



**PLAN**  
INTERNATIONAL

**GIRL**  
**UNLOCKED**



# GIRL UNLOCKED

Girls and young women today are facing closed doors, one after the other, on a global scale. COVID-19 has put vulnerable girls in even more danger. Millions of girls are out of school, and may never return. The pandemic is putting them at greater risk of gender-based violence, trafficking and child marriage. That's why in honor of International Day of the Girl (IDG) 2020, we launched a global movement to help girls push through doors to unlock their full power and potential.

Led by Plan International USA, Girl Unlocked is a national, multichannel campaign to raise awareness for girls' rights and gender equality. Here's what we accomplished this year in partnership with individuals, corporations and communities across the country:

- Corporate partners welcomed youth advocates as they participated in our annual Girl Takeovers, assuming important leadership roles across the country and unlocking new opportunities for girls. At AllianceBernstein, Creative Artists Agency and more, girls ran meetings, shared input and showed their true potential.
- Our Girl unlocked campaign generated more than 26 million impressions on Twitter, Instagram, Facebook and TikTok.
- Participating companies, foundations, governments and individuals in the U.S. were showcased as partners for gender equality through 152 million media impressions.
- Around the world, more than 50,000 individuals advocated for girls' rights by signing an open letter to protect girls online.

Thank you to our partners who made IDG 2020 such a success!



Celebrated each year on October 11, International Day of the Girl (IDG) is an annual day of recognition to raise awareness of the need for girls' rights, promote and amplify girls' voices and shed a light on the unique challenges girls and young women face around the world. Adopted by the U.N. General Assembly in 2011, IDG aims to focus attention on the need to empower girls and fulfill their human rights.

## Creating the movement

At Plan, we believe that a girl unlocked is the key to our future. So, we set out to raise awareness on how a single open door can change the trajectory of her life. As part of our Girl Unlocked campaign, we rallied individuals to decorate their front doors to support unlocking opportunity for girls in the U.S. and globally. Plan inspired individuals, families and communities to adorn their front doors with bold messages about gender equality, creating a movement using front doors as a symbol of standing together for the girls in their lives.

**MORE THAN 60,000 ACTIONS TAKEN IN THE U.S. AS PART OF OUR GIRL UNLOCKED CAMPAIGN, INCLUDING DECORATED FRONT DOORS.**



“ There’s a lot that society says about girls. It’s almost as if there is a specific mold, a specific path we have to go on. But if there’s one thing I’ve learned during my Takeover with AllianceBernstein it’s that girls can be whomever they want to be— there is no limit, so long as you put [in] your effort and truly have confidence you can be anything.

- Nadia

## Giving girls the wheel

On IDG, leading companies from across the country opened their doors to young women to unlock the potential of the next generation of girl leaders. We work with corporate donors to create tailored, meaningful experiences for engagement, such as girls taking a leading role in meetings, panel discussions, business decisions and events.

Our IDG Takeovers elevate girls' voices in society and show that they should be free to dream and lead. In this way, participating companies are helping inspire girls to envision new career paths, and reveal their own potential — all while reinforcing the company's values and commitment to gender equality. In the U.S., Takeovers took place virtually with powerful men and women at organizations including Comic Relief US, Creative Artists Agency, Plan International USA, Bank of Montreal and AllianceBernstein.

As part of our Girl Unlocked campaign, Plan engaged donors, corporate partners and supporters in events and sponsorship opportunities.

Takeovers help raise awareness for IDG and provide a positive and meaningful way for employees to volunteer their time to engage and mentor the next generation of girl leaders. We leverage our U.S. network of young female advocates, ages 14-24, and match them with companies based on opportunities, skills and interests to create meaningful experiences on both sides. Hosting a Takeover goes beyond providing shadowing or mentorship; we work with companies to identify employee volunteers and create a compelling schedule to educate and engage both the girl taking over and employees throughout the office.

- We partnered with The Female Quotient to **unlock more opportunities for girls to pursue various interests and careers** by hosting a series of three interactive online sessions led by Plan youth advocates and female corporate executives. The Girl Unlocked digital workshops convened nearly 2,000 individuals to highlight the importance of unlocking girls' power and their critical role in shaping the dialogue around girls' rights and equality. The workshops featured executives from The Female Quotient, Ulta Beauty, LinkedIn and more.
- Building on our partnership with Kotex through its She Can Initiative, Plan hosted an international virtual panel with young women from Brazil, Nigeria, Vietnam and the U.S. This panel brought together more than 17,000 employees, consumers and supporters to discuss how period stigma is holding girls back and what we can do to **unlock a world that uplifts girls and women around their menstrual health.**
- Plan's New York City Leadership Council (NYCLC), a volunteer group of New York City women leaders who passionately believe in our mission of girls' empowerment, hosted its annual fundraiser. **More than 100 people registered for this virtual event and the NYCLC raised more than \$12,000 for our programs to empower girls.**

“ Girl Unlocked shows the world that girls can push through barriers and achieve their full potential. By taking over as CEO of Plan International USA, I was able to experience firsthand what it means to be a CEO — a dream all girls should be able to make a reality!

