



# 2020

## IMPACT REPORT



## A MESSAGE FROM OUR CEO

This year, my team and I immersed ourselves in a crash course on how to survive a pandemic in the charity sector. Details will follow, but the top line is – One Girl Can is stronger because of you. Like most businesses, we were worried about how to weather the storm. IWANTtoBE, our biggest fundraiser of the year had to be cancelled, and without this, 850 girls would likely never be able to finish the education we had promised them. This fear fueled our motivation to explore different ways of doing things so we could keep our commitment to our girls.

On June 4th, we launched our first-ever virtual fundraiser, terrified that this was outside our wheelhouse. But together, we did it. Thank you to our generous sponsors for their continued support of IWANTtoBE, and 579 of you who registered for our online fundraiser! Although we didn't hit our original goal, we managed to raise \$339,707. This ensured that every girl we had promised to support through high school and university would be able to restart their education when the pandemic ends.

In November 2019, we also committed to building an entirely new school in the Kibera slum in Nairobi. When the pandemic hit, we had raised less than 50% of funds and we knew that now more than ever, it was crucial to finish the school. We ran innovative campaigns and hired our graduate media students in Kenya to help tell the story of what it meant for our girls to go back to one of the finest looking schools in the slums. Their stories and videos inspired many of you to continue to help us with this project. The primary school is now finished, and work has started on the high school which we hope to have complete when the girls return to school in January.

We also started a COVID relief fund to contribute to the support in the slums provided by the Kenyan government. Girls at Ushirika receive meals, access to basic essentials and mentoring from their teachers and our staff so they can move forward with confidence and hope.

Looking back at the last six months, I am so grateful for the incredible team I work with every day at One Girl Can and the ownership each of them has taken to strengthen the organization. I am grateful for the amazing women who lend their time and talent to our Board of Directors, our Creative Strategy Team, our Event Committee, and the many other volunteers who understand how important it is to keep focusing on gender equity issues despite the distractions. And lastly, but most certainly not least, I am beyond grateful to all of you for your steadfast support during this challenging time. This has allowed us to move forward and improve our programs and services for thousands of young women in Kenya when they needed us most. Thank you, and we look forward to sharing what's next to come in 2021.

