



Go Laadli
LEAD LIKE A GIRL



2018 IMPACT REPORT

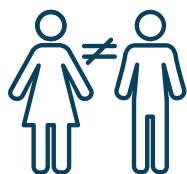
A global movement of women problem solvers, leaders and changemakers.

GO LAADLI'S MISSION

To empower young women to become problem solvers, leaders and change makers. We do that through investing in their education, providing 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 change makers 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.

Current stats on women leadership in India:



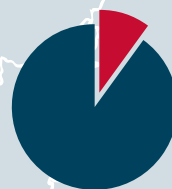
India ranks in the **bottom 40th percentile** in global gender gap.

Global Gender Gap Report, The World Economic Forum, 2016



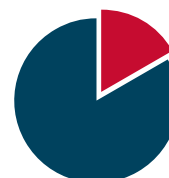
Only 3 out of 10 Indian women join the workforce.

McKinsey Global Institute Report, 2015



1 out of 10 parliamentarians is a woman.

McKinsey Global Institute Report, 2015

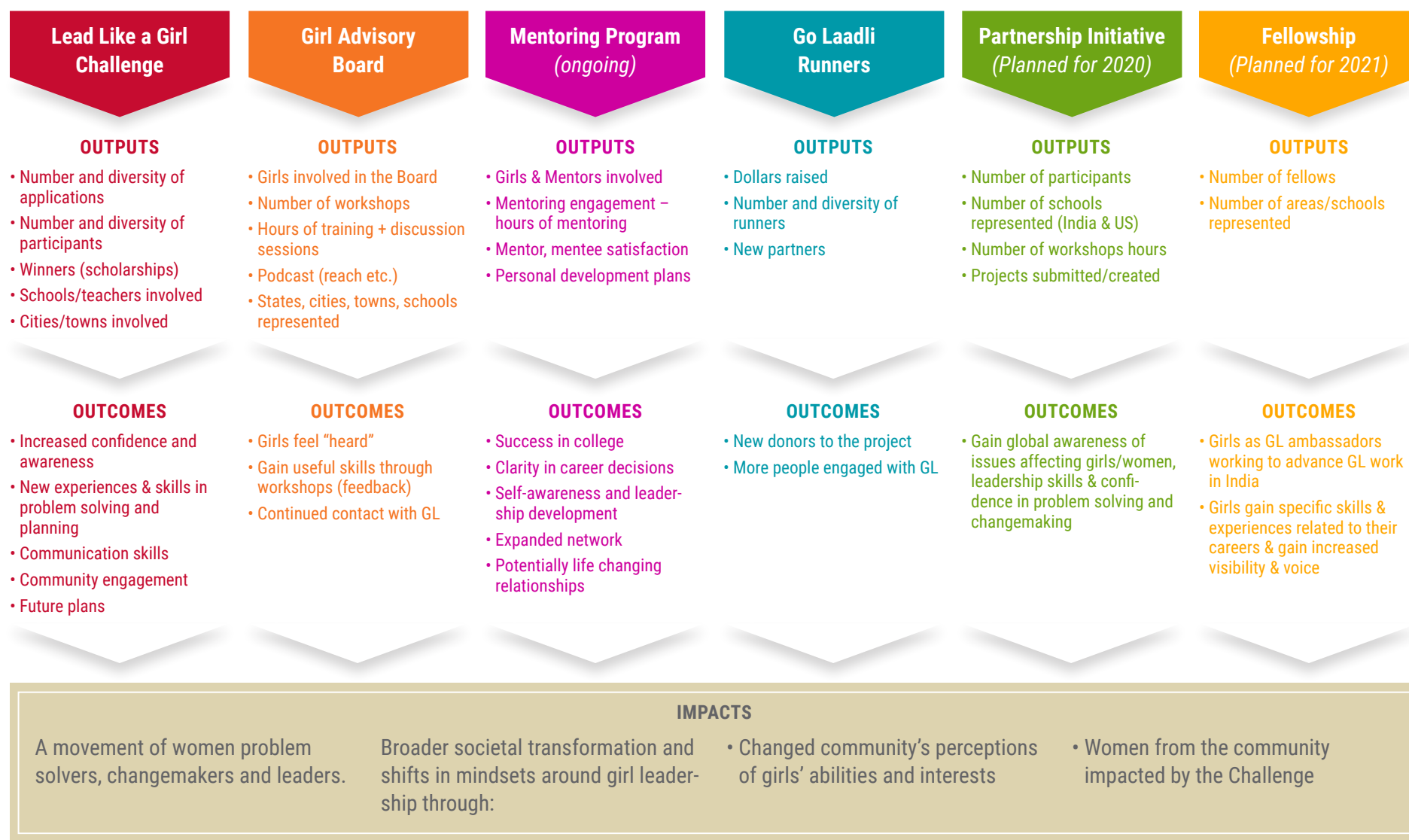


1 out of 6 senior business positions is held by a woman.

Grant Thornton International Business Report, Women in Business—Turning Promise into Practice, 2016

THEORY OF CHANGE

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



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

Communication skills

Increased confidence in problem solving

Community engagement in order to address/ solve problems

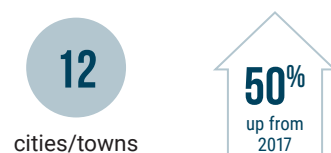
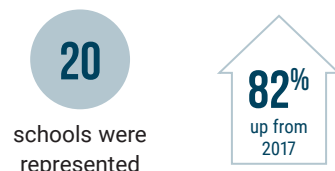
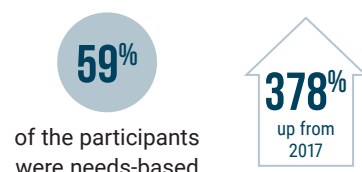
New experiences and skills related to being change agents

Real life application of skills and future plans around implementation of ideas

LEAD LIKE A GIRL CHALLENGE

OUTPUTS

73 girls participated in the 2018 Challenge



WINNERS

5 scholarships amounting to 5 Lakh Indian Rupees awarded



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. 94.6% of the girls surveyed provided a response and their comments were organized into the following themes:

