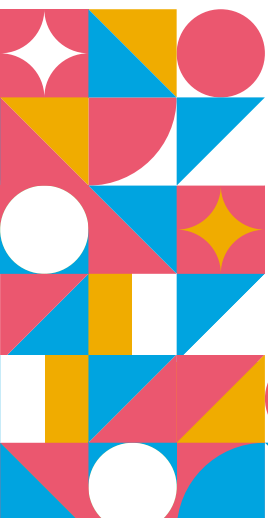




# 2023

## ANNUAL REVIEW



A young girl with dark skin and short hair is smiling and looking to the side. She is holding a blue pen in her right hand. The image is overlaid with several large, semi-transparent circles in various colors: blue, yellow, red, and teal. The background is a blurred classroom setting.

*I am so glad that you came to our school and helped me see that even the impossible can be possible!*

Inspiring Girls International Activity Participant, Age 11



# FOREWORD

## Welcome to our 2023 global review!

As we reflect on another amazing year of growth and action, it is genuinely inspiring to see how far the charity has come in just seven years.

I founded Inspiring Girls with a mission to give all girls, everywhere, access to amazing female role models and challenge gender stereotypes that hold them back in their career choices. Thanks to incredible efforts worldwide, we've made tremendous progress towards this goal working in 36 countries worldwide in 2023 to inspire girls to dream big, believe in themselves, and achieve great things!

Our global scale and impact continues to be our greatest strength and achievement. In 2023 alone, we worked with 33,000 girls in person and inspired thousands more through online activities and campaigns.

We welcomed new teams in Tanzania, Ecuador, Canada, Thailand, Argentina, Germany, the United Arab Emirates, and Malaysia, broadening our reach and impact. It is so exciting to see the movement expand across the world. I was especially delighted to welcome our first sub-Saharan African country, and keen to find women who would like to take the campaign forward in other countries in the region.

The drive, passion and commitment shown by all those involved in our mission is truly exceptional. I continue to be inspired on a daily basis by those who form part of our global movement - our amazing donors and supporters, team leaders and committed staff, fabulous volunteer role models, and of course, the girls we work with. We put girls at the heart of everything we do as an organisation and our amazing Young Ambassadors have played a crucial role this year in guiding, advising and inspiring us all!

We are also very proud to be working alongside a number of corporate partners to build a better future for girls. This year, our large scale global partnership activities have included financial education workshops with BlackRock, career speed networking events with MetLife, interviews with wonderful Toyota role models as part of our hugely successful This Little Girl is Me campaign, and leadership workshops with Barbie featuring space scientist, Dr Maggie Aderin Pocock OBE. Our partners play a key role in helping us achieve our mission and I want to send a special thanks to all of them.

Our charity ethos reflects the core message that we share with the girls in our network - be ambitious, decide freely what you want to do in life and work hard to achieve your dreams! By our tenth anniversary in 2026, we aim to have connected a million girls with women role models across the world - and with your help and support, I absolutely believe that we can make it happen.

Thank you for being part of our journey.



**MIRIAM GONZÁLEZ DURÁNTEZ**  
Founder and Chair of Inspiring Girls International

# THE SITUATION FOR GIRLS...

3

1 in 5

GIRLS SAY STEREOTYPES HOLD THEM BACK IN SCHOOL

Girlguiding Girls' Attitude Survey 2022

ONLY HAVE ONE WOMAN ROLE MODEL IN THEIR LIVES

Inspiring Girls International and Barbie, 2023

1 in 4

131 years

IS HOW LONG IT IS PROJECTED TO TAKE FOR THE GENDER GAP TO CLOSE

Girl's Attitudes Survey, 2022

OF GIRLS FEEL THAT THEIR CONFIDENCE DROPS BETWEEN THE AGES OF 13 TO 18

Survey by Être Girls and Ypulse, 2022

35%

92%

OF GIRLS SAID HEARING WOMEN TALK ABOUT THEIR JOBS MAKES THEM FEEL LIKE THEY HAVE MORE OPTIONS IN THE FUTURE

Inspiring Girls Young Ambassadors Survey, 2023

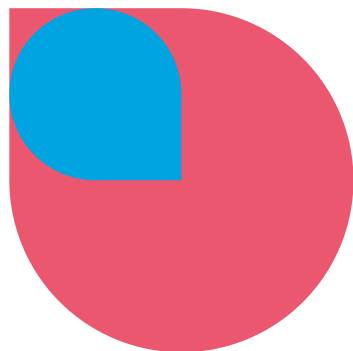




# OUR MISSION

We want to see a world where girls make confident, free choices about their futures.