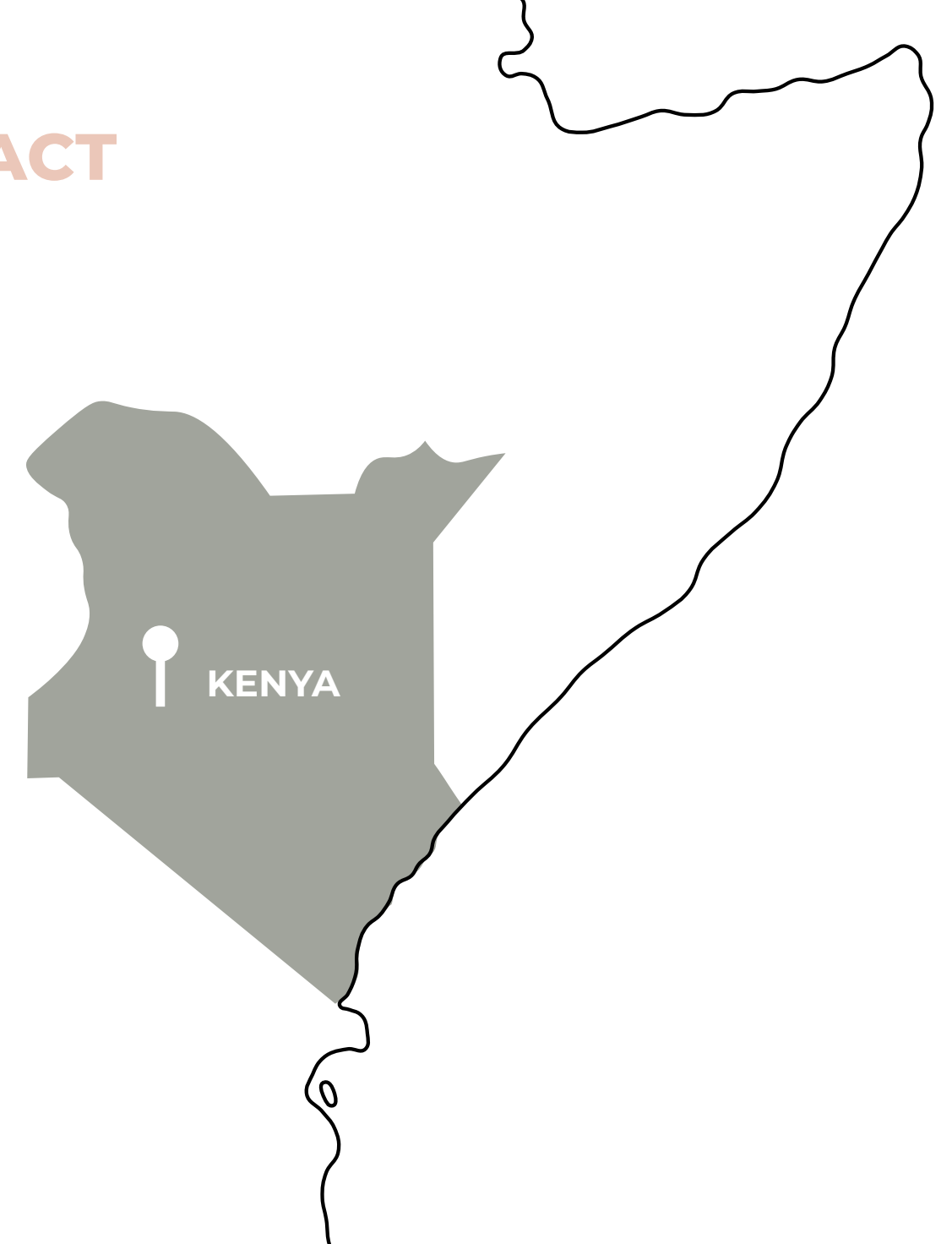
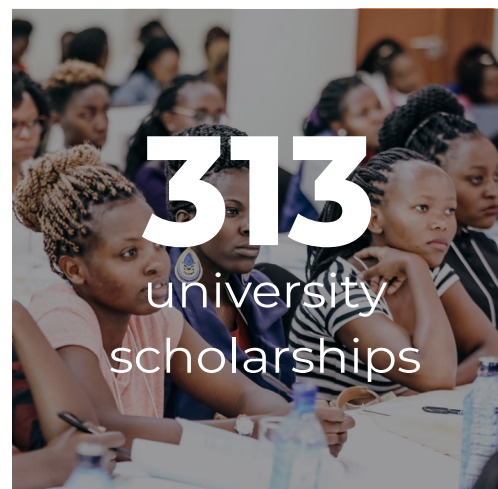
Sincerely,

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# YOUR COLLECTIVE IMPACT



## OUR MISSION



### WE BUILD

We build and renovate girls' schools in Kenya. We are committed to long-term partnerships that ensure school infrastructures will continue to support growth and provide a dynamic and safe learning environment.



### WE EDUCATE

We provide secondary and university scholarships for girls with the greatest need and highest potential. This support ensures girls continue their education and never miss a day of school due to poverty or cultural pressure.



### WE MENTOR

Working with a team of professional Kenyan women, who volunteer their time to work with the girls, we facilitate a series of mentoring workshops from high school to university level to achieve their potential.



# WE BUILD

The Kibera slum in Nairobi, Kenya is the oldest and biggest slum in Africa. Over a million people live in Kibera, and access to necessities like clean water and electricity, or opportunities such as education can be challenging to obtain.

