institutional partnerships.

[Come fly with us!](#)



 **92,000**
visits driven to
Brazil's electoral
court's register-
to-vote platform

 **23 CLUB EVENTS**
in person, organized by
girls

 **+14 MILLION**
register-to-vote
campaign online reach

 **500 HOURS**
of volunteering
for the
protection of
the Amazon

MONUMENTAL

 **+ 43,000**
people reached in the
online campaign to
save the Amazon

 **+ 100**
attendees in our **in-
person** Day of the Girl
event

Great numbers and partners
in 2022



**WE'VE
MADE
GOOD
FRIENDS**



obvious

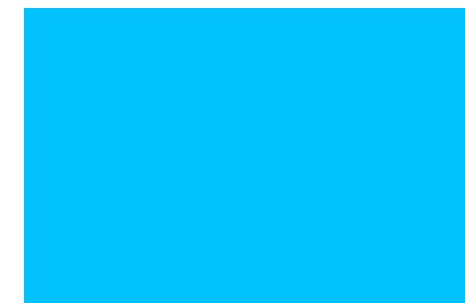


GREENPEACE

NOSSAS



Quid.





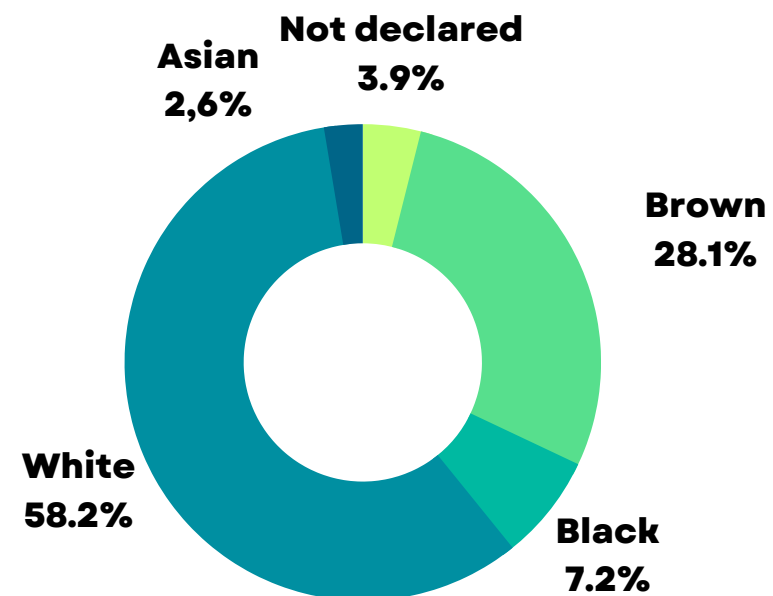
GIRL UP CLUB'S X-RAY

 **83 ACTIVE CLUBS**
in 2022

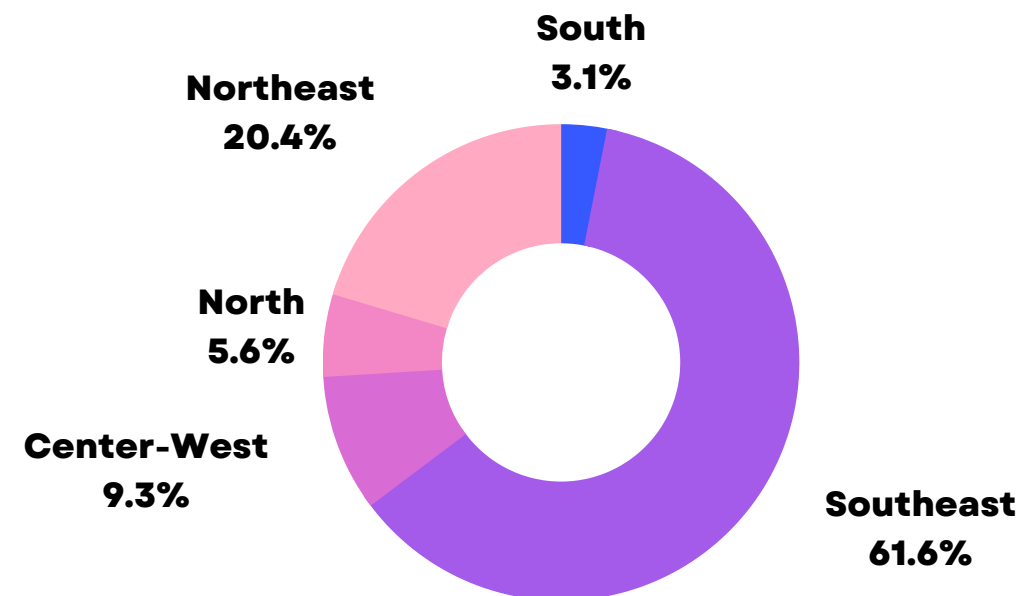
 **IN 18 STATES**
out of 27 in Brazil

 **1,500 GIRL LEADERS**
throughout the country

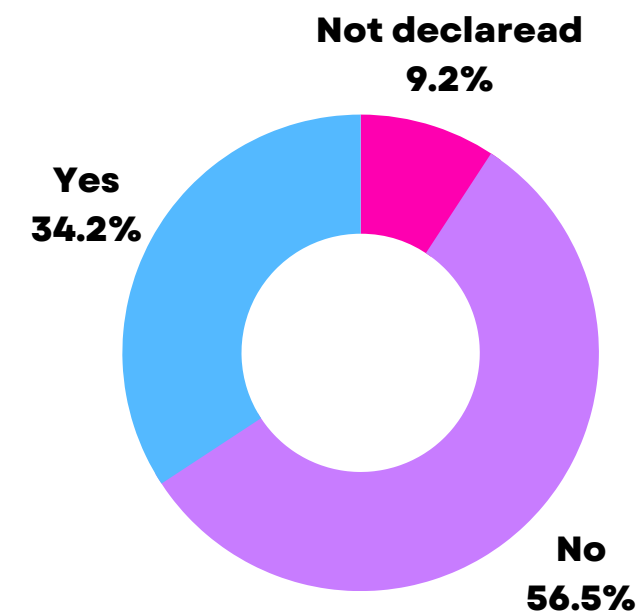
RACE



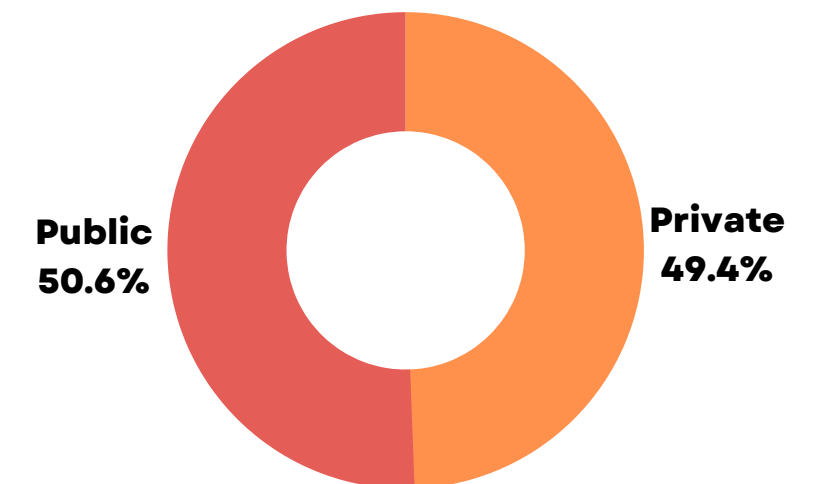
REGION

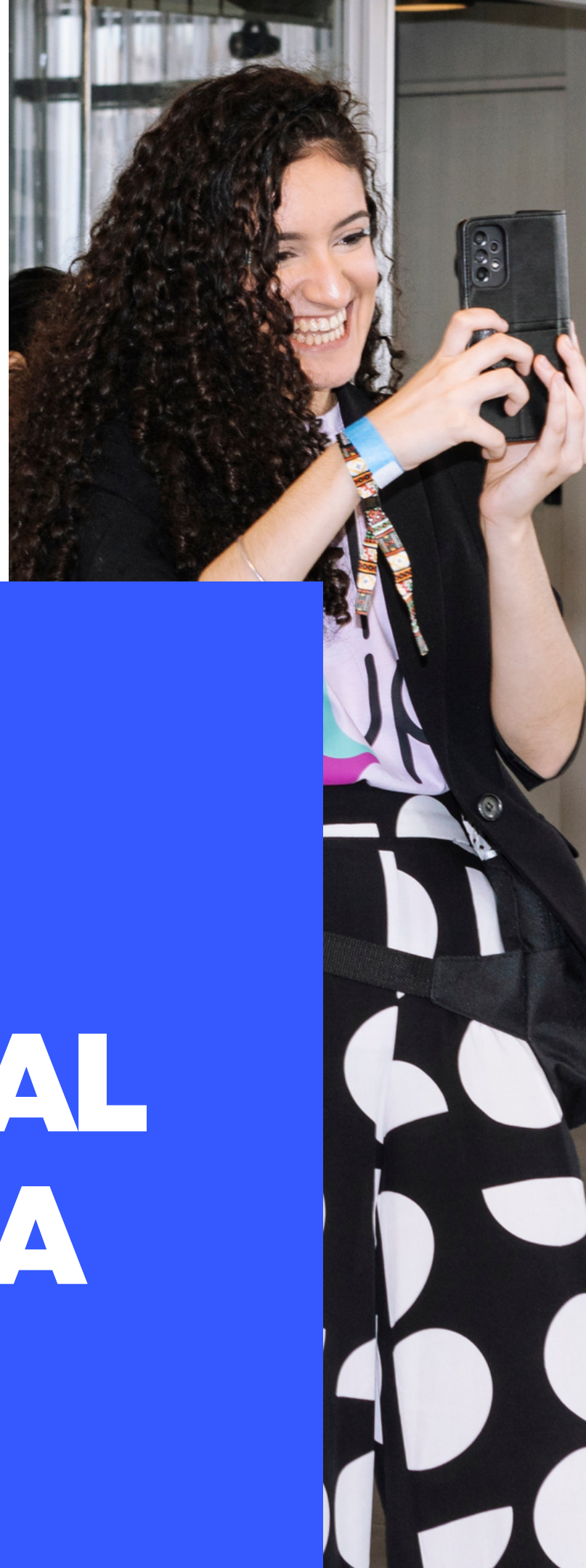


LGBTQIA+



SCHOOL TYPE





SOCIAL MEDIA

 **45,000**

Instagram followers

 **1,200**

Facebook followers

 **16,000**

Twitter reach

 **7,300**

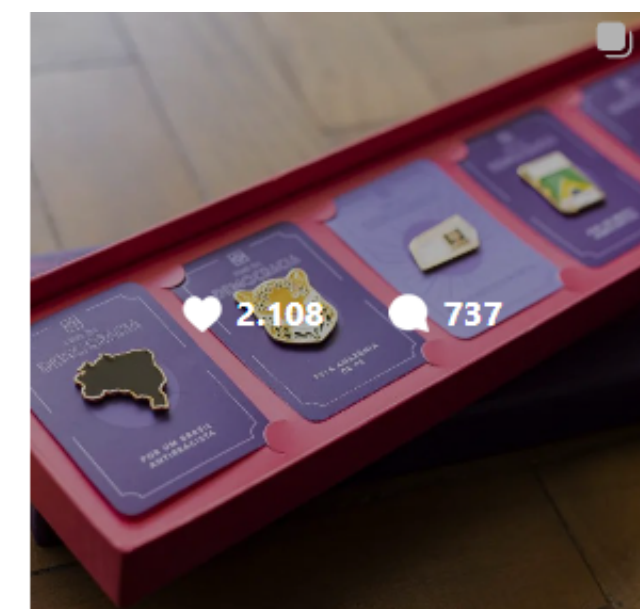