Increasing awareness of societal issues

“This project helped me extensively and left a deep impression on me in terms of the grave situation prevailing.”

Giving women a chance to be heard

“The women and girls whom I have interviewed thought that someone is there to listen to our problems in their community and they shared their problems so freely.”

Developing meaningful solutions to complex problems

“I could understand women centric problems and think creatively for a solution.”

Sense of community and solidarity

“We can solve any issue if we stand together.”

Gained confidence and skills

“I have increased my confidence. I also learn that a student can also find solution to the problem of girls.”

“I had new experiences and exposure on critical thinking for the first time. I got new confidence realizing the potential of collective action.”

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.

SCOPE AND METHODOLOGY

Sample

The sample for this evaluation consisted of the girls who responded to the 2018 Challenge survey (n = 37, 50.7%), and six of the seven girls who participated in the Girl Advisory Board.

Materials

Several materials were used to gather data for this project: 1) Challenge 2018 Survey, 2) Feedback from Challenge judges, 3) Girl Advisory Board journal entries, and 4) Girl Advisory Board feedback survey. All data collection tools (e.g., surveys, interview questionnaires) were developed by Go Laadli and Puffin Strategies was asked to review the instruments and make recommendations for 2019 evaluation efforts.

Analytical Approaches

Quantitative Analysis Methods

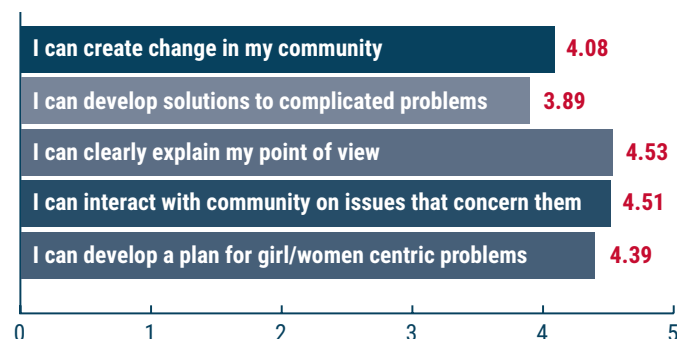
This study involved quantitative analyses such as descriptive statistics (i.e., means, standard deviation, minimum and maximum scores, and ranges).

