



Pronounced "KEY-oh," our name means 'mirror' in Swahili, reminding us about the power of reflection—literally & figuratively.

### The Vision

For every girl and boy to discover they are equals.

### The Mission

To change gender dynamics in economically-challenged communities through photography.

### The Program

Teach photography to girls who, in turn, teach photography to boys. Girls build self-confidence and leadership skills while both girls and boys recognize the leadership ability of girls and see them as equals.

## PICTURE EQUALITY.

### SELF-CONFIDENCE

Goal: Develop self-confidence in girls

**69%**  
INCREASE IN SELF-CONFIDENCE

### LEADERSHIP SKILLS

Goal: For both girls and boys to recognize girls' capability as leaders

Form (School Grade)	Girls (%)	Boys (%)
P3	50	50
P4	50	50
P5 (KIOO STUDENTS)	80	20
P6	40	60

### According to the World Bank,

gender inequality is the single greatest barrier to national economic development.

**-30%**

ACCORDING TO THE WORLD BANK, GIRLS REPORT A 30% LOSS IN SELF-CONFIDENCE BY AGE OF 14<sup>1</sup>

**+69%**

GIRLS, AGED 9-12, REPORTED A 69% INCREASE IN THEIR SELF-CONFIDENCE AS A PHOTOGRAPHER OVER THE DURATION OF A KIOO WORKSHOP

<sup>1</sup>Kay, Katty; Claire Shipman, and Jillellyn Riley. "How to Help Young Girls Keep Their Confidence During Puberty." TIME magazine, 20 April 2018, accessed 23 July 2019.