Girl Effect
Annual Review
2017
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A message from our CEO

May 2017

It has been almost two years since Girl Effect became an independent organisation and set its course to scale with youth brands and mobile platforms to empower girls to change their lives.

Built upon strong foundations laid by the Nike Foundation, Girl Effect has taken huge strides forward in enabling girls to find their voice, reimagine their value and form the connections they need to thrive.

During that time, the world has awakened to the potential of girls to disrupt the cycle of poverty. We find ourselves at a unique moment of inflection, equipped with tools like no generation preceding us, to create lasting and irreversible change.

Against that backdrop, I am very pleased to share Girl Effect’s Annual Review with you.

Girl Effect’s portfolio consists of youth brands and mobile platforms, which together reach and engage millions across the world. Our youth brands are known by 15 million people, whilst Springster, our global mobile platform, has attracted 27 million unique users across 66 countries.

This year, we launched our newest youth brand, Zathu, in Malawi, in a little over five months. In partnership with PEPFAR’s DREAMS initiative, Zathu will aim to tackle HIV infection rates amongst adolescent girls in Malawi, a country where a girl between 15 and 17 years old is eight times more likely to be living with HIV than a boy of the same age. Initial results are expected in early 2018, but Zathu aims to build on the success of Ni Nyampinga in Rwanda and Yegna in Ethiopia and is setting its sights on 50% awareness in the first year alone. 80% of the population of Rwanda are aware of Ni Nyampinga and Yegna has touched the lives of 8.5 million in Ethiopia. Our evidence is showing considerable shifts in knowledge, attitude and behaviours amongst those familiar with our programmes.

Girl Effect’s mobile innovations have also received incredible recognition. Our MIT-endorsed Technology Enabled Girl Ambassadors (TEGA) initiative won Best Innovation at the Market Research Society Awards and is on the path to self-sustainability with commissions from Gavi, Facebook and DFID, amongst others. In a short 12 months, TEGA has already scaled from 17 girls in Northern Nigeria across Nigeria and conducted research in Rwanda, Malawi, India, Ethiopia, Indonesia and the USA. Elsewhere, Springster was nominated for a GLOMO award at Mobile World Congress, where Girl Effect delivered a keynote on the transformative power of mobile technology in the hands of the girl. In the past few months, the wireframe for Springster’s dashboard has also been built. It will capture real-time usage, comments and engagement and is set to become the world’s largest source of data on adolescent girls.

These are just a few highlights from the year and you can read more about Girl Effect’s work in this review. Amidst this progress at pace, it is vital to know that we continue to put girls at the heart of everything we do.

Through innovation, we are demonstrating the scale of our solution and evidencing the impact of our work with hard data as we go. As we move forward, we partner with ever-increasing numbers of private sector and development organisations such as Gavi, Ethiopian Airlines, the Bill & Melinda Gates Foundation and Airtel. We are hugely thankful to this pioneering ecosystem for their continued belief in innovation and the power of girls to create change.

I look forward to taking strides ahead, together, in 2018.

Best,

Farah Ramzan Golant, CBE
CEO
About Girl Effect
We build youth brands and mobile platforms to empower girls to change their lives
About Girl Effect

We’re a creative non-profit, combining expertise in media, mobile, brand and international development: a unique mix of skills that we use to solve global problems in a different way. Started by the Nike Foundation in 2004, today we work from nine global locations and are active in 66 countries, with 15 million people aware of our youth brands and 27 million unique users having accessed our digital platforms.

Working across the world in places where girls are marginalised and vulnerable, we build youth brands and mobile platforms that millions of girls and boys love and interact with. From apps that build skills, to TV dramas that explore vital issues, to magazines written and distributed by girls – our work is empowering girls to change their lives.

Our purpose

Everything in a girl’s life is connected, from her safety to her self-image. That’s why we focus on her whole world, along her entire journey to adulthood. And we create with her, so she can tell her story.

As the limits on a girl’s life are lifted, she can start to express herself, value herself and build the relationships she needs in tangible, measurable ways. When she has the widespread belief and support of others, and when there are millions of girls like her, these changes become a new normal where she can seek out the things she needs – from vaccination, to education, to economic opportunity.

We see a different future. A future where girls are empowered to change their lives and where boys and whole communities support them. Where girls are safer, healthier, more educated and more economically secure. A future where girls start to disrupt the cycle of poverty, for themselves and for everyone.

“If a girl believes in herself and her community believes in her, a whole belief system can change to uplift her.”

Maria Eitel, Chairman of Girl Effect
What we do
Creativity Empowers

We use media and mobile technology to empower girls to change their lives. We do this in ways that millions of young people love and interact with.

1. Our youth brands
   Through magazines, clubs, radio, TV, online, music and more, we're building brands that young people want to be part of. Deeply rooted in local culture, these brands help girls find a new sense of identity and self-belief, and enable communities to see girls differently.

2. Our mobile platforms
   Mobile technology is putting unprecedented power in a girl's hands. Our platforms enable girls around the world to get information, connect with others, share experiences and find their voice.

