2020/21 IMPACT REPORT
A GLOBAL MOVEMENT OF WOMEN PROBLEM SOLVERS, CHANGEMAKERS AND LEADERS
TABLE OF CONTENTS

1 MISSION
2 THEORY OF CHANGE
3 LEAD LIKE A GIRL CHALLENGE
4 GIRL ADVISORY BOARD
5 MENTORING
6 2020 COVID-19 CAMPAIGN
7 GO THE DISTANCE FOR GO LAADLI CAMPAIGN
8 CONCLUSION & THANK YOU
9 OUR FINANCIALS
To empower young women to become problem solvers, changemakers and leaders. We do that through investing in their education, providing mentoring and leadership opportunities, and by catalyzing changes in social attitudes.

In India, the inherent abilities of young women to handle crises, provide intelligent and practical solutions, lead effectively and be changemakers have been grossly unrecognized, unappreciated and underutilized. Go Laadli believes in the incredible potential of our young women and exists to nurture their growth and development as leaders and changemakers and to tip the culture towards greater women leadership.

India ranks in the **bottom 27th percentile** in global gender gap.

Only about **2 out of 10** Indian women join the workforce.
World Bank, 2019

Only about **1 out of 7** parliamentarians is a woman.
Inter Parliamentary Union, 2019

**2 out of 10** senior business positions is held by a woman.
Grant Thornton, Women in Business – Beyond Policy to Progress, 2018
THEORY OF CHANGE

Go Laadli (GL) has adopted a comprehensive theory of change represented by the following logic model:

**IMPACT**
- A movement of women problem solvers, changemakers and leaders.
- Broader societal transformation and shift in mindsets around girl leadership through:
  - Changed community’s perceptions of young women’s abilities and interests
  - Young women led community impact actions
LEAD LIKE A GIRL CHALLENGE

Why
- Create awareness around the issues that women/girls face.
- Create a context where young women can start seeing themselves as changemakers and leaders and problem solvers.
- Catalyze changes in social attitudes and achieve transformation around the way society views girl leadership.

How
- Engage young women in their communities in creative, critical thinking and real-world problem solving around issues that affect them and their peers.
- Provide leadership opportunities to nurture and develop their leadership potential.
- Support their education through college scholarships.

What
Young women in grades IX-XII participate in the Go Laadli—Lead Like a Girl Challenge and present solutions to issues they think girls/women face in their communities. Top candidates, based on merit as well as need, are awarded with college scholarships, leadership opportunities and access to a one of its kind mentoring program to further develop and nurture their leadership potential.

Outcomes
- Increased awareness of social problems affecting women
- Increased confidence in problem solving
- Community engagement in order to address/solve problems
- New experiences and skills related to being change agents
- Real life application
LEAD LIKE A GIRL CHALLENGE

**INPUT FROM THE GIRLS**

**OUTPUTS**

- **84** girls participated in the Challenge
- **71%** of the participants were from low-income communities
- **17** schools were represented
- **8** cities/towns were represented

**PROGRAM IMPACT IN GIRLS’ OWN WORDS – A SNAPSHOT**

Girls were asked to indicate what aspect of the Challenge had the most impact on their lives. 83% of the girls surveyed provided a response and their comments were organized into the following themes:

**Interviewing and interacting with the community**

“Interacting with people. I have never talked with my community members about the problem they face. I usually don’t get involved with them, but this time when I talked with people, I could relate to them, and it felt really nice. It also made me realize about the problems that exist around me, which I often neglect. It had me thinking. This was an enriching experience. Now, I feel a better connection with them.”

**Developing solutions and plans of action**

“For me the most impactful part of the challenge was the solution part. It really forced me to go beyond my limits, since I am not a creative person, to come up with a creative solution. Along with that this part made me envision a very long term goal for my solution which increased my faith in the solution. Also the steps instructed to derive at one solution were very helpful and helped me evaluate my ideas. I also had a lot of fun in this part specifically.”

