

ANNUAL IMPACT

FUTURE FORWARD

REPORT 2023



FUTURE FORWARD

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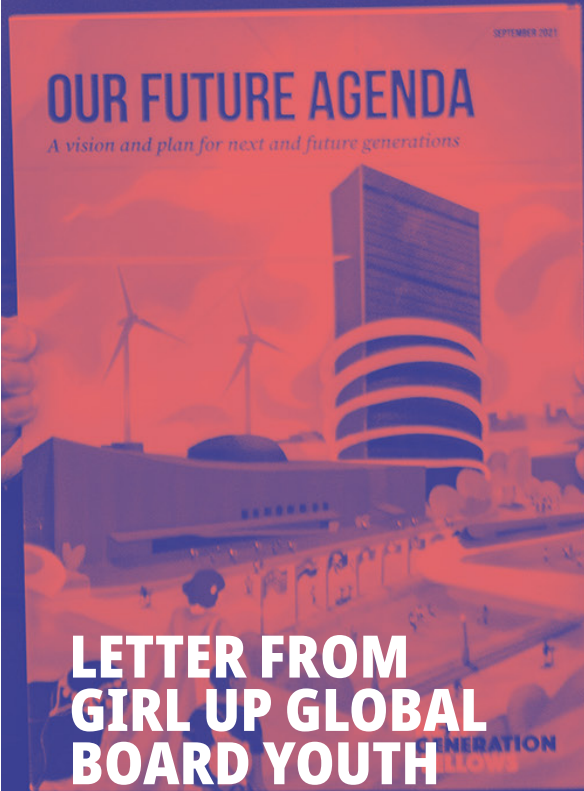
“What does the future hold for us?” is perhaps the most common question for my generation. Between climate change, wars, and economic recessions, our future can feel uncertain, causing us to question whether the existing institutions are fit for us and for the future we want to build. As both an organization and global movement, these are also the questions that Girl Up is asking itself, ensuring it is serving and meeting the needs of its more than 270,000 members worldwide.

Echoing the call of global advocacy movements for intergenerational cooperation, Girl Up is placing the needs and interests of its young advocates at the center of the conversation on achieving gender justice. This builds on the work I did with the UN Foundation on Our Future Agenda in response to the UN Secretary-General’s request to integrate young people’s priorities in Our Common Agenda for a rejuvenated global system that works with and for young people. Girl Up is leading a global call for action with some of the largest youth-focused and youth-led organizations worldwide.

Through all of the world’s uncertainty, Girl Up is a reliable community and source of inspiration for hundreds of thousands of girls and youth just like me. I founded the first Girl Up Club in Monterrey, Mexico in 2017 when I was a high school student and didn’t know yet what to do for my undergraduate studies. Holding leadership positions like Global Teen Advisor and México Coalition Co-leader gave me the opportunity to meet role models who inspired me to choose my future path. Now, over seven years later and with a Master’s degree in my hand, Girl Up continues to provide me with opportunities to ask myself who I want to be and what future I want to help build.

The world and the future in front of us are uncertain, but we are working to make it a better place, to make something meaningful out of the challenges in front of us. As youth advocates, we will learn from the past and present, take advantage of opportunities available to us now - in this very moment - to create a better tomorrow. We urge our adult allies to be a source of unwavering support for us young people who are striving to create that world, to listen to us, and to ask us what different - better - decisions can be made. Only together, can we shape the future we want - today.

Best,
Valeria Colunga, México



**LETTER FROM
GIRL UP GLOBAL
BOARD YOUTH
REPRESENTATIVE**

LETTER FROM THE CEO

Regardless of who you are or where you live, 2023 has been a year of profound growth and resilience for each and every one of us. In the face of unprecedented challenges within the gender justice movement and within our very own Girl Up community, we have stood together as a collective force, unwavering in our dedication to creating a world where gender justice is not just a vision, but a reality.

For almost 13 years, I have had the privilege of connecting with, and learning from countless Girl Up changemakers across the globe. The lessons I have learned have deeply impacted the way I lead. They've taught me the immeasurable boldness of bravery, the importance of listening, and the need for flexibility. Every interaction with these fierce, young leaders has served as a daily reminder of the vital role youth play in shaping a better world, pushing all of us here at Girl Up to explore new avenues for impact that center their experiences.

