

2024 ANNUAL IMPACT REPORT

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LETTER FROM GIRL UP GLOBAL BOARD MEMBER

On my journey back home from Washington, DC, to Beirut, Lebanon after attending the 2019 Girl Up Leadership Summit, a young woman noticed my Girl Up merchandise at the airport. "Are you part of Girl Up?" she asked. Surprised, I replied, "Yes!" She shared how the Girl Up Club at her high school had transformed her life, and even to this day, now, as a professional in international development. Little did I know that, like her, Girl Up would continue to shape me for the rest of my life.

At 17, I applied to be a Girl Up Teen Advisor, never imagining I'd make it. But I did, becoming one of the first Teen Advisors from the Arab region. Over the past five years, I've founded Girl Up Lebanon and, with my peers, impacted over 450 girls and established 11 clubs across nine Arab countries. Together, we've organized STEAM Bootcamps, advocacy campaigns, and period poverty drives, while creating a community of girls who support one another. My story is just one example of what happens when girls are given tools to lead.

In a world where global crises push gender to the bottom of priorities, Girl Up matters now more than ever. Built on the belief that girls and young leaders are the present—not just the future—Girl Up equips them to disrupt and reshape systems that exclude them.

Today, changemakers like me are fighting for fundamental rights: to control our bodies, survive genocides, and simply exist freely. From Palestine to Sudan, action is urgent. I often reflect on Girl Up leaders who inspire me with their resilience and hope. In Syria, they envision a better future after years of conflict. In Lebanon, they support displaced women with psychosocial and legal aid. In Palestine, they lead feminist advocacy against unimaginable odds. My peers on the Girl Up Mental Health & Wellness Steering Committee (more about our work on page #13) developed resources to support Girl Up's global community of more than 345,000 members. In a world that demands silence, we've learned to make noise.

Girl Up is more than a movement; it's a lifeline. It creates spaces where leaders grow, connect, and thrive. Together, we prove that investing in girls is a winning bet. When girls rise, we all rise.

In solidarity,
Rym
Global Board Member

LETTER FROM THE CEO

History often asks ordinary people to face extraordinary times.

In 2024, as democracy faced threats worldwide, climate disasters accelerated, and gender equity came under renewed attack, our Girl Up community answered that call with remarkable courage and innovation.

What I've witnessed across our network of 345,000 youth leaders this year has fundamentally changed how I understand power.

Traditional structures may be shaking, but our leaders are building something stronger - a new architecture of change based on collective action and mutual support.

These young visionaries have shown us that uncertainty, rather than a barrier, can be a catalyst for transformation. They've turned their kitchen tables into campaign headquarters, their social media accounts into global organizing platforms, and their local struggles into worldwide movements.

This is why our theme for our 2024 annual impact report, "Rising Together: Strength in Uncertain Times," isn't just aspirational - it's a reflection of what I've seen our leaders achieve every day.

As I look toward the future, I'm struck not by the magnitude of our challenges, but by the fierce determination of our youth leaders to meet them head-on, together. They understand that the most powerful answer to those who would deny gender justice isn't individual resistance - it's collective rise.

These young leaders aren't just fighting for their future; they're actively building it. And they're showing us that when we rise together, we don't just rise higher - we transform the very ground we stand on.

With gratitude,

Melissa Kilby

Melissa Kilby,
Chief Executive Officer



STATE OF THE WORLD

2024 revealed the stark intersection of multiple global crises: intensifying climate disasters displaced millions, armed conflicts shattered families and communities alike, and authoritarian movements gained momentum across continents. These compounding challenges disproportionately affected women and girls, threatening decades of progress in education, economic opportunity, and basic rights.

Yet this moment of unprecedented upheaval has catalyzed an equally unprecedented response from young activists.

Girl Up leaders leveraged technology to breach geographical boundaries, turned climate anxiety into environmental action, and transformed personal experiences of inequality into powerful advocacy campaigns. Their work demonstrates that even as traditional institutions struggle to address overlapping global challenges, youth-led movements are creating new models for change that bridge divides and build lasting impact from the ground up.

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 345,000 girls and youth members in 155 countries.



