

GLAMM Girls Lead And Make Moves Story Pitch



Although there are many successful female focused empowerment programs, Only 14% of women fill the C suites of Fortune 500 companies. There is still a gender gap. GLAMM - Girls Lead and Make Moves. GLAMM recognizes the need to bridge this gap by educating, empowering, AND creating a pipeline of leadership, employment and entrepreneurship opportunity for girls.

GLAMM U. is a curriculum based education and empowerment program designed to engage girls ages 11-18. We do this through collaborative bi-monthly sessions focused on leadership development, service learning, entrepreneurship, and empowerment. Thanks to support from our strategic partners, including Girlup, CIC, Tech Artista, Rise Collaborative, and St. Louis University, we will meet in 21 century work spaces and on college campuses to ensure that GLAMM girls are college and career ready and broaden awareness of what's possible.

GLAMM girls will ultimately be developed into program leaders and facilitators and summer employees. By the spring of 2016 we hope to expand and add cohorts to total 40-60 young women. This model will create a ripple effect to exponentially expand our reach to 100 girls by the end of 2016 and 300 by the end of 2017.

Our earned income will be based on three streams of revenue including registration and camp fees, quarterly ticketed events and the purchase of GLAMM apparel and swag. We also hope to license our curriculum and add tutoring services as an income stream.

Our success will be measured by qualitative and quantitative data from pre and post assessments, interest inventories, the Hope scale assessment of ability, and feedback from focus groups.

We are in need of development support to plan for the strategic growth of GLAMM, funding for operational and marketing costs, salaries to hire facilitators to run cohorts and peer counselors/tutors, and sponsors to contribute to travel and event costs.