3. Insight and impact
   We are constantly looking to learn and gain insight into girls' lives -- from initial ideas and designs, to understanding and improving our impact. We involve girls in innovative ways, as designers, field researchers and data collectors.

“We are at a point of great inflection across the world. As girls are connected, inspired and empowered by media and mobile platforms, they become extraordinary catalysts for change.”

Farah Ramzan Golant, CEO of Girl Effect
Our partners

The most effective way to create change is to collaborate with the like-minded. Our work is supported and funded by a range of people and organisations – from philanthropists and grantmaking institutions, to development partners, commercial affiliations and Girl Effect champions. We are very thankful to all who support our mission.

Demand is vital

To be safe, healthy, educated and economically secure, girls need services and resources. But, even where these exist, girls often feel unable to use them because negative social norms, beliefs and attitudes prevent them from doing so.

We partner with organisations like Gavi, the Vaccine Alliance, PEPFAR (the US President’s Emergency Plan for AIDS relief) and UNICEF to ensure that girls feel able to seek out the things they need – to help create the demand for these vital services and resources.
Our youth brands
Our youth brands

Our youth brands shine a light on the issues a girl faces, telling her story in her words. We bring them to life through media and mobile technology that unites girls and boys. In ways they love and interact with.

This is how we start to create change from within – by girls, with girls and for whole communities. And because we start with deep local insight into girls’ lives, we’re able to root everything in their culture, needs and behaviours.

Ni Nyampinga ☉
An unstoppable girl-led movement in Rwanda

Yegna ☉
Ethiopia’s sound of change

Zathu ☉
Uniting boys and girls for a more equal Malawi
Ni Nyampinga means ‘beautiful girl inside and out who makes wise decisions’ in Rwanda’s language Kinyarwanda.

Developed by girls for all young people, Ni Nyampinga is Rwanda’s first youth brand, giving girls the advice and confidence they need to thrive.

Although Rwandan girls are valued by their families and communities, their paths to adulthood are often predetermined: she is a daughter in the home of her parents one day, a wife in the home of her husband the next. Rwanda has made huge progress when it comes gender equality, but girls still do the majority of household chores, meaning they have less time to pursue other interests or study – just 39% of girls enrol in lower secondary school.

Ni Nyampinga exists to give adolescent girls in Rwanda the information and inspiration to fulfil their potential. It is a multi-platform youth brand which includes a magazine, radio drama and talk show, a network of clubs, and digital platforms. It offers stories of role models, tips and advice in an engaging and interactive way. Ni Nyampinga speaks to everyone – not just girls – to challenge the perceptions and behaviours that hold girls back.

Ni Nyampinga is created by seven Rwandan girl journalists and four researchers who piece together insights on the lives of girls in Rwanda. Four times a year, 30 Ni Nyampinga girl ambassadors from across the country distribute the magazine, ensuring it reaches girls directly. These ambassadors build relationships with girls, often becoming role models in their own right.

Ni Nyampinga is a true nationwide movement with eight in 10 of all Rwandans aware of it and half of the population aged over 10 having read or listened to it in the past year.

80% of the population (6.6 million in total) are now aware of the brand – representing an increase of 2.7 million people in the last 24 months alone.

Ni Nyampinga speaks to everyone – not just girls – to challenge the perceptions and behaviours that hold girls back.
Sheryl Sandberg in the Facebook offices in the USA during a Skype interview with Nicole to fulfil their potential.

Ni Nyampinga exists to give adolescent girls in Rwanda the information and inspiration to fulfil their potential.

“Sheryl Sandberg is one of the world’s most influential women because we are powerful women globally. As Facebook’s Chief Operating Officer, she leads an online social networking site that connects 1.71 billion people – that’s more people than live in Africa and India. Personally, I lost my husband very suddenly a year and a half ago, and my son looked very different. We would like to know what you were like at that age. We did not have dates. Boys did not like me. I did not get interested in studying in a school. That didn’t really value that. We’ve had examples of women who have been abused by their cousin or partners. They couldn’t commute any longer, and we ran into big problems out there, but we don’t realise they had legal matters. Many of our readers are interested in studying in a school to fulfil their potential. We are witnessing the birth of a movement in Rwanda initiated by girls who recognise their innermost potential, who are getting together, sharing stories and creating clubs across the country. It all began with a magazine and a radio show, made by girls, for girls.”

Ni Nyampinga journalist, Rwanda

“Ni Nyampinga is not just a magazine. To me it is a belief.”

Ni Nyampinga Journalist, Rwanda

“A girl’s story

“When I read in Ni Nyampinga, that a girl called Valentine studies and repairs shoes, it made me realise that I too can do something in my community while continuing at school. There is a serious water issue in my community, with my neighbours forced to fetch supplies from far away. So I decided to do something about it. Previously, I used to spend most of my time at home, but Valentine has been my inspiration. I recalled that she asked her school to allow her to repair the shoes of fellow students. This gave me the courage to approach the health centre authorities in my neighbourhood to ask if I could fetch water from their tap instead of going further to the well.