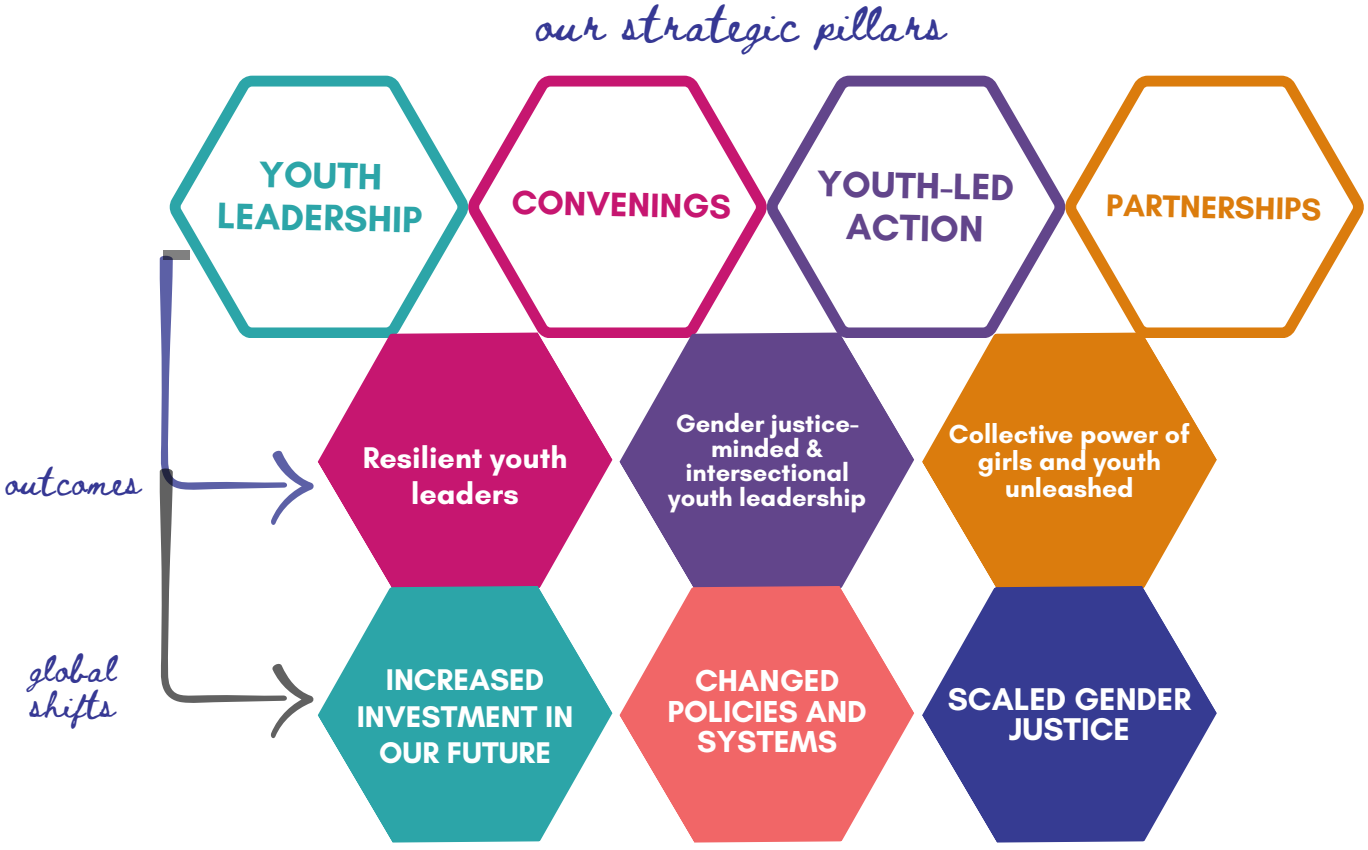
GIRL UP POWERS AN INTERCONNECTED, GLOBAL MOVEMENT OF YOUTH LEADERS TO ADVANCE GENDER JUSTICE.

CORE VALUES

GIRL UP BELIEVES IN CENTERING YOUTH, FOSTERING INCLUSION, AND LEADING THROUGH FEMINIST AND DECOLONIZING PRINCIPLES. WE ENDEAVOR TO OPERATE THROUGH A GLOBAL NETWORK OF REGIONAL HUBS AND COUNTRY OFFICES THAT ADVANCE TRANSFORMATIVE CHANGE LOCALLY AND GLOBALLY THROUGH OUR SHARED VALUES AND MISSION.

