



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

# THE PROBLEM

According to the World Bank, gender inequality is the single greatest barrier to national economic development. Around the world, male-dominated societies reinforce male strength and female vulnerability. **600 million girls and young women**, ages 10-24, face continued gender-based discrimination, marginalization, and violence, including unequal access to education and opportunities for leadership and participation.<sup>1</sup>

### LACK OF SELF-CONFIDENCE

**Difference:** Girls see themselves in one light, yet project themselves in another

60%

30%

SEE THEMSELVES AS GREATEST FACTORS IN CREATING CHANGE IN THEIR LIVES<sup>2</sup>

ACTUALLY FEEL THEY CAN VOICE THEIR CONCERNS AND OPINIONS REGULARLY<sup>2</sup>

### GENDER INEQUALITY

**Difference:** Girls and boys enter young adulthood with unequal soft skills

-30%

+27%

GIRLS LOSE 30% SELF-CONFIDENCE BY AGE 14<sup>3</sup>

BOYS GAIN 27% SELF-CONFIDENCE BY AGE 14<sup>3</sup>

<sup>1</sup>UNFPA, The State of the World's Population 2014, "The Power of 1.8 Billion - Adolescents, Youth and the Transformation of the Future", UNFPA, 2014.  
<sup>2</sup>4GGL, "Voice & Choice What Young Women Want", 2016. [https://4ggl.org/wp-content/uploads/2014/11/Voice-Choice-What-Young-Women-Want\\_March-22-2016.pdf](https://4ggl.org/wp-content/uploads/2014/11/Voice-Choice-What-Young-Women-Want_March-22-2016.pdf)  
<sup>3</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.

# THE SOLUTION



### 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.

# THE OUTCOMES

The signature program starts with a 2-week intensive workshop. The daily 2-hour session uses a gender-based curriculum to teach various photographic concepts. The day's lesson is reinforced through multiple rounds of facilitated discussion to unpack gender norms, expectations and representations in the local community.

### WEEK 1

Girls learn photography.

### GIRLS

- + Voice their identity and sense of self, self-perception versus the perception of others
- + Articulate their understanding of gender
- + Express their dreams and goals for the future
- + Clearly present their ideas, thoughts and opinions

### WEEK 2

Girls teach boys.

### GIRLS

- + Take responsibility and ownership for passing on their knowledge to others
- + Work with other girls to accomplish shared goals
- + Teach newly acquired skills to boys

### BOYS

- + Listen respectfully to girls and learn from them
- + Acknowledge that girls can be experts
- + Understand that seeing girls as their equals does not diminish their own worth

### LOCAL GALLERY SHOW

Exhibition of students' work.

### COMMUNITY

- + Values voices and perspectives of their girls
- + Acknowledges importance of promoting gender equality

### YEAR-LONG

Local partner runs monthly sessions.

### LOCAL PARTNER

- + Builds capacity to become self-sustaining
- + Girls reinforce their self-confidence and leadership skills
- + Boys continue to see the equality of girls

# THE IMPACT

### GIRLS

- + Develop self-confidence and leadership skills
- + See themselves as equal to boys



### BOYS

- + Recognize leadership ability of girls and see them as equals

### COMMUNITY

- + Acknowledge and support the inherent capabilities and leadership potential of girls
- + Invest in girls' future development as equal members of society