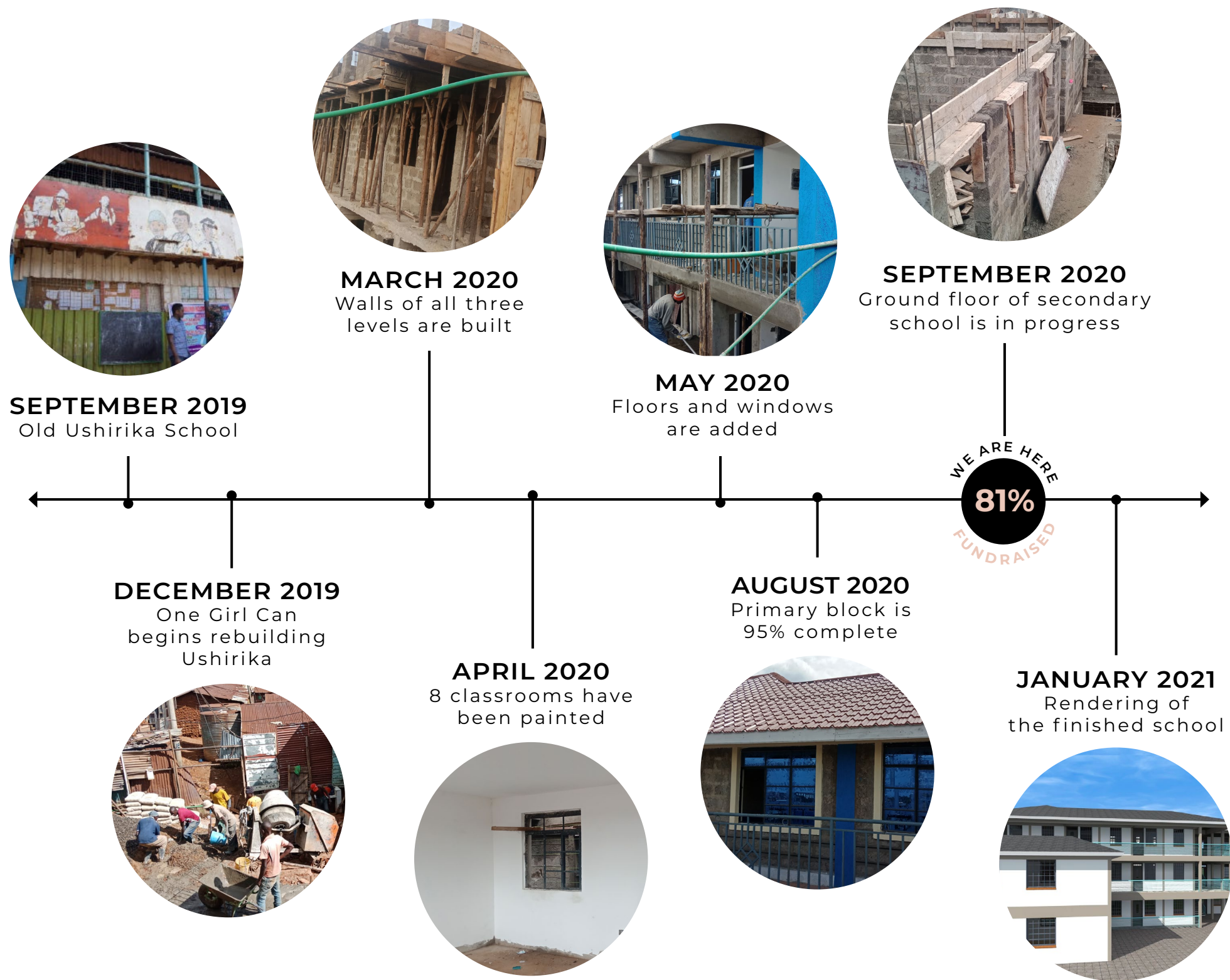
One Girl Can began working in Kibera in 2008, building six classrooms for Ushirika Primary School. Over the years, a high school was added, and the student population grew from 20 to 615 students.

In September 2019, 11 children were killed when a school in another slum collapsed due to unsafe building conditions. Knowing how important Ushirika School is for the community we work with, we made the proactive decision to rebuild Ushirika so all 615 students have a safe and dynamic learning environment to go to every day.

Once complete, the new Ushirika School will stand the test of time. This is only possible because of our incredible community of donors.