**Conducting research and learning about issues**

“The research was an eye-catching and impactful part of the Challenge. I got to know about many cases in which women were tortured, beaten and suffered aging for little to no reason. It made me realize the irony of the society that despite of our country having multi-story buildings, metropolitan cities, women are being mistreated and are constantly deprived of their dignity in this 21st century.”

**PERSPECTIVES FROM THE CHALLENGE INTERVIEWS - WHAT GIRLS LEARNED FROM THE CHALLENGE**

Fifteen girls were interviewed as part of the Challenge. When interviewed about what they learned or what surprised them during the Challenge, all 15 participants (100%) provided meaningful responses. Of these, the top three themes were as follows:

**Increase in awareness and knowledge of woman-centric problems**

“Just hearing about the dropout rates of women when they go to secondary education...was very alarming and covid has also increased the problem because these girls would never go back to school so they would not get the same opportunities.”

**Awareness of biases and negative stereotypes from family, friends, or community**

“I was convinced in a way to choose [a] teaching career as an option for my future and not software engineering because it [software engineering] is a male dominated stream and I would not be able to get into it.”

**Increase in specific skills**

“Go Laadli gave [me] a tremendous amount of opportunities that otherwise I would never have gotten...even as simple as creating an ID address or a Google form or...how to interview people and feeling the confidence of being able to do that.”
REAL LIFE APPLICATION

Girls formed women clubs in their school, organized talks on issues in their communities ranging from lack of women representation in sports to gender based violence post participating in the Challenge!

Overall, the girls’ feedback indicated that the Challenge left significant impressions on them in terms of their attitudes, skills, confidence levels and resulting behaviors. Beyond impacting the girls themselves, this impact likely extended to the community and women in their societies.

Workshop on gender-based violence

Girls club in action
**LEAD LIKE A GIRL CHALLENGE**

**Input from the Girls**

---

### Increased Confidence in Being Change Agents

<table>
<thead>
<tr>
<th>Area</th>
<th>Before</th>
<th>After</th>
</tr>
</thead>
<tbody>
<tr>
<td>Developing a plan</td>
<td>2.90</td>
<td>4.37</td>
</tr>
<tr>
<td>Explaining viewpoint</td>
<td>3.58</td>
<td>4.42</td>
</tr>
<tr>
<td>Community interaction</td>
<td>3.02</td>
<td>4.07</td>
</tr>
<tr>
<td>Developing a plan</td>
<td>3.44</td>
<td>4.37</td>
</tr>
</tbody>
</table>

On a scale of 1 to 5 with 5 being the highest.

**Top 2 areas in which confidence has increased:**
1. Developing solutions
2. Interacting with the community

---

### New Experiences Had

- **100%** reported having at least 1 new experience
- **55%** reported having at least 1-2 new experiences
- **45%** reported having at least 3-5 new experiences

**Top 3 most-commonly reported new experiences:**
1. Developing a plan for girl/woman-centric problems
2. Developing solutions to complicated problems
3. Interaction with community on issues that concern them

---

### New Skills Gained

- **98%** gained at least 1 new skill
- **29%** gained at least 1-2 new skills
- **48%** gained at least 3-4 new skills

**Top 3 most-commonly reported new skills:**
1. Evaluating different solutions to a problem
2. Creating SMART goals
3. Interviewing people

---

**Chart A: Change in confidence across four areas (n = 64)**

<table>
<thead>
<tr>
<th>Area</th>
<th>Before</th>
<th>After</th>
</tr>
</thead>
<tbody>
<tr>
<td>Developing solutions</td>
<td>2.90</td>
<td>4.24</td>
</tr>
<tr>
<td>Explaining viewpoint</td>
<td>3.58</td>
<td>4.42</td>
</tr>
<tr>
<td>Community interaction</td>
<td>3.02</td>
<td>4.07</td>
</tr>
<tr>
<td>Developing a plan</td>
<td>3.44</td>
<td>4.37</td>
</tr>
</tbody>
</table>

