

GLOBAL CATALYST

2023

IMPACT
REPORT



global
CATALYST
IGNITING GIRL-LED CHANGE.

Ignite the Power of Girls to Advocate for a Better World

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A Letter From Our Executive Director

In the pages of this report you will find big wins, new initiatives and highlights of incredible things Global Catalyst youth and team members put into the world in 2023. As we set our sights on the future, I want to highlight three significant accomplishments last year that are paving the way for our key strategic goals: *Sustainability* and *Excellence*.

- We expanded our team to more accurately reflect the knowledge, strength and understanding of the worldwide populations we serve. Our international team now includes dedicated team members who are from Kenya, Nigeria, Peru, India, and Eswatini, working alongside our staff from the United States.
- We finalized a new Theory of Change and Conceptual Model for Global Catalyst which clearly explains the impact GLOW Clubs are making in adolescent girls and the communities where they live, and gives us a solid foundation for decision-making.
- We expanded the *opportunities for GLOW Girls to use their voice* - a crucial factor in our Theory of Change. You'll see girl-led projects, girl-appointed correspondents, girls advocating on the United Nations stage and in their local communities. Girls leading our world.

Join us in celebrating these and other exceptional wins from 2023 through the pages of this report. A special thanks to our inaugural Advocacy Circle members. I hope you count each of these wins as your own. They are only possible because of your support.

With gratitude,

Crystal Sprague



ABOUT GLOBAL CATALYST



The Heart of What We Do

Through our research on the issues that hinder girls' success worldwide, we've learned that a significant investment in girls is essential to creating a world where girls thrive.

Global Catalyst's research-tested mentorship curriculum and advocacy efforts are designed with three primary concepts in mind: Agency, Voice, and Power. By providing support and a platform to engage in all three of these key concepts, girls have what they need to build a life of their own design.



Our Conceptual Model

Our Conceptual Model (left) illustrates how the various capabilities developed through Global Catalyst programming work together to create impact. As adolescent girls develop agency through our programming, they are provided with opportunities to exercise their voice, allowing them to grow in their confidence and ultimately build their power.

Our Theory of Change

Our Theory of Change details how GLOW Club catalyzes transformation in the lives of adolescent girls worldwide by building on the primary concepts identified in our Conceptual Model: Agency, Voice, and Power. It highlights the essential elements of our programs and how those interventions work together to create impact: in this case, to build powerful advocates and confident leaders.

[See our Theory of Change](#)



Our signature program

GLOW Club



mentors girls around the world to become powerful advocates and confident leaders.

Since inception, our GLOW Clubs have ignited the power of over 91,000 girls across 30 countries to increase their confidence, strengthen their voice, and build their power.

Through our curriculum of hands-on activities that build Social and Emotional Learning skills, girls in underserved communities develop critical life skills as they build lasting relationships with peers and learn to advocate for themselves and others.

//

"Because of GLOW Club, I have pushed myself out of my comfort zone and challenged myself to confront obstacles, advocate for my needs, and pursue my goals."

-Zainab, India



2023 HIGHLIGHTS





Our Impact

*IN 2023

➤ **2,300 MENTORS**

TRAINED ON YOUTH EMPOWERMENT
BEST PRACTICES

➤ **16,000 GIRLS**

PARTICIPATING IN GLOW CLUB

➤ **17 NEW COMMUNITIES**

IMPLEMENTING GLOW CLUB

➤ **2 MILLION PEOPLE
REACHED ANNUALLY**

THROUGH OUR GIRL-LED PROJECTS, SUMMITS,
AND INITIATIVES



In 2023, GLOW Girls led change in their communities.



In Nigeria, Jacinta used the entrepreneurial skills she gained in GLOW Club to launch two businesses!



In The Bronx, USA, Fatoumata challenged period stigma at home and in her community by speaking openly about menstruation.

In Peru, GLOW Club members organized a girl-led protest against domestic violence. Over 100 people joined their march for girls' safety!



“GLOW Club improved my self advocacy skills so that I can now boldly speak against issues that affect me.”

-Sirri, 15, Cameroon

Youth Leadership Opportunities

Girls have the power to lead our world. That's why we developed new leadership opportunities for GLOW Club members and alumni to further develop their advocacy skills, allowing them to make an even greater impact in their communities and beyond. When we invest in girls, everyone benefits.



1

Launched the Global Catalyst Youth Correspondent Program

GLOW Club alumna Samantha from Nigeria received training and support to write blogs and create educational content about barriers to gender equality worldwide. Through her role, she was selected to be a panelist at a virtual event sponsored by the United Nations in celebration of Malala Day!

