

# career girls

**2022 Impact Report**



***Inspire***

***Educate***

***Empower***

## Message from Executive Director

Dear Friend,

2022 has been an extraordinary year for Career Girls. With the support of Career Girls founder and CEO Linda Calhoun, we expanded our programming and website offerings to increase our impact on girls worldwide. Career Girls is proud to continue to lead the way by providing a platform to amplify the voices of women experts and have girls learn from world-class role models.

This year, we welcomed girls to six Virtual Camps, two high profile Career Chats, and launched our inaugural Career Girls Awards. In 2023, I look forward to building on our virtual programming by adding new opportunities for girls to engage with peers and role models from our growing international community.

We are grateful for supporters like you who allow Career Girls to close the Imagination Gap and provide diverse and accomplished women role models to girls worldwide.

Thank you for your continued support of Career Girls.

All the best,



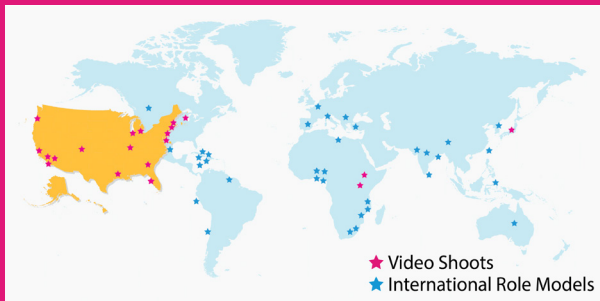
Aisha Ali  
Executive Director  
Career Girls

# About Career Girls

## Closing The Imagination Gap™

Career Girls is a 501(c)(3) nonprofit founded on the dream that every girl around the world has access to diverse and accomplished women role models — *to learn from their experiences and to discover their own path to empowerment.*

