



PLAN
INTERNATIONAL



Your

IMPACT

FALL | 2022



We Are the Girls

Let's fight gender inequality together.

In October, Plan International USA announced our We Are the Girls campaign, a \$200 million initiative to defeat gender inequality and fuel girls' leadership for a more equal world, together.

This holiday season, we're thankful for generous supporters like you who are helping us to reach this goal, and for young leaders who are making the world a better place for us all.



PHILIPPINES

Farhana, 25, is part of a three-year peacebuilding project in the Philippines. Due to armed conflict in her province, which has forced thousands of people to flee, the project aims to strengthen the capacity of young people in conflict resolution using a non-violent, community-based approach.

"We feel a strong responsibility to bring about peace because we're still young, we see that there are detrimental incidents happening in our village," Farhana says. "So for us, while it's not too late, while we still can, while we still have the strength and the voice, we want to state that we want peace in our community."



ECUADOR

Ruth, 17, has been a sponsored child in Ecuador since she was 5 years old and has taken part in numerous workshops led by Plan International. She's learned leadership skills and how to communicate in public, and is also part of the Girls' Movement which addresses issues related to gender equality and the rights of girls and women in the country.

"I admire Indigenous women like Dolores Cacuango and Tránsito Amaguaña, who were great leaders and fighters for rights," Ruth says. "I am very grateful to Plan International for the opportunity they have given me to take part in different activities that seek equal rights for women."



UGANDA

Rufina, 23, is determined to fight for gender equality in her community in Uganda. She's a chairperson of her village's youth council and has secured funding for initiatives focused on improving young people's livelihoods and sexual and reproductive health.

"The political issue that I care about is having a favorable environment where girls can freely express themselves on the issues that affect them and having policies that value girls," Rufina says.

Learn more about Plan's We Are the Girls campaign at wearethegirls.org!

Partnering to change the ALGORITHM



As part of Plan's launch of our We Are the Girls campaign, we're bringing girls and their allies together to champion gender equality and better representation around the world. We recognized that the representation of girls in stock imagery online reinforces dangerous stereotypes that perpetuate gender inequality. That's why we kicked off the "Girls vs. Stereotypes" activation in collaboration with Unsplash, the internet's source of freely usable visuals.

We called for photos of real, confident girls that break barriers and promote gender equality. No more images of "perfect" models. No more

photoshopped skin and bodies. No more fantasy. Girls, in all of their diversity, deserve to be seen — and celebrated — for exactly who they are.

In addition to encouraging more diverse submissions to combat societal biases that algorithms perpetuate in search results, Unsplash is taking the initiative to change their own algorithm. By adding diversity tags to the accepted images, more inclusive and authentic photos will appear higher in search results. Because when you change the algorithm, you change people's perceptions of what girls actually look like. See the top 10 submissions from this project on the Unsplash blog.

With you, we can ensure **EQUAL POWER** for girls

Climate change, poverty, hunger and conflict are impossible to ignore, especially in today's globally connected world. As they get older, adolescent girls and young women are becoming more politically conscious, and increasingly aware of how local and national decisions affect their lives.

This year, our State of the World's Girls report focuses on girls' and young women's political participation. Across 29 countries, Plan surveyed almost 29,000 girls and young women ages 15-24. We asked about the topics they care about most, what motivates or discourages their participation and, most importantly, what kind of support they need in order to get involved.

Here are some key findings:

Only 11% of respondents are **happy** with their leaders' decisions on issues they care about.



Respondents who identify as **LGBTQIA+**, and those from other minority backgrounds, hold more **negative views** about political leadership.



Only 50% of those surveyed believed that their communities were **accepting** of girls and young women participating in political activities.



Yordana, 12, from Bolivia is the child mayor in her village, bringing girls' perspectives and priorities to political spaces to affect change.

Your support for Plan makes it possible for us to bring girls' and young women's voices from around the world to the forefront. Together, we're partnering with them to break barriers that limit their leadership and participation in decision-making spaces.



YOU'VE HELPED make our sponsorship program in **THAILAND SUCCEED**

Plan International is ending our sponsorship program in Thailand — not because it was a failure, but because it was a success.

Since arriving in Thailand in 1981, we've worked with adolescent girls, young people, community leaders and

government officials to implement projects in more than 1,000 communities. In the past decade alone, support from people like you has made it possible to reach more than 13,000 children and 89,000 people in 153 communities in the provinces of Chiang Rai and Chiang Mai.

“Plan International educated us abundantly in each aspect,” Kim, a sponsored child, says. “We know how to protect ourselves from bad things. We contact our sponsors abroad via letters. We exchange our knowledge about cultures and daily life. We take photos of ourselves with family, participate in Children's Day events, draw and exchange gifts.”

Girls learned how to advocate for their rights, partnering with parents, community organizations and local leaders to address the root causes of harmful practices, like child marriage and gender-based violence, and create lasting change.

Read what sponsored children and young leaders from Thailand had to say about their experiences with the program on [our blog!](#)

Your Gifts of Hope

When you give a Gift of Hope, you send a message to girls around the world that their futures matter. From protecting girls against trafficking, to supporting their families' livestock businesses and more, the impacts of your gifts last year make it possible for girls to thrive.



Total number of Gifts of Hope given: **9,776**
Total raised through Gifts of Hope: **\$868,238**
(July 2021 through June 2022)



Top gift by total amount donated:
Give to Plan
Total amount donated: **\$74,169**

Most popular gifts
(Highest number of gifts given)



Chickens & Ducks
Number of gifts given: **1,601**
Amount donated: **\$28,821**



250 Water Purification Tablets
Number of gifts given: **982**
Total amount donated: **\$19,660**



Protect a Girl
Number of gifts given: **675**
Total amount donated: **\$34,893**

You can help more girls this holiday season with Gifts of Hope!

Browse the catalog online:
planusa.org/your-impact-gifts



Hellena does everything she can to stay in school, despite the dire circumstances she's under.

THANK YOU for providing life-saving support to girls and families in South Sudan

The hunger crisis is pushing more than 820 million people into life-threatening circumstances.

In South Sudan, 1.4 million children are already facing malnutrition.

“Because of the lack of food, some children are not coming to school,” Hellen, 17, says. “This is because they used to come in the morning hoping that later they’d have lunch in school. Now, some of them don’t come at all.”

This extreme situation affects girls in particular. Many families see the value in sending their sons to school, but keep their daughters at home to do housework, look after younger siblings or help to find food and water.

Hellena refuses to give up on her future: “I keep coming to school because I want to learn.”

Your support for Plan is providing life-saving assistance to families in South Sudan. So far, we’ve implemented school meal programs, provided supplemental food kits and supplied farming tools. We’re also supporting internally displaced families forced from their homes in search of food and water.

But there are more girls and families lining up for help. Your continued support can help girls like Hellen stay in school, fueling their minds and bodies so they can do their best.

Make your gift to protect girls from hunger today at planusa.org/hunger-crisis



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