Qualitative Analysis Methods

Puffin Strategies used a grounded theory approach for analyzing the qualitative data. First, the data were organized into an Excel spreadsheet where each row of text represented a comment. The data were further organized into a Word document by question. Next, Puffin Strategies read through all the statements, noting recurring words and ideas in the data. These ideas were organized into groups or themes. All comments in the Excel dataset were grouped into the most relevant theme. The number of comments relevant to each theme was tabulated and reported.

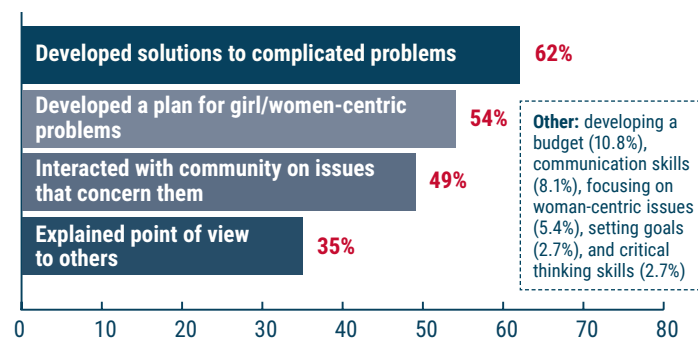
LEAD LIKE A GIRL CHALLENGE

CONFIDENCE IN BEING CHANGE-AGENTS



Girls were asked to rate their current confidence level on a scale of 1 to 5 with 1 = "not confident" and 5 = "very confident" based on their experience with the Challenge (n = 35-36).

NEW EXPERIENCES



The girls were asked to indicate which experiences were new for them during the Challenge (n = 37).

NEW SKILLS LEARNED FROM THE CHALLENGE



Girls were asked what new skills they developed through participating in the Challenge (n = 36).

SUMMARY

Overall, the girls gained new experiences and learned many new skills through their participation with the Challenge. Notably, they gained substantial experience in creating solutions to complicated problems and learned how to create SMART goals. They also gained valuable experience in knowledge and in developing plans for action.

Previous Participation in Similar Challenges

Girls were asked to indicate whether or not they had previously participated in a similar Challenge. Most of them (86.5%) had not participated in a similar Challenge, and four girls who did (n = 4, 10.8%) gave specific examples, one of which was Go Laadli Challenge 2017. One mentioned Design for Change and Paryavaran Mitra, another mentioned Technovation (designing app to solve social issues), and another a financial literacy project related to community.

Future participation with Go Laadli

Girls were asked to indicate their interest in future participation with potential Go Laadli programs. Girls reported strong interest in mentoring (73%). The Girl Advisory Board was also appealing with 67.6% of the girls expressing interest in future participation.

GIRL ADVISORY BOARD

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.

