



Festival of The Girl Impact Report 2023



WHAT THE GIRLS HAD TO SAY:

"I feel proud to be a girl,
determined, amazed."

Emily, 11

"My favourite thing to do was flying
the drone. I feel inspired knowing
that girls can do stuff that boys do
too. Out of 5 I'd rate Festival of The
Girl 1 million!"

Daisy, 9

"I was super excited and definitely
want to come back next year! I might
want to be a coder as I loved how I
could test what I did with the car."

Mira, 8

"You can do whatever
job you want and you
don't need to be
scared. Do what you
want."

Charlotte, 8

"It made me feel
excited and gave
me ideas to do
experiments."

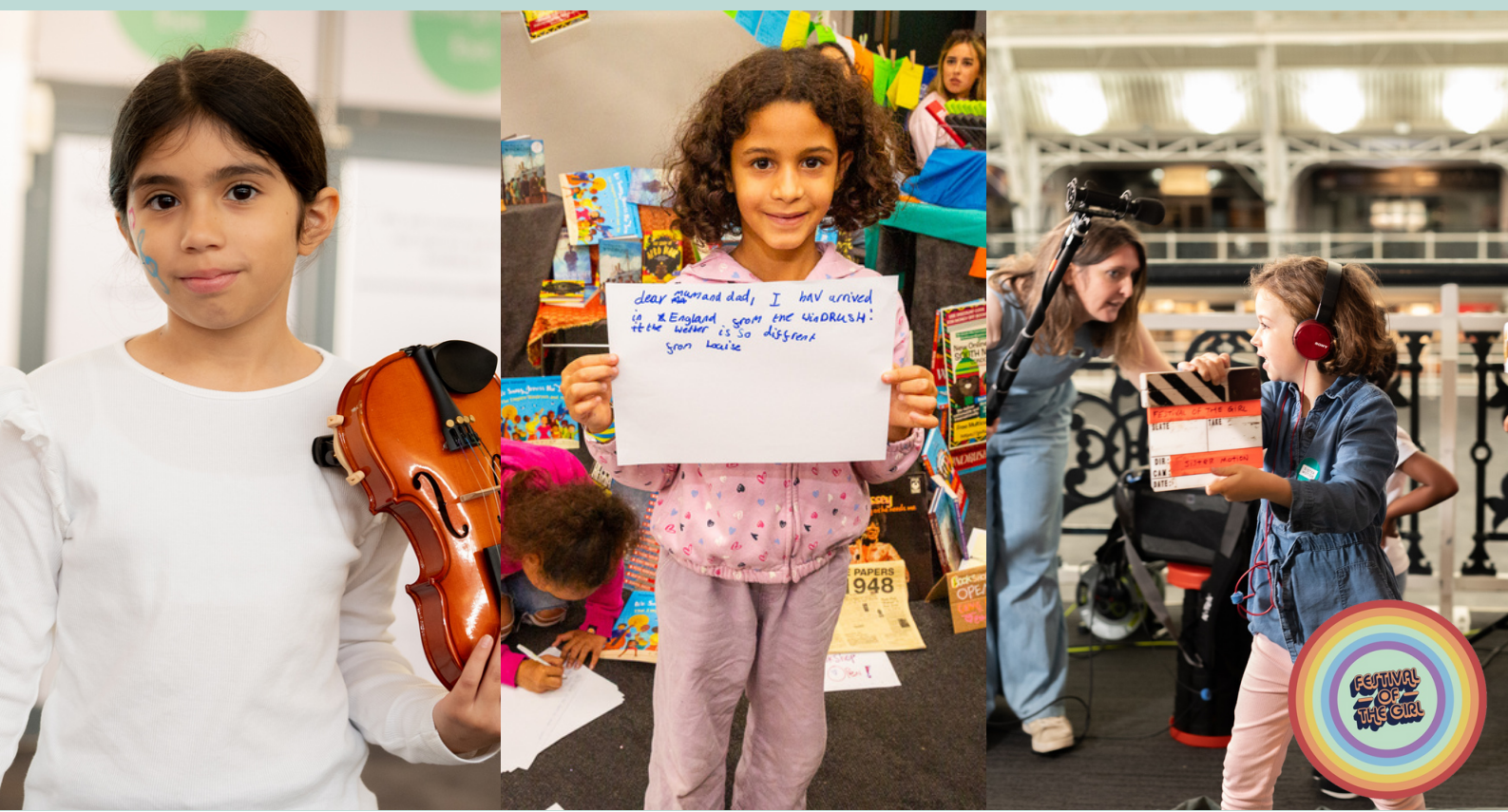
Sarah, 6

"I felt safe, inspired, empowered and ever
so happy - I felt like I was part of a tribe.
Cannot wait for the next one."

Rose, 10

"Girls can do anything!!!
Everyone is equal and if
you believe in yourself
you can do anything!"

Zahia, 9



WHAT THE PARENTS AND CARERS HAD TO SAY:

“My daughter sometimes finds it difficult to identify as a girl, as she is very much not a "girly" girl as she describes it. With boys at school even telling her she can't do things like football because of it. This event really helped show her what being a girl means you can do - basically anything. It was a real eye opener for her and she now has many more careers and hobbies to consider. She left feeling empowered, energised and realised she is "normal" and special all at once.”

ηηα, parent

“It made me happy to know that my daughter is growing up in a generation in which stereotypes are being smashed and that there are so many inspiring organisations out there doing great work.”

ηαηηα, parent

“I sobbed multiple times while daughters on stalls explained to me how impactful their mum's business was. It was such a special day for me and my daughter to experience together.”

