



**Transforming girls'
lives through
empowerment
and leadership**

WWW.YOUNGWOMENLEAD.COM



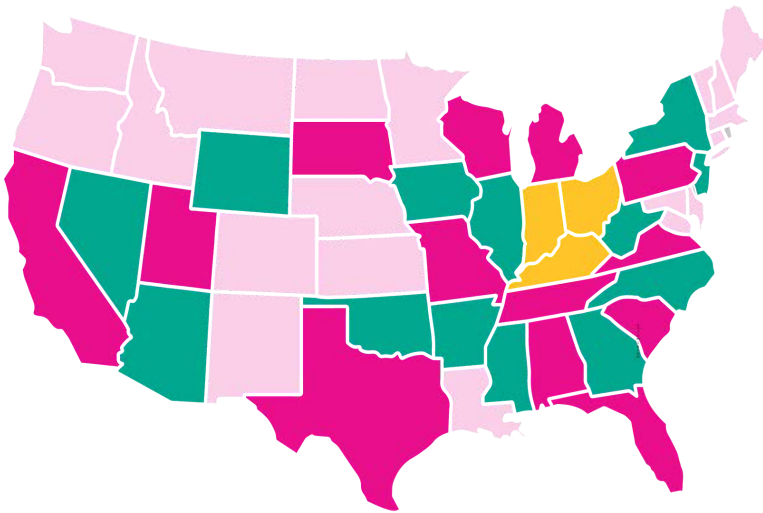
CULTIVATING THE NEXT GENERATION OF WOMEN LEADERS

Young Women LEAD is changing the way high school girls nationwide perceive themselves and challenging them to reach higher levels of personal growth and development.

Whether it is our live conference events, Young Women LEAD Clubs, or interactive, evidence-based curriculum, we instill self-confidence and equip high school girls with tools to pursue their dreams.

EMPOWERING GIRLS NATIONWIDE
TO BE BOLD, FEARLESS AND LEAD
WITH CONFIDENCE

13 years. 40,000 high school girls.
52 events. 28 states.



Seeing their true selves and harnessing
girl power

- Providing events that foster the leadership development and growth
- Building self-awareness and encouraging high self-esteem
- Providing role models through conversations and exposure to a diverse group of senior female executives and other successful women
- Offering curriculum for schools to develop YWL Clubs to support high school girls as they embrace their strengths and consider their future careers



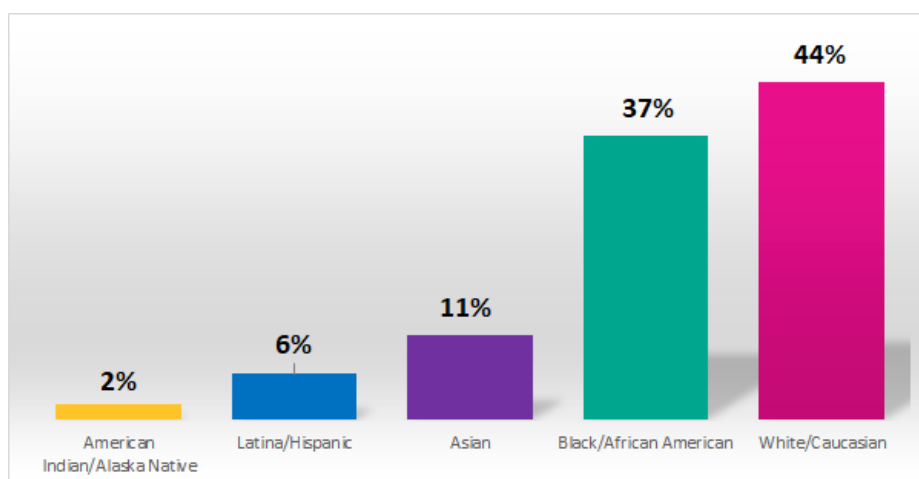


MAKING A LIFELONG IMPACT ON GIRLS

When you sponsor Young Women LEAD, you're making a tangible, positive difference in lives of high school girls. You're:

- Making a powerful brand and positioning declaration that you're committed to cultivating young high school girls' leadership skills;
- Introducing young women to an array of career opportunities – opportunities that might lead them to careers within your organization;
- Tapping into non-traditional and interactive ways to increase brand awareness among Generation Z – the world's largest generation; and
- Connecting with young women who can become lifelong brand champions.

The women-led nonprofit is committed to providing free events, resources and YWL Clubs to all high school girls. Making our offerings accessible is particularly important as 52% of our event attendees come from low-income homes. Whether a young woman lives in a small town, bustling city or farming community, we want her to make the connections, receive the training and develop her leadership skills to take charge of all aspects of her life.





LIVE CONFERENCES

Young Women LEAD provides life-changing live conferences and evidence-based curriculum for high school girls focusing on Leadership, Education and Development. Whether the events are delivered online or in person, girls hear exceptional live keynote speakers. The speakers discuss why it's imperative girls build self-awareness and high self-esteem – and offer guidance on how they can develop themselves.