## Special thank you to

- |   |                            |
|---|----------------------------|
| The Beedie Foundation                   | David and Debbi Cottrell   |
| Dawn and Doug Reimer                    | Global Change for Children |
| AG Hair and AG Hair Distributors        | MacKenzie Davis            |
| CosmoProf Beauty Stores                 | Madeline Cureton           |
| Clive and Susan Lonsdale                | Harry Burgstaller          |
| Tracey and Brooke Wade                  | John and Susan Rose        |
| Khalil Es-Sabar Foundation for Humanity | Betsy Toms                 |
|   | The Jennings Family        |





## WE EDUCATE

With the support of our generous donors, One Girl Can helps girls unlock their potential and achieve their dreams. Our students are remarkable young women who have overcome tremendous challenges to pursue their education. Get to know some of them.



### MILLIE

Meet Millie, born in the Kibera slums. She is a remarkable young woman who has overcome many challenges to finish her education.

As a journalist, she loves the sound of her voice, **"not what it says, but what it does."**

Millie will use her power by helping re-write the negatives in people's lives through film making.

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### ROYASHLEY

Growing up in the slums with a single mother, Royashley never believed she would have the opportunity to go to school.

When she received her One Girl Can scholarship, she knew it was her **"time to shine"**.

At 16 years old, she is already finishing her last year in high school. After university, she plans to pursue a career in Medicine.

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### WINCATE

As the youngest of six children living in a remote farm in Kenya, Wincate's opportunities were limited.

Things took a positive turn when she was awarded a scholarship with One Girl Can. Wincate will be the first One Girl Can student to attend medical school.

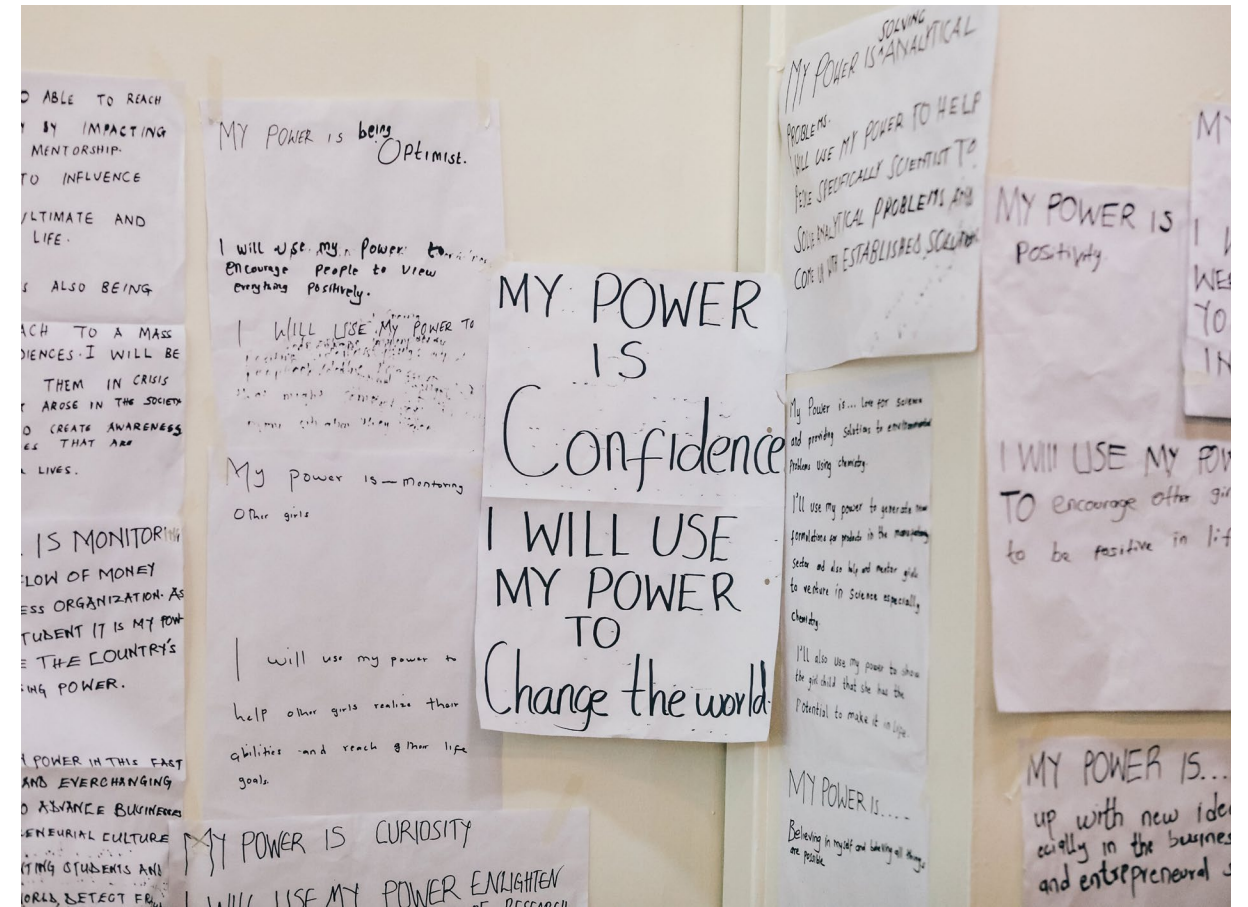
Wincate is confident and ambitious. **"I know my potential, I know what I want to go for in life. Nothing is going to limit me!"**