- Rida



## Amplifying voices

To ensure girls can realize their power and potential, they need to know that their voices are valued and should not be silenced. With COVID-19 driving more of our lives online, and with internet access around the world increasing, Plan recognizes the powerful role social media plays in unlocking girls' right to be free online. As part of Plan International's annual State of the World's Girls report, we spoke with 14,000 girls in 22 countries around the world. More than half said they have been harassed online.

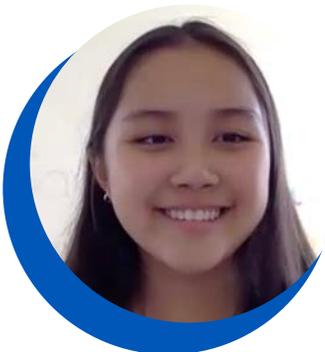
In the U.S. alone, 99% of girls said they use social media, and 43% said they've experienced some form of harassment on the platforms. That's why we invited people from all over the world to help amplify girls' voices everywhere by signing an open letter, sent to major social media companies, calling on them to work with girls and co-create solutions against harassment. Globally, we garnered more than 60,000 signatures.

We took this one step further by directly engaging girls and leaders to discuss what can be done to better protect girls' digital safety.. We convened more than 70 government representatives, international development experts and supporters in a virtual policy event that featured keynote speeches from U.S. Rep. David Cicilline, who serves as Chairman of the House Judiciary Subcommittee and as a member of the House Foreign Affairs Committee, and Gloria Steele, Deputy Assistant Administrator for USAID's Asia Bureau. The event also featured testimonials from Plan youth advocates in the U.S. and the Philippines.

As a result of the landmark Freedom Online survey, Plan International and Instagram have teamed up to kick off a series of listening sessions with girl activists around the world, which will inform work across Instagram, Facebook and WhatsApp. The listening sessions will give policy and product teams from Instagram — as well as other Facebook platforms — an opportunity to hear directly from girls about their lived experiences on social media, creating a dialogue about more ways the companies can continue to invest in protecting girls from bullying and harassment.

“ Plan's Girl Unlocked campaign is important not only to me but [to] girls around the world who are experiencing closed doors in our modern-day society. 2020 is a year of reflection, self-discipline and resilience. With the ongoing fear of women's rights being undermined, it is time for us women and youth to step up and amplify our voices. Plan's campaign gave me the voice and the power to unlock my full potential. A Girl Unlocked to me means a woman who is not afraid to address what needs to be addressed; for a girl to be on the front lines of success!

- Sandra



This year, we created a resource to inform voters on legislative issues related to gender equality. The goal of our Unlock the Vote hub is to ensure that the best policymakers committed to supporting and unlocking girls' potential are elected to office. [See more.](#)

## Join us in 2021

At Plan, we're aiming to transform the lives of 100 million girls by 2022. Partnering with Plan means joining this global movement to advance rights and opportunities for girls around the world. Globally, IDG is Plan's biggest media moment of the year with a push on external engagement, including:

- Coordinated content distribution involving more than 70 countries where Plan is active.
- Coordinated global media outreach across all Plan offices, including press conferences in some countries.
- IDG content featured in hundreds of media outlets across the world with a collective reach of more than 65 million people.

Consider getting your brand involved with us next year to raise awareness for gender equality on social media, reach consumers through a cause marketing campaign or engage your employees to host a Takeover — the possibilities are endless. Through a partnership with Plan, you can:

- Access Plan's 82,000 U.S. donors and 150,000 constituents, email subscribers and social media followers who are primarily Generation X, young Boomer and millennial women, who are 15x more influential than the average nonprofit supporter and engaged on issues of gender equality.
- Position your company as a leading global advocate for gender equality and youth voices.
- Take advantage of opportunities for sponsorship and joint media outreach around gender equality.
- Increase awareness about the importance of girls' rights and gender equality in your workplace.

### Get in touch:

We would love to hear about your vision for IDG in 2021 or any other ideas on how we can partner throughout the year.

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