With Valentine as my role model, I think of how I will soon be able to open a bank account to save money, and open a shop after I finish school. I think of how people perceive me now, and I feel more motivated than ever to continue to do this job. My classmate Salama has also started to fetch water for her neighbours for money too.”

Girl, 17, Rwanda
Ni Nyampinga’s impact and progress

– Ni Nyampinga celebrated its fifth birthday and reached mass scale in Rwanda. Our nationally representative audience survey data indicates that 80% of the population (6.6 million in total) are now aware of the brand – representing an increase of 2.7 million people in the last 24 months alone.

– Our analysis shows that regular consumption of multiple Ni Nyampinga products positively influences the attitudes of girls and boys towards gender equality. Compared to all those unaware of Ni Nyampinga, multi-regular consumers (those who regularly consume more than two products) have a 67% higher probability of having positive attitudes towards gender equality.

– Among girls, multi-regular consumers of Ni Nyampinga are 60% more likely to have high levels of internal self-efficacy compared to those unaware of the brand.

– In the general population, multi-regular consumers of Ni Nyampinga (compared to those unaware of the brand) are 67% more likely to hold positive views about gender equality in relation to leadership and voice.

Regular consumption of Ni Nyampinga is starting to create meaningful societal change, giving us confidence that when our brands reach mass scale and engagement in a geography, they become a force for good in popular culture.

Looking ahead

In September 2017, a new weekly radio drama series will launch to strengthen Ni Nyampinga’s impact. The drama, adapted from Yegna (our successful youth brand in Ethiopia) is for the Rwandan market and tells the story of seven creative teenagers who will, over the course of the series, overcome fears, explore friendships and find their voices.

The drama will feature perspectives of both girls and boys, highlighting challenges that young Rwandans face and showing ways to overcome them through the unifying power of friendship.

In August 2017, our mobile research app TEGA will launch in Rwanda to further strengthen our insights from girls and help develop new content for the Ni Nyampinga brand.

“Ni Nyampinga has taught me that I can do anything a boy can do…”

Schoolgirl, Rwanda
Yegna means ‘ours’ in Amharic, the official language of Ethiopia

Ethiopia is one of the world’s fastest-growing economies, but prevailing social attitudes risk excluding girls almost entirely from these economic opportunities.

Despite new infrastructure and aid programmes to enable girls’ progression, existing social norms and attitudes mean that many do not complete school and marry too early, while also facing gender-based discrimination and violence. If the 10 million girls aged 10-19 in Ethiopia were given the chance to succeed, the whole country would benefit. If every Ethiopian girl completed secondary school it would add $4 billion to the country’s economy over the course of their lifetime.

Yegna tackles these issues through its radio drama and talk show, digital channels and music. It inspires behaviour change for girls, boys, their families and communities, by encouraging them to rethink what it means to be a girl in Ethiopia today.

Meaning ‘ours’ in Amharic, Yegna is rooted in Ethiopian culture. It’s built around the insight that one in five Ethiopian girls don’t have any friends, and encourages them to overcome adversity with the resilience that comes from meaningful peer-group friendships.

Yegna tells the story of five girls who start their own band and shows how a network of friends makes you stronger. Its storylines have been developed with girls, their families and communities to authentically reflect their complex challenges – from early marriage, to migration, to sexual violence and the accepted norms surrounding masculinity.

Since launching in 2013, Yegna has reached over 8.5 million people aged 10 and over in the Addis Ababa and Amhara regions and is provoking positive conversations about the important role girls can play in Ethiopian society.

Yegna inspires behaviour change for girls, boys, their families and communities by encouraging them to rethink what it means to be a girl in Ethiopia today.
“The community used to look at girls as weak. Yegna has helped me change my perception…”

Male Shopkeeper, Addis Ababa, Ethiopia

Since launching in 2013, Yegna has reached over 8.5 million people aged 10 and over in the Addis Ababa and Amhara regions.

“A boy’s story

“Through Yegna, I have learned not to underestimate girls or assume that they cannot do certain things. I now see that girls can do everything boys can – including playing football and driving cars. Yegna has shown me that girls can achieve their goals by overcoming the challenges they face. For instance, the character Mimi pursues her education despite living on the streets and coping with the rain and cold. I have learned that girls should never lose hope – even in such difficult situations.”

Boy, 12, Ethiopia
Yegna’s impact and progress

- Yegna has now embarked on series eight of the drama and talk-show, with a large and loyal fan base that includes girls, boys, men and women in Addis Ababa and Amhara.

- Our nationally representative audience survey data indicates that 94% of girl listeners sought support from people outside their family and 95% of boy listeners would raise the alarm if they witnessed a young girl being forced into marriage.

- In 2017, Girl Effect Trading Limited registered as a Commercial Representative Office (CRO) in Ethiopia. As a result, Girl Effect Ethiopia has evolved to build new commercial and partnership capabilities locally, whilst also driving significant efficiencies in the Yegna production model.