We want all girls everywhere to have access to amazing women role models so they can dream, believe, and achieve!



**THEY'VE GOT TO SEE IT TO BE IT!**

## Inspiring Stories

We believe that every woman's career journey is a potential spark of inspiration for girls. Our role models come from every sector and walk of life, sharing their stories with girls in schools and communities. The impact is undeniable - a staggering 92% of girls say that hearing from women about their careers makes them feel that they have more opportunities in the future.

## Inspiring Communities

We bring together an extraordinary global community, united in our mission to drive change for the next generation. At the heart of our mission are our country team leaders, who adapt our work to fit the unique cultural and social context of each country. Team leaders, volunteer role models and girls create meaningful connections across countries and continents, and empower each other in their personal and professional journeys.

## Inspiring a Global Movement

While grounded in local initiatives, we have global ambition. We are constantly expanding our reach and impact in both existing and new countries, forging strategic partnerships, and launching exciting new projects and initiatives which help our organisation to develop and grow. Together, we aim connect a million girls with women role models worldwide by 2026.



What a year! It is so fantastic to see the impact of our work across the world - though there is still so much to be done to ensure that all girls are able to access the information, opportunities and encouragement that they deserve. 93% of girls tell us they want to see more women role models in their lives, and many still feel that there are jobs and sectors that they don't feel are open to them. I'm so proud that Inspiring Girls is making such a difference - and proud of our ambitious efforts to create a more equal future for the next generation

**VICKY BOOTH**

CEO, Inspiring Girls International





# 2023 IMPACT IN NUMBERS <sup>6</sup>

36

teams  
around the world

32,953

girls  
participated in Inspiring  
Girls activities!

5,075

role models registered

1,143

events held



# EUROPE, MIDDLE

## Our Teams

Algeria  
Belgium  
France  
Germany  
Italy  
Jersey  
Morocco  
Poland  
Portugal  
Russia  
Serbia  
Slovakia  
Spain  
Switzerland  
Tanzania  
UAE  
UK

I hope that [Inspiring Girls] will continue to be a source of inspiration and motivation for me. I hope we can continue to work on my challenges and explore new opportunities together.

*IG Morocco Student*

IG Italy developed a Take-Home Playbook activity the parents can download and use with their children at home, focussed on their talents, passions and addressing gender stereotypes

New EMEA teams were welcomed in Germany, Tanzania and the UAE in 2023. They're already off to an amazing start!

In Belgium, Inspiring Girls organised engaging events such as a social media campaign with their local partner ENGIE designed to highlight the amazing women role models at the organisation.

IG Spain were awarded the Innovation and Creativity Award! Their commendation stems from their pioneering Inspiring Digital Bus project, which has successfully delivered basic digital skills training to the most remote rural regions for the second consecutive year.

IG Portugal conducted 47 sessions across the country. These included schools talks, themed speed networking sessions, and gender equality training to broaden perspectives





# EAST & AFRICA

## TEAM HIGHLIGHTS

**IG Poland** won the Outreach and Engagement Award! The entire IG Poland team exemplifies boundless energy and unwavering passion in their work, particularly in scaling the operations of Inspiring Girls Poland during challenging times!

**IG United Kingdom** launched its inaugural Road Show, starting in London and travelling to Birmingham, Manchester, Belfast, and Cardiff. Over 360 girls, aged 11 to 16, connected with diverse women role models, discovering a wide range of opportunities and careers.

I will be glad if this helps them follow the path that will make them internally strong, self-confident and, most importantly, happy, each in their own way.