When I look back on 2023 - a year so tumultuous and, at times, inexplicably cruel - I'm reminded of a quote from author and activist adrienne maree brown's movement bestseller, *Emergent Strategy: Shaping Change, Changing Worlds*. In her handbook for a stronger,

more cohesive approach to movement-building, brown writes, "I think it is healing behavior, to look at something so broken and see the possibility and wholeness in it."

Amid the devastation and chaos of this past year, our Girl Up community has found strength in our united purpose. We have listened and learned, adapted and innovated, ensuring that our work for gender justice continues unabated, even at the hardest, most difficult moments. Our mission of achieving global gender justice is far from complete, but we have proven time and time again that, together, no challenge is insurmountable—especially with Girl Up leaders at the helm. Using the lessons of today, we'll continue to look to the future and move forward, with strength, determination, and hope.

The future is still being written and holding the pen are Girl Up youth. What future will you help them write?

In solidarity,



Melissa Kilby,
Chief Executive Officer

STATE OF THE WORLD

In the ever-evolving landscape of advocacy, 2023 marked both remarkable progress and persisting, global disparities that will forever impact the gender justice space. Throughout these pivotal moments, Girl Up leaders were at the forefront, fearlessly mobilizing their fellow changemakers to speak, to unite, to act. To move forward.

Far and wide, youth rallied together to demand equal opportunities for education, advocate for menstrual equity, fundraise for mental health support, and amplify the unmistakable power of this generation of activists who not only strive to solve the issues of today, but also prevent the problems of tomorrow.

But the journey towards gender justice is far from over. It'll take a movement.

STATE OF GIRL UP

Girl Up is a youth-centered leadership development initiative focusing on achieving equity for girls and women in spaces where they are unheard or underrepresented. We believe when girls and women are in positions of influence, they work to create a more just and equitable world for everyone. Through leadership training and community building, we equip Girl Up members with resources to drive social progress and become bold, forward-looking leaders.

Founded by the United Nations Foundation in 2010, Girl Up operates a global network of regional affiliates, reaching more than 270,000 girls in 155 countries.

GIRL UP IS A GLOBAL MOVEMENT THAT ENGAGES, TRAINS, AND MOBILIZES GIRLS AND YOUTH OF ALL GENDER IDENTITIES TO BE LEADERS.

MISSION

GIRL UP DEVELOPS TRANSFORMATIVE LEADERS WHO ADVANCE GENDER JUSTICE WORLDWIDE.

VISION

GIRL UP ENVISIONS A MORE EQUITABLE AND JUST WORLD FOR GIRLS AND WOMEN, WHICH BENEFITS ALL PEOPLE.

CORE VALUES

GIRL UP IS COMMITTED TO SUPPORTING YOUNG LEADERS IN THEIR PASSIONATE ACTION FOR SOCIAL CHANGE AND SEEK FEEDBACK FROM OUR GLOBAL COMMUNITY TO ENSURE ACCOUNTABILITY IN MAINTAINING OUR VALUES.

