

GENDER=EQUALITY





LEGACY
YOUTH
LEADERSHIP

Legacy Youth Leadership is building better leaders who will build a better world. Legacy provides free youth leadership and mentoring programs that teach students how to use their time, their money, their voice, and their vote so they can be leaders today. Legacy's Programs develop, mentor, and equip young people with the skills they need to reach their academic goals, make a REAL impact on the world around them, and thrive.



She's the *first*

She's The First are advocates and changemakers; ambitious students and dedicated teachers; inspiring artists and seasoned policymakers; resilient mothers and feminist fathers; community organizers and business leaders.

We come from many countries and backgrounds, but our differences are not nearly as important as what we share—a belief that every girl, no matter where she is born, deserves to be educated, respected, and heard.





**GENDER INEQUALITY AFFECTS ALL OF
US, AND WE MUST TALK ABOUT IT.**

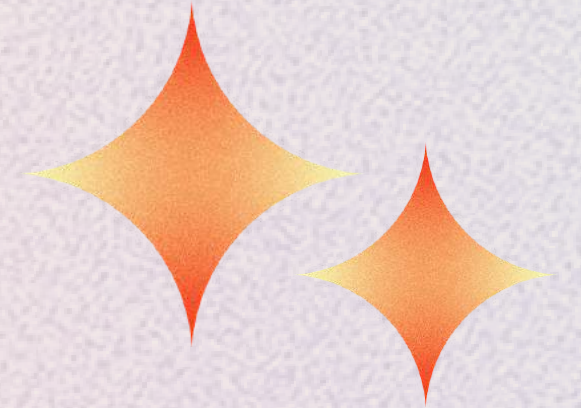


WHAT'S THE PROBLEM?

132 MILLION GIRLS worldwide face an obstacle that prevents them from attending school. Some girls around the world don't have access to the menstrual supplies they need, forcing them to miss as much as one week of school every month, simply because of their period.



WHAT WE DID



We teamed up with She's The First which provides FREE educational and life-changing supplies to young girls all around the world, to make it as easy as possible to get menstrual products into the hands of the young girls who need it most!







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X

She's the *first*

WHAT STUDENTS DID

All students had to do was stitch our TikTok video [here](#), telling us how they've personally seen gender inequality impact their own everyday life, or someone they know. Creating a dialogue around gender inequality is one of the first steps to building a more gender-equal world.



FREE MENSTRUAL PRODUCTS

Every student who stitched a video automatically unlocked a \$10 donation that Legacy made on their behalf, to “Girls First Institute” by She’s the First.