*IG Russia Role Model*



**IG Serbia** started working with a local partner on a national survey of girls to raise the representation of women in the media and promote new affirmative role models for girls.



The children were delighted on the way back to school, and asked me lots more questions about the different professions.

*IG France Role Model*

## Our Teams

Argentina	Guatemala
Brazil	Honduras
Canada	Mexico
Chile	Panama
Colombia	Peru
Costa Rica	USA
Ecuador	Venezuela

New teams joined us in **Ecuador**, **Argentina** and **Canada** in 2023.

IG USA had an incredible year, reaching over 1,000 girls across the country, and increasing their Board of Directors, Junior Board, and USA Young Ambassadors Network.

I would have liked someone to help me find my way when I was their age and to remind me that it is possible. It was an honour to have attended as a Role Model!

*Ericksa, Pilot and IG Mexico Role Model*

The **IG Colombia** Awards event brought together teams from **Peru**, **Chile**, and **Spain**. Participants engaged in talks, speed networking events in local schools, and exchanged best practice.

Monica Nishi from **IG Brazil** won the IGI Award for Volunteer of the Year!

Monica has been a dedicated volunteer with Inspiring Girls Brazil for several years, making a significant impact on the organisation. During the challenging pandemic period, she took the lead in organising and facilitating the hybrid monthly Inspiring Sessions.





# AMERICAS

## TEAM HIGHLIGHTS



In 2023, IG Panama made waves with creative initiatives, such as the Inspiring Fashion Girls Boutique and participating in a prestigious International Book Fair!



We were thrilled to partner with Inspiring Girls USA for a workshop with one of their wonderful role models. The role model provided an incredibly safe space for our youth participants to engage, ask questions, and learn. Her fun-loving energy and clear passion for empowering young women was felt by all of the girls who attended.

*Ariane Thielenhaus, Director of Programs and Partnerships for Women's Voice Now*



Meily Chang, of **IG Venezuela**, won IG Chair of the year! Her unwavering dedication to providing activities throughout the country is truly remarkable, and we take immense pride in having her as part of our network!



I took part in the Inspiring Girls course about 2 years ago and I didn't have a clue about my future and today, thanks to you and your inspiration, I'm doing my degree in Analysis and Development Systems, thank you very much!

*Fabielle, IG Brazil Alumni*



Our fantastic **IG Ecuador** team was invited to the Women's Economic Forum, where they hosted a roundtable discussion with five girls about the leadership of the future.



# ASIA

## Our Teams

Australia  
Hong Kong  
Malaysia  
Singapore  
Thailand



In 2023, new APAC teams were established in **Malaysia** and **Thailand**.



IG Hong Kong worked with their national partner Olay to challenge gender norms in STEM, with a programme for 50 girls exploring cutting-edge topics like AI, big data, and the metaverse.

IG Thailand launched their activities with a series of vibrant events focused on 'Women in Business', 'Women in Diplomacy' with three women ambassadors, and 'Entrepreneur Creatives' with Wuttichai Wittaya, a compelling two-day online session with fashion entrepreneurs and artists.

Thank you! It actually gives me more confidence to know that I could be anything I want in the future!

*IG Singapore Student*





# PACIFIC

## TEAM HIGHLIGHTS



The most precious part of this program is the girls can, through their discussion with Role Models on different topics, learn from the life experiences of different people and be inspired to reflect on their own life journey and what they may become in the future, which is not available in a regular school curriculum.

*IG Hong Kong Role Model*



In the past year, **IG Singapore** has significantly expanded outreach, reaching 1,297 girls through workshops and networking and connecting them with 200+ role models. Girls who take part in their programme have reported an increase in their confidence but also their happiness - what a fantastic impact!

Despite being only in their second year of operation, **IG Australia** made significant progress, expanding its influence to three secondary schools and enrolling 135 girls in their regular programme. They also successfully introduced the Barbie Dream Gap Programme to primary schools, reaching 155 girls. They received amazing feedback, with one of these schools extending the programming to all students in years 8 and 9!

