



Have you
signed the
We Are the Girls pledge?



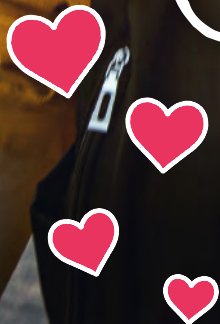
Take the pledge today and be
a part of this movement for
gender equality!

We Are the Girls

Let's fight gender
inequality together.

Your

IMPACT





Together, we
celebrated
the public launch of

AN UNSTOPPABLE CAMPAIGN!

We Are the Girls is Plan International USA's ambitious campaign for investment in adolescent girls to achieve gender equality. Through a diverse portfolio of innovative projects, the campaign unites girls from around the world to lead the fight against gender inequality.

To celebrate the public launch of this groundbreaking campaign on Oct. 11, International Day of the Girl, supporters like you joined together in Washington, D.C. to celebrate the amazing work of girls globally. Attendees heard a poem from Ramya Ramana, an internationally acclaimed poet, writer, mentor and advocate for other young poets and women. They raised a toast to colleagues and volunteers, to those managing the campaign, and to the people who have supported the campaign in its silent phase and will continue to support it as it moves into this new chapter.

And most importantly, they heard from girls themselves who have been impacted by this work — like Lily, a Plan participant who took the microphone and shared, “Plan’s We Are the Girls campaign is shifting the power to change the world to girls like us, and we’re more than ready to take on that responsibility together. Thank you for supporting us!”



“As a Youth Advisory Board member, I’ve really strengthened my perspective on the importance of girls banding together to influence change and achieve gender equality,” Thuba (center) said at the kickoff celebration.

Girls

TOOK OVER



for INTERNATIONAL DAY of THE GIRL

Plan has been leading the global movement for International Day of the Girl since 2011, when we asked the United Nations to make it official. This year was the celebration’s 10th anniversary, which also marked the official launch of Plan’s We Are the Girls campaign!

Plan celebrates International Day of the Girl with Takeovers, events during which girls assume leadership roles in corporate and government settings across the world. Takeovers provide a forum for girls to exercise their leadership skills, participate in decisions that affect them, gain real-world experience and increase their opportunities to harness their own power.

This year’s celebration featured amazing girl advocates taking over at companies like AstraZeneca, Smartly and Vertex — spending their day with executive teams and other staff and encouraging leaders to support young people, women and entry-level staff.

Girls also took the lead during the Plan U.N. International Day of the Girl Virtual Forum. One event in the forum focused on how the internet’s algorithms and artificial intelligence are perpetuating cultural gendered stereotypes and misrepresenting girls in society. Young people talked about playing an active role in disrupting the “machine,” and learned strategies for reclaiming representation in AI. With your support, young people are working together to create a more equal future for everyone!



Eva participated in a Takeover with Smartly.io, a digital marketing firm in New York City. She chatted with Laura, the CEO, about the value of listening, the support young people need when they enter the workforce and how to create inclusive workplace environments.





This is what equality looks like.

Thank you for helping girls achieve more equal representation

Plan's We Are the Girls campaign focuses on bringing girls together to create change. In the U.S., we've gathered a group of girls between the ages of 13 and 18, called Girls Out Loud, to help guide this effort. Through our private Instagram account, these girls safely share their thoughts and feelings about the experience of being a girl today — and talk about ways we can create change together.

The first topic the Girls Out Loud have tackled is representation of girls in stock imagery. These pictures are powerful, and can reinforce dangerous stereotypes that perpetuate gender inequality. Right now, we know that words like “sexy” and “hot” are the No. 1 search terms associated with girls.

So, Plan USA partnered with Unsplash, the internet's source of freely usable visuals, to revamp stock images so they represent girls on their own terms.



Photographers submitted hundreds of photos to Unsplash's “Girls vs. Stereotypes” topic. Then, we asked the Girls Out Loud to select their top 10 favorites.

The girls' responses were insightful and poignant, using words like “bold” and “strong,” and celebrating self-expression. They talked about unrealistic beauty standards and pointed out poses in some of the photos that felt staged or forced.

But most of all, they chose images that reflect the diverse, joyful experience of being a girl today. And as a result, Unsplash received more diverse submissions, as well as the opportunity to tweak its algorithm to combat the societal biases that artificial intelligence perpetuates in search engines. By adding

diversity tags to the accepted images, Unsplash can now feature more inclusive photos at the top of search results.

Thank you so much for supporting girls as they led this important work!

Below: Two of the winning photos from the Unsplash competition. Visit planusa.org/unsplash to see all 10 of the winning images!



Photo credits: Good Faces (left), Janosch Lino (right)

Your IMPACT in numbers

Plan's We Are the Girls campaign is triggering chain reactions across Plan's projects around the world, ultimately impacting 10 million lives. Thousands of girls around the world are realizing their power and using their voices to create the world they want to live in, including right here in the U.S. Here are just a few examples of your impact on girls around the world.



CONNECTION TO SUCCESS

In Guatemala,
2,465 young people
have completed Plan's life skills and gender equality training through the project, giving them the confidence they need to succeed.



PROTECT

Across India and Nepal,
1,205 young people
have been trained to lead advocacy campaigns, and the young leaders play a significant role in crafting messages for their communities.



THE GRADUATION PROJECT

The percentage of participating girls in Zimbabwe who said they know how to access adolescent-friendly health services has jumped

from 13% to 93%
since the beginning of the project.



KOTEX® SHE CAN INITIATIVE

The project has reached
35,231 young people
in Vietnam through training and education programs focused on menstrual health and gender equality.



SAFER CITIES FOR GIRLS

More than **3,000 young people**
in Egypt were trained to become gender equality advocates in their neighborhoods, resulting in the implementation of 25 safety initiatives.