

FESTIVAL
— OF —
THE GIRL

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As a Mother, I see my young daughter lifting up her voice and believing her views are valid, as well as questioning:

'Why not me?'

Sarah was also recently selected by Scholastic (the world's biggest publisher and distributor of children's books) as their winner in a national story writing competition.

So for us, such festivals help girls pause and perhaps not walk away or turn the page but for a moment imagine their success and zoom towards it.

Niki • Sarah's mum

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I found the Festival of The Girl very inspiring, it teaches girls to be bolder and to believe in themselves more. These women did not give up and tried very hard.

**Sarah • Festival participant
and now published author**



We exist because we want to change what it means to be a girl.

We want to remove the limitations gender stereotypes place on girls. And we want to start this conversation with primary school aged kids, and their grown-ups.

We've created global interactive events to give girls access to an incredible line up of female role models, workshops and activities that they can't always get at school. Our festivals are safe environments for girls to have fun, try something new, and most importantly; leave with a boost of self confidence.

Our main annual event takes place every October coinciding with the UN's International Day of the Girl Child. We explore a huge variety of topics from careers, to body positivity, to mental health and sustainability.

We're non-profit, volunteer led, and we'd love you to help us make a difference. So please read on.

Founded for our daughters. The future is hers



So far we've impacted 5,500 girls

2019 live festival:	150 girls
2020 virtual festival:	2000 girls (globally)
2021 virtual festival:	3500 girls (globally)



Why this matters



11% -

The amount of girls globally who are comfortable as describing themselves as 'beautiful'

7 in 10 girls

believe they are not good enough or do not measure up in some way, including their looks, performance in school and relationships with family and friends

Between the ages of 8 and 14, girls confidence drops by

30%

74% of girls

say they are under pressure to please everyone

98% of girls

feel there is an immense pressure from external sources to look a certain way

34% of girls

are put off politics because of how female politicians are represented in the media

73% of girls

think women have to work much harder than men to succeed

63% of girls

don't feel safe walking home alone

Festival Audience

The 7-11 age range is a pivotal stage of development for girls and one that is increasingly influenced by societal and peer pressures. Research shows that by age 6, girls' confidence is significantly lower than boys' and that by age 11, girls are already struggling with issues such as low self-esteem and negative body image. It's these girls we want to impact, creating a resilient foundation before they start secondary school and are surrounded by even more prevalent gender stereotyping and higher social media exposure. Let's give younger girls their day – emulating International Women's Day which is now highly celebrated in March.

Brand Reach

Our ever-growing social media reaches parents, caregivers and teachers. Primarily females in the 25-50 age bracket. They are the key influencers in challenging the grip of harmful stereotyping. We aim to help girls and their families have conversations around these sometimes difficult topics, in a fun and accessible way.



Our Festivals so far



Festival of The Girl 2019

- Future Opportunities

We were thrilled to host our hugely successful inaugural festival in Tower Hamlets, London, on Saturday 5th October 2019, celebrating the 200 girls (and boys) who came and took part.

With workshops, interactive stalls, Q&A sessions and plenty of inspiring role models from The British Army to a professional pop group, we shaped our festival around the theme of 'Future Opportunities'.



Festival of The Girl 2020

- Future World

Like everyone in 2020, we adapted and went online with our event. We created a bespoke child-safe virtual festival site with over 80 interactive videos and activities for girls and their families to enjoy. Every child who signed up received a Festival of The Girl journal and lanyard to help create the festival experience at home.

Young girls are our future change makers so through the Future World galaxy the girls could explore anything from STEM to mental health, sport to global warming, and activism to architecture.

With more than 2000 girls signed up from all over the world, over 3300 plays of videos and 284 hours of content watched (that's nearly 12 days of footage in one day!) we were able to create a lasting impact in a tough year.



Festival of The Girl 2021

• My Brilliant Body

For Festival of The Girl 2021 our free bespoke child-safe virtual festival was back. Our theme, My Brilliant Body, was created to change girls' perceptions of their bodies. Celebrating them for what they do for us, rather than how they are seen by others, and redefining what Girl Power means in 2021.

From sports and body image, physical careers from construction to being a surgeon and activities like beatboxing and coding, and so much more, we were committed to showing girls that their bodies are brilliant in every way.