**IG Hong Kong** won Team of the Year at the IGI Awards! Since its inception in 2020, IG Hong Kong has thrived despite the challenges posed by launching at the height of COVID. With an impressive list of corporate partners, they offer a wide range of activities for girls from a wide range of backgrounds and showcase innovation in impact monitoring!



## Alžbeta Palkoci IG Slovakia



### WHY DID YOU DECIDE TO START INSPIRING GIRLS IN SLOVAKIA?

In my childhood I was surrounded by extraordinary women, it seemed normal to me at that time, but only in my adulthood I find out how much it influenced my life. I want to pass this experience on - I love to connect inspiring women with girls in schools. I believe presenting positive role models and their honest advice and experience is a valuable asset that will have long term benefit for girls and society.



### ARE THERE MOMENTS IN THE PAST YEAR THAT SHOWCASED THE IMPACT OF INSPIRING GIRLS IN SLOVAKIA?

The powerful moments are when successful and assertive women today open up honestly at school visits, show vulnerability and talk about the difficult times and feelings they experienced when they were teenagers. Seeing the connection and understanding in the girls' eyes is really impactful and motivates them to aim high.



### LOOKING FORWARD, WHAT ARE YOUR ASPIRATIONS FOR IG SLOVAKIA IN THE COMING YEAR?

Our long-term and ambitious goal is to bring the Inspiring Girls programme to every school in Slovakia. In the coming year, we want to focus on bringing more girls an interactive experience directly with companies that are traditionally male-dominated. We also see the possibility of organising networking events and a bigger conference for girls, so fingers crossed!



### WHAT MESSAGE WOULD YOU LIKE TO SHARE WITH OTHER COUNTRY CHAIRS AND THE BROADER INSPIRING GIRLS COMMUNITY?

Let's focus on what has real meaning and value - let's help open girls' eyes and make them see that they can do anything! Let's support a young generation of leaders, entrepreneurs, innovators, but most importantly, independent women who know their worth and are courageously helping to change the world.





# SPOTLIGHTS

## Macarena Salosny IG Chile

WHEN AND WHY DID YOU DECIDE TO START INSPIRING GIRLS IN CHILE?

In 2017, my 6-year-old son asked me "Why did you work in the Air Force if women can't parachute?" and that led me to seek information about gender biases and stereotypes. I came across an Inspiring Girls video in which women visited schools to show girls and boys the professions they can pursue without gender as a limitation and that led me to bringing the initiative to Chile!



WHEN YOU STARTED IG CHILE WHAT WERE YOUR ASPIRATIONS?

It was a way to give a little of my time in volunteering that made sense to me. I knew we would generate an impact but I never imagined the number of activities we would have carried out to date, the number of women I have met and the thousands of girls to whom we have shown new opportunities for their future.



LOOKING FORWARD, WHAT ARE YOUR ASPIRATIONS FOR INSPIRING GIRLS IN CHILE IN THE FUTURE?

One of my main goals is to have a greater presence in the different regions of my country by establishing local chapters doing visits in schools. I also wish to strengthen a Latin American network that allows leading women to connect with other inspiring women to share experiences and generate links beyond borders both online and in person.



WHAT MESSAGE WOULD YOU LIKE TO SHARE WITH OTHER COUNTRY CHAIRS AND THE BROADER INSPIRING GIRLS COMMUNITY?

Many times we think that the beneficiaries of the activities are the girls and young women who participate, but what happens to the women when they share their stories is also vital for their personal and professional development!



# #THISLITTLEGIRLSME



Our 2023 'This Little Girl Is Me' social media campaign once again brought together thousands of women sharing their hopes, dreams, and advice alongside pictures of themselves as little girls.

From scientists to artists, business leaders to educators, diverse women from all walks of life united under the #ThisLittleGirlsMe hashtag, creating a tapestry of stories that celebrated resilience, determination, and the pursuit of dreams.