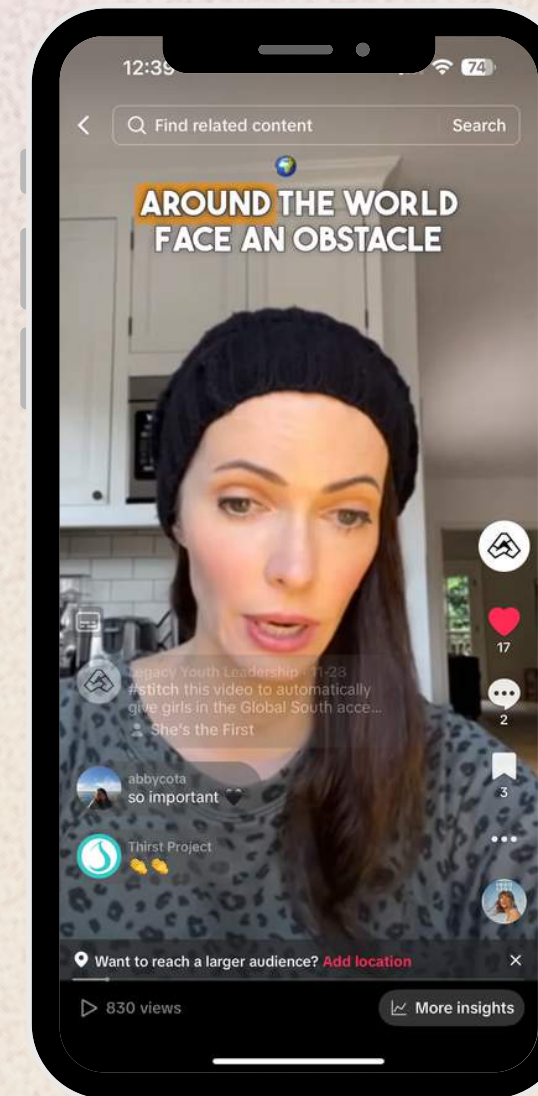
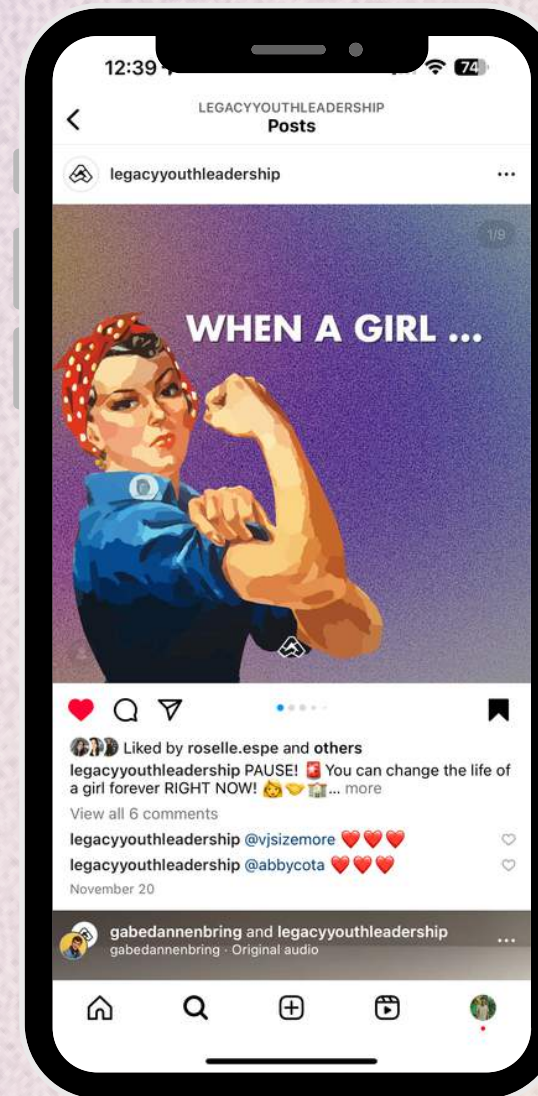
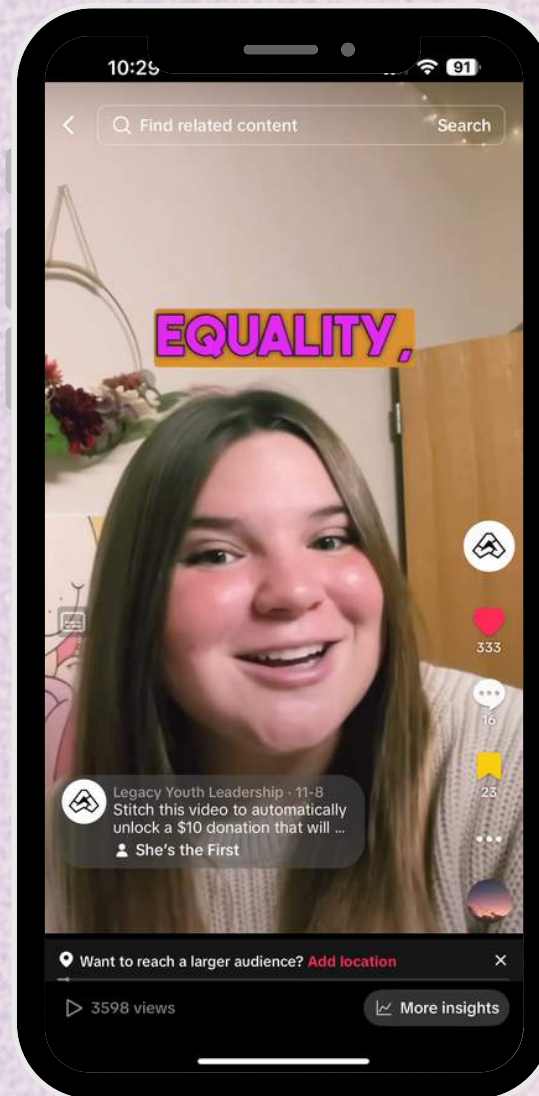
This fund provides life-changing supplies and education opportunities to girls in the Global South.