2

Sponsored Youth Delegates to Attend the Women Deliver Conference (WDC)

We financially supported four GLOW Club members and alumni from rural Rwanda to attend WDC: the world's largest conference on gender equality. These representatives had the opportunity to learn from activists like Malala and Stacey Abrams and add their voice to critical conversations about girls' rights and priorities.

Impact Story

Sarah



In 2021, Sarah and fellow GLOW Club members implemented a Global Catalyst funded GLOW Project to address school dropout rates: A critical issue for girls in their rural Rwandan community. Their project brought 60 girls back to the classroom. In recognition of their advocacy work, Sarah and her peers were selected as Global Catalyst Youth Delegates to the Women Deliver Conference.

After learning from global activists and world leaders, Sarah returned home eager to share and act on her newfound knowledge by using her voice to create lasting, tangible change in the lives of girls worldwide. [Watch to learn more.](#)

“My voice should be heard by everyone even though I am young. I hope to tell other girls in my community that they are powerful and to help them feel like they are stronger.”

Sarah, 17, Rwanda



Girl-Led Advocacy in Action

Girls know what girls need. Through our Global Advocacy program, we create opportunities for girls to use their advocacy skills at the local and global level so their voices and concerns can be considered in policymaking.



In 2023, we more than doubled the size of our Girl Advocacy Committee (GAC): GLOW Club members who meet virtually, receive additional advocacy training, and advocate for girls' rights in front of global leaders at United Nations events.

Through monthly meetings, GAC representatives from 15 different countries discussed some of the most critical barriers to gender equality while building lasting relationships and strengthening their commitment to advocacy work.

When I became a GAC member, I understood my existence and purpose much better. I learned that I am not the only girl who faces hardships and has had a difficult life.”

-Samjhana, Nepal





Decisions about girls should be made by girls.

In celebration of International Day of the Girl, GAC members hosted Local Conversation Circles for girls in their home communities to come together to discuss the challenges they face each day, reaching almost 2,000 girls. Their concerns and solutions were compiled into a report shared with the United Nations to inform global policy discussions at the Commission on the Status of Women (UN CSW).

My key takeaway from leading a Conversation Circle is that girls should create supportive environments for each other. Girls are the source of change we need in this world."

-Deborah, Rwanda



Evaluating the Impact of GLOW Club

We collaborate with girls, community members, and implementing partners around the world to evaluate the impact of our programming. We adapt our interventions when needed to ensure decisions are being driven by data to best meet the needs of the girls we work alongside.

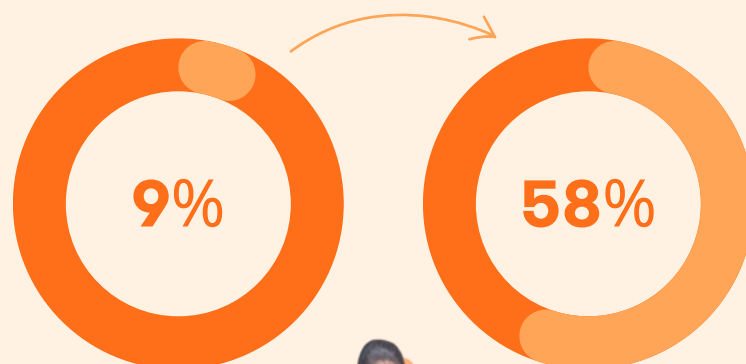


In India, GLOW Club is Changing Attitudes Towards Gender

We conducted a survey of GLOW Club members in India to assess how GLOW Club impacted their capabilities related to social and emotional learning, self-advocacy, positive future outlook, leadership skills, and views on gender equality after one year of programming.

100% of girls recorded statistically significant improvements

Significant change was not only measured in girls, but in their parents as well. Before GLOW Club, only 9% of parents disagreed that a husband should be more educated than his wife. After one year of programming, that number increased to 58%.



