Impact Highlights

Five years ago, Girl Rising (GR) made a film that helped ignite a global movement in support of girls’ education and equality, changing the way the world values girls. Highlights from GR media campaigns include:

- The original GR film aired multiple times in 170+ countries to over 200 million viewers; adapted versions have aired in India, Nigeria and the Democratic Republic of the Congo.
- The GR film has been translated into more than 30 languages.
- GR content has made over 5 billion media impressions, including online articles, views of stories on television and social media, screenings and beyond.
- GR partnered with former First Lady Michelle Obama to launch the #62MillionGirls campaign that made over 1 billion social media impressions in the first three days.
- Girl Rising India’s #WeDreamWeRise campaign, endorsed by the Indian government’s Ministry of Women and Child Development, reached 25 million people.
- We Will Rise: Michelle Obama’s Mission to Educate Girls Around the World, a film produced by the Girl Rising team, broadcast on television as the highest rated CNN film of all time. The film premiered at the White House for International Day of the Girl 2016.
- GR produced an original program for community radio stations throughout the DRC, reaching an estimated 4 million rural households.

Girl Rising also works with on-the-ground partners to adapt our powerful stories into practical tools for organizations and schools around the world. They are used to engage girls, boys, parents, teachers and community leaders — with the goal of opening minds and catalyzing concrete action to provide greater opportunity for girls. Results to date include measurable positive impact on:

- Parents’ and girls’ aspirations for girls’ education: The proportion of parents who wanted their daughter to obtain postsecondary (beyond 12 years) education increased after exposure to GR; girls in GR programs expressed higher aspirations for the level of education they would like to achieve.
- Children’s Participation in Decision-making: After exposure to GR, children reported higher rates of participation in family decision-making regarding their education and their future, with the most dramatic increase in the levels of participation in decisions concerning their marriage.
- Youth attitudes toward gender equality: Girls and boys who participated in the GR program improved their attitudes towards gender equality.
- Children’s confidence and empowerment: Children’s confidence in addressing education-related challenges and decisions significantly increased as a result of participating in GR programming.
- Enrollment of girls in school: Partners report hundreds of girls re-enrolled in school in India and Northern Nigeria after parents’ exposure to the GR film and program.

For additional information about our programs and impact, please visit www.girlrising.com.