### Our Global Platform:

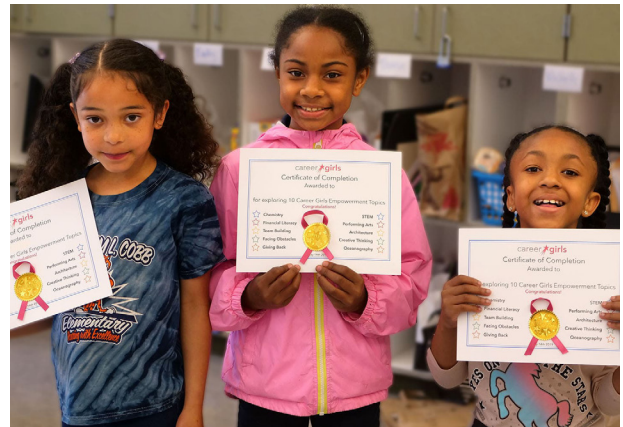


### 2022 By the Numbers:

**15M**  
Users

**23M**  
Sessions

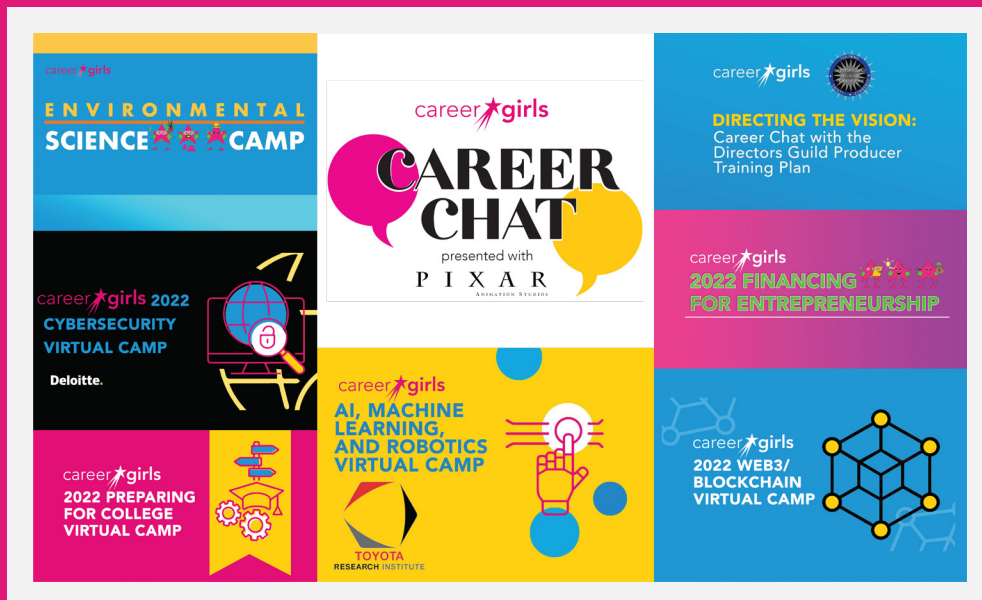
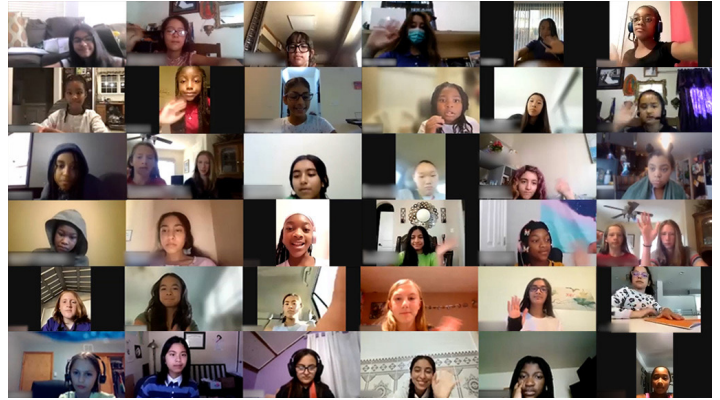
**34K**  
Curriculum Downloads



# Our Programs

*Through our Virtual Camps and Career Chats, we are growing the next generation of changemakers, creators, and problem solvers.*

Career Girls Virtual Programming prepares girls to lead and contribute to critical STEM sectors and builds a talent pipeline of future leaders in key areas like climate change, Ethical AI, and other emerging technologies. In addition, Career Girls' virtual programming objectives align with four of the UN Sustainable Development Goals; gender equality, quality education, decent work, economic growth, and reduced inequalities.



*A special thanks to All Stars Helping Kids, Sheppard Mullin, Kenneth Rainin Foundation, and the Toyota Research Institute, for their financial support, as well as to all of our virtual programming partners, the Directors Guild Producer Training Plan, Deloitte, and Pixar Animation Studios. We are grateful to the individual donors and volunteers who make these events free for all girls who attend.*

## Featuring:

- \* 800+ career role models
- \* 15,000+ inspirational/informative videos
- \* 150+ career exploration pages
- \* Personality-based career quiz
- \* Interest-based college major quiz
- \* 100+ college majors with sample courses
- \* 50+ college student experience videos
- \* Career-based Empowerment Videos
- \* Soft skill Empowerment Videos
- \* Free specialized curriculum and toolkits for educators, mentors, parents, group leaders.



## Role Models



For girls to see and realize their potential, they need access to diverse and accomplished women role models. Career Girls Role Models represent an esteemed group of **over 800 successful women** on a mission to give back to the next generation. Career Girls is a trusted platform for successful and accomplished women to share the stories of their journeys. Here girls can both see themselves and follow the careers of some incredibly distinguished women role models on our platform.



### Helene D. Gayle, M.D., MPH

Career Girls Role Model Helene D. Gayle, M.D., MPH, was elected as the 11th president of Spelman College.



### Sian Leah Beilock

Sian Leah Beilock was elected Dartmouth College's 19th president. She is the first woman elected to the position in Dartmouth's more than 250-year history!



### Tania León

Tania León, Pulitzer Prize winner in Music for her orchestral work Stride.