[Read the full report](#)

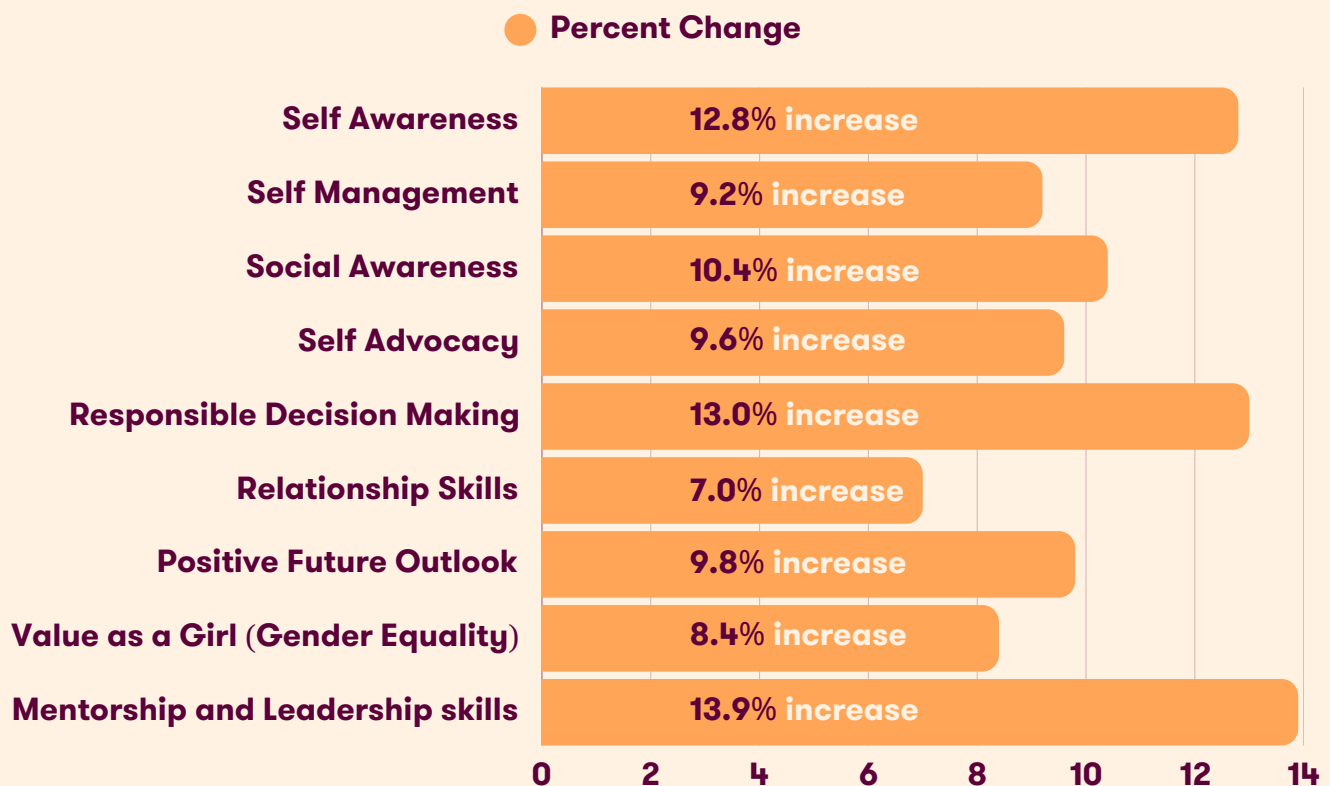


Outcomes of GLOW Club

In a combined analysis of GLOW Clubs in India, Nigeria, and Uganda, we surveyed girls in GLOW Club and found that there was an increase in girls' understanding of themselves after participating in one year of GLOW Club.



Out of 1633 girls surveyed (805 before and 823 after), girls self-reported an increase in a variety of social-emotional learning skills learned in GLOW Club.



Girls expressed a 10.5% increase in the outcomes measured after participating in the first year of GLOW Club.



Impact Story

Linet



Trauma keeps girls from reaching their full potential. On Mfangano Island in Homa Bay, Kenya, 16-year-old Linet completely isolated herself from others due to the severe gender-based violence she witnessed in her home and in her community, where dozens of domestic violence reports are made to government agencies each day.

But Linet soon learned that she was not alone. She joined GLOW Club, and found a safe space where she could express herself openly and find her confidence again. Today, Linet speaks out not just about her own experiences, but on behalf of all girls in Homa Bay County through her leadership role as a Youth Gender Advocate. Watch Linet's full story.

“After GLOW Club, I feel like a superhero. I never talked to anyone, but I found out that I can speak in front of others. I have helped so many girls in my community already.”

Linet, 16, Kenya



LOOKING AHEAD



Expanding to Native American Communities in the United States

Native American and Indigenous communities are among the most vulnerable populations in the United States, and girls from these communities are disproportionately underserved.



In 2023, Global Catalyst received a generous grant from The Women Moving Millions Power and Influence Fund to expand our programming into Native American and Indigenous communities in the United States.