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# WE MENTOR

In Kenya, girls are never asked what they want to be when they grow up, or about their goals, or future. It's time we do.

During our fall visit to Nairobi, Kenya last year, we hosted our annual leadership conference for our university students, and we asked the 200 girls present, "What is your power? How will you use it to change the world?"



“My Power is curiosity”

“My power is doing ordinary things in an extraordinary way”

“My power is optimism”

These are a few of the responses we received. We know that by providing the space for girls and young women to identify and speak about their power, skills and talents, we can empower them to be confident in their abilities. With our mentorship pillar, we help build girls' self-esteems and transform them into leaders within their family, community and their country.

# IWANTtoBE 2020

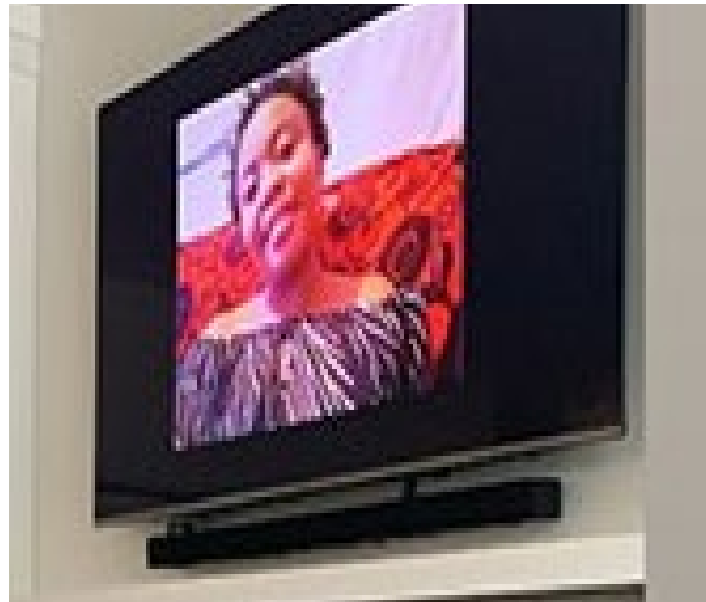
Every year we look forward to our Spring gala, IWANTtoBE, where hundreds of like-minded people gather for a fun and impactful evening, all in the name of eradicating poverty and gender inequality in Africa through education.

In light of COVID-19, we had to recalibrate our work and adapt to the changing times. There were many uncertainties, but we knew we had to honour our commitment to the 500 girls we sponsor, mentor and build schools for. We knew that gender isn't a side issue nor a distraction from the crisis.

With the world safely socially distancing at home and online meetings becoming more prominent: IWANTtoBE: Alone, Together - A No-Gala, Gala presented by Beedie Foundation was born.

We weren't at all sure how a virtual fundraiser would go, but we were overjoyed and speechless by the success of the event, and the overwhelming support we received from our community.

Thank YOU. Whether you participated in the auctions, donated your ticket or simply tuned in for the show, we're beyond grateful for your continued support and passion for gender equality.