THE SKILLS WE TEACH

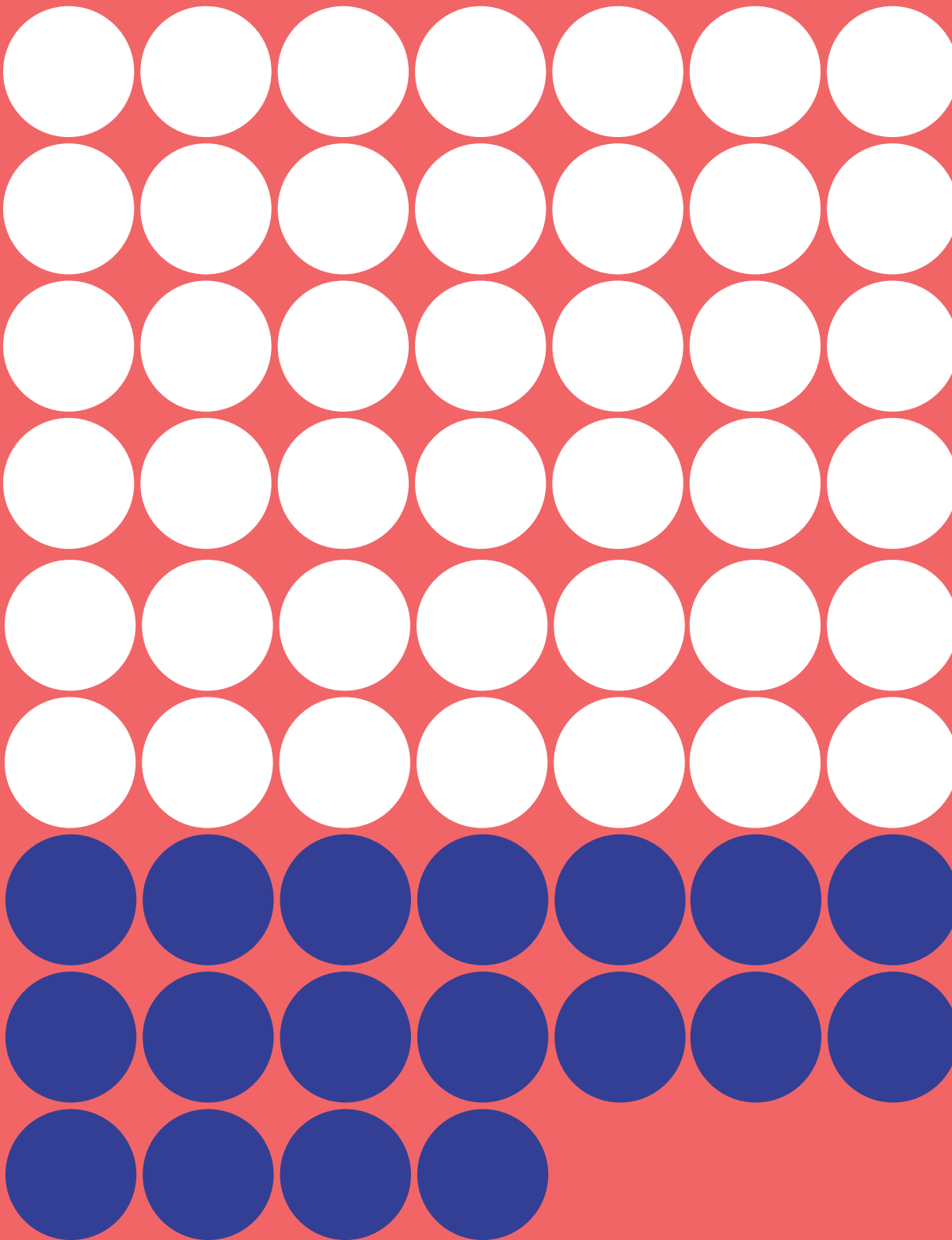


OUR PILLARS OF ACTION



YOUTH LEADERS IMPACTED

270,000



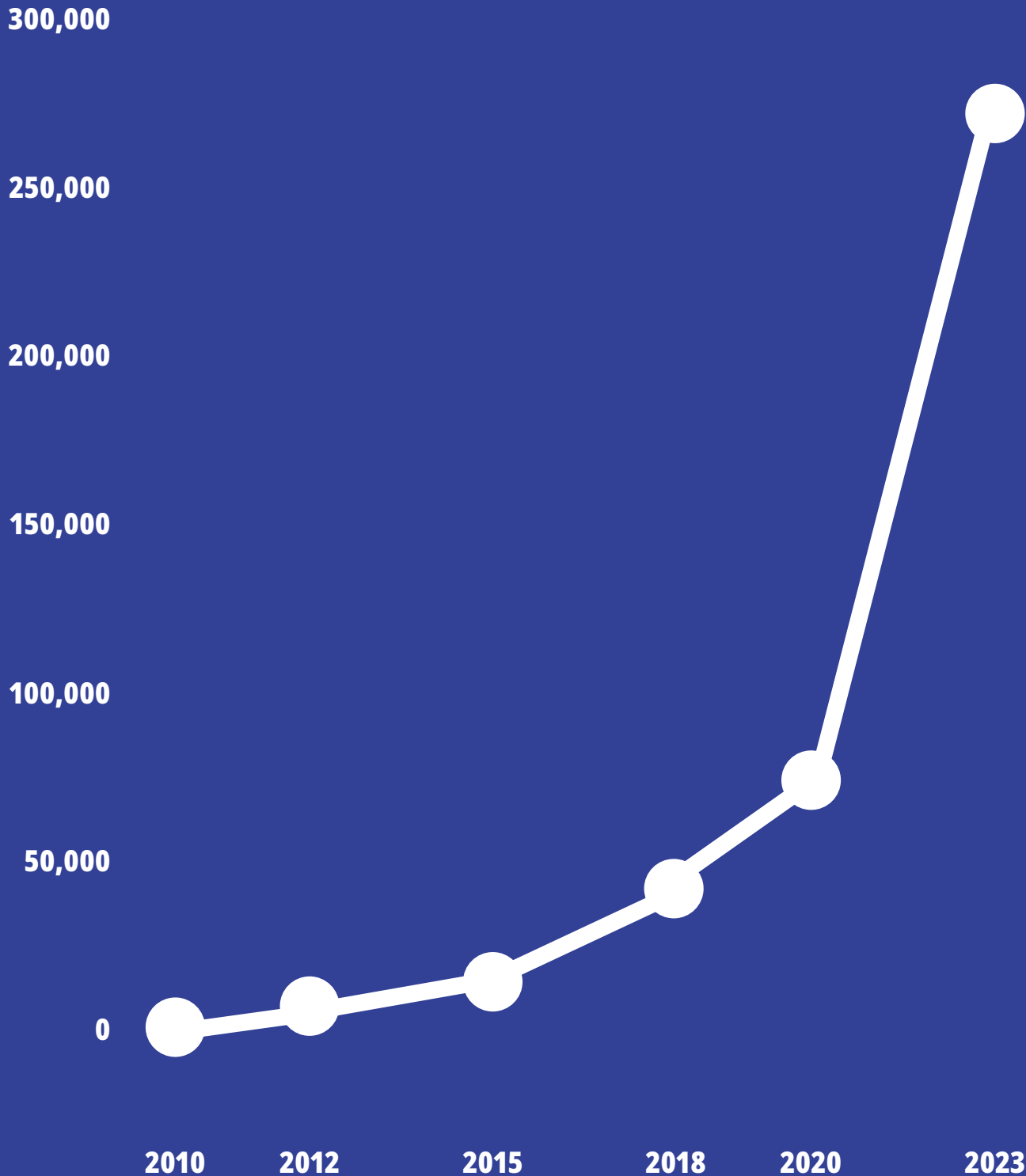
NEWLY IMPACTED IN 2023

81,200

Each circle represents 4,500 people

OUR GLOBAL IMPACT

GIRL UP'S GROWTH



GIRL UP LEADERS

OUR GLOBAL IMPACT

349K INSTAGRAM

25.3K TIKTOK

507.6K FACEBOOK

46.5K LINKEDIN

11K YOUTUBE

1.5K SNAPCHAT

GROWTH ON SOCIAL PLATFORMS



ON THE MAP

NORTH AMERICA
900+ ACTIVE CLUBS

MÉXICO
60+ ACTIVE CLUBS

LATIN AMERICA & THE CARIBBEAN
750+ ACTIVE CLUBS

BRAZIL
150+ ACTIVE CLUBS

EUROPE
155+ ACTIVE CLUBS

MIDDLE EAST & NORTH AFRICA
125+ ACTIVE CLUBS

INDIA
760+ ACTIVE CLUBS

SUB-SAHARAN AFRICA
260+ ACTIVE CLUBS

SUMMITS OF FIRSTS

Girl Up Leadership Summits are our marquee moments bringing together tens of thousands of girls, youth, and allies to learn, connect, and grow together. These virtual and in-person events are filled with inspiring speeches, thought-provoking panels between youth and adult experts, and skill-building workshops that inspire participants to build meaningful change in their communities. In 2023, Girl Up hosted its annual Global Leadership Summit virtually, as well as kicked off a series of first-ever regional Leadership Summits in India, Nigeria, the United Kingdom, and the United States.