**Chart B: New experiences (n = 64)**

<table>
<thead>
<tr>
<th>New Experience</th>
<th>Count (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Developing a plan</td>
<td>78%</td>
</tr>
<tr>
<td>Developing solutions</td>
<td>61%</td>
</tr>
<tr>
<td>Community</td>
<td>58%</td>
</tr>
<tr>
<td>Explaining viewpoint</td>
<td>38%</td>
</tr>
<tr>
<td>Other</td>
<td>9%</td>
</tr>
</tbody>
</table>

**Chart C: New skills gained (n = 64)**

<table>
<thead>
<tr>
<th>Skill</th>
<th>Count (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creating budget</td>
<td>66%</td>
</tr>
<tr>
<td>Evaluating different solutions</td>
<td>61%</td>
</tr>
<tr>
<td>Creating SMART goals</td>
<td>55%</td>
</tr>
<tr>
<td>Researching</td>
<td>55%</td>
</tr>
<tr>
<td>Mapping an action plan</td>
<td>50%</td>
</tr>
<tr>
<td>Interviewing</td>
<td>41%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
</tr>
</tbody>
</table>

© 2022 Go Laadli. All Rights Reserved.
**SUMMARY**

Most of the Challenge participants completed the survey, and most of them were need-based. The overall feedback about the Challenge was quite positive. In fact, the girls’ confidence increased in four different areas, and this increase in self-reported confidence was statistically significant! Girls also reported gaining new experiences and skills. When asked about how the Challenge had impacted them, girls discussed how they had gained significant experience in interviewing others in the community and also how they learned how to create action plans for meaningful solutions. Girls expressed satisfaction with the Challenge but did offer practical suggestions for improvement which were most-frequently requests for more instructions and guidance, or more examples. When asked where specific guidance could be provided, girls requested more help with budgets and creating action plans. Girls also expressed interest in future involvement with Go Laadli, with most being interested in the GAB and about half being interested in the Mentoring program.

During the Challenge interviews, girls most-often reported gaining an increased awareness of critical women-centric problems and girls expressed surprise at encountering the prevalent biases/stereotypes of family/friends. Girls felt empowered by the Challenge and found incredible value in the Challenge besides the scholarship opportunity.

**METHODS**

**SAMPLE**

GL had previously devised a survey for all Lead Like a Girl Challenge (“LLAG Challenge”) participants. This study used results from the LLAG Challenge survey responses, of which the total sample size in the final data set was 64 participants (97%)*. The study also used results from the Challenge interview participants. For evaluating the Girl Advisory Board (GAB), we used journal entries from the GAB and feedback surveys from the program participants. For 2021, feedback from the mentors and mentees of the Mentoring program was also examined.

**MATERIALS**

The surveys and journal questions were developed by GL and distributed as part of the program materials.

**ANALYTICAL APPROACHES**

PS used both quantitative and qualitative data analysis approaches. Descriptive statistics (e.g., mean, median) were used as well as inferential analyses (e.g., statistically significant comparison of the mean). Qualitative approaches included a grounded theory method of analyzing the data.

*Data was examined and cleaned for missing entries, inconsistent answers, and other errors. The final dataset was coded in a way that allowed for proper statistical analyses.

The data analysis and summary were conducted by Anne Marie Runnels of Puffin Strategies, LLC (PS).
**WHY**

- Engage girls in Go Laadli’s decision making so that we create programs that are aligned with the girls’ needs and interests.
- Create a participatory context where girls voices are heard.
- Provide opportunities to further nurture and develop girls’ leadership skills.
- Create a diverse network of peers that enhances cross-cultural understanding and facilitates bridge building.