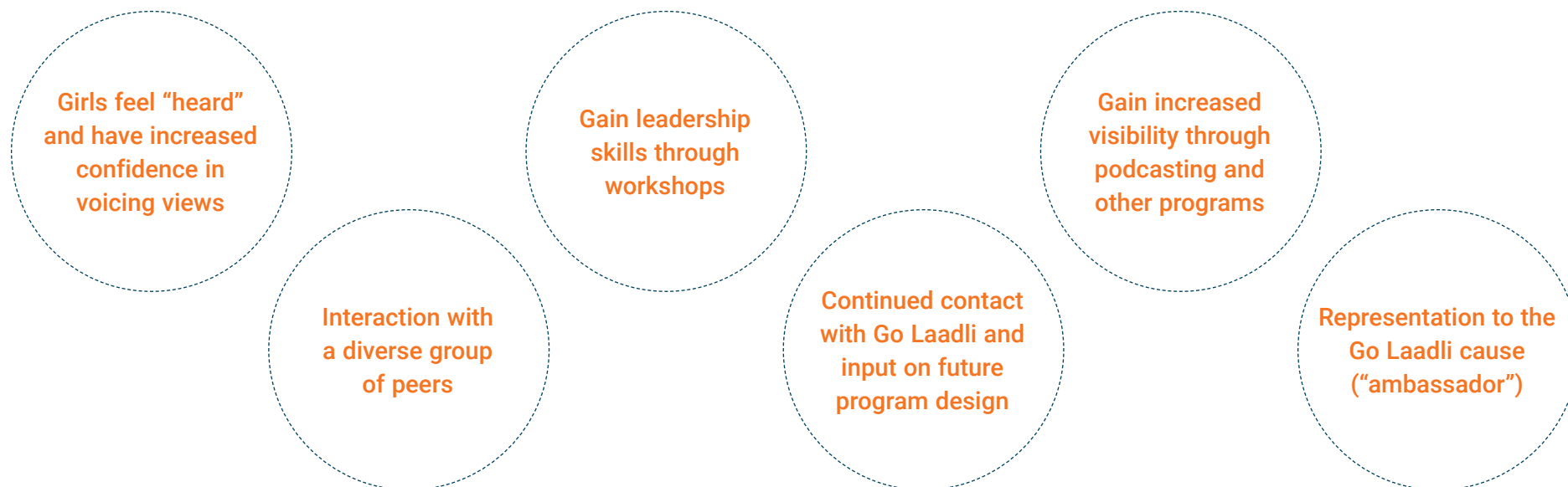
HOW

- 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 such as empathy, self-efficacy, visibility and voice and community engagement.
- Engage them in meaningful leadership activities.

WHAT

Girls participate in a 6 month program that includes discussions and workshops. Girls also work on creating podcast series where they interview women from around the world who are experts in leadership, community building and engagement, creative critical thinking, visibility and voice thereby creating a visible footprint for themselves as well as creating a product that they can share within their communities and inspire other young women in the process.

OUTCOMES



GIRL ADVISORY BOARD

OUTPUTS

7 girls participated on the advisory board

5

workshops held

10

workshop hours

4

schools were represented

3

cities/towns

WORKSHOPS

1. Empathy using NVC for change making and leadership
2. Visibility and voice
3. Engagement in communities and change making
4. Self-efficacy leading to agency
5. Interviewing for podcasts

OUTCOMES

After every workshop, girls were required to answer 5-6 journal questions about their experience. The participation was fairly representative throughout the journal entries, with at least six girls completing the journals after each session.

Although each workshop had a different topic, there were consistent themes that emerged through both the journal entries and the feedback comments.

KEY THEMES THAT EMERGED FROM THE GIRLS' JOURNAL ENTRIES:

New skills and knowledge

"The most important thing I learnt from the workshop was about how to go about the scripting and speaking process. It was knowledgeable and I learnt how one should not remember scripts by heart but understand them so that the emotions can be felt. Also, it helped to know about the technique of getting over stage fright (or camera)."

Clarity and direction

"I got clarity in my thoughts and a new direction. I realized that there are many major as well as minor problems in our society and there is a need to overcome these evils starting from small steps and then heading towards major obstacles."

Confidence

"The moment it was over, I was overcome by a strong sense of initiative which stemmed from the knowledge that to bring about a change, one must have the resolve to take a step forth in the direction and then only can we expect people to join us."

Listening for understanding

"Prior to the workshop, had someone asked me to listen empathetically, I would have jumped with my suggestions, observations or maybe similar anecdotes before the person could have finished. I wouldn't have been able to relate to the people or gauge their reactions and modify my proposed activities and plans. For me, that would mean that had I been in a position of leadership, I would have never connected with the people and wouldn't have come up with the best possible solutions."

Self-awareness

"I understood the power of positivity and self-esteem. I learned how from keeping and thinking about the same thoughts, we turn our imaginations into reality. I learned how to stay mentally healthy with oneself."

Importance of understanding other viewpoints

"I learned about community engagement and how these lessons can help us create a better society in which people live with peace and understand each other."

SUMMARY

In general, the Girl Advisory Board participants gave high praise for their experiences in the workshops. Some workshops were more interactive than others, and this should be noted for future sessions. All topics seemed relevant and helpful, and the girls finished the workshops feeling motivated and better prepared to serve as change agents in their communities.