GLOBAL LEADERSHIP SUMMIT

Girl Up's annual flagship event on the virtual stage galvanized our global community into action, demonstrating their collective impact as gender justice champions and harnessing their voices and skills to be the leaders our world needs.

650K

TOTAL VIEWS FROM GIRL UP'S GLOBAL & REGIONAL LEADERSHIP SUMMITS IN 2023

1.8K

PARTICIPANTS

77

COUNTRIES

145K

VIEWS ACROSS DIGITAL PLATFORMS

GIRL UP AFRICA LEADERSHIP SUMMIT

In November, Girl Up Sub-Saharan Africa successfully hosted its first-ever Regional Leadership Summit in Lagos, Nigeria. The event focused on the theme of “Girl Power, Girl Spaces” and celebrated the incredible impact and potential of girls organizing across the continent.

315
PARTICIPANTS

5K
IMPRESSIONS ON
DIGITAL PLATFORMS

GIRL UP INDIA LEADERSHIP SUMMIT

Hundreds of passionate youth joined the Girl Up India Leadership Summit in New Delhi, uniting to build a gender-just future and gain the tools, skills, and knowledge to do so.

850
PARTICIPANTS

460K
ACROSS DIGITAL
PLATFORMS

GIRL UP UK LEADERSHIP SUMMIT

At the first UK Leadership Summit since before the pandemic, youth throughout London designed an interactive program spotlighting gender justice trailblazers in storytelling, sports, and climate action.

60
PARTICIPANTS

34K
IMPRESSIONS ON
DIGITAL PLATFORMS

GIRL UP USA LEADERSHIP SUMMIT

The inaugural USA Leadership Summit in June, brought young people together from all across the country. Over two days of programming, they learned how to unleash their power and boldly engaged on issues affecting American youth, such as attacks on bodily autonomy, systemic racism, and indigenous justice.

119
PARTICIPANTS

40K
IMPRESSIONS ON
DIGITAL PLATFORMS

Equipped with skills in advocacy, organizing, storytelling, and more, Girl Up leaders are driving change in their communities in meaningful ways. Throughout 2023, we've learned valuable lessons from our changemakers' work in various and intersecting realms of social change - work that not only impacts their communities firsthand, but also helps to inform and shape the future of Girl Up!

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ULTRA HD PROGRESS 422	CENA	TAKE
29.97 FPS	BIA	1
DIRETOR	R. SABOYA	
CAMERA	B. RICHTER	
DATA	DIA	INT
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LESSON ONE

CONNECT WITH YOUR COMMUNITY

AT GIRL UP, WE DON'T HAVE TO IMAGINE A FUTURE THAT PRIORITIZES COOPERATION OVER COMPETITION AND CONNECTION OVER DIVISION—WE'RE LIVING IT.

The heart of Girl Up's movement is the dedicated changemakers who join together to take action for girls worldwide. With the support of our rapidly-growing virtual **Community** platform—home to over **3,800** group pages and **5,000** new members in 2023—youth activists can seamlessly transcend geographical boundaries to connect with one another and access key curricula and advocacy resources.

This year, Girl Up welcomed 24 **Global Teen Advisors** and 47 **Coalition & Regional Leaders** into our squad, all of whom immediately began mentoring and activating

their fellow changemakers to advance Girl Up's mission. Introducing their own **Youth Advisory Boards** for the first time, **Girl Up Brasil** and **Girl Up México** created intentional, localized cycles of feedback to ensure their decisions reflect the values of the youth they're representing.

In 2023, we launched the third cohort of the **Girl Up Alumni Mentorship Program**, pairing 92 adult mentors and youth mentees together for guidance on goal setting and professional success. After the program ended, the majority of matches planned to continue meeting and build their relationship further!

LEARNING ONE

WE WON'T STOP CREATING SPACES—BOTH IN OUR ONLINE AND OFFLINE GIRL UP COMMUNITIES—WHERE YOUNG PEOPLE CAN COLLABORATE ON THEIR VISIONS OF PROGRESS AND CREATE LIFE-CHANGING FRIENDSHIPS.