## 579

people united for gender equality

## \$339,707

raised for One Girl Can scholarships

## Special thank you to our IWANTtoBE Sponsors

**Beedie**  
FOUNDATION

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Southern Butler Price

In-Kind Partners

Media Partners

AG Hair  
Avenue PR  
Hemlock

DailyHive  
Global BC

A final thank you to our IWANTtoBE Event Committee and Creative Strategy Team. Your generous contribution of time and energy is invaluable and deeply appreciated.

**DailyHive**

Vancouver-based non-profit to host virtual gala in support of women's education

[READ MORE](#)

**Global** 

One Girl Can – Alone Together: A No-Gala, Gala

[READ MORE](#)

**VOGUE**

Mackenzie Davis on Advocating for Girls' Education During the Pandemic

[READ MORE](#)



# ONE GIRL CAN COMMUNITY

One Girl Can is immensely grateful for our community of passionate changemakers. Thanks to you, we can continue our mission of breaking the cycle of poverty through education and mentorship. Read about your tremendous work below.





## RITZ

As one of three girls in her family and having lived in a refugee camp as a child, Ritz is acutely aware of how poverty can affect people, especially females. To pay it forward, she began supporting One Girl Can in 2015.

Today, Ritz sponsors 2 high school girls and 4 university girls.

In her own words, **"education is one of the most beautiful gifts you can give to these girls, it is a gift of freedom and expanded opportunities for them."**

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## BETSY

Betsy, an 8-year-old elementary student from the UK, was inspired to support One Girl Can after her trip to Kenya to see one of our schools. She witnessed firsthand the difference it makes when girls receive an education and she became incredibly passionate about One Girl Can's mission.

Betsy loves to cycle so she cycled 16 miles to raise £1000 to sponsor two One Girl Can students, Elizabeth and Juliet.

Betsy is proof that you are never too young to make a difference.

[READ MORE](#)



## THE JENNINGS

John and Christine Jennings began sponsoring Royashley and Gloria in 2017 and penning letters to their students each year. It soon became a family affair when their daughters, Megan and Caitlin, began sponsoring students of their own.

The whole family is passionate about One Girl Can's mission and the fight against gender inequality. Christine tells us that they believe **"everyone deserves the opportunity to achieve, or at least try to achieve, their own personal goals."**

[READ MORE](#)



## TRACTION ON DEMAND

Traction on Demand is one of the biggest Salesforce Consulting firms in North America. As part of their community give back program, they partnered with One Girl Can to host a virtual gala, EmpowHER, with the goal of raising \$35,000 for 10 university scholarships.

Through donations, t-shirt sales, and a silent auction, Traction surpassed their goal and raised \$42,704 towards One Girl Can.

Traction shows us that when a group of passionate people come together for a single cause, they can make a world of difference.

[LEARN MORE](#)



## UNIVERSITY HILL

After reading Malala Yousafzai's book, University Hill Secondary School student, Judy Rhee was inspired to start RoadToSchool - a Girl's Education club at her school. Through bake sales and iTunes card fundraisers, her club reached their fundraising goal to sponsor two high school students, Sarah and Kavutha.

Judy wants other Canadian high school students to know that fundraisers can **"meaningfully assist you in raising awareness and sharing your ideas, all the while allowing you to make a tangible impact."**

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## YOUNG WOMEN IN BUSINESS UBC