## 25 Million

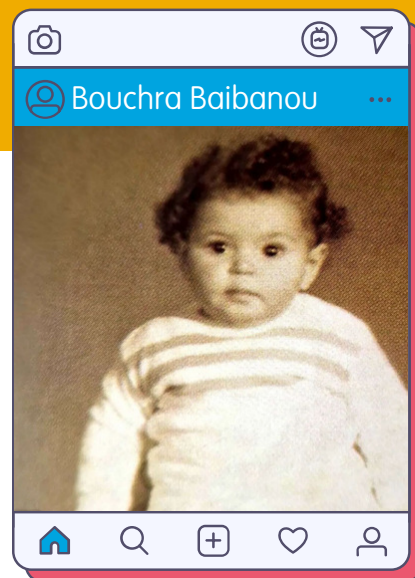
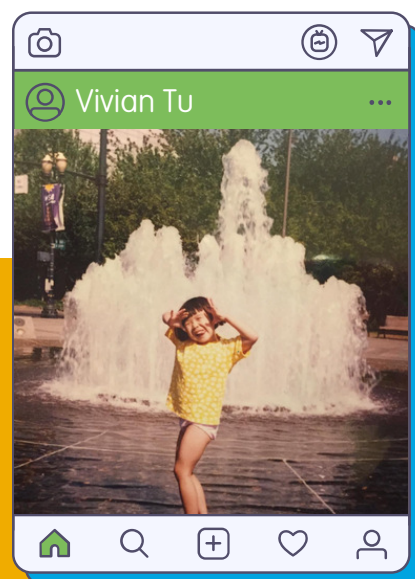
reached around  
the world in 2023



## 92%

of girls said seeing women tell their stories in the #ThisLittleGirlsMe campaign makes a difference to the way they feel about their career and their future\*

\*Inspiring Girls Young Ambassadors Survey, 2023



There were many years after I left university when I had absolutely no idea what career to get into or how to go about it, and [...] having more visible role models would have helped. So when Inspiring Girls asked me if I wanted to get involved in their ThisLittleGirlsMe campaign, of course I said yes.

*Alice Fevronia, Great British Bake Off Season 10 Finalist*



**THIS INCREDIBLE CAMPAIGN HAS ALREADY REACHED  
72 MILLION PEOPLE IN JUST THREE YEARS!**



# YOUNG AMBASSADORS NETWORK

Girls are at the heart of everything we do as a charity. We want to hear their voices and thoughts at every level. Our Young Ambassadors Network represent and advise on the work we do across the world.



"As an Inspiring Girls Young Ambassador, my message to other girls is: do not let anything stop you, you can do anything you put your mind to. You are strong, resilient and perfect as you are. You matter, you are not alone and you've got this."

Hanan, Inspiring Girls Young Ambassador to the UK



Each year our amazing Global Young Ambassadors interview inspiring women role models, write blogs on issues that matter to them, represent the organisation at events and advise on the work we do globally.

In 2023 the Young Ambassadors were involved in some incredible activities such as interviewing Shonda Rhimes and guiding girls around Barbie Dreamhouses!

"Inspiring Girls is important to me because, nowadays, we need organisations like these that support girls and help them believe they can achieve anything they set their minds to!"

Maria Jose, Inspiring Girls Young Ambassador to Colombia

# OUR PARTNERSHIPS

17

At Inspiring Girls, we proudly collaborate with organisations who share our vision to expand the horizons and develop the ambitions of girls. We welcome the expertise and resources of the private sector to forge a transformative future for the girls we work with around the world.



Our extensive track record of impactful corporate partnerships reflects our shared commitment to reducing inequalities for the next generation.

In 2023, we worked with twelve global corporate partners around the world, running exciting innovative projects from leadership workshops to design projects. These partners brought their expertise and deep commitment to our cause, engaging their employees as IG role models and providing fantastic, bespoke opportunities for girls.

I truly believe that if you can see it - you can be it, and it warmed my heart seeing the spark in the eyes of those young girls, who were learning about an array of opportunities they have available in their future should they join financial services industry, and, even more, learning about various backgrounds that their role models, my amazing colleagues at BNY Mellon, come from.

*Elina Ozola, BNY Mellon Investment Management Role Model*



I'm excited to become a leader as I can share my ideas and opinions with others, I can stand out and speak up for what I think!