STRATEGIC VISION

In 2024, Girl Up mobilized key stakeholders and youth leaders worldwide to launch a bold strategic planning process, designed to reimagine the organization's future and maximize its impact. By centering the insights and leadership of young changemakers, this effort is paving the way for a stronger, more unified, global movement for gender justice.



STRATEGIC | LONG-TERM | IMPACT

2024 HIGHLIGHTS

Rising Together: Strength in Uncertain Times



YOUTH VOICES

Girl Up remains firmly rooted in its commitment to youth leadership, with initiatives and decisions guided by the voices of our youth changemakers.

Together, these youth-led governing boards ensure that Girl Up's mission and impact are shaped by the perspectives and lived experiences of the young people it serves. As one of our Global Teen Advisors recently said:

"Girl Up has walked the talk when it comes to being youth-led. It actually puts us youth leaders at the forefront, involves us in decision-making, and is receptive to our feedback. I always feel that I have a voice at the table - that's a testament to Girl Up's values being genuinely upheld."



In 2024**, Girl Up Argentina** made history with the launch of its first-ever Youth Advisory Board! Co-led by powerhouse Regional Leader alumnae, Justina and Martina, this dynamic group brings together six inspiring youth leaders from across the provinces of Tucumán, Santa Fe, Santiago del Estero, Córdoba, Mendoza, and Misiones. United by their passion for change, these trailblazers are **amplifying local youth voices, shaping country-wide programs, and ensuring that every corner of Argentina has a seat at the table.**

In early 2024, **Girl Up México** welcomed its second Youth Advisory Board cohort. With 10 passionate leaders from regions like Nuevo León, Estado de México, and Puebla represented, these changemakers brought **diverse perspectives and delivered impactful localized strategies** for throughout the year, including: club programming, external partnerships, and speaker identification.





In 2024, the **'23-'24 Global Teen Advisor Board,** representing 14 countries, led with courage and conviction to advance Girl Up's mission. These 24 powerhouse youth took a **stand against Iran's oppressive "Hijab and Chastity" Bill**, condemning it and outlining steps for the global Girl Up community to take action. They provided critical feedback and thought leadership to Girl Up staff on programming, partnerships, and crisis communications during a pivotal year. In March, they united in person for the 2024 TA Weekend, diving deep into gender justice and solidifying their roles as changemakers in the global movement.







GIRL UP AT UNGA & SUMMIT OF THE FUTURE

In September 2024, Girl Up leaders and staff made their mark at the **United Nations General Assembly (UNGA)** and the inaugural **Summit of the Future,** championing gender justice on the global stage. From youth-led panels and strategic partnerships to impactful digital campaigns, they amplified the voices of girls and young women worldwide. Highlights included the "What Girls Want" campaign, where **Teen Advisor Eylül and alum Rebecca delivered bold demands for gender equity alongside Malala Yousafzai**, and participation in key initiatives like Unlock The Future and the Feminist Futures Festival. Girl Up's presence showcased the power of youth leadership in shaping a more equitable future.

> **The time has long passed for girls and young women like me to be treated as mere afterthoughts or last-minute considerations. World leaders have a crucial responsibility to include us in the foundational design of these processes [...] Anything less is unacceptable.**
>
> *Eylül, Girl Up Teen Advisor Turkey*



EN LA ORBITA - Girl Up Argentina Partners with Unicef

"En La Órbita" (In the Orbit) is a Youth-led Leadership and Education Program created **in partnership between Girl Up Argentina and UNICEF Argentina.** The program aimed to facilitate evidence-based discussions on gender equity within high schools, motivating young people to engage actively in these conversations. The program has garnered significant attention from youth and local organizations interested in exploring partnership opportunities to expand and replicate this model.

COP29: In Solidarity for a Greener World

At COP29, Girl Up leaders took bold action for climate justice. Angela (USA) championed the launch of the **Global Youth Climate Challenges, highlighting youth-driven solutions.** Zayna (UK) advocated for youth representation in policymaking, supporting the groundbreaking Universal NDC Youth Clause, endorsed first by the UK. Brazilian leaders Jahzara and Helena called for urgent climate finance and collective action, paving the way for impactful outcomes at COP30 in Brazil.