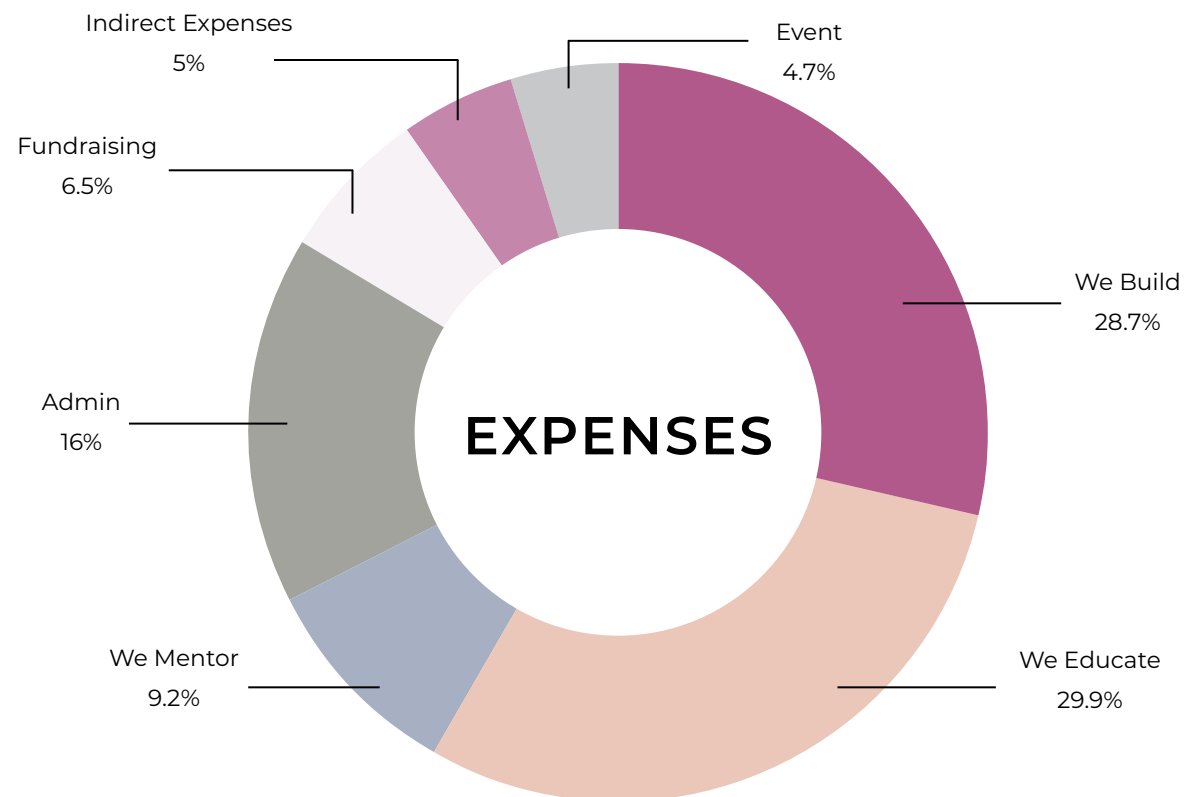
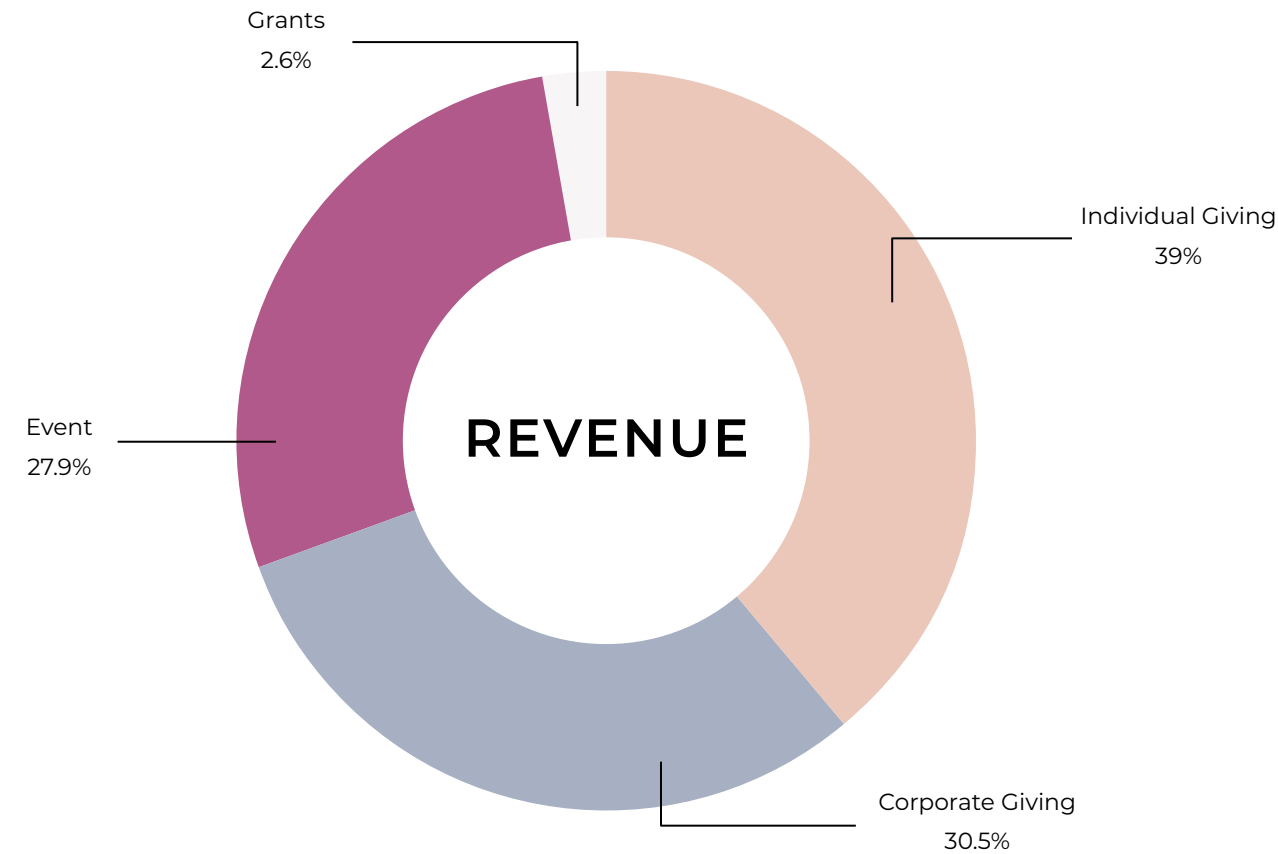
Founded by female commerce students, YWiB UBC has grown into a leading community of empowerment for women.