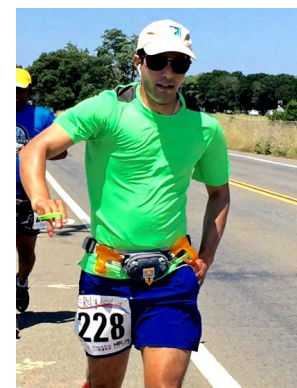
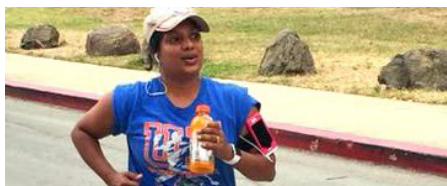


GO LAADLI RUNNERS

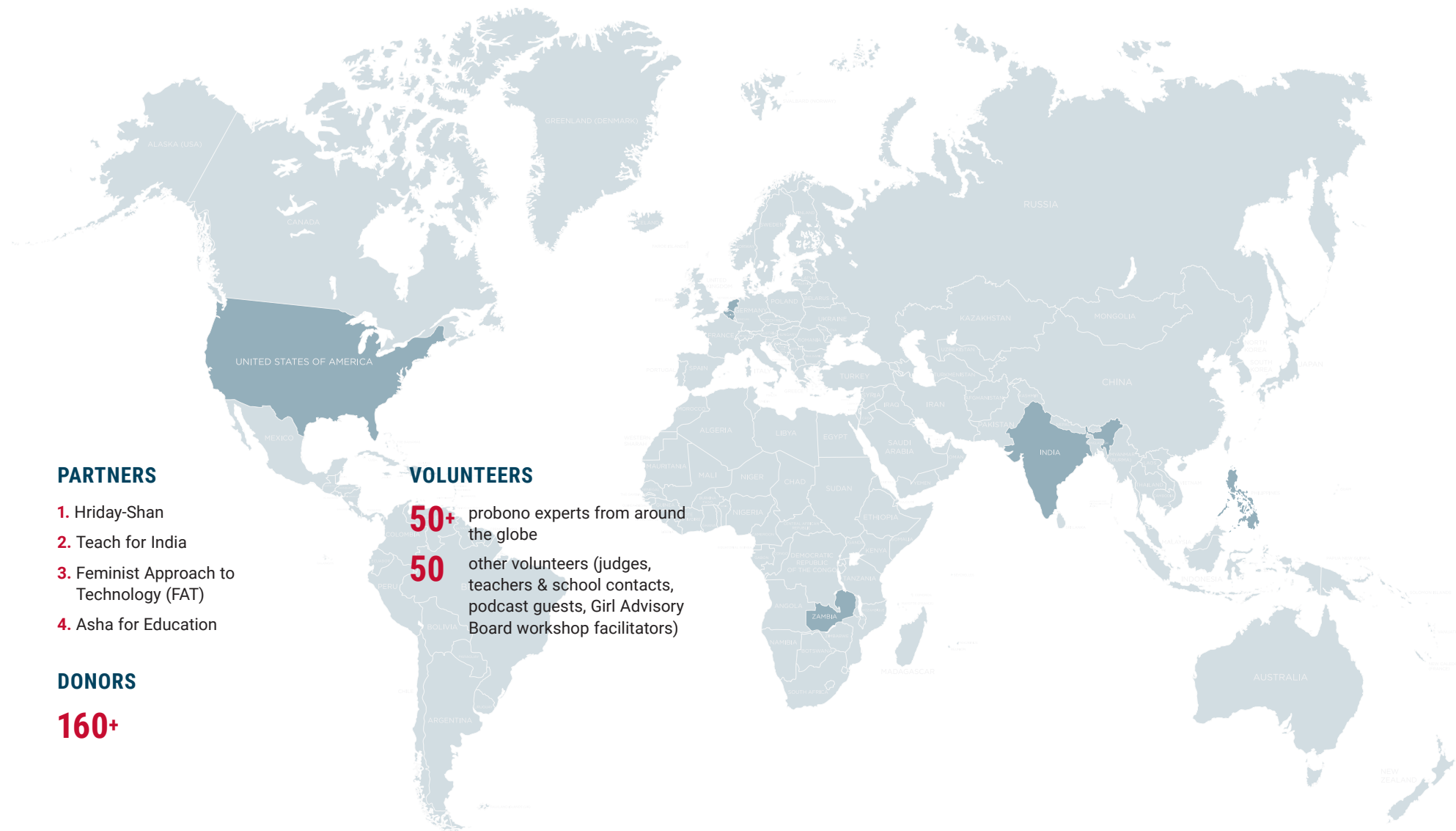
OUTPUTS

13 runners participated
in 2018

\$11,582 funds
raised



THANK YOU TO OUR PARTNERS AND VOLUNTEERS



PARTNERS

1. Hriday-Shan
2. Teach for India
3. Feminist Approach to Technology (FAT)
4. Asha for Education

DONORS

160+

VOLUNTEERS

50+ probono experts from around the globe
50 other volunteers (judges, teachers & school contacts, podcast guests, Girl Advisory Board workshop facilitators)