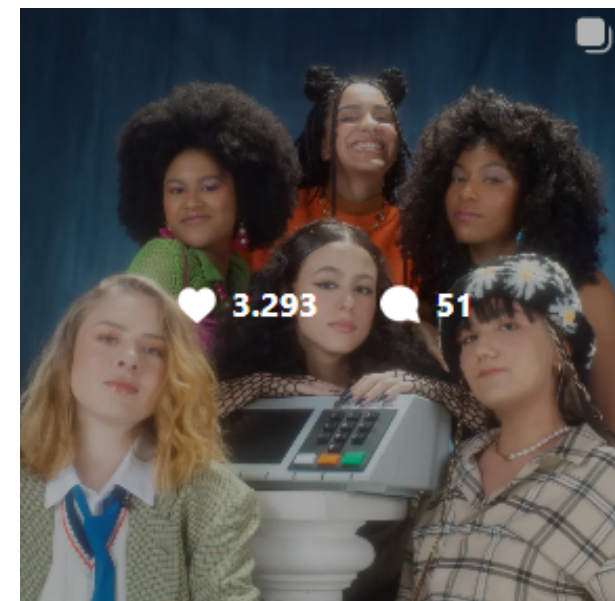
TikTok views

 **13,000**




new followers across all platforms


 **391**

participants in WhatsApp groups



Acesse o site da Justiça Eleitoral para encontrar informações oficiais sobre as eleições de 2022.

 Curtido por mariliataufic e outras 4.519 pessoas

girlupbrasil #TBT do dia que a maravilhosa @maluparis teve um encontro com outra rainha, a Urna, e descobriu que ela terá LIBRAS em... mais

Ver todos os 46 comentários





AMY DUTRA
universitária e diretora do Girl Up Elza Soares

TENDÊNCIAS / DEBATES

folha.com/tendencias debates@grupofolha.com.br
Os artigos publicados com assinatura não traduzem a opinião do jornal. Sua publicação obedece ao propósito de estimular o debate dos problemas brasileiros e mundiais e de refletir as diversas tendências do pensamento contemporâneo

O ASSUNTO É **VOTO JOVEM**

Você está dialogando com a juventude?

Somos diversos, e assim queremos ser vistos e representados na política

Helena Branco e Rebeca Sousa

Estudante de relações internacionais, 19, é supervisora de programas na Girl Up Brasil
Estudante de ciências sociais, 18, é líder da Girl Up em Aracaju (SE)