# Shoutouts

**"It was so interesting to see how cool, helpful and powerful AI can be with creative ideas."**

- AI Camp Attendee

**"Whenever I come here, I forget about all this negativity, and get filled by positivity and knowledge."**

- 11th Grader from Algeria

**"I love that Career Girls offers the resources to a wide variety of careers that women can find access to. Also, reading about real women currently in their dream jobs and sharing their dreams, challenges and successes with all."**

- 10th Grader from the United States

**"I've learnt a lot about the different careers I'm interested in through Career Girls, especially when watching the videos. This has helped me narrow my choices down as I work towards making my decision by the end of this year. It's nice to have a site where information is easily accessible."**

- 11th grader from Nigeria

**"I like Career Girls Club because we learn about careers and we can be whatever we want."**

- 4th Grader from the United States

**"The women on this channel have taught me three important things: One, that women can do anything, two, never give up and three, we are strong, intelligent and we have the power to change the world by working in the fields that was passionate about."**

-Career Girls Website User

# Message from the Founder

Dear Friend,

I founded Career Girls with the dream that every girl worldwide has access to diverse and accomplished women role models — to learn from their experiences and discover their path to empowerment. From that initial idea to today, I am proud that Career Girls is a leader and trusted resource for millions of girls and educators worldwide.

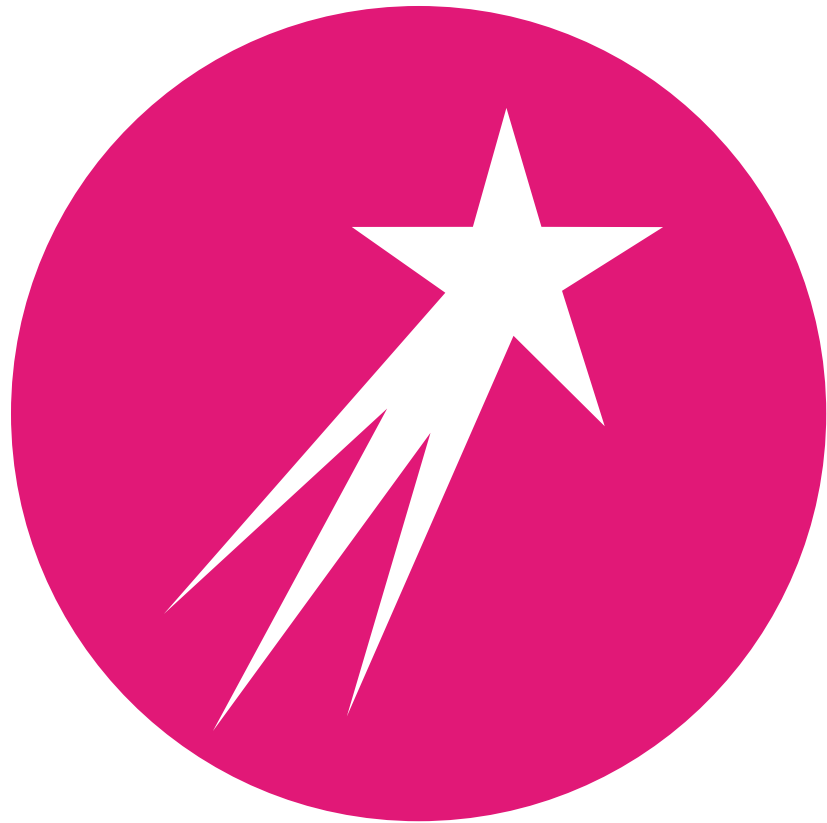
I am beyond grateful for the role models and experts who freely share their knowledge and wisdom with girls and supporters like you who allow us to provide our programs 100% free.

With the help of our Executive Director, Board of Directors, Special Advisors, and supporters like you, Career Girls will continue to close the Imagination Gap for girls worldwide.

Warm regards,

A handwritten signature in black ink, appearing to read "Linda Calhoun". The signature is fluid and cursive, with a large initial "L" and "C".

Linda Calhoun  
Founder & CEO  
Career Girls



career★girls  

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careergirls.org

*Follow us on our socials!*