For International Women's day, YWiB UBC teamed up with One Girl Can and hosted a gala to celebrate the voices, stories, and impact of women around the world.

Through ticket sales and donations, YWiB raised over \$2,000 to support the high school education of Yvonne and Carolyn. Both girls hope that education will give them the means to better their communities.

[LEARN MORE](#)

# FINANCES



# LOOKING AHEAD

Gender inequality is not only a pressing moral and social issue, it is also a critical economic challenge. If women – who account for half the world’s working-age population – do not achieve their full economic potential, the global economy will suffer. According to a McKinsey Global Institute (MGI) report, the female economy is the world’s largest emerging market with the potential to add \$12 trillion to the global GDP by 2025. Opportunities for women and girls to thrive in their careers are crucial to the advancement of women and their potential contribution to the African economy.

This is why One Girl Can is developing a unique, customized Entrepreneurial Training Program conceived and taught by both expert volunteers from abroad and in Kenya. With an unemployment rate of 40% in Kenya, it will be difficult for girls with either a high school or university degree to find meaningful work after school. This program will teach them how to use their skills and preferences to create small-scale businesses to support themselves while they build their knowledge of business and develop a career.

We will also be developing an internship placement program with local organizations and businesses in Kenya to provide our university students with invaluable learning and experiences. One Girl Can has always been committed to creating sustainable impact and ensuring our girls are cared for from the time they start secondary school to when they find meaningful employment. This is how we will continue to achieve that goal and fulfil our commitment to our students.

Lastly, on October 11, we are recognizing International Day of the Girl to shine light on injustices and the many challenges girls to this day still face. We will be introducing a variety of exciting initiatives, including a partnership with the BC Ministry of Education with the launch of a 5-day experiential learning program for educators and students. We believe that change starts here with us, at home, and we cannot wait to explore how we can make a difference on gender equality both locally and around the world.

# BOARD OF DIRECTORS

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*Member at Large*



**We couldn't do this without you.  
Let's continue to advance gender equality, together!**

**SPONSOR** a student and give a girl the life-changing gift of quality education.

**DONATE** to Ushirika and help us complete the rebuilding of this school.

**PARTNER** with us. Join our team of corporate partners to make an impact through workplace fundraisers.

**FOLLOW** us on Instagram to stay up to date with our latest news.

**SIGN UP** for our newsletter and we'll deliver stories that inspire straight to your inbox.

**EMAIL** us at [info@onegirlcan.com](mailto:info@onegirlcan.com) for more ways to get involved!