g1 **O Assunto**
RENATA LO PRETE

Voto jovem: como e por que incentivar
O Assunto

00:00 25:45

FAME, BABE

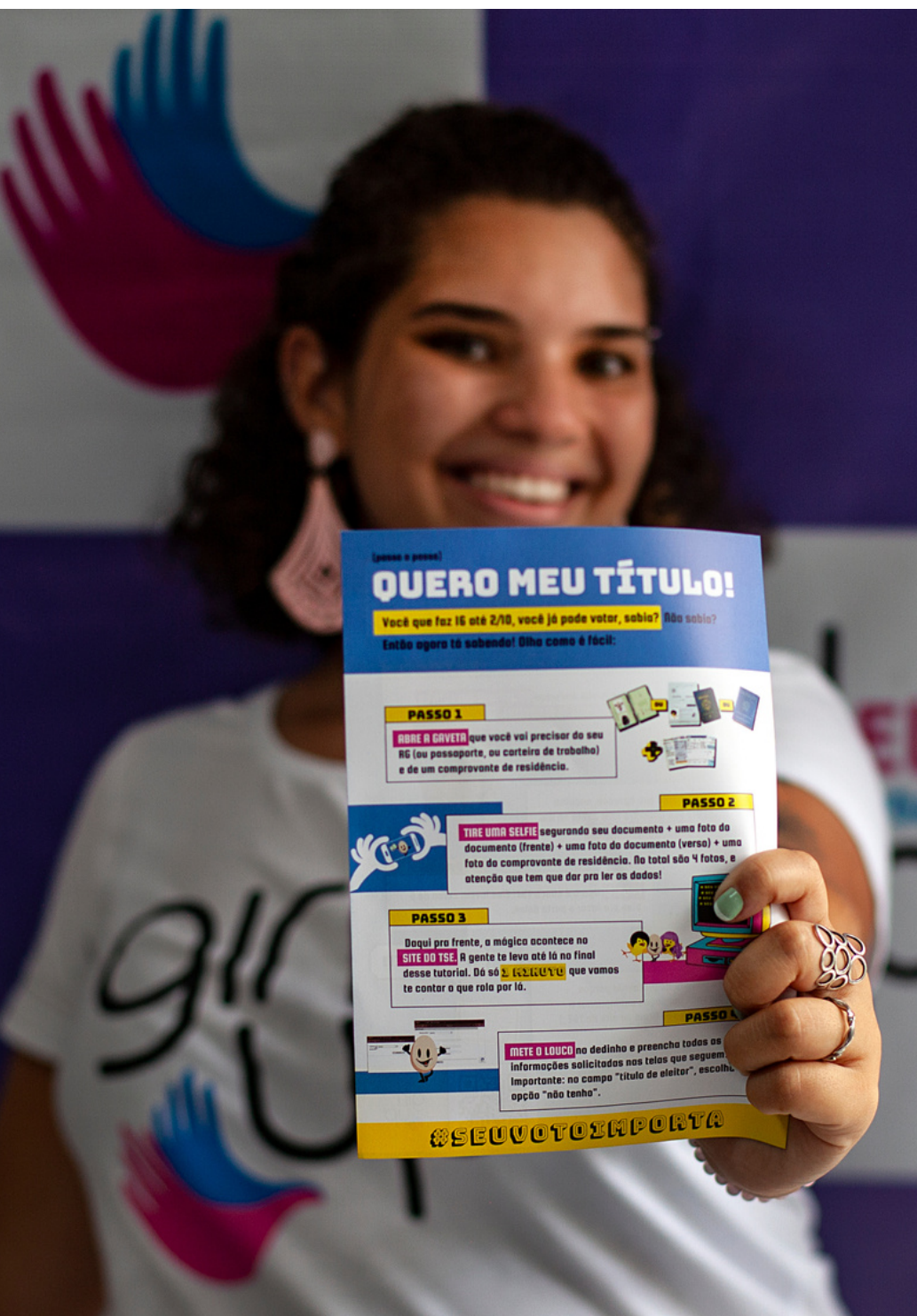


Helena Branco, cofundadora da campanha #seuvotoimporta, que pretende despertar o

REPORTAGEM
'Bronca pra jovem tirar título de eleitor não ajuda', diz ativista política