Looking ahead

When series nine of the much-loved Yegna radio drama airs, Girl Effect will begin to invest in a ten-part TV drama that will take Yegna beyond its reach in Addis Ababa and Amhara to become a national brand, meaning over 90% of the population will be able to access its content.

By amplifying the reach of Yegna’s products and continuing to embed them within popular culture, Girl Effect Ethiopia is also actively exploring new creative partnership opportunities to build towards sustainability.

“Yegna helps us to improve our self-confidence, to share our problems with our family openly. Yegna helps us to be strong. Just listening to Yegna by itself makes you stronger.”

Girl, Amhara, Ethiopia
Zathu means ‘ours’ in Chichewa, the national language of Malawi.

Zathu uses the power of music and storytelling to close the gender gap and tackle challenging topics such as relationships, stereotypes, self-expression and sexual health.

From puberty, boys and girls in Malawi are largely kept apart. The only relationship expected between them is a sexual one and platonic friendships are often discouraged. Girls remain at home and are given more chores which means they have less time for studying or peer-group activities. This division has broader social implications too. In a country with one of the highest incidences of HIV, and with girls aged 15 eight times more likely to be infected than boys, it’s crucial to bridge the gap between the sexes.

In spite of entrenched divisions, there is a rising desire amongst younger generations in Malawi to forge a new path. Boys and girls recognise that they are divided but believe they can help each other reach their potential, creating a stronger, thriving Malawi for the future.

Developed as part of PEPFAR’s DREAMS initiative (Determined, Resilient, Empowered, AIDS-free, Mentored, and Safe), Zathu brings together the best of local culture and creativity, helping girls to be seen, to be heard, and to achieve.

By helping to close the gender divide, Zathu has the potential to deliver something much bigger than the sum of its parts. Improving the perceived value of girls – by girls themselves and those around her – will have a knockon effect on far wider health and poverty indicators. For example, by informing girls and giving them confidence, they will better understand why their wellbeing is important, seek help and be more likely to visit a clinic.
There is a rising desire amongst younger generations in Malawi to forge a new path.

“I think Zathu will give young people in Malawi, both boys and girls, a voice like they have never had before.”

Zathu band member, Malawi

Zathu brings together the best of local culture and creativity, helping girls to be seen, to be heard, and to achieve.

A girl’s story

“I am a 16-year-old from Mzuzu and I lived on the streets for six years. In July this year I was introduced to Umoza youth club which helps street kids return to school and gives them a home. A month later I began listening to the Zathu Pa Wailesi radio drama featuring a street kid called Annetti. Using her storyline I changed my goals in life and drew lessons from her achievements. I feel like I am Annetti in my youth club, and the other members are the Zathu band. At Umoza we sing along to Zathu music, listen to Gogo’s advice and get answers to our questions. I help my friends and administrators make the club full of fun, and Annetti inspires me because she represents my story. I am looking forward to the day I meet her.”

Girl, 16, Malawi
Zathu’s impact and progress

- Zathu launched in April 2017 with a 30-minute radio and drama show twice a week, a mixed-gender music band and an agony aunt known as a ‘gogo’ in Chichewa – the wise grandma who gives young people good advice.

- The first nationally representative audience impact data for Zathu will be available in early 2018. In Malawi we are also using Structural Equation Modelling (SEM), a new evaluation method for our work that seeks to validate the behaviour change model underpinning the Zathu brand. Through this innovative method and the agreed set of measures with PEPFAR, we aim to demonstrate how exposure to the brand can encourage preventative measures towards HIV, such as improved attitudes towards condom use amongst adolescents.

Looking ahead

Girl Effect is investing in Zathu’s multimedia product mix in four target districts across Malawi. Measuring awareness, reach and brand engagement, combined with shifts in knowledge, attitudes and behaviours, we will identify the most effective mix of products, and those with the greatest impact will be deployed nationwide. This strategy will allow Zathu to expand rapidly and cost-effectively.

“Something was sleeping within our children, but now it has awakened because of Zathu.”

Deputy Headmaster, Secondary School, Malawi
Our mobile platforms
Our mobile platforms
For a generation like no other

Mobile technology is putting unprecedented power in a girl’s hands. She can now find things out, talk to others and express herself in ways never before possible. We start by understanding girls’ lives and the challenges they face. We then design mobile platforms to help them overcome these challenges, so they can build the confidence to create positive changes in their lives.

Springster
Propelling a new generation of connected girls

TEGA: Technology Enabled Girl Ambassadors
A ground-breaking mobile approach to adolescent research

Girls Connect
Using mobile to deliver on-demand content and on-demand conversation for girls
A mobile-first global platform, Springster (formerly known as Girl Effect Mobile) digitally connects marginalised and vulnerable girls around the world. In the next five years, over two thirds of new mobile subscribers will be female and Springster aims to meet girls when they connect.

Featuring content designed for girls and created by girls, the platform puts essential, tailored information such as real-life stories, tips and advice, directly into their hands, helping them to find meaning and strength in each other’s experiences.