\$10 = 1 MONTH FREE MENSTRUAL SUPPLIES



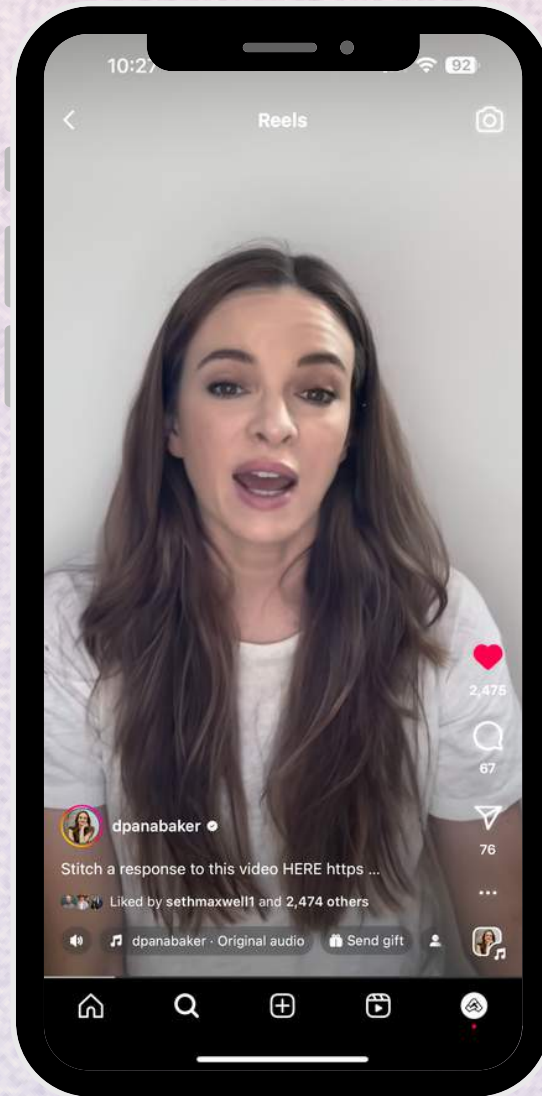


SOCIAL PROMOTION

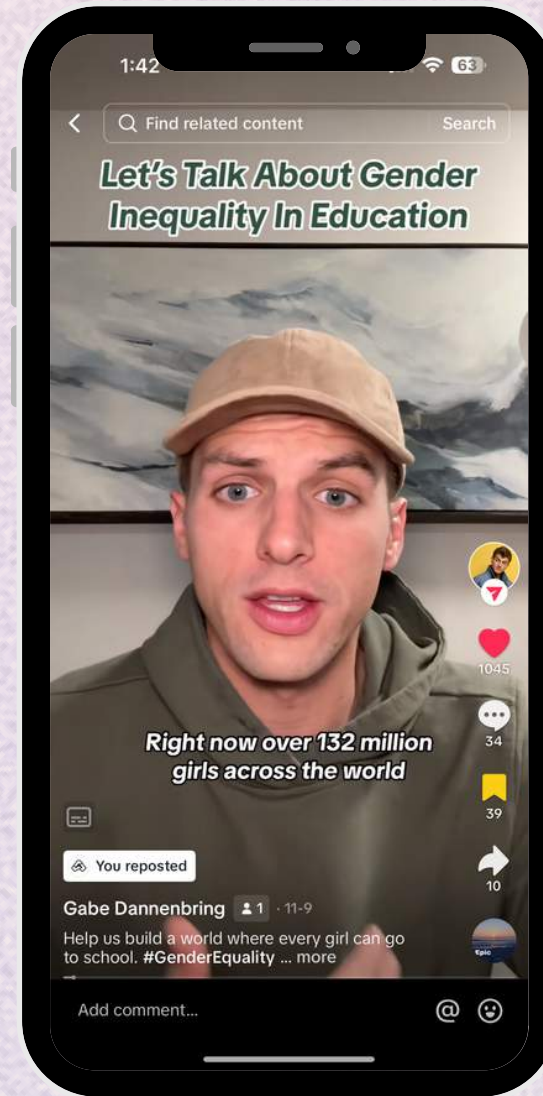


6.5M+ REACH

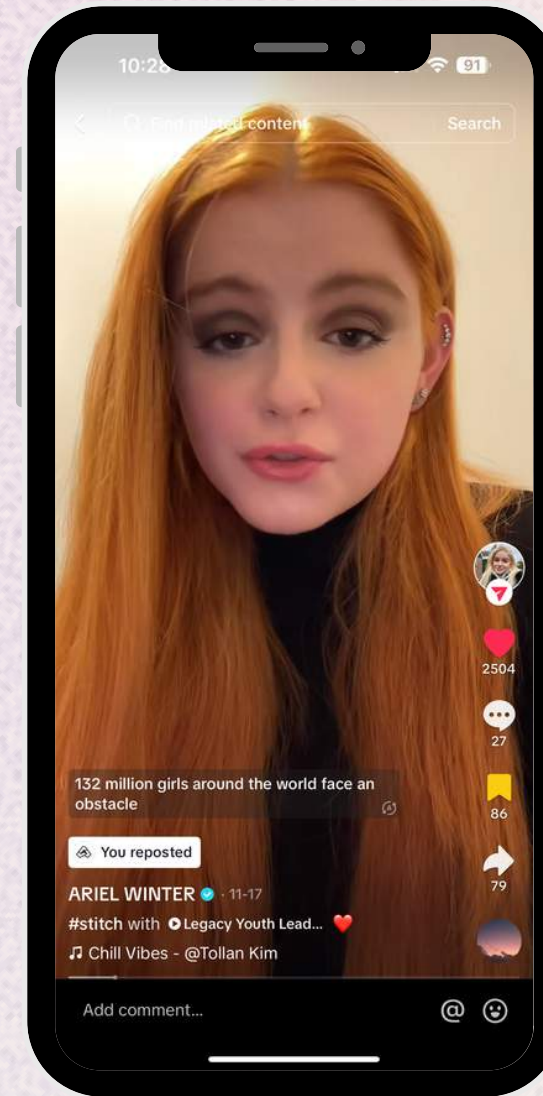
INFLUENCER + CELEB PARTNERS



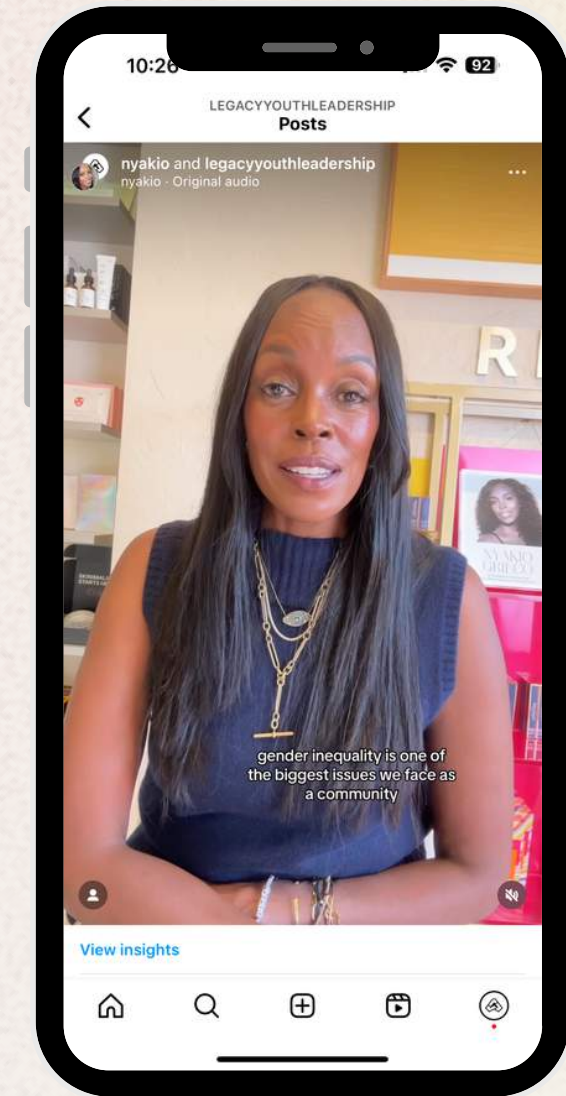
@DPANABAKER
4M



@GABEDANNENBRING
1.6M