> **Attending COP29 with a focus on climate finance was an eye-opener. It reinforced the urgent need to prioritize quality over quantity—ensuring real-life impacts rather than just numbers.**
>
> *Jahzara, Girl Up leader Brazil*

ON THE MAP



Girl Up Chile rallied youth and civil society to gather **60+ signatures for menstrual rights** legislation and joined the 60-member Menstrual Health Rights Network, driving bold action and collaboration for a parliamentary plan in 2024.

In September, **Girl Up India** hosted "Beyond Labels," a dynamic in-person event celebrating six years since the decriminalization of Section 377, featuring an empowering workshop and panel on **LGBTQIA++ inclusion** and youth leadership.

Girl Up USA and Ocean Wise launched the Heal Our Planet campaign, mobilizing **550** girls and community members nationwide to combat plastic pollution through girl-led cleanups and partnerships, from Hawaii to Massachusetts.

In 2024, **Girl Up Brasil** launched Você Ainda Vai Votar Nelas ("You're Going to Vote for Them"), emboldening 10 young women to run for office and transform politics. The program made history when Kelly Bernardes became Maricá's **youngest-ever city councilor!**

Over 75 **Girl Up USA** leaders hosted 20 voter registration events, helping **1,500** people check their voter registration status. As Josephine from Mesa, Arizona, said, "Voting allows citizens to decide what they envision for the future of th*eir communities... I want to help people have their voices be heard.*"

*"Generation Equality means **equal access** to education and opportunities for women and girls,"* says Necta, **Girl Up Tanzania**'s Regional Leader. Girl Up Tanzania youth leaders took the spotlight, showcasing their impact on this global movement in Dar es Salaa.

Global Leadership Summit

The 2024 Girl Up Global Leadership Summit embodied the theme Unstoppable Us: Uniting for Change, convening young people from around the world for a powerful virtual gathering. This year's event was a testament to the force of youth leadership, featuring dynamic sessions and bold **conversations on gender justice, civic engagement, STEAM innovation, and menstrual equity**. With inspiring speakers like Dr. Nina Ansary, award-winning author and women's rights advocate, and Nigel Barker, internationally-renowned photographer and Girl Up Champion, alongside Girl Up youth leaders, the Summit championed intergenerational collaboration and fearless activism. **Dr. Nina Ansary and Nigel Barker were honored with the 2024 Girl Hero Award, alongside youth leaders Isabela, Irene, and Reem**, for their impact in advancing gender justice. Already amassing **over 3,500 views**, content from the program continues to amplify the voices of a generation that refuses to stand by—they are leading the charge for change.

> **Sometimes being a hero can just be saving yourself.**
> *Shriti, Girl Up Leader*

United Arab Emirates Leadership Summit



On March 3, the 2024 Girl Up UAE Leadership Summit, themed Future Forward, convened **205 changemakers in Dubai** for a transformative day of empowerment, workshops, and networking focused on gender justice and leadership. The agenda featured girl-led and expert-led sessions on **AI ethics, menstrual equity, self-confidence, and leadership, alongside bold panels on STEM innovation and transformational change**. With social media outreach surpassing **one million users and 89.6% of attendees rating their experience as excellent**, the UAE Summit's impact resonated far beyond the room. Powered by key partners like Herriot Watt University, Caterpillar Foundation, P&G, and more, the event cemented Girl Up's influence across the MENA region.



Girl Up USA Leadership Summit

The 2024 Girl Up USA Leadership Summit, held for the first time in Los Angeles on June 20-21, **united over 100 youth advocates** from 21 states under the theme Rest & Resist. Featuring speakers like **Former Miss Teen USA UmaSofia Srivastava, Senator Laphonza Butler, and TikTok star Ava Kolker**, the event inspired action and advocacy. Sponsored by P&G, Marshalls, and UL Research Facilities, the Summit was a powerful celebration of youth-driven change.



