



The Girl Effect Campaign is a global campaign focused on investing in girls and giving them a chance for better tomorrow.

The Girl Effect it is a breakthrough innovation, a largely self-sustaining economic empowerment program for girls at scale and is already showing its first positive results like Anita, a girl in India who learned how to run a business as a beekeeper and used her income to attend school, fix her family's house and pay for her relative's medical expenses.

There are 600 million adolescent girls living in poverty in the developing world. By giving one of these girls a chance, you start the girl effect. When girls have safe places to meet, education, legal protection, health care, and access to training and job skills, they can thrive. And if they thrive, everyone around them thrives, too. Greater economic empowerment is what is needed to success.

The Girl Effect on Development" was ranked fourth in session sign-ups among all panels at 2009 World Economic Forum at Davos. In a meeting where people were tripping over each other to hear ideas from speakers such as Melinda Gates about how to move beyond this economic crisis, CEOs and heads of state wanted to learn what girls have to do with it.

Get involved.