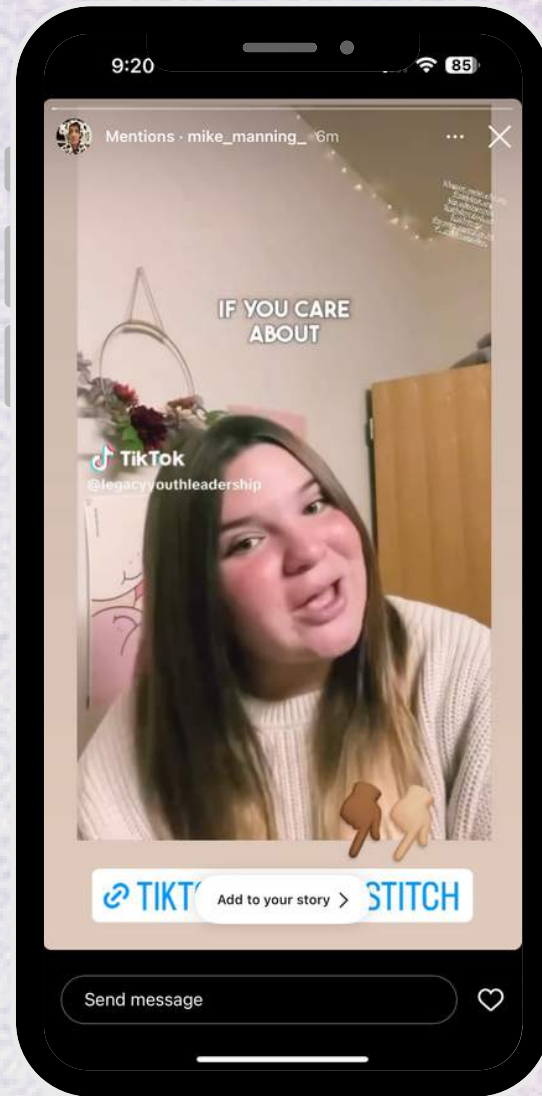


@ARIELWINTER
139K

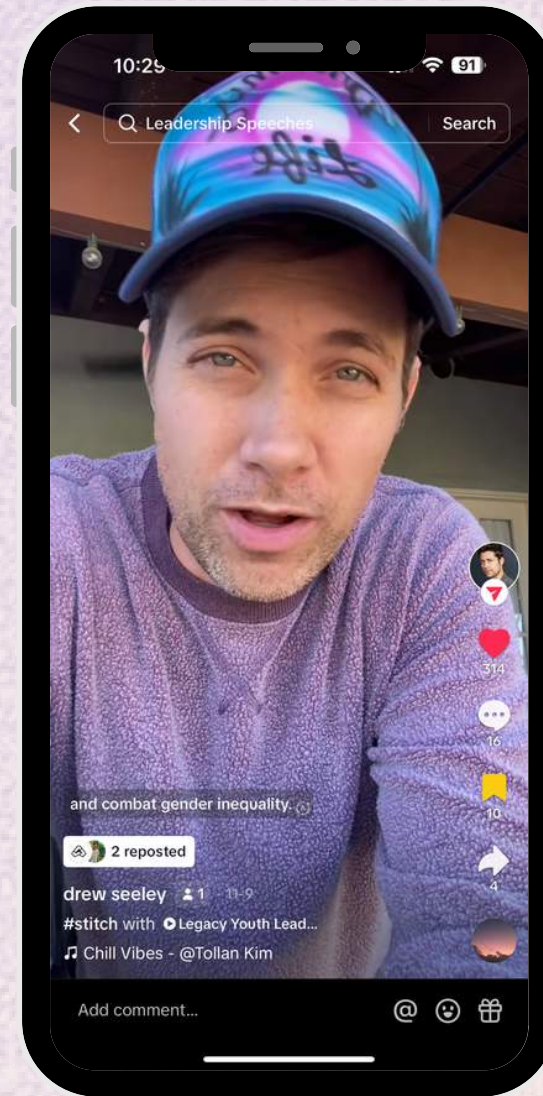


@NYAKIO
33.6K

INFLUENCER + CELEB PARTNERS



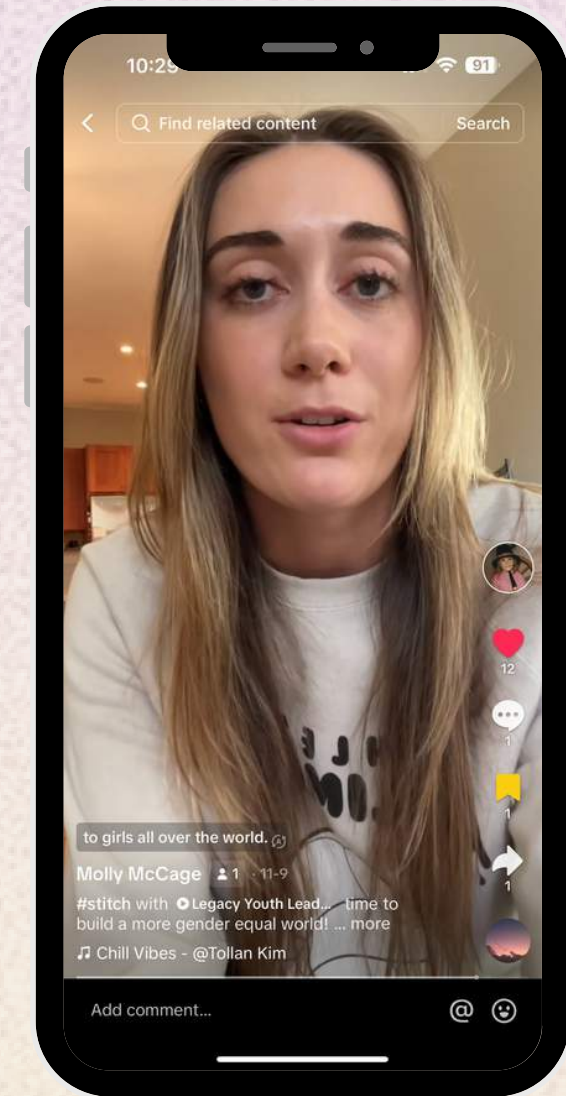
@MIKE MANNING
247K



@DREWSEELEY
163K



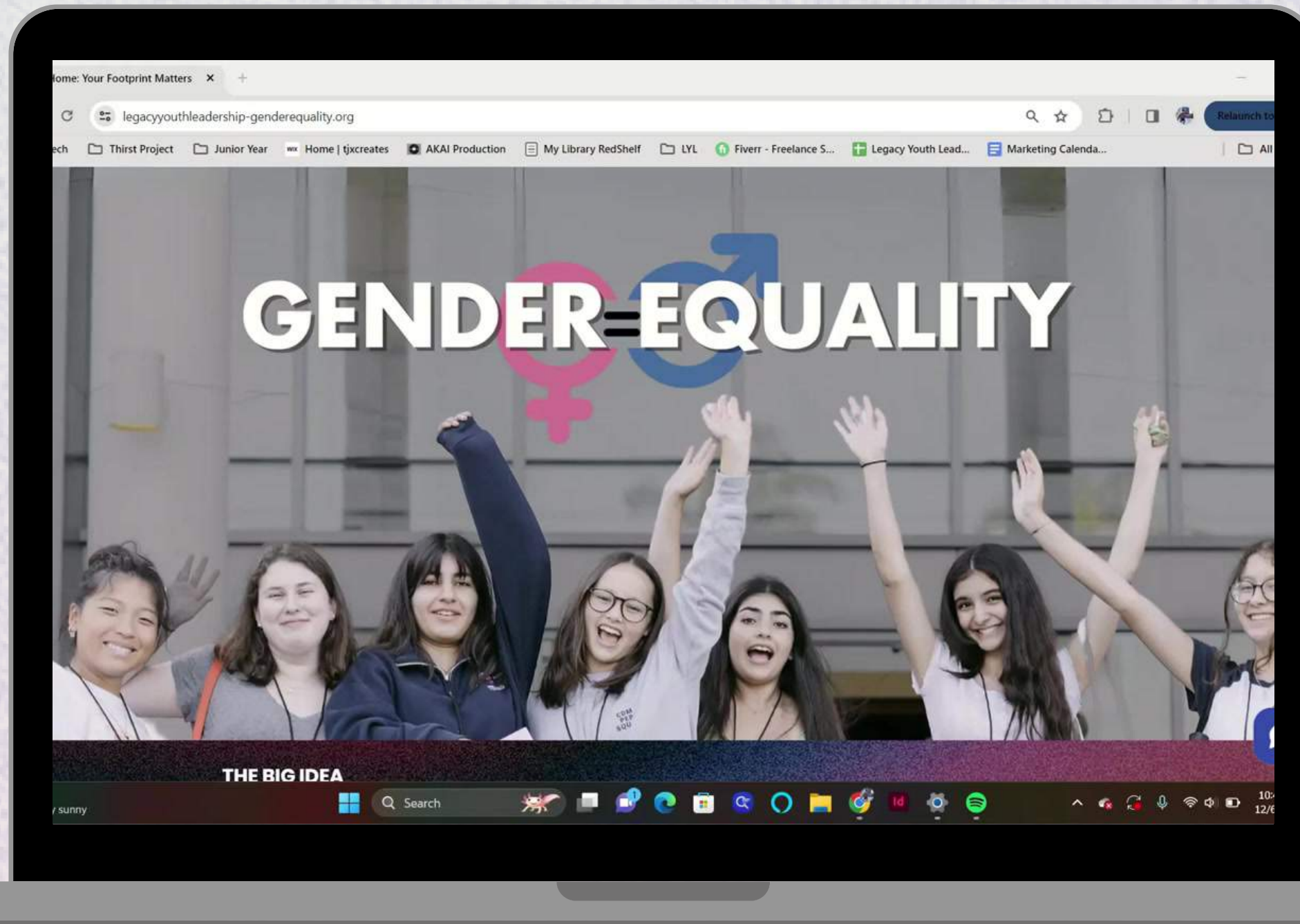
@AMYPAFFRATH
19.7K



@MOLLYMCCAGE
61.K



THE MICROSITE