As a content partner on Facebook Free Basics, Springster is available globally to girls who have access to a mobile phone, for free with no data charges\(^1\). With millions of girls in the Global South now using mobile technology, the platform educates and inspires them on key social issues – including health, education, financial security and personal safety.

Springster’s inclusive and dynamic culture of sharing real-life experiences, polls and advice, means girls not only learn from each other, but also cultivate their own sense of self-belief and resilience through storytelling. Measurement data from the platform can be collated and displayed on the Springster dashboard, a digital tool tracking day-to-day reach and engagement with our audiences. This continual data analysis will result in a growing body of data on adolescent girls, tracking real-time usage, comments and user engagement.

Our dynamic methods of measuring Springster’s impact – including website and social analytics, comment analysis, and user feedback sessions – will highlight early indications of shifting knowledge, attitudes and actions and show how online activity shapes offline behaviours.

By addressing individual barriers to progress and sharing experiences across borders, Springster enables girls to gain the kind of knowledge and confidence they need to become agents of change, wherever they live.

\(^1\) Springster is available for free, with no data charges on Free Basics mobile phone networks.
Springster’s dynamic measurement methods track how online activity shapes offline behaviour.

Featuring content designed for and created by girls, Springster puts essential, tailored information such as real-life stories, tips and advice, directly into their hands.

A girl’s story

“I live in a cramped house with my parents and some of our other relatives. When I’m not at school I spend most of my time at home because I don’t feel safe when I go outside; I worry about getting hurt by strangers.

Springster has helped me cope with these feelings, and every night before I go to bed I read the story of Meriam. It’s a true story about a girl like me who has overcome poverty and social expectations to graduate from the Philippines’ Military Academy. Her story acts like a worry stone for me, which I turn over in my hands day after day. It helps me stay focused on achieving my future hopes and dreams, just like Meriam.”

Girl, 17, Philippines
Springster’s impact and progress

- Springster (formerly Girl Effect Mobile) was nominated for the ‘Best Mobile Innovation for Emerging Markets GLOMO Award’ at Mobile World Congress Barcelona in 2017, gaining recognition for connecting girls to important information, engaging content, and to one another.

- Springster’s evolution from Girl Effect Mobile (GEM) introduced improved features that were co-created with girls, building on strong evidence that the platform is providing girls with relevant, valuable, and unique information and resources.

- Girl Effect developed the Springster dashboard to deliver rich data from four priority geographies (Nigeria, Indonesia, Philippines and South Africa), where locally created content and advanced features are offered and where analysis indicates that Girl Effect can have the greatest impact for girls.

Looking ahead

Girl Effect will continue Springster’s mission to leverage digital technologies to reach and impact girls by expanding the platform’s footprint and deepening impact in four priority geographies: Nigeria, Indonesia, Philippines, and South Africa.

Activity includes the development of an agony aunt service using artificial intelligence to answer girls’ questions privately, personally, and at scale, and exploratory steps into expanding the platform into new countries with plans to integrate chat applications, SMS and IVR technologies.

“There were some days I would wonder why I was born a girl, but now I realise that I was born a girl because I have a purpose in life.”

Springster user, South Africa
TEGA

Technology Enabled Girl Ambassadors: A ground-breaking mobile approach to adolescent research

TEGA is a mobile-based, peer-to-peer research app developed by Girl Effect and used by some of the world’s leading development organisations. It empowers adolescent girls to conduct research via innovative girl-operated mobile technology to provide safer, faster, more scalable and authentic research into young people’s lives around the world.

TEGA uncovers powerful new insights about those living in hard-to-reach communities. In order to unlock meaningful change, accurate data is required to better understand the challenges and inform programming. However, conventional research methods can have serious limitations: they can be slow, expensive and intimidating. Often, young girls don’t feel comfortable speaking candidly about their realities and the challenges they face.

Girl Effect wanted to tackle this challenge head on. Girls aged 18-24, living in the communities we and our partners need to understand, are employed and trained to use bespoke smartphones, featuring our proprietary research software. These girls gather insights in the form of surveys, photos and videos from members of their communities. On the completion of their training, they become Market Research Society (MRS) qualified researchers and TEGAs.

Insights documented by TEGAs help us better understand the reality of girls’ lives, meaning we can better design for our youth brands and optimise the development programmes that impact girls.

The mobile app allows us to send surveys to TEGAs so that they can conduct research and send the findings back to Girl Effect’s highly secure, multimedia content hub which houses the data and instantly analyses it programmatically.

TEGA empowers adolescent girls to conduct research via innovative girl-operated mobile technology to provide safer, faster, more scalable and authentic research into young people’s lives.
“Being a TEGA has changed my family and community. Before they saw girls below boys, they didn’t value girls’ education, their wish was for girls to get married instead of educating them first. But being a TEGA, I was able to make them understand the value of education.”

TEGA, 19, Nigeria

Work Working with TEGA, a partner’s experience
Kemi Williams, Head of Human Development Team,
UK Department for International Development, Nigeria

“TEGA research was an integral part of DFID Nigeria’s youth consultations and enabled us to access hard-to-reach young people in an effective way. The results of the research are reflected in our five-year business plan and have helped ensure that the plan is responsive to the needs of the large youth population in Nigeria. The business plan will determine the nature and direction of DFID Nigeria’s £1 billion programme for the next five years.”