**HOW**

- Engage girls in Go Laadli’s decision making through discussions around each of our programing and future directions.
- Provide workshops with expert facilitators from around the globe on leadership skills.
- Engage them in meaningful leadership activities.

**WHAT**

Girls participate in a 6 -7 month program that includes brainstorming sessions and workshops. Girls also serve as ambassadors of Go Laadli and work on leadership projects that help them build on their leadership abilities, be heard and create a visible footprint for themselves.

**OUTCOMES**

- Girls feel “heard” and have increased confidence in voicing views
- Interaction with a diverse group of peers
- Gain leadership skills through workshops
- Continued contact with Go Laadli and input on future program design
- Gain increased visibility
- Representation to the Go Laadli cause (“ambassador”)
10 girls participated on the advisory board

### Outputs

1. **DARING WAY Workshops**
   - 3
   - Teaming, Design Thinking and Brainstorming Sessions
   - 14 Workshop Hours

### Workshops Facilitated by Daring Way Facilitators

1. **Braving Trust**
   - Facilitated by Ann Daniels
   - The elements of BRAVING formed the pillars for our trust building and laid the foundation for our GAB to be a safe space and all our discussions and workshops going forward! Here is how one of our students put it:
   
   "My main takeaway from the GAB would be the energy I'm taking away from all the amazing young women we are and the amazing energy we share with each other. I learned a lot from the facilitators and you Heera ma'am. Most importantly the kindness and non-judgemental attitude we shared in this Advisory Board I haven't had that. Before I used to judge everything but not in once even in a session I judged anyone out of us because it was made very clear to us that we are like one and we can't do that here so I never had that thing in my mind here so that would be something that I would want to take up in my life and be kind no matter what."
OUTCOMES

After every session, girls were required to share feedback about their experience. A total of 41 responses were provided evaluating different workshops.

HERE ARE SOME OF THE LESSONS LEARNT AND KEY THEMES THAT EMERGED:

The ability to learn new concepts and skills

Girls talked about how they learned specific concepts such as a “growth mindset” and “brave over perfect”:

The session was very enlightening, a very important topic was touched upon.

I learned the importance of mindset and that with the right thinking, anyone can conquer even the hardest of tasks...

Respectful communication and activities

The girls really appreciate the warm, supportive environment of the GAB and the opportunity to build relationships with other like-minded young women:

One of the things that impacted me a lot was the time we spent in breakout rooms and how people were just so open and welcoming to new ideas and they really motivated me to open up to other people.

I loved how this session was so interactive and everybody's opinion was asked.

 Experienced an increase in confidence and self-esteem

Girls talked about how they had greater self-esteem and learned to be “kinder” to themselves as well as more brave about pursuing their goals:

Now when I look back I find a more stronger me, a more confident me. Now I don’t get afraid of taking chances and am ready to get out of my comfort zone whenever possible. These incidents, this beautiful workshop will always be a reminder of that.

 Warm and relational environment

I liked how everyone here is so friendly and open, they are just awesome.
**LEADERSHIP PROJECT: EXERCISE IN TEAMING, LEADERSHIP, COLLABORATION, OUTREACH AND MARKETING**

Girls engaged enthusiastically and energetically to showcase their leadership abilities to serve as Go Laadli ambassadors on ground. Thanks to their efforts, Go Laadli was able to reach a record number of participants for The 2021 Go Laadli - Lead Like a Girl Challenge! Here is what they had to say:

"It was really wonderful to be a part of the Girl Advisory Board! We had a highly enriching tenure of working as a girl advisory board learning team work, developing convincing power and dealing with professionalism with schools...This experience really really developed my team working skills and my convincing power, so happy about it.

"I got to learn something new every time I got to interact with one of you. Teaming with you guys, I think I got to interact with you all. More than that I got to connect with you guys. It wasn't just all of us working towards Go Laadli, it was all of us connecting, making a bond and I think I won't ever hesitate to reach out to you guys.

