

GOAL

EMPOWERING GIRLS

BACKGROUND

Goal is the flagship education programme within Futuremakers by Standard Chartered, which aims to tackle inequality and promote economic inclusion. Through sport, play and life skills education, Goal transforms the lives of adolescent girls around the world.

OBJECTIVES

The objective is to equip girls with the confidence, knowledge and skills they need to be economic leaders in their families and communities.

TARGET AUDIENCE

Goal is designed for girls aged 12 - 18, who are living in under-served communities.



"It has really helped me, it has built me from the inside out. It has removed the fear in me, helped me to be courageous, and also helped me a lot in the decision-making."
~ Goal Graduate

EXPECTED OUTCOMES

The programme teaches girls the critical facts about health, communication, rights, and managing their personal finances through four key modules: *Be Yourself*, *Be Healthy*, *Be Empowered*, and *Be Money Savvy*. The aim is to empower 1 million girls by 2023.

REACH

Since its launch in 2006, Goal has grown into an internationally recognised global movement operating in 23 countries, and has reached more than 698,000 girls and young women.

"Most of our school children come from slum areas so they have an inferiority complex about themselves. But after their participation in Goal, I have observed that these girls have started engaging in team work, they are learning and understanding about issues held in life skill sessions."

~Goal Coach



RECOGNITION

Depending on the mode of implementation, girls are eligible to receive digital badges, trophies, certificates, and may also become certified to teach Goal to their peers.

CONTACT

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