OUR FINANCIALS



TOTAL RAISED SINCE LAUNCH

(as of Dec 31, 2018)

\$126,867.58

including in-kind support*

\$31,467.58

Donations

\$95,400

In-kind support

TOTAL REVENUE CASH

(FY 2018)

\$18,294

OPERATING EXPENSE

(FY 2018)

\$513.50

** From Taproot: Does not include running team+judges hrs+ ongoing projects that have >30 probono experts*

WHAT'S BREWING

Lead Like a Girl Challenge Podcast Series

The podcast series will allow our girls an opportunity to interview women change-makers, leaders and experts from around the world so that besides drawing inspiration and stirring up the change-making spirit within themselves, they can serve as examples for many more young girls who would listen to the podcast. In addition to showcasing and bringing visibility to positive women role models, the podcast series will allow our girls a platform to make their voice heard, to create a visible footprint for themselves and to inspire more girls to engage in their communities and in leadership.

Mentoring

At Go Laadli, we realize that one of the most important aspects of a young girl's personal development is access to quality mentorship. That is why we have set up a mentorship program to steer our young women towards a bright and fulfilling future. In addition to providing scholarships and an opportunity to be a GAB member, the winners of the Lead Like a Girl Challenge will be matched with mentors in the US in one-of-its kind mentoring program. Our mentorship program is designed by industry experts and will provide the much needed one to one support and guidance to develop, facilitate and support girl leadership. Our mentors will work with mentees on goal setting, leadership development, education and career exploration thus providing access to opportunities to young women to develop their confidence and leadership, graduate from college and ultimately become leaders and changemakers.

Partnership Initiative (Planned for 2020)

Go Laadli's partnership initiative will focus on bringing the girls from across the globe together to encourage global and multicultural understanding of women issues, leadership skills and confidence in problem solving and changemaking.

Fellowship (Planned for 2021)

Based on interest from the GAB girls, fellowship program is being created to further engage the girls to nurture and support their growth and development as leaders and changemakers. The Fellows will serve as Go Laadli ambassadors, gain specific skills and experiences related to their careers and gain increased visibility and voice.

NOTE FROM PUFFIN STRATEGIES ABOUT GO LAADLI'S IMPACT

The impact of Go Laadli is far-reaching and affected by multiple organizations, people groups, and external factors. Ultimately, Go Laadli's vision is...

A global movement of women who are problem-solvers and change agents in their communities.

The evaluation conducted by Puffin Strategies Inc. examined the perspectives of girls who participated in the Go Laadli Challenge and then considered the opinions of the girls who were part of the Girl Advisory Board. Support for both programs was very positive, and girls increased in their confidence, skills, problem-solving abilities, and awareness of the issues. Though introductory in nature, this evaluation yields encouraging findings which indicate that Go Laadli has a positive ability to provide long-term impact on the lives of young women across India.

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DISCLAIMERS

It is important to note several limitations of this evaluation. First, most of the participants who completed the survey self-reported that they were highly motivated to challenge themselves, and therefore it could be assumed that they were already highly motivated individuals who may not necessarily be representative of the female high-school population of India. Next, only 37 of the 73 Challenge participants completed the survey, and thus the sample may be biased. Also, the survey was not anonymous which negatively influences the validity of responses. Finally, the evaluation tools were developed by Go Laadli staff and data were collected by Go Laadli staff, introducing possible researcher bias. However, this risk was mitigated somewhat by the use of an external evaluator Puffin Strategies, LLC to examine and interpret the data. Despite the limitations, the results of this evaluation will be really useful for internal growth and development moving ahead.