2024 PROJECT AWARDS: Funding Bold Changemakers

The 2024 Girl Up Project Awards spotlighted the creativity and drive of young leaders worldwide, **funding 34 transformative projects with up to $1,000 USD each**. From menstrual equity in Zambia to coding camps in India and political advocacy in Argentina, these projects reflect the remarkable breadth of ideas advancing gender justice across diverse communities. **Notable winners include Amara in Zambia, whose "Empower Her" initiative promotes menstrual health and advocacy, and Maylen in Argentina, who founded a Gender and Youth Political Advocacy Commission to influence gender equality policies!** With 368 applications from around the globe, these awards exemplify Girl Up's commitment to emboldening youth to turn bold visions into lasting impact.



Awardee Regional Allocation (baseline + % applicants)

> **It's really inspiring to me how girls from all over the world are identifying issues in their communities. It really goes to show how these small projects, that come together with so much time and dedication, have such a lasting impact.**
>
> *Nirvana, Project Award winner, Australia*

2024 GIRL UP SCHOLARSHIP Program: Fueling Education and Impact



$30,000

in scholarships awarded!

The 2024 Girl Up Scholarship Program is transforming dreams into action by supporting young leaders passionate about gender justice. **Out of an impressive 370 applications, 8 outstanding recipients were awarded scholarships totaling $30,000**. Each recipient receives $2,500 per academic year, encouraging them to pursue their education while partnering with Girl Up to launch impactful social justice projects in their communities.

By bridging education and activism, these scholarships spark meaningful change in local, national, and global communities. From advancing gender justice to promoting STEAM innovation, Girl Up scholars are shaping a brighter, more equitable future—one project and one degree at a time!

Mental Health & Wellness Program

In 2024, Girl Up continued the work of our **Mental Health and Wellness Advisory Steering Committee** in response to youth requests for more mental health resources. Comprising 9 youth from 9 countries, the committee is dedicated to creating impactful resources for Girl Up's global community. Their first project was a **collaboration with singer-songwriter MILCK to develop a film discussion guide for *I Can't Keep Quiet***, her short film that became a global anthem for the #MeToo movement and the 2016 Women's March. The guide explores themes of **art as activism, strength in vulnerability, and healing through storytelling**, providing Girl Up members a meaningful tool for the global 16 Days of Activism Against Gender-Based Violence campaign. The committee has since turned its focus to researching youth mental health needs in their home countries, laying the groundwork for new campaigns and resources to be piloted in 2025.



Advocacy starts in our minds. Being part of this committee has taught us that we must prioritize our own mental well-being to effectively support others. It's a reminder that meaningful change begins with how we care for ourselves and extends to how we advocate for others. To *help* well, you have to *be* well.

Olamide + Shanum, MH&W Committee Co-Chairs

Girl Up Alum Mentorship Program

The Girl Up global alum program continued to thrive in 2024, providing former Girl Up Club members with a dynamic space to connect, grow, and give back. More than 530 alumni strengthened their professional networks by joining Girl Up's LinkedIn group, while 50+ engaged in cross-border "coffee chats," fostering meaningful mentorship and collaboration. Through our mentorship program, 134 alum were paired with mentors, with 96% recommending the experience and 70% achieving their three-month goals—a testament to the program's impact. Alum also paid it forward in powerful ways, from hosting fundraisers and mentoring younger leaders as "Big Sisters" at the Girl Up USA Summit to speaking on panels about gender justice in STEAM.
This program is more than a network—it's a transformative community that bridges generations, empowering Girl Up alum to champion gender justice while forging their own paths as leaders, advocates, and changemakers.

96%

of alum participants would recommend our mentorship program to a peer.



The Girl Up Alum Program has supported my growth and career development in major ways. My mentor helped me navigate the first few months of a new, challenging and demanding job and gave me so much encouragement along the way. I found it really helpful to have an outside voice and opinion to consult.

Bridget, Alum Mentee



india



u.s.a.



u.s.a.

"Be it navigating conflicts, balancing diverse perspectives, pushing myself outside my comfort zone, or unlearning some of my own beliefs, Girl Up has always been a space that's challenged me - and I believe that it is precisely through facing and overcoming these challenges, that one becomes a leader.



chile



brasil



tanzania

The Girl Up STEAM Effect

Girl Up's STEAM programming is transforming the landscape of science, technology, engineering, arts, and mathematics young women to break barriers and redefine what's possible. Through hands-on learning, mentorship, and global collaboration, Girl Up equips participants with the skills and confidence to pursue impactful careers in STEAM, addressing gender gaps and inspiring the next generation of innovator-Participants.

