



# WE INVEST IN YOUNG WOMEN

THROUGH MOUNTAINEERING-BASED LEADERSHIP  
TRAINING & COMMUNITY SERVICE



## ABOUT US

Ascend goes beyond borders and redefines opportunity for young women to thrive and contribute to society.

We envision a world where cultural barriers and gender disparity no longer restrict girls' opportunities.

Through sports and leadership, we create new pathways for girls to succeed, reshaping perspectives and championing gender equality every step of the way.



*"For nearly a decade, we've been providing girls with hope and opportunity by redefining traditional pathways to progress in regions constrained by cultural barriers."*

*Marina LeGree: Founder, Ascend Athletics*

*"We are a door for other girls."*

*Ascend Pakistan Instructor: Fareena*

## PAKISTAN

In May 2023, Ascend launched its Pakistan initiative, headquartered at the Ascend House in Skardu, Gilgit-Baltistan. Our primary focus is to establish a strong presence in Pakistan, cultivate a skilled instructor team proficient in rock climbing, mountaineering, and physical fitness, bring our unique leadership and outdoors training to hundreds of girls in GB, and initiate community engagement activities impacting thousands of individuals.

Ascend is positioned to build upon our foundational program in GB as we seek partnerships and opportunities to expand and serve women around Pakistan. To further expand and enhance our program, we now seek support to propel our initiatives to the next level.

## OBJECTIVES

- Impact 5,000 individuals in Gilgit-Baltistan and throughout Pakistan through training, employment, community outreach, and service projects.
- Employ exclusively female program staff.
- Ensure all funds raised in Pakistan remain in Pakistan, with Ascend HQ (USA) providing support for curriculum and training standards, program monitoring, and financial oversight.
- Introduce sustainable international certification in outdoor education and mountaineering for the first time in Pakistan's history.
- Focus on critical thinking, management skills, and self-esteem to equip participants for success in education and professional life.

## 3-YEAR OUTLOOK

- Train 10 female instructors annually, contributing to Pakistan's outdoor education infrastructure.
- Provide world-class outdoor education to children in Gilgit-Baltistan with highly trained female instructors.
- Secure \$200,000 annually, totaling \$600,000 over three years, to develop and sustain the program.



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# PROGRAM OUTCOMES

## Self-Esteem

At program end 100% of participants report high self-esteem; this compared to 30% of participants who begin the program reporting “very low” self-esteem (using the Rosenberg Self Esteem Scale).

## Life Skills

Participants report an overall improvement in their communication skills, conflict resolution and giving and receiving constructive feedback as a result of program participation.

## Overcoming Challenges

Prior to Ascend, participants ranked their abilities to perform difficult tasks and handle a crisis as very low. By the end of the program, participants belief in AND demonstrated ability to manage difficulties and crisis situations greatly improved.

## Teamwork

Participants report Ascend as one of the more diverse groups participants belong to. Reported feelings of teamwork and trust improve during participation in the program. Many participants report their Ascend team as a group in which they feel accepted and valued.

## Health & Wellness

Participants report an improved understanding of their mental and physical health and now have the necessary tools to care for their bodies and minds at program conclusion.

## Family & Community

Family and friend acceptance of a girl's participation in Ascend increased as their daughters and friends progressed through the program.

Improved self-esteem



100% increase in self-esteem reported by participants

Role-Model

# 27%

increase in the number of participants who see themselves as role models for other women

Community Service

# USEFUL SATISFIED PROUD

how participants reported feeling following completion of their community service project





# PAKISTAN BUDGET:

## WOMEN'S EMPOWERMENT THROUGH SPORT



|                         |                      |
|-------------------------|----------------------|
| Compensation & Benefits | <b>\$49,376 USD</b>  |
| Contracted Services     | <b>\$50,581 USD</b>  |
| Supplies & Equipment    | <b>\$4,845 USD</b>   |
| Facilities              | <b>\$12,528 USD</b>  |
| Travel & Transportation | <b>\$37,484 USD</b>  |
| Other Expenses          | <b>\$9,509 USD</b>   |
| <hr/>                   |                      |
| <b>Total</b>            | <b>\$164,324 USD</b> |

### INSTRUCTORS

- 5 certified instructors
- 2 instructors in-training
- 9 months of skills-based training
- SPI certification
- Wilderness First Aid trained

### PARTICIPANTS

- 30 participants ages 15-24
- 7 month afterschool program
- 14 outdoor program days
- 342 program hours

### COMMUNITY OUTREACH

- 150 family members impacted
- 1,500 young people reached through community events
- 2,000 community members impacted by participant service projects



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