“ FROM DAY ONE, I FOUND A FAMILY AND A COMMUNITY SO ENTHUSIASTIC, WHERE EACH MEMBER SHARES A BURNING PASSION FOR VARIOUS CAUSES THAT UNITE US.

SARAH, GIRL UP YOUTH ADVISOR, MÉXICO

18.5K

ACTIVE YOUTH ON GIRL UP'S ONLINE COMMUNITY

LESSON TWO

LEARNING TURNS INTO LEADING

GIRL UP LEADERS ARE TAKING WHAT THEY LEARN ABOUT GLOBAL GENDER INJUSTICES TO ACTIVELY LEAD INITIATIVES THAT DISMANTLE THESE BARRIERS.

Girl Up leaders continue to learn, grow, and lead across our key issue areas - and beyond!

In 2022, we launched **Girl Up Academy**, a digital learning hub available to all Girl Up youth around the world. Our first course on the platform, a foundational Leadership Development Course, centered around our three-pronged leadership framework: **Leader of Self, Leader of Peers, and Leader of Change**. Nearly 150 learners have graduated from Girl Up Academy, building upon their newly-minted advocacy skills to make an impact on the lives of others.

Throughout 2023, Girl Up hosted 793 attendees at STEM events, equipping leaders with the impact skills to use science, technology, engineering, and mathematics

for social good in a variety of local and global applications.

In June, Girl Up welcomed 95 STEMInists to our **Women in Science (WiSci) Girls' STEM Camp** in México City, where participants engaged in a week of instruction and collaboration that sought STEM-centered solutions to issues faced by campers' home communities. In a true learning-to-leading moment, a post-camp survey revealed that **93% of participants were likely to pursue a career in a STEM field after attending WiSci!**

Online, our peer-facilitated curriculum, **"Let's Talk About Gender-based Violence: Building Awareness and Solidarity,"** has taught nearly 700 changemakers how to identify instances of GBV and advocate to improve conditions to end this global epidemic.

LEARNING TWO

WITH OUR YOUTH LEADERS' INTERESTS AND PASSIONS AS OUR GUIDE, GIRL UP WILL CONTINUE TO DEVELOP NEW CURRICULA AND TRAINING RESOURCES THAT PROPEL OUR YOUTH POWERHOUSES INTO FURTHER ROLES OF INFLUENCE AND CHANGE.



LESSON THREE

LOCAL STEPS HAVE NATIONAL (EVEN GLOBAL!) EFFECTS

GIRL UP LEADERS UNDERSTAND THE REALITIES OF THEIR OWN COMMUNITIES BEST—AND THEIR LOCAL ACTIONS CAN HAVE GLOBAL RIPPLE EFFECTS THAT CREATE LASTING CHANGE IN THE LIVES OF GIRLS AND WOMEN EVERYWHERE.

Change begins at the grassroots level. But through nationally-driven initiatives and global solidarity, the impact of local Girl Up leaders on the world at large is infinite!

In 2023, Girl Up Brasil's "Livres Para Menstruar" - Free to Menstruate - movement launched a national Coalition for Menstrual Dignity in partnership with other nonprofits. This youth-led campaign culminated in nine state-level and 43 municipal-level bills and laws supporting menstrual dignity, creating both legislative change and major shifts in the perception of sexual and reproductive health, rights, and justice in Brasil.

Across the world, eight Girl Up leaders from Sub-Saharan Africa attended the **Women**

Deliver Conference, one of the largest international events in the gender equality space. These young changemakers shared their impactful advocacy experiences, leading influential dialogues rooted in creating sustainable solutions toward global gender justice.

Girl Up's Project Awards equip young people with up to \$1,000 USD in funding to innovate social impact ideas - and our 2023 recipients did not disappoint! From Anisha in Bangladesh who developed AI tools to share eco-friendly practices with her community, to Ikhtiyor in Tajikistan who organized a free storytelling-for-social-change program for girls and women, our awardees pursued inspiring paths for widespread progress.