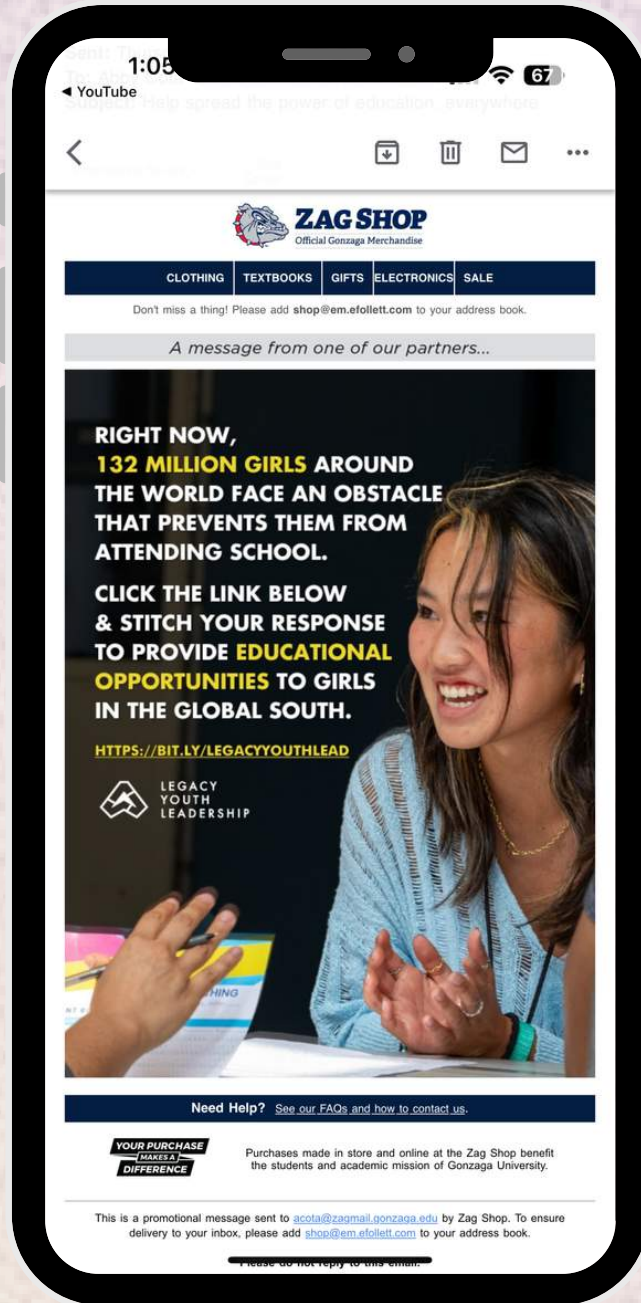


PR/MEDIA COVERAGE

SPECTRUM NEWS 1
UVMS: 900,000+



PARTNER EMAIL BLASTS



NEARLY 2 MILLION PEOPLE REACHED





YOU DO YOU



MORE THAN A GAS STATION



MORE THAN A GAS STATION

GILA RIVER
RESORTS & CASINO

PlayAtGila.com

1.8 MILLION+
PEOPLE REACHED
PARTNER IKES



City of Phoenix



TOUCH SCREEN