A TEGA’s story

Caroline, 21, is now a fully qualified TEGA in Huye, Southern Rwanda. She gained a distinction in her TEGA MRS qualification in digital interviewing skills.

“When the first day I made a lot of mistakes… this was basically caused by fear, a lack of self-confidence and a negative mindset. But as the days went by, I was given constructive feedback and encouragement from the TEGA team and support staff which increased my confidence level. My fear disappeared and I developed a positive mindset. Through this research, I got an opportunity to know my community better and this has led me to love my community more and to think outside the box. I now feel that I’m responsible for my community’s development. What I have learnt from the TEGA project so far has really changed my life in a positive way, and I’m yet to learn even more.”
TEGA’s impact and progress

– TEGA has scaled from 17 TEGAs in Kano, northern Nigeria and conducted research in Rwanda, Malawi, Ethiopia, India, Indonesia and the USA. Its multi-geo permanent network now spans the Global South in Nigeria, Rwanda and Malawi, with India’s four networks in development. Most recently TEGA has set up in the Global North with the launch of a pilot in Saginaw, Michigan.

– TEGA has completed external projects for partners such as Gavi, DFID and Facebook. These research findings have influenced the creation of programmes for girls in some of the places that most urgently need assistance, including North-East Nigeria with the design of DFID’s education programme and the development of approaches to vaccine messaging with Gavi in Malawi.

– TEGA was also endorsed by the Massachusetts Institute of Technology through the co-release of a Lean Research Case Study. The publication details how TEGA effectively demonstrates a human-centred field research model, and was the first case study on Lean Research practice to be published by MIT’s D-Lab.

Looking ahead

TEGA will have full networks live in Nigeria, Rwanda, Malawi, India and the USA, continuing to provide fast and authentic insight into the world’s vulnerable youth population for Girl Effect and partners including Bill and Melinda Gates Foundation and the Australian Government’s Department for Foreign Affairs and Trade.

TEGA will also strive to maintain its position as one of the world’s most compelling data collection approaches with the addition of 2 key innovations: TEGA search – a desk research tool – and TEGA Selfie, a self reporting data collection approach.

“I salute you for your courage, your vision and commitment to try to change things.”

John Kerry, Former US Secretary of State, meeting TEGAs in Nigeria
Combining the power of storytelling with one-to-one support, Girls Connect is a first-of-its-kind mobile innovation for girls, developed by Girl Effect in partnership with the iSON Group.

Girls Connect creates an immersive world for girls that anonymously answers their queries about growing up, on their own terms, free from any fear of judgement.

Girls dial a toll-free number and choose to listen to pre-recorded stories containing inspiring, engaging and educational content through an IVR system. These stories – about girls learning how to speak up, finding their own path in life, and learning to nurture meaningful relationships – cover multifaceted issues including violence, healthcare, personal finance and education. Once they have listened to the content, they are also connected to a ‘role model’: a specially-trained iSON call centre operative who can talk through the stories they have heard to make them more meaningful and relevant to their own lives.
Unable to attain the grades needed to pass her exams, and restricted by her family’s inability to continue paying her tuition fees, Hafsat, 17, had no choice but to dropout of school. When she found out about Girls Connect, she was inspired by Rashida’s story in the money section – which she has listened to more than 10 times. Upon speaking to a Girls Connect role model, Hafsat asked for advice on learning vocational skills to help achieve her potential, just like Rashida had in the story. Following the conversation she was signposted to a local mentoring service, AYDI, who linked her with a mentor group, and now Hafsat is learning to sew.

“I have learned that I have my own choice and opinions.”

Girl, Kano, Nigeria

Girls dial a toll-free number and choose to listen to pre-recorded stories containing inspiring, engaging and educational content through an IVR system.
Girls Connect’s impact and progress

– Following an initial four-month prototype involving 200 girls, the second phase of Girls Connect went live in areas of Kano State, Northern Nigeria from September 2016, with the aim of reaching 2000 girls.

– Participating girls welcomed the service, reporting that the ability to select content felt ‘on demand’, as intended. Other insights included the strong bonds that girls formed with the role models and the power of anonymity in this interaction.

Looking ahead

Building on insight and results from the second-phase pilot that concludes in June 2017, Girls Connect will go live in Kano and Edo States in 2018 with a campaign to reach 1 million unheard voices.

“We discuss how to stay safe while making money, and instil a message about girls’ value in society.”

Girls Connect Role Model, Ibadan
Impact and insights
The concepts and designs of our youth brands and mobile platforms are based on deep insights, revealed by our own research and large-scale digital data sets. Once they are live in the world, we monitor how young people engage and interact with them.

We assess our work continuously by the tangible impact we have on a girl’s self expression, self-value, her relationships and her ability to make choices about her life. At every stage, girls take part – as designers, field researchers and data collectors – so that our insights are unfiltered and authentic.

