



# October 2023 Featured Project

Developing girls' leadership and empowering them to change attitudes about their value and education



TOGETHER WOMEN RISE

# Introducing Girl Rising

Mission: Use the power of storytelling to change the way the world values girls and their education

Increasing social emotional learning (SEL)

Addressing gender-based discrimination



# About Pakistan

- Population nearly 248 million
- Many internal and external conflicts
- Intolerance of diversity and dissent
- High level of insecurity and tension
- Project location: underserved Khairpur district of Sindh, Pakistan
- Human development lags in most of the region
- Recent flooding challenged agriculture and health sectors



# Life Challenges for Women Served

- Adolescents, especially girls, lack access to quality education and social emotional learning (SEL)
- Girls often taken out of school for marriage, labor, or to manage household chores and become caretakers
- Girls often endure discriminatory gender norms, mental health problems, child marriage, violence
- Schools often lack sanitation facilities for menstrual hygiene



# Kaavish – “effort” – Builds Girls’ Leadership

- Kaavish (“effort”) program develops adolescents’ voice, agency and leadership skills through story-based curriculum focusing on SEL, mental health, gender stereotypes, and menstrual health
- Two-year program: Engages with mothers and teachers to build safe spaces for adolescent girls
- Year 1: Knowledge and skill building for adolescents
- Year 2: Peer-led leadership model



# The Project

## Key components:

- Review of gender and SEL curriculum to incorporate themes of mental health and menstrual health and hygiene, stories of role models
- Teachers trained to implement curriculum and mentor parents and other teachers
- Select girls trained to become Girl Icons and lead peer-to-peer learning activities in youth clubs on SEL and academic issues – at school and in community
- Parent and community engagement - mothers, Girl Icons, and master trainers form nexus of learning



# Budget

Item	Description	Cost
Personnel	Personnel to directly manage project on the ground in Pakistan, including portion of cost for Girl Rising's country manager, HAMT's executive director, training coordinator, field monitoring officers	\$31,134
Program Costs	All program activities, including material development for teacher trainings, parent engagement, curriculum implementation, mentoring sessions and organizing exposure visits for Girl Icons	\$7,560
Monitoring, Evaluation and Learning	Regular field monitoring visits, baseline and endline assessments in annual learning workshops with project staff and key partners including translation and printing of quantitative and qualitative tools, and more	\$1,200
Administration and Logistics	In-country travel of project staff, external speakers to visit the project areas and speak with Girl Icons and/or participate in project activities, printing of curriculum, etc.	\$3,580
Overhead	15% of overhead costs	\$6,521
<b>Total</b>		<b>\$49,995</b>

# About Girl Rising

- Founded in 2010 as a documentary film and social action campaign company by Holly Gordon, Richard Robbins, Christina Lowery, and Tom Yellin
- Creates: films, media content, and educational resources
- Collaborates: with local schools, community-based organizations, and educational organizations – to provide educational resources, training and mentoring, measurement and evaluation training, expanding networks, and in some cases providing financial resources
- Activates: storytelling and media content encourage change, inspiring everyone from parents to presidents to support girls' education



# Discussion: Share Your Thoughts

1. Why do you think it is important that both teachers and parents are included?
2. Describe how this project has a built-in “ripple effect.”
3. How do you think the broader community, including boys, benefits from this program?



Wall

3  
The Difference  
Between Gods and  
Dreams

The Dream  
Wall