"One thing that stood out to me so was I learnt how to adapt. When you are working in teams, so many times it happened - like something unexpected happened and I was not always prepared, and things did not always turn out my way, so that's when I learned that I need to be prepared for the unexpected which meant that I needed to be more adaptive. I think that that's something that I've started practicing in real life after these sessions and I'm just so happy for that.

"One thing which was the highlight for me was when I got to approach our society’s secretary with regards to the Lead Like a Girl Challenge.

"Everything I did here, connecting with people, actually calling people and talking with them was a really challenging yet fun experience for me.
OVERALL FEEDBACK AND RECOMMENDATIONS

When asked how likely they were to refer the Girls Advisory Board (GAB) to others, on a scale of 1 to 10 (with 10 being the highest), the girls were overwhelmingly positive. The average score was 9.6 out of 10! The girls who gave a “9” or “10” rating referenced the fact that GAB was a positive experience, a great opportunity for connection, and a program that provides valuable information. Here is a snapshot of what the girls said about the GAB.

Go Laadli is perfect to empower girls from all kinds of backgrounds. It has the ability to turn anyone from a young girl to a confident lady!

The workshop felt like talking to a friend. I got to know everyone better by the stories they shared and overall the session made me realize how much mindset matters.

I chose 10 because the sessions conducted by GAB were very relatable and applicable to real life. I was able to apply those learnings in my life and become a better version of myself. Also, the hands-on experience of conducting meetings or explaining Go Laadli to my peers was enlightening experience for me. Being able to interact with experts gave me a chance to learn from the best.

NET PROMOTER SCORE = 100%

When asked how likely they were to refer the Girls Advisory Board (GAB) to others, on a scale of 1 to 10 (with 10 being the highest), the girls were overwhelmingly positive. The average score was 9.6 out of 10! The girls who gave a “9” or “10” rating referenced the fact that GAB was a positive experience, a great opportunity for connection, and a program that provides valuable information. Here is a snapshot of what the girls said about the GAB.

Go Laadli is perfect to empower girls from all kinds of backgrounds. It has the ability to turn anyone from a young girl to a confident lady!

The workshop felt like talking to a friend. I got to know everyone better by the stories they shared and overall the session made me realize how much mindset matters.

I chose 10 because the sessions conducted by GAB were very relatable and applicable to real life. I was able to apply those learnings in my life and become a better version of myself. Also, the hands-on experience of conducting meetings or explaining Go Laadli to my peers was enlightening experience for me. Being able to interact with experts gave me a chance to learn from the best.

SUMMARY

Overall, the feedback about the GAB program was very positive! Girls particularly liked the opportunity to learn new concepts and they appreciated the respectful communication/atmosphere. Girls suggested that more time be allocated to discussion, but overwhelmingly gave positive ratings to the GAB program. In fact, when asked how likely they would be to refer the GAB program, girls gave an average rating of 9.6 out of 10, with 10 being the highest score!

When asked how likely they were to recommend the GAB, the girls gave an average rating of 9.6 on a scale of 10!
MENTORING

2020-21 Impact Summary

WHY
- Help girls achieve clarity in career decisions and success in college.
- Increase self-awareness and further leadership development.
- Provide girls with an expanded, supportive network and potentially life changing relationship.

HOW
- Provide one-on-one mentoring with dedicated mentors.
- Provide a well-researched curriculum focusing on self-awareness, leadership development and career navigation.
- Provide continued support through the program to mentees and mentors.

WHAT
Girls are matched one-on-one with mentors in a 6.5 month mentoring program. Focus areas include self-awareness (in terms of values, interests, strengths and needs), leadership development and career exploration.

OUTCOMES
- Success in college
- Clarity in career decisions
- Expanded network
- Self-awareness and leadership development
- Potentially life changing relationships
PERSPECTIVES FROM THE MENTEES (GIRLS WHO PARTICIPATED)

The following section describes key feedback from mentees. Unless otherwise noted, all data is from the 2019-2020 cohort of girls who completed the Mentoring Program as of January 2022.