*UK Barbie Dream Gap Workshop Participant, Age 8*







## PARTNER SPOTLIGHT


### Inspiring Girls International and BlackRock

Since 2021, Inspiring Girls and BlackRock have worked together to develop a unique and transformative financial literacy workshop series. From demystifying the functions of banks to looking at emerging trends like cryptocurrency and Blockchain, the workshops give girls a fascinating insight into the world of finance and how it affects them now and in the future. Participants don't just gain critical knowledge but a sense of independence and power over their own financial futures.



So far, these workshops have been run with 860 girls across 12 countries in Latin America and Europe. Inspiring Girls teams have collaborated closely with BlackRock local offices, and BlackRock women in each country have played a pivotal role in developing and delivering content, showing their commitment to our mission. By sharing their own experience and information about their jobs as part of the workshop, they become role models for girls

This program shows the power of collaboration, ensuring that girls are empowered through education and inspired by the career opportunities available to them within the financial sector. We are delighted to work with BlackRock to help support a generation of empowered and informed young women.



Thank you to all of our global partners...

BlackRock®

BBVA

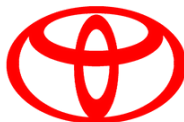


THE DREAM GAP PROJECT

Barbie



MetLifeFoundation



TOYOTA

FitchGroup



BNY MELLON  
INVESTMENT MANAGEMENT



FEDRIGONI

cacharel



The UPS Foundation



People  
untapped.



