



G I R L R I S I N G : Overview

Educating girls breaks cycles of poverty in just one generation, yet, 62 millions girls are not in school around the world.

WHY GIRLS' EDUCATION?

Girl Rising is a global campaign that changes attitudes and catalyzes investments in girls education and girl empowerment around the world with this powerful message: investing in girls can transform societies - communities thrive, economies grow, countries stabilize. Too often, girls face barriers to education that boys do not: early marriage, gender-based violence, child labor, lack of female role models and others.

The international community has come to understand that educating girls is not only the right thing to do, but the smart thing to do. Empowering girls delivers benefits across the development spectrum: families are healthier, agricultural production increases, environmental protection improves, and, most important, we see greater global security and stability. Girl Rising unites all those who believe in a future where every girl can go to school and become healthy, productive members of society.

WHAT IS GIRL RISING?

We began as a film that tells the stories of nine girls from nine countries and the formidable obstacles they overcome in pursuit of an education. Since the U.S. launch with a preview at the Sundance Film Festival in 2013, Girl Rising has created broad awareness and inspired localized, community-led impact throughout the world. What began as a film—praised by the New York Times as “one of the hottest cause docs in years”—is now a globally recognized movement for girls’ education.

Too often, films that inspire do not channel that inspiration towards solutions. According to The Participant Index—a media-impact research system that examines the “social impact” of entertainment on its audience—nearly half of those who watched Girl Rising say they engaged in some kind of community-oriented activity as a direct result of screening the film (particularly among the viewers aged 18-34). Our social action campaign galvanizes and supports community-led change, and provides people with a clear set of actions to break down barriers that hold girls back.

In March of 2015 Girl Rising reached a seminal moment when President Obama and the First Lady announced a new U.S. Government initiative called Let Girls Learn. The First Lady, the Peace Corps, Girl Rising and others, will team-up to dismantle the barriers to education that girls face with unprecedented programs for grassroots leadership and community-led change.

THE GIRL RISING APPROACH

Our approach is twofold. First, GR storytelling fills an urgent need for positive role models and real-world solutions by showcasing true stories with tangible strategies for overcoming barriers. The stories empower girls, and the communities around them, to see a different future for themselves. Second, collaborative partnerships across all sectors create an enabling environment for change.

In 2015 and 2016 Girl Rising will:

1. Launch social-action campaigns in three pilot countries: India, Nigeria and the DRC, with the debut of localized content across theaters, radio, TV, mobile and curriculum.
2. Produce a Global Citizen Program for educators to inspire students across America to see beyond their borders and show how they have the capacity to change the world.
3. Debut new storytelling content including the next new chapter, that will empower GR Ambassadors around the world with the tools needed to raise awareness and bring about change.

Our model is inclusive, and participatory and allows Girl Rising to be embraced as hopeful and exemplary. Whether it's in a high school classroom with tailored curriculum, at a silicon valley screening with corporate CEOs, or meeting with community leaders in Nigeria, Girl Rising unites all those who believe in the power of girls' education with the tools to have lasting impact. Together, we can raise the value of the girl worldwide, and change social norms forever.



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