- 100% of the girls described the relationship with their mentors as being Successful or Very Successful.
- 100% of the girls felt that their mentor had made a significant difference in their lives.
- 100% of the girls felt that they received support from the GL team.

“When asked how likely they were to recommend the Mentoring Program, the mentees’ average score was 9.8 out of 10!”

“My mentee was able to identify a career and she took the steps to identify the college she must get into for her career to work.

“My mentor] made a difference in my life. I am a better version of myself and my mentor played a role in that development.”
MENTORING

HOW MENTEES DESCRIBE THEIR RELATIONSHIPS WITH MENTORS

**Trusting:** I tend to take time in building up a rapport with a new person and sharing things is difficult. So I used to be a bit shy during the initial meetings but as we continued sharing our experiences and stories on different topics, likes and dislikes, it became easier for me to talk to my mentor. Our relationship strengthened over time and during the later half of our sessions, there were a few things I shared with her that I haven't really talked about with other people. And I was not disappointed.

**Like a Sister:** My mentor always used to treat me as like my elder sister. She used to explain me everything as like a sister better than a teacher.

**Guiding:** I firstly want to thank, Go Laadli for this platform. My experience with my mentor was amazing and fruitful, she was more like my friend who was there to guide me and support me in any which way.

**Guidance:** Whether it was related to our mentoring curriculum or the difficulties I was facing in my life, [my mentor] was there to guide me through it all and I would say she did make a difference in my life.

**Academic Growth:** [The program] made a difference in both school life as well as home life. [Previously] I would not read as many books; my mentor encouraged me to read books and I ended up reading a lot of recommended books. Also earlier I was having difficulty communicating in English, [but] now I am a lot more comfortable. My mentor also encouraged me to play board games rather than TV, which I do now.

**Clarity About Career Goals:** In the past I was in an emotional and confusion state about my life and career but my mentor cleared all my confusions and she made me more brave to control my emotions in every situation and lead my career into a happiest way.

HOW THE MENTORING PROGRAM MADE AN IMPACT

**Instilled Values:** [My mentor] has instilled many values in me including professionalism, time management and work ethics.

**Guidance:** Whether it was related to our mentoring curriculum or the difficulties I was facing in my life, [my mentor] was there to guide me through it all and I would say she did make a difference in my life.
MENTORING

PROGRAM CASE STUDY
Nandini Perseveres Through Challenges

Nandini is a remarkable young woman who was about to drop out of college for various reasons. But through the encouragement of her mentor and a GL scholarship, she was able to continue her education and is currently pursuing a bachelor's in computer science! She successfully completed the Mentoring Program in late 2021.

Q: How would you describe your relationship with your mentor? Please explain.
A: Successful. My mentor helped me with choosing courses and helped me later with deciding on my career plan... She made a lot of efforts to connect with me in spite of being busy herself and I want to learn that from her.

Q: On a scale of 1 to 10, how likely are you to recommend Go Laadli Mentoring to your friends?
A: 10!

Q: Do you feel like your mentor made a difference in your life? Please explain.
A: Yes. Without my mentor, I would have been completely depressed and not known what to do. Shailaja helped me and gave me hope.

“I am Padaganti Nandini from Hyderabad, India. My parents passed away when I was young, leaving behind me and two sisters. I am thankful to Mr. Prabhu, a friend of my late father, for taking care of us and raising us in my parents’ absence. My eldest sister is married and well, but we lost our younger sister a few years ago.

I am very glad to have been part of Go Laadli. When I was in high school, one of my teachers mentioned to me about the Go Laadli - Lead Like a Girl Challenge. I understood that if I win, I will receive Rs. 1 lakh towards my higher education. Keeping my family in mind, I realized that I had to give it a try!