The challenges facing Indigenous youth are monumental. Suicide rates for American Indian & Alaska Natives are more than double the national average. Indigenous youth have the lowest high school graduation rates of any population in the United States, and often face high barriers to obtaining an education.

Our 2024 pilot will be implemented with youth in New Mexico. We are delighted to be working with the San Carlos Apache Wellness Center to customize our materials and add elements that are special and unique to this Indigenous American community.

“

By bringing a girl-powered mentorship program to our Indigenous girls, we are planting the seeds of strength, wisdom, and leadership, empowering our Indigenous Nation from its very roots.”

-Letitia, Senior Manager, Indigenous American U.S. Programs

Launching Local Advocacy Summits with Global Partners

In an effort to equip girls with the tools they need to create lasting, positive change in their communities, we're working with 12 of our implementing non-profit partners across six countries to launch and implement Local Advocacy Summits in 2024.



Because we know some of the most important political decisions are made at the community level, we've created a Global Catalyst Local Advocacy Toolkit that GLOW Club Members can use to facilitate crucial grassroots conversations about community-wide change. These entirely girl-led summits, informed by the United Nations Conversation Circle model and learnings from our own 2023 Local Conversation Circles, will allow girls across six countries to play a key role in having girls' voices, concerns, and lived experiences heard by community leaders.

This new initiative, which includes an Advocacy training for girls and their supporting mentors, will greatly increase the number of girls who are able to participate in Global Catalyst Advocacy efforts by allowing all GLOW Club members within a community to discuss the issues most important to them.



“

I'm proud of the fact that I was the voice of my fellow girls in my community advocating for their rights and wellbeing. I want to always be the voice of my community.”

-Mirriam, who led a Conversation Circle in Zambia in 2023

LEADERSHIP, STAKEHOLDERS & FINANCIALS



Our Board of Directors

Kylie Schuyler

Executive Board Chair & Founder

Amy Collins

Milton Davis

Dr. Shilpah Deshmukh

Jenny Fairchild

Dr. Parmis Khatibi

Victoria Mendoza

Kit Pancoast Nagamura

Stephanie Woelfle

Strategic Advisory Board

Lisa Arnold

Susan Batten

Yvonne Bosu

Margot Carrington

Suzanne Ellison

Linda Filardi

Dr. Michele Goodwin

Jennifer Hogge

Lara Horgan

Dan Horgan

Anu Jain

Meg McCreery

Gordon McNeill

Dr. Anne Marie McNeill

Jere Miller

Anoosheh Oskouian

Jill Pulley

Debbie Sorkin

Laura Uebelein

Efrot Weiss

Hilary Wendel

*Board members who served in 2023



Our Team

Executive Director

Crystal Sprague

Business Administration

Carrie Thiret

Shayne Wignall

Communications and Advocacy

Hana Bermejo

Samantha Mendoza

Development

Victoria Liakos

Karina Peoples

Laura Probst

Dawn Watkins

Monitoring, Learning, and Evaluation

Michele Coleman

Kajal Kotecha

Loan Stone

Program

Simileoluwa Ashimolowo

Pallavi Gahlaut

Letitia Julian

Faith Kamadi

Mukonyo Muendo

Katherine Ramos

Carmen Perry

Adrienne Warren

*Team at time of publication June 2024

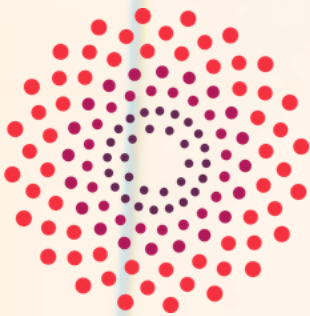


Our Partnerships

Crèmily

EY

RAYMOND JAMES



Women
Moving
Millions



THE
SKILLMAN
FOUNDATION

Cali-trove®

lotto®
love



Appreciation

On behalf of Global Catalyst, I extend our sincere gratitude to all Global Catalyst supporters who make our work possible. I want to give special thanks to our Advocacy Circle members, whose support in 2023 provided GLOW Club programming for 720 girls for an entire year.

Each day, girls around the world come to Global Catalyst because they believe in their own potential. Witnessing their growth, perseverance, and hope for an empowered future is truly an inspiration.

Your belief and your support mean that we will be able to continue to ignite the power of girls for years to come.