+ 60 MEDIA APPEARANCES

On media outlets **positioning girls as experts** in several matters

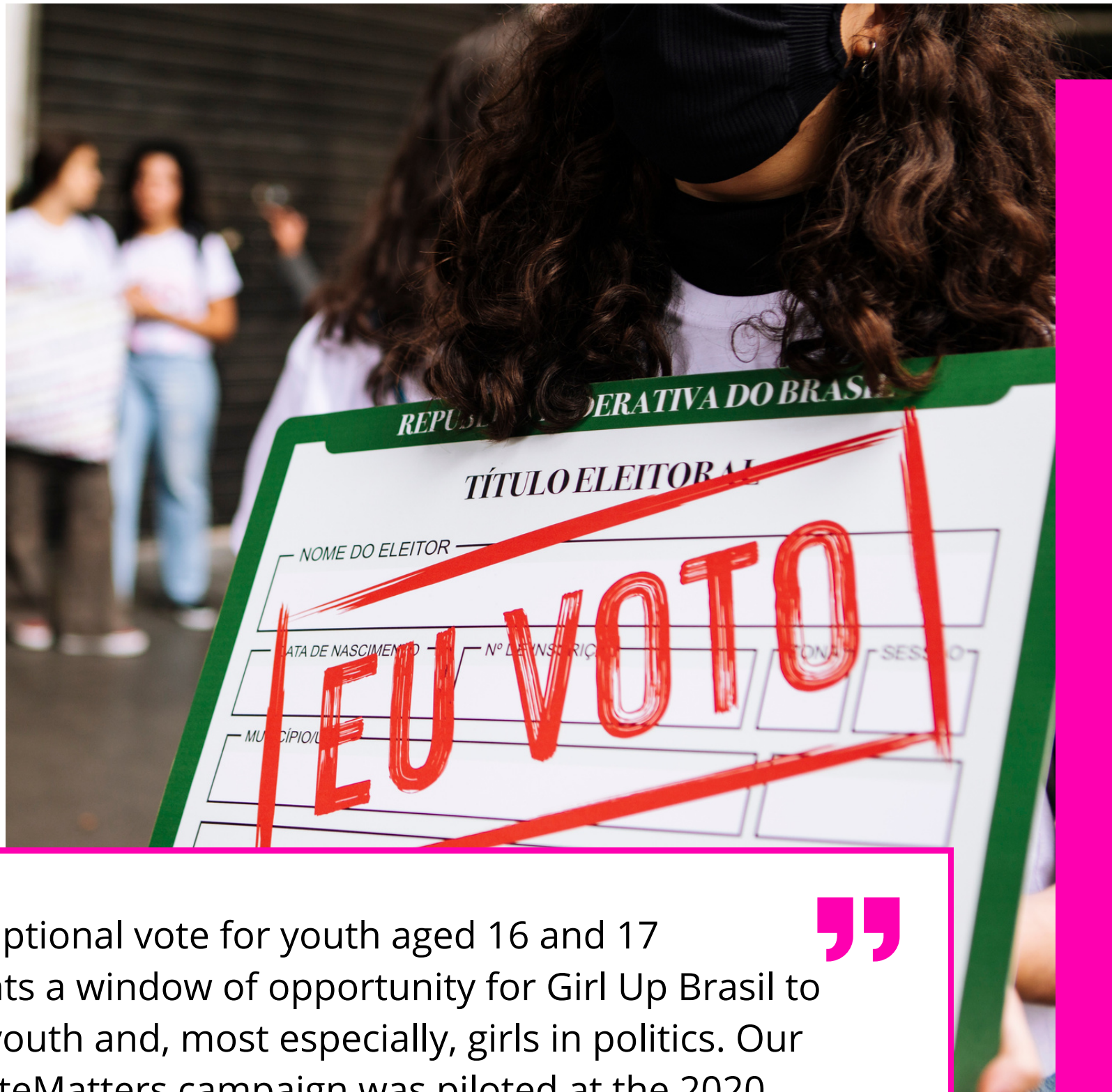


#YOUR VOTE MATTERS.

Girl Up Brasil's fun, fearless and daring campaign for youth's electoral participation

SEU VOTO IMPORTA





Brazil's optional vote for youth aged 16 and 17 represents a window of opportunity for Girl Up Brasil to engage youth and, most especially, girls in politics. Our #YourVoteMatters campaign was piloted at the 2020 midterm elections with the mission of driving teens to vote. In 2022, we took the challenge to the national level, leading to historical change: it was Brazil's record for youth participation in elections.