We were so inspired by all the girls (and boys) who took part in 2021 - from all over the world. And we loved all the competition entries for the Design your Dream Home created by our partner Taylor Wimpey.



Festival Feedback

"Thank you for a great festival. My daughter got a lot out of it in terms of broadening her perspective on the options available to her."

Parent

"My one wish for the future world is for girls to know that our gender is an asset not a barrier. The world needs girls (and boys!) to be brave, fierce and kind."

Isobel, aged 10

"I learnt that I can do anything I put my mind to and The Future is Mine!"

Evie, aged 11

"I learnt how to be myself."

Amber, aged 9

"Fantastic! We are loving it. So much inspiring content to explore."

Parent



"Initiatives like this help bolster girls' confidence so it is more resilient and does not get eroded over time."

Parent

"I learnt tips to improve confidence. I am going to practice them at school."

Girl, aged 10

"I learnt girls are capable of anything."

Eva, aged 9



Campaigns



#girlpower2021 Campaign

In 2021 we created our first ever campaign in celebration of the third Festival of The Girl & International Day of the Girl. We created the #girlpower2021 campaign.

Twenty-Five years on from the beginning of Spice Girls and the Girl Power ethos, our mission was to give girls the platform to redefine what Girl Power means to them in 2021 by sharing photos, videos, drawings, and words that were featured at Festival of The Girl 2021.

To launch the campaign, a photoshoot took place emulating that iconic moment featured in the Spice Girls first music video 'Wannabe'. Shot by renowned music and lifestyle photographer Scarlet Page.

Five #girlpower2021 idols featured alongside five lucky girls (winners picked from those who shared content with Festival of the Girl) - because if you can't see it, you can't be it!



2022 vision: the headlines



2022 vision: the headlines

Mini events at established Festivals:

- Camp Bestival (90k attendees)
- Primadonna Festival (Founded by inspirational team including Sandi Toksvig, Jude Kelly and Catherine Mayer)
- Huge potential for brand reach and celebrity endorsement

Live Festival event: 9th October 2022, Business Design Centre, London

- 1000 attendees
- Mixture of timed sign-up events and interactive 'stalls' in zones
- Co-created installation from the #futuregirlpledge campaign



#futuregirlpledge campaign:

Via Festival of The Girl Ambassadors and driven by social media. We will collect adults and childrens pledges for what they will do to change the world for the girls of the future.

Collected pledges turned into an installation at the festival, as well as a time-capsule book

Virtual Festival:

11th - 31st October 2022

- Launching on International Day of The Girl
- Goal of 5k sign-ups globally
- Festival pack sent in advance
- Group attendance via schools, Girls Friendly Society and Girlguides

Live Festival event 9th October 2022

This year's live event will be a fun, colourful & inspiring space.

Our young audience will be at the heart of all our planning.

Tangible styling details will make the space exciting.