RENASAS

THE RUMI FOUNDATION

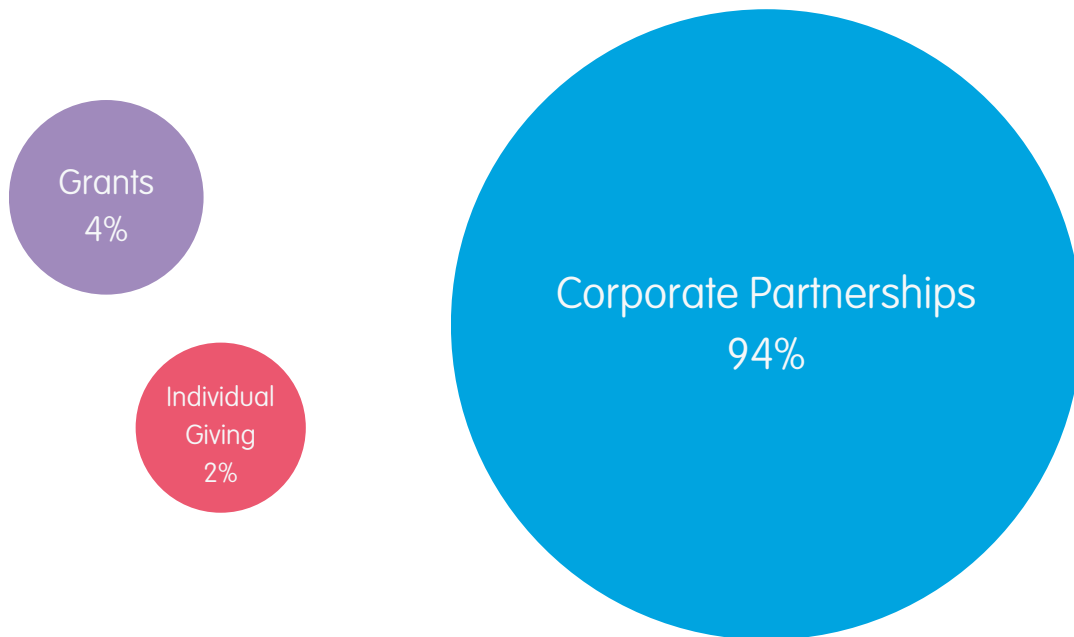




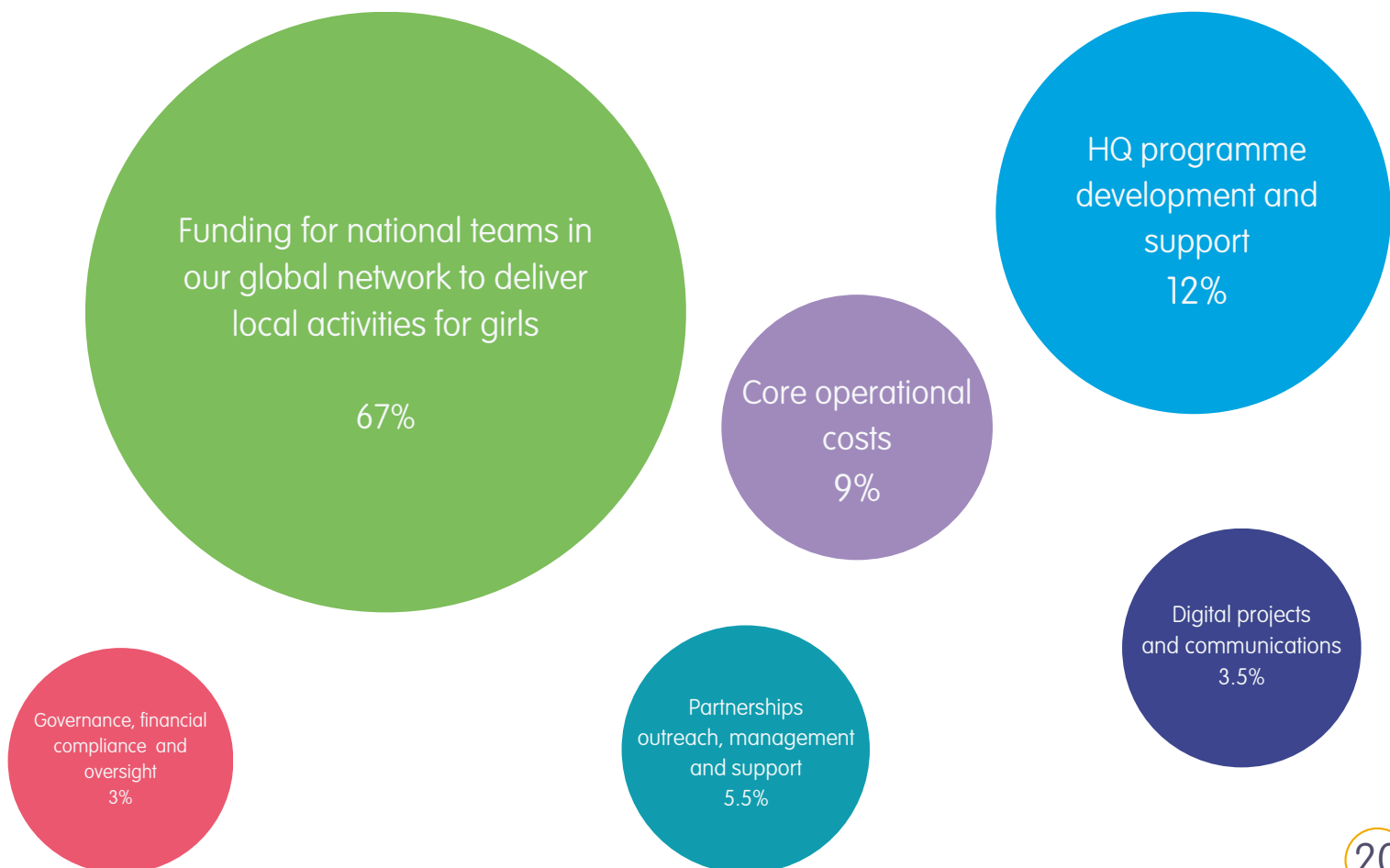
# FINANCIAL SNAPSHOT

(financial year ending 31 July 2023)

## INCOME (HQ)



## HOW OUR FUNDS ARE USED



# ACKNOWLEDGEMENTS

## Headquarters

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Lauren Surzyn, USA

Meily Chang, Venezuela





## **Pro Bono Legal Support**

Dechert LLP · TrustLaw

## **Accountancy Services**

GSM & Co Accountants

## **Social Media, Digital Design and Videography Services**

Jen Molloy · Monica Ng · Dani Devine

## **Ad Hoc Logistical Support**

Christine Lindgren



[www.inspiring-girls.com](http://www.inspiring-girls.com)

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