LEARNING THREE

BY AMPLIFYING THE COLLECTIVE STRENGTH OF LOCAL ACTIONS AND HOW THEY SHAPE A MORE INCLUSIVE AND EQUITABLE WORLD, GIRL UP WILL CONTINUE TO PAVE THE WAY FOR A FUTURE WHERE THE IMPACT OF OUR YOUTH RESONATES FAR BEYOND BORDERS, INFLUENCING POLICIES AND PERCEPTIONS AT EVERY LEVEL!

IN 2023, 50 PROJECT AWARD WINNERS FROM 25 COUNTRIES TRANSFORMED THEIR VISIONS FOR SOCIAL CHANGE INTO REALITY!

LESSON FOUR

WE ARE STRONGER TOGETHER

INDIVIDUALLY, GIRL UP LEADERS ARE POWERFUL ACTIVISTS. COLLECTIVELY, THEY FORM AN UNSTOPPABLE FORCE FOR GLOBAL CHANGE.

Girl Up leaders exemplify the transformative power of solidarity and collaboration, illustrating that working to achieve gender justice is not a solitary endeavor, but a collective journey!

Throughout 2023, Girl Up leaders across the **Middle East and North Africa** co-created youth-driven campaigns with their Girl Up allies in response to humanitarian crises in the region, including organizing relief packages for earthquake survivors in Türkiye and Morocco, supporting on-the-ground aid efforts for girls and women in Sudan, and amplifying voices during the ongoing tragedies in Gaza.

Not only does our community rally together in times of crisis, but also in times of celebration. In October, Girl Up kicked off month-long festivities for **International Day of the Girl**, commemorating the collective power of girl leaders as they **Trailblaze Together** toward a more equitable world. From widely attended events in Latin America and the United Kingdom honoring our #GirlHeroes, to digital awareness-raising campaigns resulting in over 100,000 social impressions, the magnified impact of our collaborative power is clear.

LEARNING FOUR

OUR DIVERSE, DYNAMIC COMMUNITY OPENLY SHARES THEIR STRATEGIES AND SUCCESSES WITH ONE ANOTHER, CREATING A NETWORK WHERE THE STRENGTHS OF ONE COMPLEMENT THE ASPIRATIONS OF ANOTHER, LAYING THE GROUNDWORK FOR FUTURE-FOCUSED CHANGE!

“ [BEING A PART OF] GIRL UP MEANS HAVING THE OPPORTUNITY TO CREATE THE FOUNDATIONS OF A FEMINIST COLLECTIVE OF YOUTH FOR YOUTH...ALLOWING US TO ACTIVATE AND MAKE A POSITIVE IMPACT ON SOCIETY.

JUSTINA, REGIONAL LEADER, ARGENTINA

LESSON FIVE

THERE'S ALWAYS ROOM TO GROW

FOR GIRL UP LEADERS, PROGRESS IS NOT ONLY ANTICIPATED BUT ACTIVELY PURSUED, FORMING A MOVEMENT WHERE CONTINUOUS IMPROVEMENT—OF SELF, COMMUNITY, AND WORLD—IS THE CORNERSTONE OF TRANSFORMATIVE CHANGE.

Starting in January, Girl Up launched efforts in **Argentina and Chile** to reach more changemakers in Latin America. And in June, we welcomed **Girl Up USA's** first Director while celebrating its burgeoning online presence centering nationwide engagement and education.

In alignment with our core values of youth-centered accountability, Girl Up created positions for youth members on our newly-formed **crisis response team**, integrating their perspectives

on how we respond to human rights situations equitably.

As we work collectively to achieve the United Nations' Sustainable Development Goals (SDG), Girl Up is ensuring that conversations around social progress—and gender justice in particular—don't stall. With the help of a 21-member Youth Committee, **Girl Up India's** "Gender Run 2030," reached more than 1,000 students, raising awareness about the positive impact SDG 5 has on all of us.

LEARNING FIVE

GIRL UP LEADERS' COMMITMENT TO RECIPROCAL KNOWLEDGE-SHARING AND PERSONAL AND COLLECTIVE GROWTH STEERS OUR MOVEMENT. THEY SEEK NEW WAYS OF GROWING AND STRETCHING, ADAPTING TO EVOLVING CHALLENGES WITH FRESH INSIGHTS, HUMILITY, AND GRACE.

