GIRL UP BRASIL'S IMPACT REPORT
2022
History made by girls
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.
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!
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!
Great numbers and partners in 2022

- **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
- **+43,000** people reached in the online campaign to save the Amazon
- **+100** attendees in our in-person Day of the Girl event
WE'VE MADE GOOD FRIENDS
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
- White 58.2%
- Brown 28.1%
- Black 7.2%
- Asian 2.6%
- Not declared 3.9%

REGION
- Northeast 20.4%
- North 5.6%
- Center-West 9.3%
- Southeast 61.6%
- South 3.1%

LGBTQIA+
- Yes 34.2%
- No 56.5%
- Not declared 9.2%

SCHOOL TYPE
- Public 50.6%
- Private 49.4%
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
FAME, BABE

+ 60 MEDIA APPEARANCES

On media outlets positioning girls as experts in several matters
Girl Up Brasil’s fun, fearless and daring campaign for youth’s electoral participation

#YOUR VOTE MATTERS.

# 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.
WE DON'T JUST TALK TO YOUTH,

WE BUILD WITH THEM.

CHECK IT OUT!
Still don't believe the power of our leaders? Check it out...

- **92,000** visitors driven to electoral court’s register-to-vote platform
- **14,3 MILLION** people reached by our influencers
- **2,7 MILLION** people reached by @GirlUpBrasil on Instagram
- **1,5 MILLION** people reached by @GirlUpBrasil on Twitter
- **2,8 MILLION** people reached by our marketing ads
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
Girls against period poverty.

#FREE TO MENSTRUATE
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!
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
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, Girl Up Brasil leaders were correspondents for the magazine, publishing videos and articles that reached thousands of girls.

- **46,000** Instagram views
- **23,000** Tik Tok views
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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