With Gratitude,



Karina Peoples
Senior Director of Strategic Partnerships

Inaugural Advocacy Circle Members

Leadership Circle

Greg Pellizzon
Kylie Schuyler and Doug Hodge
Rob Wolford

Business Circle

Yvonne Bosu - Six Dragonflies
Lara & Dan Horgan
Anu Jain - Naveen and Anu Jain Family Foundation
Dr. Anne Marie McNeill - Newport Dermatology
Jill & Thomas Pulley

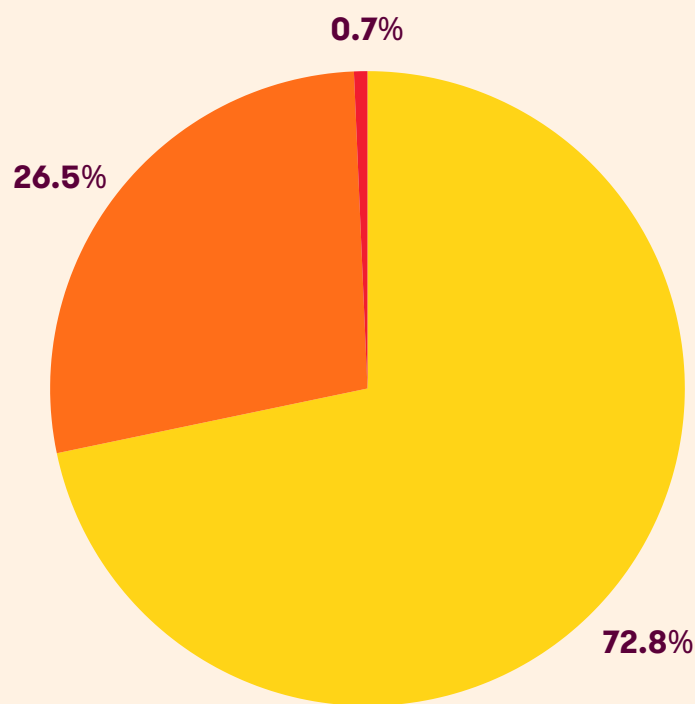
GLOW Club Circle

Lisa & Rome Arnold
Dr. Anne Marie McNeill & Gordon McNeill
Laura & Kevin Uebelein
Trisha Yount

Inner Circle

Monica & Cameron Akers
Suzanne Ellison
Parto Ghadimi
Dr. Michele Goodwin & Gregory Shaffer
Farzaneh Horiati
Dr. Mahtab Jafari & Dr. Richard Van Etten
Ari Jami & Farzan Rajput
Dr. Parmis Khatibi
Kora Kroep & Michael Rahban
Nancy Meyer
Anoosheh & Alan Oskouian
Cindy & Scott Swensen
Candy & Carlo Van De Bosch
Joanna & Jason Weiss

Financials



Revenue

Individual Contributions

\$3,127,146.75

Foundation Donations

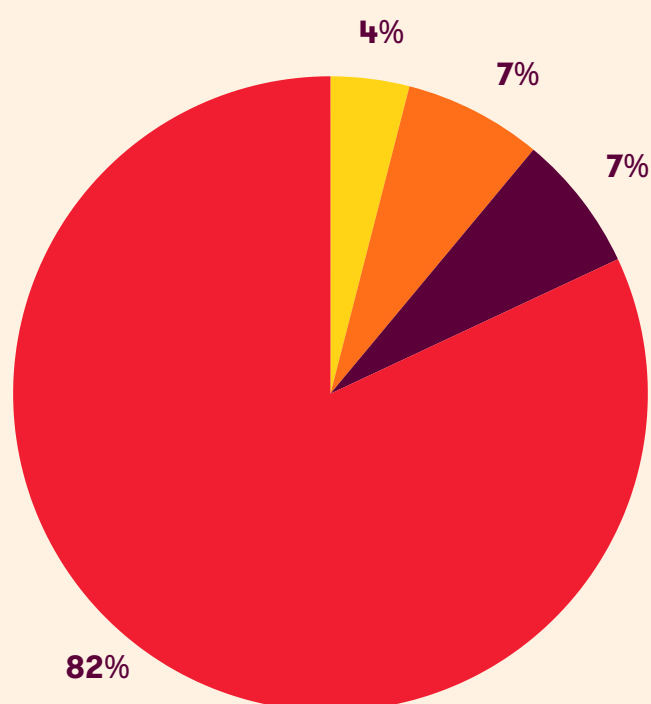
\$1,202,773.42

Corporate Donations

\$29,684.00

**Total Contributed
Income**

\$4,471,943.63



Expenditures

Total Communications

\$177,253.96

Total Fundraising

\$311,477.44

Total General Operating and
Administrative Expenditures

\$309,298.91

Total Program Expenses

\$3,626,313.28

Total Expenditures

\$ 4,443,331.13



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