POWERED BY STORIES OF DETERMINATION AND A GROWING NETWORK OF STRATEGIC PARTNERS AND COMMUNITY-BASED ACTIVISTS, GIRL RISING IS TURNING IDEAS INTO IMPACT.

TO DATE, WE HAVE REACHED MILLIONS OF PEOPLE: RAISING AWARENESS THROUGH MASS MEDIA CAMPAIGNS, SHIFTING ATTITUDES BY MOBILIZING INFLUENCERS AND LOCAL ADVOCATES, AND INSPIRING ACTIONS THAT ENCOURAGE BEHAVIOR CHANGE AND EQUAL INVESTMENT IN GIRLS AND BOYS.

**MASS MEDIA**

- **5 Billion+ global media impressions.**
  1,600+ Articles published about Girl Rising, 2.3 M+ Youtube channel views.

- The Hindi version of *Girl Rising* aired on *India’s No. 1 entertainment channel, Star Television*; leveraging the star power of Bollywood’s mega stars Priyanka Chopra, Parineeti Chopra, Kareena Kapoor Khan, and Alia Bhatt among others.

- Girl Rising content has been translated into **30 languages** and dubbed in Hindi, Hausa, Lingala, Swahili, Tshiluba and Congolese French.

- **96/100 TPI (Top media-impact score)** awarded to Girl Rising by Participant Media, reported high levels of emotional engagement, social impact and a desire to stay engaged after viewing the film.

- An original radio magazine produced in five local languages aired on community radio stations throughout DRC, reaching an estimated **4 million households** in communities where electricity and televisions are rare luxuries.

- India’s Ministry of Women and Child Development invested funding to broadcast GR Public Service Announcements (PSAs) across television networks and over **3000 cinema halls** across the country.

Global Action Campaign

• 40+ grassroots community partner organizations and 250+ corporate partners engaged and active in Girl Rising’s work.

• Tens of thousands of educational, grassroots, corporate and policy leaders reached through Girl Rising film screenings around the world, includes: Heads of State, Education and Finance Ministers, Congressional Leaders and First Ladies.

• Nearly 6,000 educators from over 125 countries and all 50 U.S. states have registered to use Girl Rising’s feature film and free curriculum in their classrooms.

• With former First Lady Michelle Obama, we launched the #62MillionGirls campaign, creating 1 billion+ social media impressions in the first three days. Participants included Stephen Colbert, Beyoncé and Bono. Over 248,000 stories shared.

Country Programming

• 24-week curriculum on breaking gender stereotypes for sixth and seventh grade boys and girls currently reaching 41,200 students in India.

• 25 middle schools in Brooklyn, New York piloted a “Girls Empowerment Movement” (G.E.M.) using GR content. GEM students increased their belief that being a girl meant being confident, strong, and happy by 56%. The program is expanding citywide in January 2018.

• Girl Rising’s communication tools are reaching communities around the world through: high-level policy meetings, university classes, community celebrations, health initiatives, girls’ safe spaces programming, youth leadership, school enrollment drives, teacher and journalist trainings, engagement of secular and religious leaders, girls’ clubs, parent-teacher groups and more.

• The Girl Rising Network includes: Former UN Secretary General Ban Ki-moon, World Bank President Jim Kim, Alicia Keys, Meryl Streep, Priyanka Chopra, Freida Pinto, The George Washington University, Brookings, Intel, Hewlett Packard, USAID, Save the Children, the Government of India, O&M, CNN, STAR TV, Peace Corps, Queen Rania of Jordan and more.

• Da Bazar Mu... videos approved by Nigeria’s Kano State Universal Basic Education Board for use in primary schools and integrated into partners’ 500 digital learning libraries in primary schools.

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• School-based pilot programs in Houston, TX, Quincy, MA and Tampa, FL reached 1,250+ students, empowering students to gain skills needed to thrive in a changing world such as global citizenship and financial literacy.

• Localized GR content stood at the heart of a community health communications project in the DRC, reaching hundreds of thousands of community members, including over 84,000 girls. 86% of audience members surveyed said that the film motivated them to take action on behalf of girls’ education in their own lives or in their communities.

• Film content and workshop guides were integrated into “Peace Club” youth programs in northern Nigeria, reaching over 600 participants and augmenting a local organization’s efforts to inspire youth to value and pursue their education and believe in themselves.

• Over 24,000 official educational, grassroots and corporate screenings have reached 650,000+ people in communities worldwide including India, Nigeria, Democratic Republic of the Congo and the U.S.

• Students participating in GR programming around the world reported being significantly more confident when it comes to overcoming barriers to education, making decisions about their education, setting goals for themselves and voicing their own opinions.