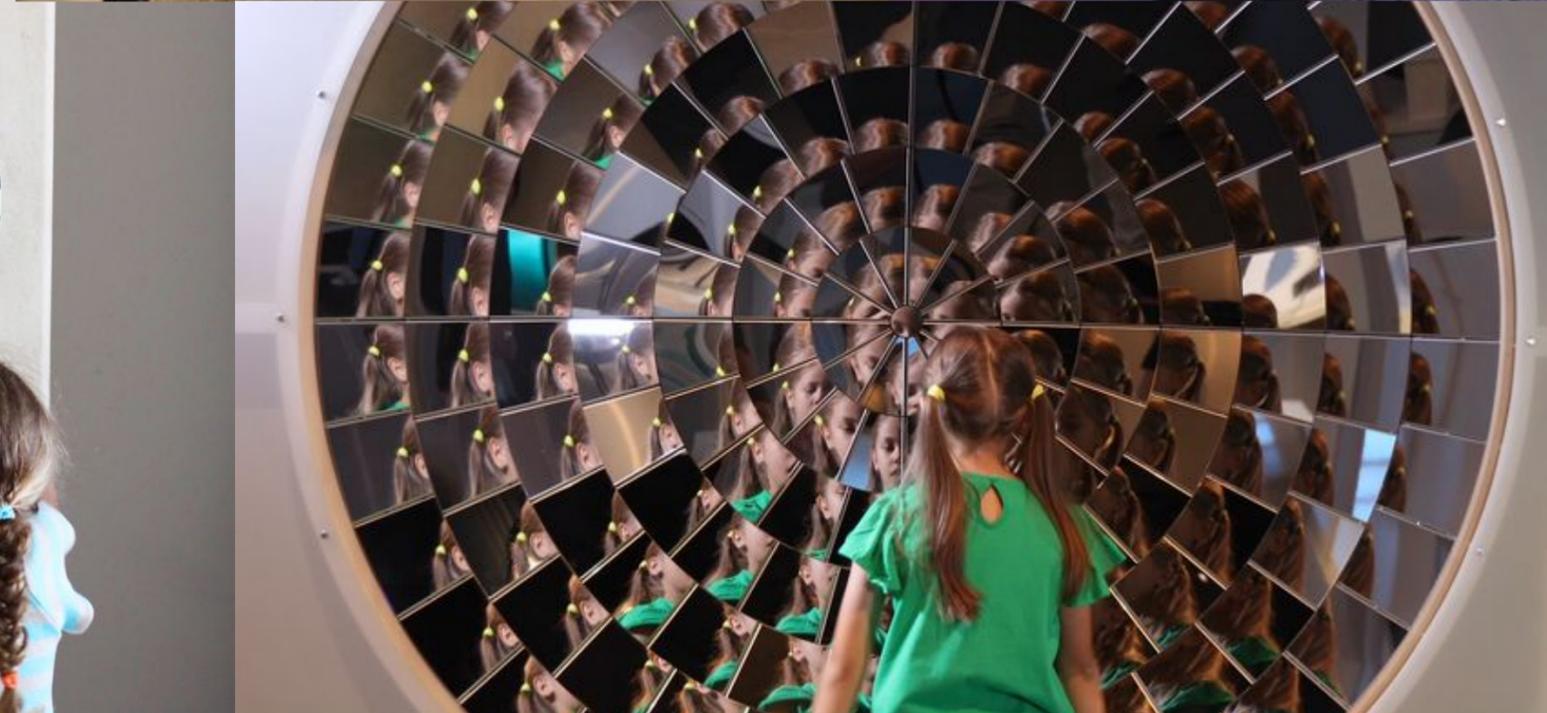
The space will encourage expression & participation.



Live Festival event 9th October 2022

Interactive installations will sit alongside all the scheduled activities.

They will educate, encourage confidence & build self-esteem.



Live Festival event 9th October 2022

Creative, bright graphics will be used to bring inspiring facts, sayings & female role models to life.

They will be the backdrop to the many activities taking place at the event, each zone having a unique graphic identity .



Live Festival event 9th October 2022

The #futuregirlpledge campaign will be central to the event.

A 'pledge path' will direct the audience around the space, to activities & zones, that will ultimately inspire everyone to write their own pledge.



What next

Get excited about what we could achieve together:
Festival of The Girl 2019 · the best bits, [click here](#)
Festival of The Girl 2020 · the best bits, [click here](#)
Festival of The Girl 2021 · the best bits, [click here](#)

Learn more about Festival of The Girl [here](#).

See some of the incredible videos and activities from
our virtual festivals [here](#).

Get in touch so our partnership can start today!



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I learnt new stuff and it helped me become aware of jobs and opportunities like beatboxing. I learnt about girlpower and what it means to me. I was also inspired by Tulip (Siddiq MP) at the girlpower photoshoot and her fight to free Nazanin so I created a petition which my friends signed and we sent to Ian Duncan Smith MP.

Overall I feel more confident in my self-belief.

**Chiara • Festival participant
and #girlpower2021 campaign winner**

“

The Festival has been a brilliant way of raising my daughter's awareness of the subject of gender inequality and helping her to learn how to combat the damaging messages in society that relate to gender. As a parent it opened my eyes to how important it is to talk to kids about equality as they grow up so that they feel able to fulfil their ambitions in life. The number of resources available to the girls was incredible - a really wide range of topics and people. And Chiara loved taking part in the competition as that made her think about girl power and really enabled her to express her ideas creatively. Thank you FoTG!

Steph • Chiara's mum



**Chiara pictured with
Tulip Siddiq MP
as part of the
#girlpower2021
campaign**

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