An advertisement for Legacy Youth Leadership. It features a smiling woman in a blue top. The text reads: "RIGHT NOW, 132 MILLION GIRLS AROUND THE WORLD FACE AN OBSTACLE THAT PREVENTS THEM FROM ATTENDING SCHOOL. SCAN THIS QR CODE & STITCH YOUR RESPONSE TO PROVIDE EDUCATIONAL OPPORTUNITIES TO GIRLS IN THE GLOBAL SOUTH." Below the text is a QR code and the Legacy Youth Leadership logo.

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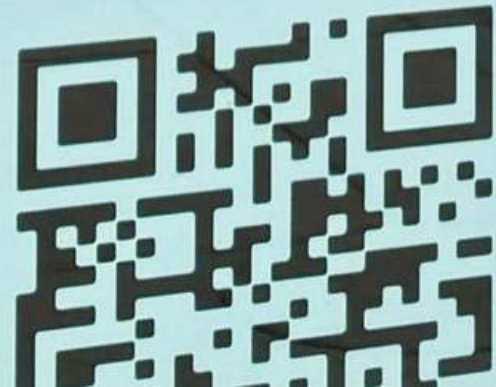
ORANGE BARREL | MEDIA

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3 IKE LOCATIONS

- BERKELEY, CA
- PHOENIX, AZ
- TEMPE, AZ

ORANGE BARREL | MEDIA



1,000+
STUDENTS REACHED
THROUGH IN-PERSON PROGRAMS



LEGACY
SUMMIT

LEGACY
SUMMIT

Elena
Jafari

PARIS

LEGACY
SUMMIT

SHARE YOUR
EXPERIENCE

LEGACY
SUMMIT

LEGACY
SUMMIT

THE STATS

900,000 PR UVM'S

1.8M+ IKE UVM'S

1.9M+ EMAIL + MOBILE BLAST

6.5M+ SOCIAL REACH

500 GIRLS GAINED ACCESS TO

MENSTRUAL PRODUCTS FOR ONE MONTH.

TRITON



GENDER=EQUALITY