**GIRL UP BRASIL
HAD A MAJOR
ROLE IN YOUTH
VOTING
TURNOUT.**



**WE DON'T JUST
TALK TO YOUTH,**



**WE BUILD
WITH
THEM.**

**CHECK IT
OUT!**





IN NUMBERS

 **92,000**

visitors driven to electoral court's register-to-vote platform

 **2,7 MILLION**

people reached by @GirlUpBrasil on Instagram

 **14,3 MILLION**

people reached by our influencers

 **2,8 MILLION**

people reached by our marketing ads

 **1,5 MILLION**

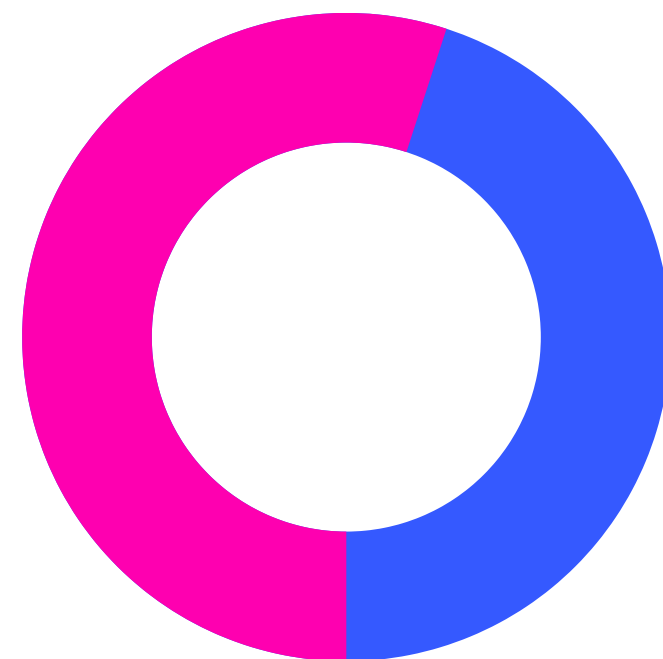
people reached by @GirlUpBrasil on Twitter

Still don't believe the power of our leaders?
Check it out...



THE ELECTION OF GIRLS.

Girl Up Brasil worked with a powerful **community** of partners to get youth to vote. After the enlistment window, we held a study that showed: not only was 2022 the youth's election, but it was also the election of girls. Absolute numbers of voters aged 16 and 17 increased amongst both boys and girls, but was proportionally higher among girls, reaching an unprecedented 55% of the optional age range voters.



55%
of voters aged 16 and 17
years old were **girls**





#FREE TO MENSTRUATE

Girls against period poverty.

LIVRE 
PARA
MENSTRUAR





GIRL-LED ADVOCACY? THAT'S WHAT GIRL UP IS ABOUT!

They want to put an end to period poverty in Brazil - and in May 2020, Girl Up leaders proposed their first bill to do just that. And it lit a spark! Girl Up has worked to provide trainings, connections, and press coverage to what became our **#FreeToMenstruate** movement, responsible for **over 50 state and city-level bills proposed by girls!**

IN 2022, A NATIONAL- LEVEL LAW

Girl Up leaders went full force to **overthrow the presidential veto** to free menstrual products for all. Girls even traveled twice to the capital to **meet with their representatives**, and they were present at Congress the day their work helped turn the bill into a law!



AMAZON & CLIMATE

Fighting for climate justice and for the Amazon rainforest is fighting for girls and youth, and Girl Up Brasil embraced the cause from day 1 of becoming an affiliate.

In 2022, we threw ourselves into a learning journey, and kicked off our climate action, mobilizing clubs to press for a bill to end the Amazon's deforestation.

 **100 GIRLS**

mobilized

 **500 HOURS**

of volunteering
for the forest






FROM BRAZIL TO THE WORLD

Brazil's largest female magazine and our best friend, **Capricho** is a teen platform through which our girls covered the most important climate conference, UN's **COP27**. Directly from **Egypt**, t Girl Up Brasil leaders were correspondents for the magazine, publishing videos and articles that reached thousands of girls.



COVERAGE IMPACT

 **46,000**
Instagram views

 **23,000**
Tik Tok views



SUPERGIRLS

October 11 is **International Day of the Girl**.

For us, it's the most important day of the year, and we love to emphasize how much girls are changing the world. Every year, **Supergirls** celebrates just that, but 2022 was **special**.

We had the presence of the former presidential candidate and current environment minister **Marina Silva**, Meta Human Resources Director in Brazil, **Mafoane Odara**, Globo TV journalist, **Giuliana Girardi**, and other fabulous girls and women.

Our best friend **Capricho** was there to cover the event.





IN 2023
there's much more to come!

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