



GIRL UP

UNITING GIRLS TO CHANGE THE WORLD

ABOUT THE CAMPAIGN

Girl Up is an innovative campaign, created by the United Nations Foundation, to address the needs of adolescent girls in developing countries. This “for girls, by girls” campaign mobilizes American girls to raise awareness and funds for programs of the United Nations that help some of the world’s most vulnerable adolescent girls. Through Girl Up’s support, girls will become educated, healthy, safe, counted and positioned to be the next generation of leaders.

WHY GIRLS?

Girls are part of the largest youth generation that this world has ever seen. Today, there are 600 million adolescent girls living in developing countries. While girls in the United States are more educated, socially connected and empowered than ever before, many girls in developing countries still struggle for the opportunity to go to school, see a doctor or be included in their communities.

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You can change the world by investing in an adolescent girl! After June 1, go to GirlUp.org to give a “High Five” for Girl Up:

- Take five minutes to learn about the issues that impact girls in developing countries.
- Share five facts about girls and the campaign through your social networks (Facebook, Twitter, MySpace).
- Send the campaign’s “Girlafesto” to five friends and family members and ask them to join you in supporting Girl Up.
- Donate \$5 or more to provide school supplies, health check-ups, and more.
- Host a Girl Up fundraiser in your school, club, or community to raise money for the campaign by challenging five friends to see who can raise the most money to help girls.

Join us at GirlUp.org.



DID YOU KNOW?

- Less than half a cent of every development dollar goes to programs for girls, particularly those ages 10-14.
- Girls make up 70% of the world’s 125 million out-of-school youth.
- Medical complications from pregnancy are the leading cause of death among girls ages 15-19 worldwide.
- Seventy-five percent of HIV-infected youth in Africa are girls.
- Girls spend up to 15 hours each day obtaining water for their families and villages.

WITH YOUR HELP, GIRL UP WILL FUND:

- United Nations programs targeted to the hardest-to-reach girls around the globe.
- Resources to help more girls enter and stay in school.
- Health services for girls.
- Life skills education in girl centers to keep them safe from harm.
- Closer water wells to access clean drinking water.