When I got the scholarship, I felt like I am God’s chosen child and he’s showing his mercy through Go Laadli. I completed my 12th with Math, Physics and Chemistry and received my scholarship for college. I had never thought that I would be able to do my graduation at a good college, but not only did Go Laadli provide me with a scholarship, but also they were with me so I could select a better future for myself. They arranged a mentor for me so that I can learn about things which schools and colleges won’t teach. Because of Go Laadli, I have been able to join a good college where not only am I learning things myself, but also teaching my friends what I have learnt in my mentoring program. My mentor taught me many things - a couple being managing time and giving our best to be on time.

College fees are a big ask for lower middle-class people like me. With support from Go Laadli, not only me but many young girls like me have a chance to graduate from college. Currently, I am in my second year of college. There was a situation where no one had money to pay college fees because of COVID-19, but in that pandemic situation also Go Laadli was in touch with me and supported me lot to continue with my studies.”
PERSPECTIVES FROM THE MENTORS

- 100% of the mentors described their relationships as either Successful or Very Successful.
- 100% of the mentors felt they had made a positive difference in their mentees’ lives.
- 100% of the mentors said they would be interested in serving as mentors again in the future.
- 100% of the mentors rated the program as at least a 4 out of 5, with an overall average score of 4.6!

THE FUTURE OF THE MENTORING PROGRAM

There are still 4 girls actively participating in the Mentoring Program as of January 2022. Furthermore, more Challenge finalists will be invited to take part as mentees. The next Impact Report will contain more updates about the program impact, likely highlighting the long-term changes experienced by the girls.

SUMMARY

The Mentoring Program was newly introduced, with the first cohort of girls completing the program in late 2021. 100% of both girls and their mentors described the mentoring relationships as successful or very successful! The initial feedback from this program was exceptionally high, suggesting that GL should continue to expand the Mentoring Program in the future.

When asked how likely they were to recommend the Mentoring Program, the mentors’ average score was 9.3 out of 10!
2020 COVID-19 CAMPAIGN

2019 Impact Summary

**WHY**
- Visibilize young women’s leadership and ensure their voices are heard.
- Leverage young women’s creativity and leadership to impact change in their communities.
- Further young women’s agency and belief in their abilities to be problem solvers, changemakers, and leaders.

**HOW**
- Engage young women in their communities in real-world problem solving through micro-leadership opportunities.

**WHAT**
Young women in high school and college participate in Go Laadli Campaigns to impact change in their communities through micro-leadership opportunities. Selected winners, based on need as well as merit, are awarded scholarships and certificates and gain access to further Go Laadli programming.

**OUTCOMES**
- Increased sense of agency
- Girls voices are heard
- Increased visibility
- Community impact via actions undertaken by girls

© 2022 Go Laadli. All Rights Reserved.
outputs

84 participants

35 schools were represented

555 people (estimated) reached with the games

44,579 people (estimated) impacted by the videos

EXPERIENCE DURING THE COVID-19 CAMPAIGN

Participants were asked, “What was your experience like while participating in the Go Laadli COVID-19 Campaign?” and there were 30 responses (36%). Most commonly, the girls responses fit the following three themes:

50%* of participants described how they felt empowered to make a difference

“It was an amazing experience. I really enjoyed it and felt nice to help stop the spread of misinformation, even in the tiniest of ways. It’s important for the younger generations to step up and speak out about things, as we are what makes up the future, and it’s been really great that I was given the opportunity to help speak out and make a change.”

47% of participants explained how the COVID-19 Challenge benefited them personally and made them more aware about facts versus myths about the pandemic

“It was certainly a fun learning experience; I got more informed regarding the current situation after reading the WHO guidelines and also got to share it with my friends in an interactive and interesting session!”

47% of participants said the COVID-19 Challenge was an “enjoyable” or “fun” experience.

“My experience, I would say that I am pleased with so many opportunities by Go Laadli. It was such an enjoyable experience [and] made me feel as a warrior seriously!!