Our impact and insight approach

A rigorous end-to-end measurement approach to support our programmes and ensure maximum impact

Girl Effect’s Impact and Insight team informs the development of our youth brands and mobile platforms, monitors the extent to which young people and others engage and interact with them, and demonstrates the impact they have on the lives of girls and others. This end-to-end in-depth measurement approach is carried out by a global team of world-class researchers and data specialists that work closely with every team at Girl Effect.
Together we gather and use three types of evidence

1. Evidence that informs our programme strategy and product teams by identifying the change outcomes and key needs that our brands and platforms will address.

2. Evidence that continuously and robustly monitors reach, engagement and affinity with audiences.

3. Evidence that evaluates our impact on audiences – both in terms of a girl’s agency, and the tangible outcomes this agency will be able to create for her – using the most up-to-date behaviour change measurement techniques and working hand in hand with our supply-side partners.

These three types of research continuously interrelate and inform the development of our strategy.

To collect this data, Girl Effect uses a variety of robust and innovative quantitative and qualitative research techniques – including our proprietary peer-to-peer mobile research app, TEGA – across the evidence cycle.
1. Evidence that informs

Understanding the girl, her context, and how to reach her, are the foundations of effective brand and programmatic design. Girl Effect’s approach is founded through authentic insights about what a girl needs – drawn from girls themselves, boys and other gatekeepers.

Formative research drives strategy for all Girl Effect’s youth brands and mobile platforms, and the component media products and integrated activities within them. This research approach is based on a range of in-depth qualitative research methods capturing insights directly from girls, their families and the communities around them.

These insights are validated by secondary research sources that help us better understand a girl’s cultural, political and economic context, the current state of her wellbeing and access to assets, media and policy landscapes, and the issues surrounding her relationships with boys and others.

It is this combination of primary and secondary research that sets strategic direction and change objectives for our youth brands and mobile platforms, and steers the thematic focus of content.

2. Evidence that monitors

Our brands and platforms are only impactful if they reach their intended audiences. Actively and effectively tracking our target audience reach and engagement with our programmes is a key function of the Impact and Insights team. Regular monitoring allows us to track brand, product and platform performance and identifies who is being reached, how frequently and how different audiences engage.

Our approach is multi-method:

- National or regional quantitative surveys, conducted in partnership with other actors wherever possible, establish reliable, representative estimates of media brand reach, engagement and preliminary self-reported outcomes.

- Quarterly tracking activities, often using Girl Effect’s peer-to-peer mobile research app, TEGA, provide immediate visibility of key performance indices and enable optimisation of brand activities in real time.

- Our mobile platforms, including Springster, are monitored using data synthesised from across different platforms and sources. Data from digital analytics sources (Google Analytics, Facebook Insights, YouTube Analytics) are combined with CMS data, digital surveys, TEGA, and offline qualitative research (User Feedback Outcome sessions) carried out with girls and gatekeepers to get a holistic picture of platform performance.

Monitoring research has a continuing formative component, feeding back into brand and product strategy and content creation, ensuring our brands and platforms are in a cycle of continuous improvement.
3. Evidence that evaluates

Understanding how a branded or digital media initiative has brought about change, or why it hasn’t, is as important as establishing if change has occurred.

Establishing strong evidence of what works, and what does not work, is essential to ensuring we are continually testing and strengthening our approach, informing design, evolving our theory of change and sharing learning with others who are working to achieve impact.

To demonstrate the impact our youth brands and mobile platforms have on improving girls’ agency, we have developed a robust outcome indicator framework. This includes a suite of indicators on outcomes such as a girl’s self-esteem, a girl’s ability to voice her concerns, and the connections she makes with her peers.

In addition, we are actively developing a combination of quasi-experimental studies and cross-sectional quantitative and longitudinal qualitative evaluation designs (in partnership with supply-side actors such as Gavi and PEPFAR) to demonstrate and evaluate the link between a girl’s improved agency and behaviour change outcomes.

Data at our fingertips and the opportunity of large-scale data sets

Girl Effect’s three-stage evidence approach, applied across all our youth brands and mobile platforms, is generating a growing database of quantitative and qualitative information on adolescent girls and those that are important in their lives.

Making this information readily available, so that all teams across the organisation can compare and contrast impact data through a single view, has been a key focus in FY17 and something we will continue to invest in FY18. The first step in this process is the development of a live dashboard which provides real time data analysis of our global mobile platform, Springster. The dashboard brings together data from various sources including Google Analytics (for example – number of users, repeat users, dwell time), social media analytics (for example – social media reach and engagement) and the platform's Content Management System (for example – website comments, registrations and user stories), while also adding survey results data as an early real-time proxy of impact measurement. From here, the dashboard is being built out to provide comparable information on all Girl Effect’s youth brands and mobile platforms.

We are also working in partnership with world-leading media experts, the Omnicom Group, to explore the potential future applications of our large-scale data sets.
A year of learning

In the course of FY17 we have focussed on the continuous improvement of our impact and research approach in three ways:

1. Improving our research efficiency

– Built a consistent monitoring framework to define and examine audience engagement across all our programmes.