> **WiSci South Asia camp has increased my interest in STEAM more than ever. I will definitely pursue it as my future career!**

The **Egypt STEAM for Social Good Bootcamp**, hosted in partnership with the Caterpillar Foundation in Cairo on April 20, 2024, immersed 35 young participants in hands-on learning and innovation. Highlights included a 3D printing project at a Fablab and a workshop led by designer Eman El Banna on creativity, research, and design thinking. **Over 70% of attendees reported increased STEAM knowledge, while 90% felt confident addressing gender gaps in the field.** This transformative experience fostered excitement for STEAM careers and strengthened local interest in innovation.



Cairo, Egypt



Kochi, India

In June, Girl Up partnered with the U.S. Department of State Office of Global Partnerships, U.S. Embassies/Consulates in South Asia, Google, United Airlines, TE Connectivity Foundation, and Caterpillar Foundation to host the **2024 WiSci South Asia Girls' STEAM Camp**. 110 young leaders from Bangladesh, India, the Maldives, Sri Lanka, and the United States joined Girl Up staff and experts in STEAM in Kochi, India, **exploring STEAM fields through cutting-edge workshops, cross-cultural collaboration, and leadership developmen**t. This camp sparked creativity, preparing youth to tackle real-world challenges and strengthening connections across borders.

97% ***of WiSci campers report having had an impactful conversation with a woman leader in STEAM while at camp!***

At Girl Up's **Sub-Saharan Africa STEAM Bootcamps** in Egypt, Ghana, and Mozambique, participants moved beyond theory to practical applications of STEAM to solve real-world problems. A remarkable **94.3% of participants expressed interest in pursuing a STEAM career, and by the end of the program, 100% could name a woman expert in STEAM**—showing the life-changing impact of hands-on learning and mentorship.



Mozambique



Ghana

> **At school, we're used to the theoretical side of STEAM, but this bootcamp exposed us to the practical side, like learning to fly drones to address issues!**