ηαηηα, parent and entrepreneur

“I liked that my child got a chance to taste various activities. I loved the women's empowerment theme. Definitely made me think about encouraging sciences which I don't usually do.”

ηαηηα, parent

“Brilliant. It opened my eyes as to the possibilities' both my daughter and I could explore. Thank you so much for giving our girls this.”

ηηα, parent

“I felt hopeful for girls, I loved the positively the day left me with. I spend so much time worrying about the future my daughter is going into that it was so nice to experience all the options available to her. It was so nice to be in a space that was so unashamedly about girls - female energy filled the room.”

ηηα, parent

“Healing my inner child! Had reminded me that we shouldn't place the barriers on ourselves that society already places on us.”

ηηαηηα, parent and scout leader



ABOUT FESTIVAL OF THE GIRL

Festival of The Girl is a not-for-profit organisation that aims to inspire and engage girls aged 7 - 11 years and support adults to raise girls in a less stereotyped way.

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. 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 UN's International Day of the Girl Child with smaller events running throughout the year.

OUR MISSION

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. We aim to help girls and their families have conversations around these sometimes difficult topics, in a fun and accessible way.

We want to give younger girls their day - emulating International Women's Day which is now highly celebrated in March.

Girls are our future change makers so together we must do all we can to create a gender equal society and to ensure that they are realising their full potential.



IMPACT 2023

5000 GIRLS

reached all over the UK
via FoTG Activity Book

600+ GIRLS

directly impacted at our
headline event and Camp
Bestival

700+ PARENTS

directly impacted at our
headline event, FoTG
grows up! event and
Camp Bestival

250K PEOPLE

reached via social media
with our #FutureGirlPledge
campaign

7500 PEOPLE

reached in person with
our #FutureGirlPledge
campaign

1.6M VIEWS

estimated via PR

54 FEMALE OWNED

organisations exposed to over
1000 girls and families at our
headline event, via activities
shared in our 2023 activity book
and via our virtual hub

20+ INFLUENCERS

taken part in FoTG
events and campaign

150 ACTIVITY VIDEOS

with over 11k plays
across YouTube
and Vimeo channel



HOW WE MAKE A DIFFERENCE

FESTIVAL OF THE GIRL MAIN EVENT

This year saw us returning to the Business Design Centre in Islington with twice as much space compared to 2022 on Saturday 21st October.

There were 1000 attendees throughout the day of which over 500 were girls (and a small number of boys).

There were 66 activity stands and 32 workshops with activities and topics ranging from coding and robotics to art and sustainability, F1 motorsports and rugby to aviation and gaming, body confidence and music to performing and activism, science and bootcamps to choreography and wellbeing, football tricks and design to construction and yoga and more.

Be inspired by watching this incredible video from the day created by the female owned production company Sister Motion:

[Sister Motion at FoTG](#)

And watch our festival highlight video here: [FoTG 2023](#)

FESTIVAL OF THE GIRL GROWS UP!

2023 was the year we launched our Festival of The Girl grows up! event.

We created Festival of The Girl grows up! because as mums of girls we want to make sure we know how to talk to them about what can sometimes be difficult topics including body image, confidence, mental health, safety online and more. These evening events are panelled by experts with a specific aim at parents, carers and teachers of primary school aged girls.

The theme was 'talking to girls about body confidence' and this video is a wonderful highlight of all the amazing advice and guidance shared: [Talking to girls about body confidence](#)

The panel included Alex Lite, Laura Bates, Stephanie Yeboah and Molly Forbes. The event took place on Wednesday 23rd June in Old Street with over 80 parents and carers attending.



HOW WE MAKE A DIFFERENCE

SUMMER FoTG TOUR

Every summer we're invited to the big music festivals where we run fun and exciting workshops for hundreds of kids and their families. We also connect with artists and influencers who support our campaigns.

FoTG ACTIVITY BOOKS

This year we created our 4th activity book with 5000 being printed and sent out across the UK. The activity books are free and jam-packed with brilliant activities, inspiring women and creative games with a feminist twist. We also create a digital version for orders from outside of the UK.

#FUTUREGIRLPLEDGE CAMPAIGN

This year we continued our #FutureGirlPledge campaign which we'd launched in 2022 in celebration of International Day of The Girl. We created this campaign to share adults and children's pledges for what they will do to change the world for the girls of the future. We also asked people to put their hands on their shoulders to symbolise how we're standing on the shoulders of the women who came before us and we want our girls to stand on ours.

With 7500 people reached directly with our campaign and 250k via social media the momentum is still building with pledges including:

“Equality. I pledge to not let gender stereotypes get in the way of what I want to be when I grow up!” **Hana W, 12**

“I pledge to start small by changing things in my school, and then go bigger by changing things in my environment.” **Lola, 10**

“I pledge to never say, 'I can't' and always say, 'I can't yet'” **Cotton, 13**



LOOKING AHEAD

Here is just a glimpse at our plans for 2024:

- Festival of The Girl run in a second location in the UK
- Distribution of FoTG Activity Book globally
- Creation of school resource pack available to all UK primary schools
- Islington community project
- Multiple Festival of The Girl grows up! events throughout the year

And that is just the start!

We want International Day of The Girl to be celebrated globally on the same scale as International Women's Day. To achieve this we want there to be a live Festival of The Girl created in countries all over the world throughout October.

We want to connect, engage, and inspire girls all over the world but we can't do that without your help. Get in touch today to learn more about partnering with us and how together we can make a difference.

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www.festivalofthegirl.com

FoTG 2023 Video



Sister Motion at FoTG video

