



I pledge to be the
girl I can be.
to put on absolutely best
I can be.

Leind (8 yrs)



MISSION

We believe in a world where gender stereotypes no longer limit kids' potential.

With accessible global festivals and campaigns we can empower millions of young girls to breakdown stereotypes with confidence, while equipping parents and carers with the tools to guide them.



WHY WE EXIST

The 7-11 age range is a pivotal stage of development for girls and one that is increasingly influenced by societal and peer pressures. The pandemic, social media and the cost of living crisis have only made the situation worse.

By age 6

girls start to believe they aren't as smart as boys

Less than half

of girls regularly feel inspired by role models

Only 35%

of girls believe men and women have the same chance of career success

73% of girls

think women have to work much harder than men to succeed

From age 8

girls' confidence levels drop by 30%

74% of girls

say they are under pressure to please everyone



OUR AUDIENCE

“Generation A are the generation born between 2011-2021 and will be the kids subject to monumental changes in education and higher education, will be heavily shaped by AI, will be the generation that question everything including the very nature of truth and facts, and might well be the generation to forego the smartphone. What is absolutely true, is companies waited too long to understand Generation Z and even millennials and this isn't a mistake they should make with Generation A.”

Chloe Combi, author of Generation Z, Their Voices, Their Lives

Our audience is **Generation A** and their **parents and carers**. Being the only festival of its kind we offer partners a unique opportunity to engage and impact their future workforce in exciting and innovative ways.



IMPACT GROWTH SINCE 2019

30,000+ GIRLS

directly impacted via our flagship events, activity books, resources and virtual hub

18,000+ PARENTS/CARERS

directly impacted via our flagship events, FoTG 'grown up' events, Camp Bestival, social channels and resources

250k PEOPLE

reached via our #FutureGirlPledge campaign

200+ FEMALE OWNED

organisations exposed to 1000s of families via our flagship events, activity books and virtual hub

8m VIEWS

of content and PR coverage

25 SCHOOLS

pupils, including from disadvantaged backgrounds, directly impacted by events and resources





NEXT 5 YEARS

Collaborate with us to reach a million girls and their families. Plans include:

GLOBAL
FESTIVALS



RESOURCES: PODCAST
/ MAGAZINE / APP



RESEARCH

FOTG UK WIDE
AWARDS



COMMUNITY
OUTREACH

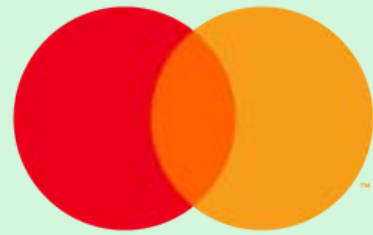


FOTG UK TOUR



We can only achieve this with the support of organisations who truly want to make a difference to future generations.

PARTNERS OF RECORD



HITACHI
Inspire the Next

Hitachi Energy

**Taylor
Wimpey**

V2 Studios

GlobalLogic
A Hitachi Group Company

MS Amlin

Cappfinity

evans
CLARKSONEVANS.CO.UK

Travis Perkins

Partner benefits include:

- ★ Staff engagement
- ★ Customer engagement
- ★ Tangible and impactful DE&I and CSR success stories
- ★ Inspiring the future equality of the industry



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ISLINGTON
Gazette

We can only change the future for girls **with your help.**

We feel passionately that this is an exciting time for innovative collaboration. With our shared mission and values we can shape a different and more inclusive world for the next generation of girls.

And 2025 is only the start.

Contact us for more details on how we can work together:

jen@festivalofthegirl.com

abi@festivalofthegirl.com



**CHANGING THE FUTURE,
ONE GIRL AT A TIME.**