Girls interact in breakout sessions where they can meet girls who are going through similar issues, even if on the surface they have little in common. We afford them opportunities to interact with peers they may never have met – girls of various ethnicities, races, beliefs, socioeconomic levels and states.

CONFERENCES

Conferences are held in collaboration with universities and community colleges and offer students live keynote sessions and interactive breakout sessions focused on topics of importance to today's teen girls. Presentations feature nationally-recognized speakers as well as local women who represent diverse backgrounds, careers, and experiences.

States Represented

- | | | | | |
|--------------|---------------|------------------|------------------|-----------------|
| • Alabama | • Indiana | • Missouri | • Oklahoma | • Utah |
| • Arkansas | • Iowa | • Nevada | • Pennsylvania | • Virginia |
| • California | • Kentucky | • New York | • South Carolina | • West Virginia |
| • Florida | • Louisiana | • New Jersey | • South Dakota | • Wisconsin |
| • Georgia | • Michigan | • North Carolina | • Tennessee | • Wyoming |
| • Illinois | • Mississippi | • Ohio | • Texas | • DC |

Schools Per State

- Kentucky - 139
- Indiana - 17
- Ohio - 37
- Total High Schools Represented - 207





YOUNG WOMEN LEAD CLUBS

Transforming girls' lives through **empowerment** and leadership



OBJECTIVES

Young Women LEAD Clubs can be implemented in any high school serving girls in grades 9-12. We encourage students and educators to initiate YWL Clubs in their schools to carry forward and extend the YWL event messages. Our clubs can be part of your schools' extracurricular offerings or advisory groups or club options.



EVERY YWL CLUB RECEIVES:

- Access to the YWL web-based curriculum portal that builds on our tradition of excellence
- Extended year-long learning experiences
- A dynamic, interactive instructional platform focused on workforce skills, leadership development and STEM career mentorship opportunities
- Videos, activities, webinars, and interactive evidence-based content
- Access and inclusion for diverse students to learn from and support one another along their career continuum



BENEFITS

Partnerships

Young Women LEAD Club builds partnerships between high schools, postsecondary institutions, and local businesses.

Mentorships

YWL Club members are provided diverse role models through guest speakers, webinars, conference sessions, and profile videos of women throughout the career continuum.

Career Continuum

YWL Club provides the opportunity for high school girls to explore diverse careers while simultaneously developing their leadership skills and confidence.

Research-Based Practices / Continuous Assessment

YWL utilizes research-based practices to assess and evaluate conference and club content for continuous improvement.



AT A GLANCE

YWL Club Topics

- Philanthropy
- Financial Literacy
- Inclusive Leadership
- 21st Century Skills
- Confidence
- Career Cluster Explorations

Informed By Research

Young Women LEAD Club content is developed by award-winning educational curriculum writers and content experts. Club content is based in:

- Mindset Science
- Evidence-Based Practices for High School Girls
- Ethics of Caring
- Neurobiology of Confidence
- Inclusive Leadership



"I would like these young women to pursue their dreams and to not only have takeaways for themselves, but use what they are learning to impact other young ladies at our school."

School Administrator

YWL Club Content



Philanthropy

Teen girls are leaders across the globe in giving of their Time, Talents and Treasure to positively impact their communities. This unit includes:

- Defining Philanthropy
- Call to Action
- T's of Giving
- Club Philanthropy Project
- Grant Maker Direct Giving Opportunity

Financial Literacy

Being financially literate is an essential skill for everyone to learn. This module includes:

- Earning Income
- Economic Decision Making
- Buying Goods and Services
- Saving
- Using Credit
- Financial Investing
- Protecting and Insuring

Inclusive Leadership

Inclusive leadership is committed to diversity and inclusion as the basis of success for leaders.

- Fairness and respect
- Value and belonging
- Confidence and inspiration
- Six traits of an inclusive leader
 - Commitment
 - Courage
 - Cognizance of bias
 - Curiosity
 - Cultural intelligence
 - Collaboration

21st Century Skills

These are skills that students need to succeed in today's and tomorrow's Information Age. The module includes activities to develop:

- Critical Thinking and Creativity
- Collaboration
- Communication
- Information and Media Literacy
- Technology Literacy
- Flexibility
- Leadership
- Initiative
- Productivity
- Social Skills

Confidence

Leaders need confidence to succeed. How can we use neuroscience to build and develop our confidence? In this module, we will study:

- How do we train our brain to be more confident?
- What happens when we feel confident?
- Self-awareness for confidence
- Doing and Imagining
- Unconscious Biases
- Being a Confident Leader
- Communication for Confidence

STEM Career Clusters

Awareness and exploration of careers is essential to encourage girls to pursue careers in STEM. This module includes:

- Self assessment and interest inventories
- Matching skills and interests with career clusters
- Developing a plan of study
- Profiles of women in STEM Career Clusters
- Video Profiles and Interviews

At the *forefront* 365

As young women develop their leadership skills, it's important that they apply what they're learning in order to practice and retain their new knowledge. We believe philanthropy is one of the best avenues for them to utilize their new skills. We'll provide resources for the YWL clubs to understand why it's so important that we all give back to our communities and provide supports for them to do so.



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