– Developed an evaluation framework which measures the impact of our youth brands, and in a second stage our mobile platforms, in improving girls’ agency and development outcomes.

– Launched the pilot of a new approach to measuring programme design that focuses on ‘end state planning’, and starts with the outcome framework first.

– Refined the research methods adopted to demonstrate impact in the 4th nationally representative survey carried out in Rwanda for Ni Nyampinga (Wave 4 survey) to ensure they reported an effect on agency outcomes.

2. Expanding our work to drive impact with supply side partners

– Working with PEPFAR in Malawi to improve sexual and reproductive health outcomes – developing an in-depth Structural Equation Model to evaluate the impact of our brands at improving girls’ agency and specific health outcomes.

– Set up a strategic partnership with Gavi to examine the relationship between agency, thematic outcomes and improved vaccine uptake. This analysis, which is being created in partnership with Dr W. Douglas Evans at the George Washington University, will focus on measuring the additional value brought by a branded approach to health messaging.

3. Actively engaging with peers and academics to ensure that our work is part of a large ecosystem of research

– As part of our ongoing formative work on global mobile platform Springster, we carried out an in-depth review of literature around digital platforms and how they can contribute to improved behaviour change outcomes.

– Our Gender Team, together with our Digital Insights Team, co-authored the research study ‘Adolescence: Age & Stage’ with Dr Robert W. Blum at Johns Hopkins University. The cutting-edge report combines biological and cognitive science research with international development expertise to explore the distinct stages of adolescence.

– Our quantitative and qualitative teams worked with Dr W. Douglas Evans to improve our evaluation approach to a number of donor-funded projects, and will share learnings within the development community. Dr Evans is Professor of Prevention and Community Health, and of Global Health, and Director of Public Health Communication and Marketing at the Milken School of Public Health at The George Washington University, and brings with him years of expertise in brand measurement.
Partnering for scale
Killing more than 260,000 women every year, cervical cancer is a major threat to girls in the developing world. In a game-changing $10m collaboration, Girl Effect and Gavi are working together to leverage the power of brands to build girls’ demand for the HPV vaccine and encourage girls to use health services at critical times in their lives. The approach creates demand for HPV vaccine supply, while empowering girls to seek out the sexual and reproductive health services they need.

HPV infection is the main cause of cervical cancer globally, and without large-scale interventions in both prevention and control, the number of deaths is forecast to rise to 416,000 by 2035. Gavi has an ambitious 2020 target of vaccinating 40 million adolescent girls in a scaled rollout of the HPV vaccine.

Innovative communication strategies that build demand for the HPV vaccine will be essential to sustained immunisation success. Through our youth brands, we are collaborating with Gavi and its other alliance partners to increase girls’ uptake of the vaccine in Rwanda, Ethiopia and Malawi. The four-year partnership, which kicked off in 2016, works to understand what girls already know about the HPV vaccine, as well as any barriers to its uptake, then activates our youth brands, magazines, radio shows, music and more to increase girls’ knowledge and shift their attitudes towards the vaccine and other health services.

The partnership integrates robust monitoring and evaluation processes to not only measure the impact of our youth brands on supply-side uptake, but also how the power of a brand can drive positive health outcomes more broadly. The research will make the case for more holistic, girl-centred strategies to drive behaviour change and create new opportunities in delivering integrated adolescent health models.

“...Our partnership with Girl Effect is an opportunity to bring this vaccine to the attention of girls who are at risk of missing out on its life-saving impact.”

Dr. Seth Berkley, CEO of Gavi
Our global footprint
Our global footprint

Girl Effect operates at scale
Financial Summary
Income breakdown by source

Total £28.9M

Expenditure by programme

Total £27.1M

Foundations 82%
In-kind 6%
Institutional 7%
Individual 3%
Other 2%

Youth brands 56%
Mobile platforms 31%
Cost of funds raised 10%
Girl Networks 3%
# Income Statement

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<th>Unrestricted funds</th>
<th>Restricted funds</th>
<th>Total 2017</th>
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<td><strong>£27,051,996</strong></td>
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A word on safeguarding

At Girl Effect, we take the safety and protection of children and young people very seriously.

We have a safeguarding policy made of ten golden standards, which ensures that Girl Effect is an organisation that is safe for all children and young people.

The policy applies to all of Girl Effect’s employees; anyone carrying out paid or unpaid work for Girl Effect including board members, interns, consultants and suppliers; and anyone visiting Girl Effect, including people like journalists or investors.

Our commitment means that:

- All countries, brands and products have the resources and support to proactively integrate safeguarding measures into everything we do.
- All staff have the knowledge, confidence and tools to effectively respond to any concern.
- Policies at a global and local level outline legal and ethical commitments that all staff, visitors and others working on behalf of Girl Effect follow.
- Procedures are in place to prevent harm through taking proactive measures to ensure all we do mitigates risks.

For more detail on our safeguarding standards, policy and procedures, please visit girleffect.org
Our Board of Trustees

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