



**GIRLS:**  
A NEW VIEW

A simple concept, uncharted territory



**Nike Foundation formally launched in March 2005**

# Adolescent girls: the best investment that no one is making



99.4% of international aid is not directed to her.  
Her share of each dollar spent? **Half a penny.**

# We did the math

- 1 year more of education = 10-20% growth in family income
- Girls reinvest 90% of income vs. Men reinvest 35% of income
- 7+ Years Education =
  - 4 year marriage delay
  - 2.2 fewer children
  - Decrease in HIV rates
  - 43% decrease in malnutrition
- When she thrives, everyone -- including boys -- prospers.
- She is the most inclusive, long-term, high-return investment in fighting poverty.



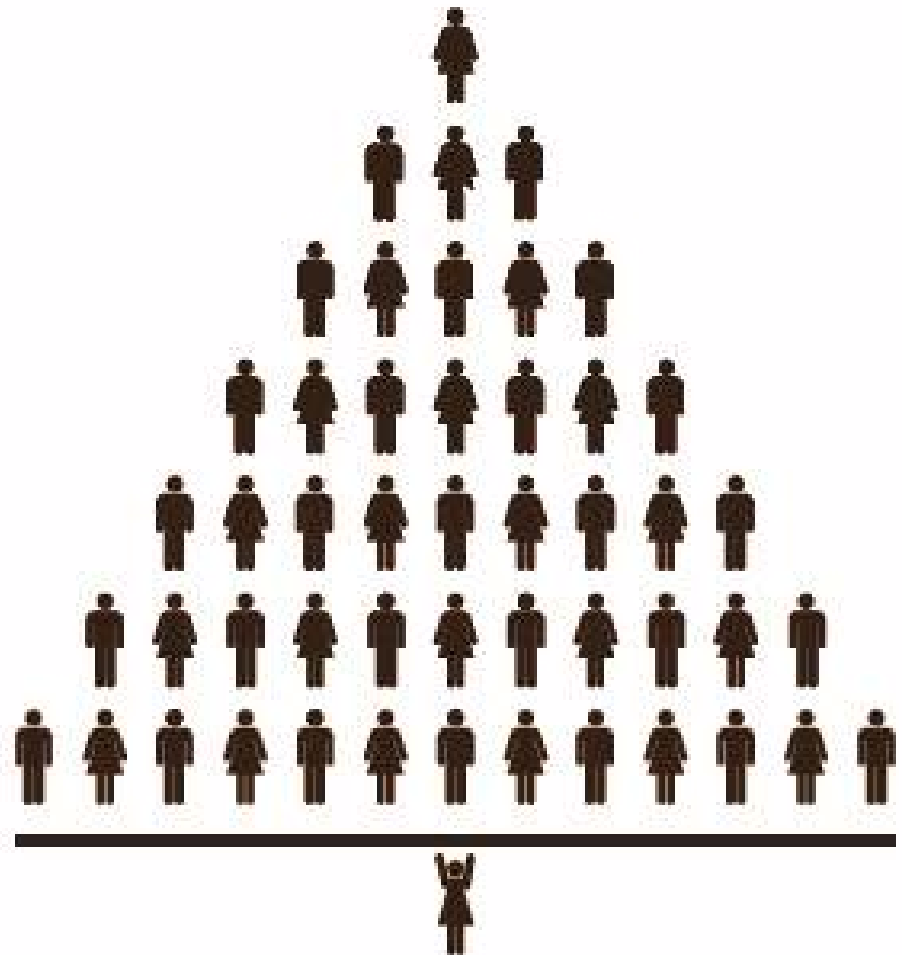
# Our role as a donor

We are  
a big brand; small foundation

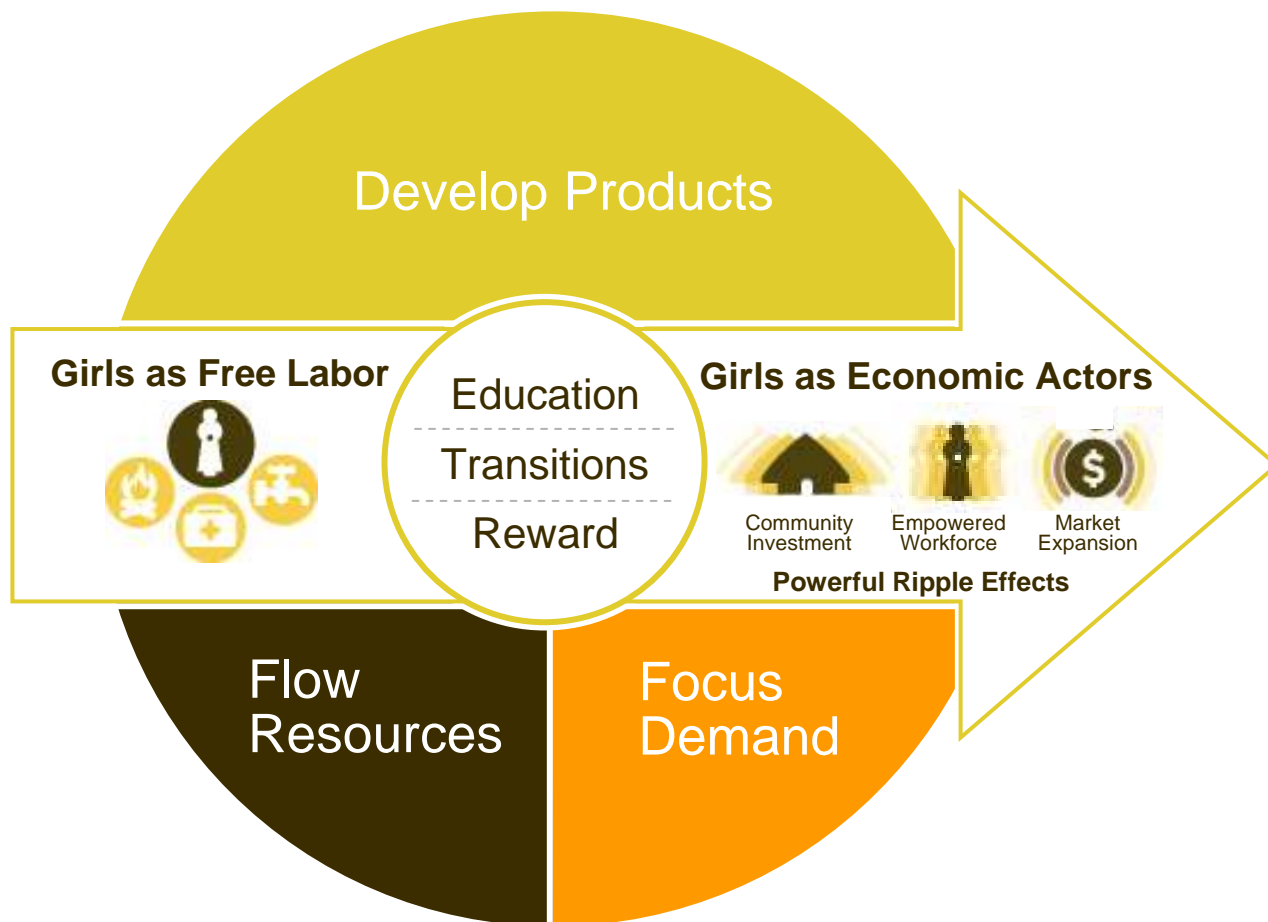
We chose  
an undervalued issue with  
massive upside potential