GLOBAL ONLINE IMPACT

486K FACEBOOK

354K INSTAGRAM

58K LINKEDIN

25K TIKTOK

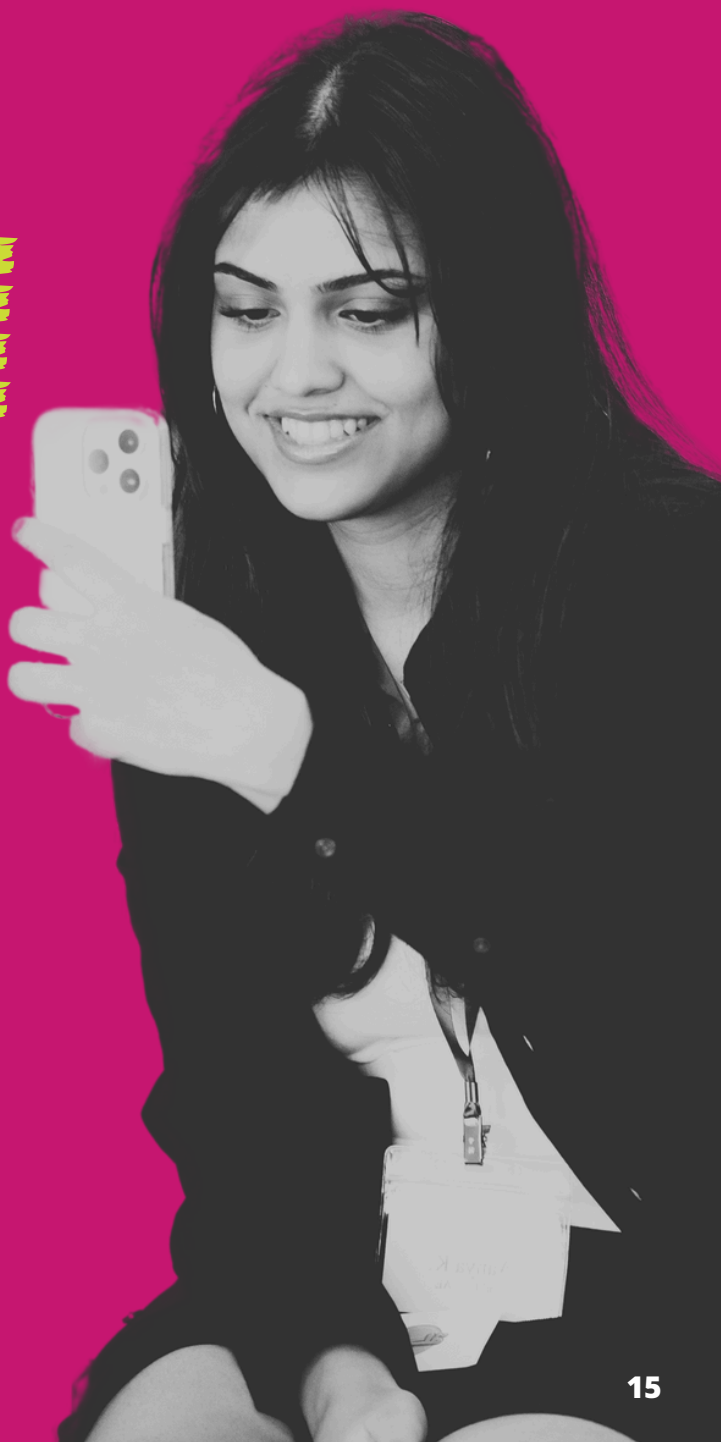
24K GLOBAL COMMUNITY PLATFORM USERS

11K YOUTUBE

1K WHATSAPP

978 MEDIA HITS

42 BLOG POSTS



FINANCIAL SNAPSHOT



$4.56 million
2024 BUDGET

27%
GLOBAL IMPACT SUPPORT

77%
OF EVERY DOLLAR SUPPORTS GIRL UP LEADERS

13%
UNF ADMIN SUPPORT





36%
GLOBAL PROGRAM PLATFORMS & LEARNING

8%
GLOBAL PROGRAMS, EVENTS & TRAININGS



4%
AFFILIATE SUPPORT

2%
PARTNER & GIRL INVESTMENTS

10%
FUNDRAISING

THE POWER OF GIRL UP IN A WORLD THAT WANTS US SILENT

A message from Girl Up's Chief Program Officer, My Lo Cook

In a world increasingly hostile to gender justice, Girl Up's mission is not just evergreen—it is paramount. As authoritarianism spreads around the globe, toxic masculinity incites violence, and our most basic human rights are being stripped away, the fight for gender justice is becoming more urgent, more dangerous, yet more fundamental than ever. But here's what history has always shown us: when systems try to suppress social progress, grassroots movements rise to meet the moment. And Girl Up's youth leaders are the fuel that powers that movement.

This year, these leaders have stood up against oppression not just with force, but with strategy. They have taken to the streets and brought folding chairs into boardrooms, transformed their digital platforms into community organizing spaces, and challenged power where it is abused. They are not asking for permission to lead —they are spearheading change.

GIRL UP IS NOT JUST TRAINING YOUNG LEADERS; WE ARE SHAPING THE ARCHITECTS OF TOMORROW'S JUSTICE MOVEMENTS. EVERY CHANGEMAKER WHO COMES THROUGH GIRL UP CARRIES WITH THEM THE PROFOUND DESIRE AND STEADFAST COURAGE TO RESHAPE THE WORLD.

The forces that seek to suppress gender justice are well-funded, organized, and deeply entrenched. But they cannot compete with our tenacity, our grit, and the virtue of our cause. Girl Up is not just resisting the rollback of rights—we are a stalwart of gender justice, accelerating progress by equipping a generation of feminist leaders who will create the future they deserve.

This moment demands more than hope—it demands action, community, and the enduring belief that the future belongs to those with the audacity to build it. And if there's one thing I know, it's this: Girl Up leaders are invincible.

With relentless resolve,

My Lo Cook
Chief Program Officer



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TE connectivity FOUNDATION

P&G always whisper OLAY Secret

STRATEGIC PARTNERS

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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.

Brenna Ables
Sally Bartas
Anna Blue
Michael Cummings
Thomas Ett
Lorraine Flynn
Charlotte Hayes
Jake Higgins
Sean Paroff
Fabienne Peters
Agavni Tulekyan
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