*Some girls’ responses fit into multiple themes.
2020 COVID-19 CAMPAIGN

MOST “FEEL-GOOD” MOMENT DURING THE COVID-19 CAMPAIGN

Participants were also asked, “What was the most feel good moment of your Go Laadli Campaign experience?” Among 33% of the girls who responded, their comments were categorized into the following themes.

50%* of participants described how at some point during the COVID-19 Challenge they saw tangible evidence that they could make an impact.

“The most good moment of the Go Laadli Campaign for me was when I was able to help people know the actual facts about the disease, through which they stopped believing the fictitious facts they had known earlier.”

25% of participants discussed the positive personal interactions with GL team members, family, or other people who participated with them on the project.

“The best moment was when I was sharing the campaign and my friends and family were very supportive. They helped me throughout and all of them said they are proud of me. Those words made me feel really special!”

36% of participants described how they met personal goals such as creating a video or meeting an elective course credit requirement.

“I tried a new method of videography for the campaign which helped me explore a new medium of art. Looking at the end product made me happy that I could spread awareness using my artwork.”

““It was incredible, I had never thought that I could be a changemaker in such trying times, I tried my best to put the message in my video, and I’ll be forever thankful to Go Laadli for giving me the platform for doing this.”

SUMMARY

Overall, the COVID-19 Challenge was reviewed very positively. Even when asked to provide suggestions for improvement, only 10% of those who responded offered any construction criticism and those few comments mostly focused on expanding program capacity (e.g., enhanced social media presence). The remaining 90% comments were statements of affirmation and gratitude.

* Some girls’ responses fit into multiple themes.
Go Laadli’s fundraising arm: we had 8 runners participate in our Go the distance for Go Laadli in 2021.
CONCLUSION

Overall, girls indicated high approval of GL programs including the Challenge, the GAB and the new Mentoring Program. Key findings suggested that these programs helped girls gain confidence, learn new skills, and support their desires to be change agents in their community and beyond.

AWARDS & RECOGNITIONS

We were one of the top 30 social impact organizations to be selected for Chat for Impact Summit powered by WhatsApp.

We are honored to be recognized by Berrett-Koehler Foundation.

Our founder and CEO got selected for the prestigious Northern California Coro Women in Leadership program.

Go Laadli was selected out of 1,200 global applicants for The Gratitude Network Fellowship.

Our COVID-19 Campaign story got recognized by the United Nations Civil Society Unit.

Go Laadli got selected as one of the semifinalists out of 2,575 applicants from around the world for the Echoing Green Fellowship.

READ MORE ABOUT OUR AWARDS HERE
THANK YOU TO OUR PARTNERS AND VOLUNTEERS

PARTNERS
1. Teach for India
2. The Akanksha Foundation
3. Vidhya Vidhai Foundation
4. Hriday Shan

DONORS
100+

VOLUNTEERS
50+ probono experts and volunteers from across four continents
## OUR FINANCIALS

<table>
<thead>
<tr>
<th></th>
<th>FY 2021</th>
<th>FY 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL REVENUE CASH</td>
<td>$22,679.63</td>
<td>$11,895.82</td>
</tr>
<tr>
<td>PROGRAM EXPENSE</td>
<td>$8,280.54</td>
<td>$1,057.23</td>
</tr>
<tr>
<td>OPERATING EXPENSE</td>
<td>$333.38</td>
<td>$333.15</td>
</tr>
</tbody>
</table>
DISCLAIMERS
A few disclaimers must be noted. First, the Challenge survey and some of the GAB feedback data were not anonymous. Also, girls were required to complete the Challenge survey, so it was not voluntary. Both situations compromise the reliability of the data substantially and introduce potential bias. Therefore, all results must be interpreted with caution. Finally, the data were collected and initially prepared by GL staff so the findings were not obtained using strictly third-party methods, and this could have produced some bias.