“ WHEN YOUNG PEOPLE COME TOGETHER, CHANGE MANIFESTS.

ANANYA, GIRL UP LEADER, INDIA

FUTURE OUTLOOK FOR 2024 AND BEYOND

As we reflect on the impact of the gender justice movement and our own Girl Up community in 2023, we acknowledge the importance of continuous learning. This past year has been one of immense transformation, where we have confronted adversity head-on and grown from it. We have seen the resilience of our community shine through difficult moments, navigating unprecedented circumstances and innovating new strategies to ensure progress toward global gender justice is not halted.

In 2024, we will re-center our mission and deepen the practice of our core values, while resetting and refining our strategic approach with the goals of increased impact on youth globally and long-term sustainability. What does this look like exactly?

Launching new programming and focusing on new issue areas of impact such as climate and mental health

Reaffirming our commitment to global community and connection

Organizing more regional events and strengthening our digital platforms to connect more young people to Girl Up's learning resources and each other

A brighter future lies on the horizon, and it's lit by the blaze of more than 270,000 Girl Up changemakers around the world who are stepping into their power, ensuring a future where every girl and young person, everywhere, is afforded the same skills, rights, and opportunities to lead.

“ **GIRLS—IN ALL THEIR BEAUTIFUL MANIFESTATIONS—MUST BE AT THE CENTER OF SOLVING OUR MOST URGENT CRISES. IT IS OUR JOB TO HOLD SPACE FOR THEM AND PROVIDE THE FUEL THAT POWERS NEW GOALS THEY WANT TO SEE ACHIEVED IN THEIR LIFETIME, SO THEY CAN ENJOY THEIR YOUTH WITH BOUNDLESS POTENTIAL AND ENDLESS LEARNING.** ”

MY LO COOK, CHIEF PROGRAMS OFFICER

\$6 MILLION
2023 BUDGET

77%
OF EVERY DOLLAR
SUPPORTS GIRL UP
LEADERS

13%
UNF ADMINISTRATIVE
SUPPORT

OFFICE, IT, HR,
FINANCE, LEGAL

8%
AWARDS &
INVESTMENTS
GIRL AWARDS &
HONORARIUMS, UN
AGENCY & NGO
GRANTS

21%
GLOBAL PROGRAM
PLATFORMS & LEARNING

ONLINE COMMUNITY,
MEASUREMENT & EVALUATION,
E-LEARNING MANAGEMENT SYSTEM,
CURRICULUM DEVELOPMENT

11%
GLOBAL AFFILIATE
SUPPORT

COUNTRY AFFILIATE
GRANTS, COUNTRY
AFFILIATE SUPPORT

19%
GLOBAL IMPACT
SUPPORT

GLOBAL ADVOCACY, PROGRAM
MARKETING, IMPACT
STORYTELLING

19%
GLOBAL PROGRAMS,
EVENTS, TRAININGS

GIRL UP CLUBS, TEEN ADVISORS,
REGIONAL LEADERS, WiSci
STEAM CAMPS, BOOTCAMPS

10%
FUNDRAISING

VISIONARY PARTNERS



STRATEGIC PARTNERS

Anu Jain



PARTNERS

dentsu



P A C S U N

Marin Community Foundation

NGO PARTNERS



CHANGEMAKERS

Booz Allen Hamilton
 Bose Corporation
 Google
 Infinite Computer Solutions
 Intel
 Keith Kiernan Foundation
 Kylie Schuyler
 Noble Panacea
 UNFCU

SHAKERS

Awe Inspired Jewelry
 Brescia University
 CHIEF
 RUFFLY
 S.H.A.U.N. Foundation for Girls
 UiPath Foundation
 Ocean Wise

MOVERS

Fonda Family Foundation
 Revela Press

**THANK YOU TO OUR
 LeaderHERship CIRCLE**

The LeadHERship Circle recognizes those who, through their generous financial support, are advancing Girl Up’s mission and vision, directly helping to develop transformative leaders who advance gender justice worldwide.

LeadHERs

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 Susan Sherrerd
 Kylie Schuyler

Kat O’Connell
 Jeffrey Wilson*

Marcia Insley
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