We innovate  
models & solutions that  
demonstrate the girl effect

We drive  
a leverage model to  
proliferate solutions for girls



# Our theory of change



# Our Economic Empowerment Model

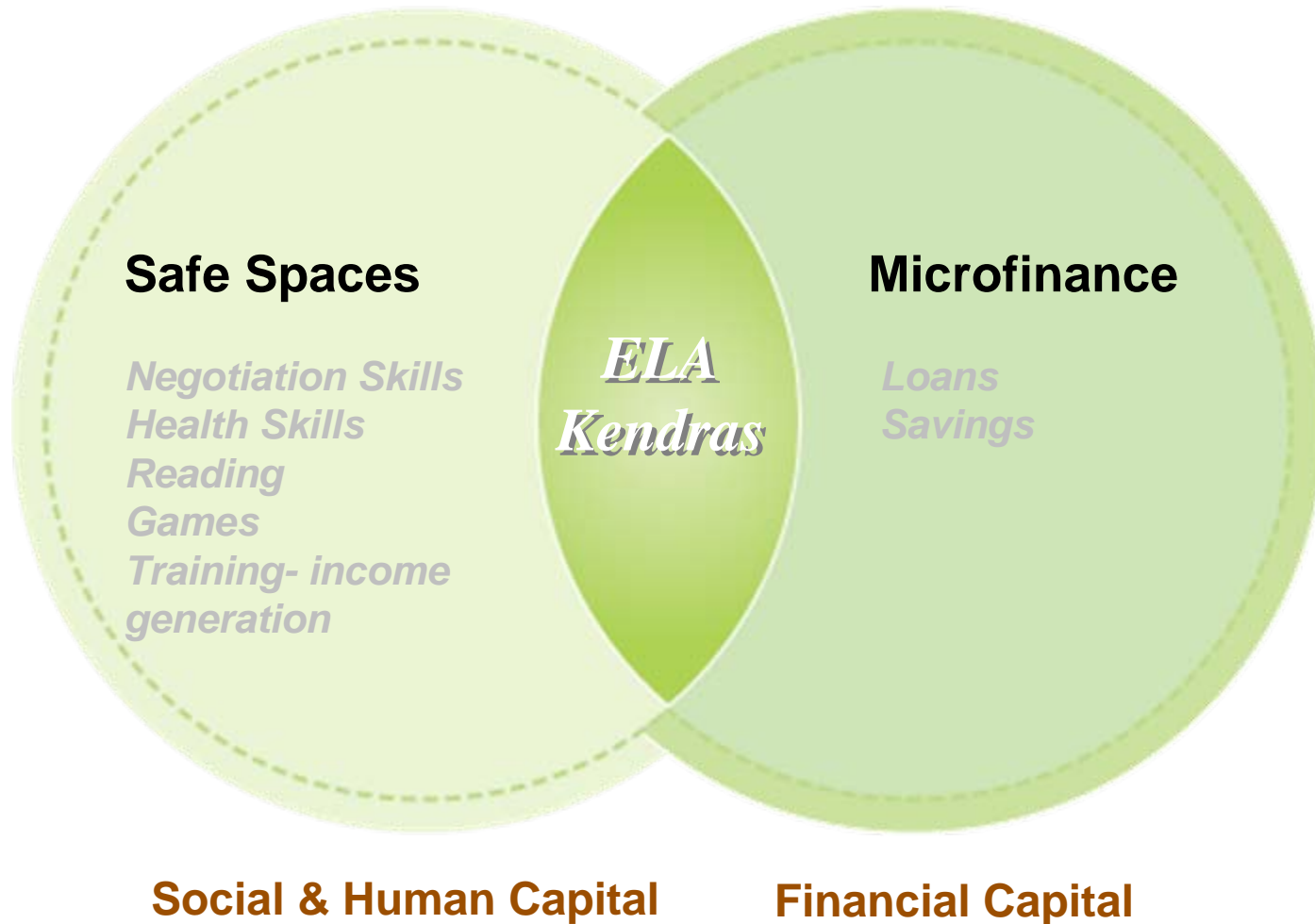


**Social Capital**

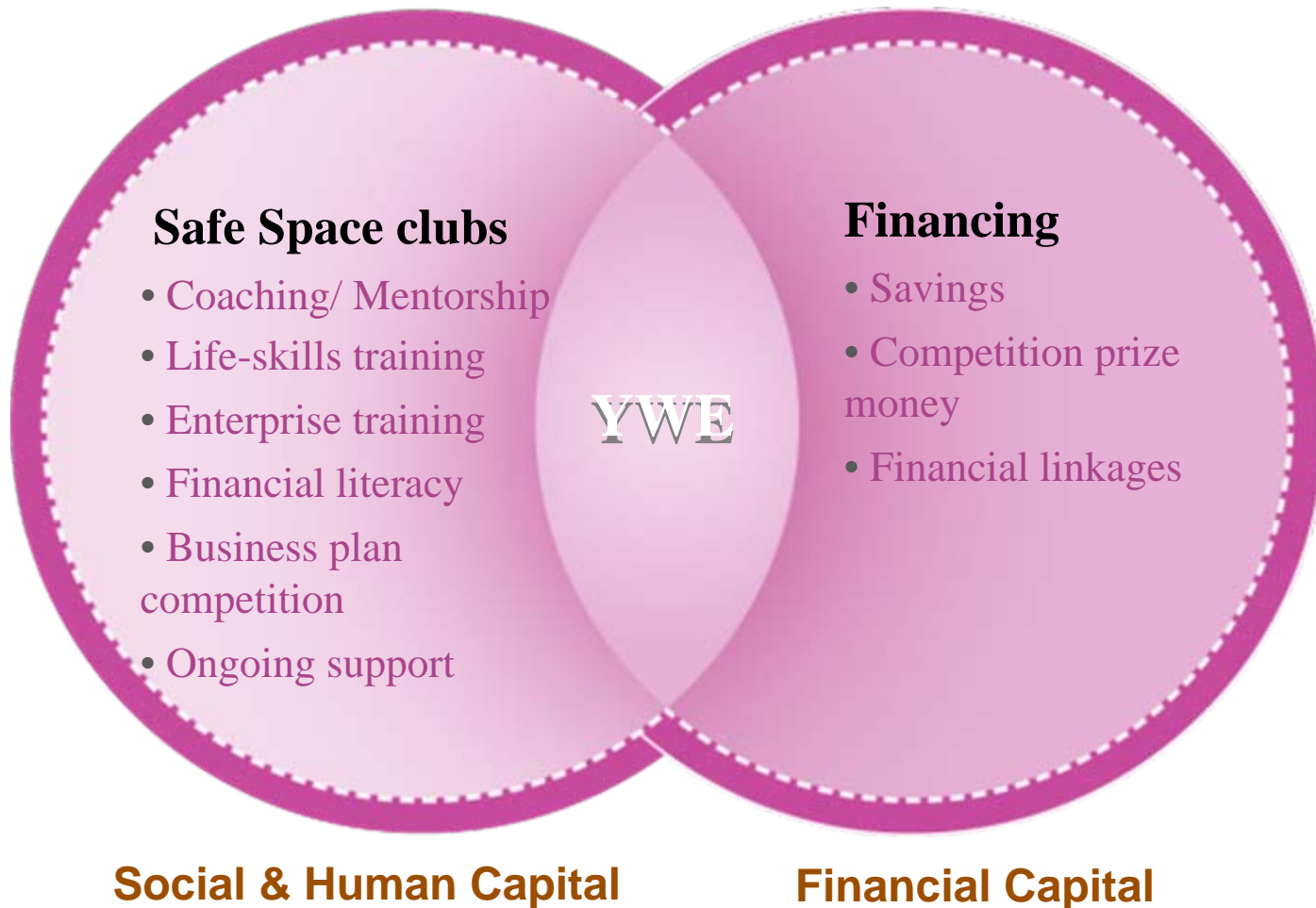
**Human Capital**

**Financial Capital**

# Example: BRAC (economic empowerment in rural context)



# Example: Technoserve (economic empowerment in urban slum)



YWE Expands a Girl's Economic Horizon via entrepreneurship

# One young woman's story

## Before

- Orphaned
- Formal education ended with primary school
- Vocational training: dressmaking
- Work in poor conditions
- Paid barely survival wages

## After

- Started knitting products business
- Makes \$85/month profit
- Secured loan to expand her business
- Employs other young women



*We want to learn, understand & share how to unleash the Girl Effect*

## **New investments typically funded via RFPs**

- Identified gaps based on learnings from current partners & advisors
- We consider organizations based on the type of project we're funding
- RFPs are issued to a targeted, researched list of organizations
- We're a very engaged donor - through proposal co-development & implementation

Thank you



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the girl effect

[www.girleffect.org](http://www.girleffect.org)

[www.nikefoundation.org](http://www.nikefoundation.org)