



10 YEARS OF IGP

2021 ANNUAL REPORT



10th anniversary edition

OUR MISSION

WE SAVE GIRLS' LIVES
TO END FEMALE GENDERCIDE IN INDIA.



OUR INFLUENCE

Over the past ten years, we have become a global authoritative actor on the issue of female gendercide with numerous speaking opportunities before the US Congress, the United Nations Commission on the Status of Women, companies such as Nike Global, and news outlets such as CNN.



WHAT WE DO

01

WE RESCUE & EMPOWER

At the grassroots level, we go upstream to provide vulnerable girls with RICE (Rescue. Intervention. Care. Empowerment.) and stop the cycle of female gendercide in each family we reach.

02

WE TEACH & TRANSFORM

In India, we teach audiences how to identify female gendercide, how to respond to it under the law, and what steps to take to transform society's perception of females.

03

WE RAISE GLOBAL AWARENESS

At a global level, we educate on the issue of female gendercide and propel people to action through advocacy, fundraising, and social influence.



Girls deserve equality.
Girls *deserve* equality.
Girls deserve equality.

10 years ago, we set out to save girls' lives—and end female gendercide in India in the process. We are certain about one thing: girls deserve equality. Today, we are just as committed as we were 10 years ago to rescuing girls, pursuing justice on their behalf, and bringing an end to the atrocity of female gendercide in India. What we could not have known then is how many of YOU would be standing beside us as we work to save girls' lives. In reflection of our work in 2021, we celebrate *with you*.

As each of you chooses to See the Invisible Girl in India, she becomes more visible and valuable to the world. Our vision for an India that values its daughters, year by year, becomes more tangible as we experience more girls' lives being saved, more girls being empowered, more people becoming appropriately educated, and more people dedicating

support to make this work happen. Thank you for your partnership and your desire to see girls in India live!

Maira's life changed when she was rescued: A snapshot of RICE

After Maira's* father died, her mother's financial stress caused her to see Maira as a burden. They lived in extreme poverty—with an income of about \$20 a month. Maira's mother pulled her out of school because of the cost of tuition and her belief that Maira didn't need an education. Maira's mother was on the verge of marrying her off illegally to an older man.

When we met Maira, the vibrant and bright teenager was desperate to continue her education and be protected from a marriage she was not ready for and did not want. Our community-based partner rescued her from danger and, with the support of our child sponsorship program, Maira was given safety and the resources to graduate high school. She is now studying botany, zoology, and chemistry in college. Our RICE program



Today, Maira is protected and thriving. Name changed to protect identity.

really works. And your support makes it possible!

Our Teach & Transform program makes strides.

Because of our relationships with government officials in India that we have worked on building over our ten-year history, we were called on to respond when COVID-19 placed girls at a greater risk of violence than ever before. Early in the pandemic, we received our first call asking us to train police officers on the laws protecting girls. The seed was planted and more opportunities followed throughout 2021.

RICE is our proven strategy and something we will always do—save individual girls' lives. But we also saw the need and opportunity to educate new people on a larger scale in order to stop female gendercide. Last year, more doors opened for us, and we trained more people than ever on what female gendercide is, the laws in place to stop it, and the next steps people could take to end it.

We desire for the masses to know practical ways to transform their families and their communities. We have more opportunities in 2022 to teach new audiences and collect data in the process. We are excited for the widespread impact our Teach & Transform Program can have over the next ten years!

SEE YOUR IMPACT ►

Our impact in 2021 wouldn't have been possible without you.

Over the last decade, so much progress has been made towards our vision of an India that values its daughters as equals!



01
RESCUING & EMPOWERING

163
girls rescued from gendercide

952
girls enrolled in school or college

02
TEACHING & TRANSFORMING

10,675
key individuals trained on gendercide

8,597
individuals in villages reached with our mission

03
RAISING GLOBAL AWARENESS

416
girls sponsored by global supporters

891,046
people exposed to gendercide via social media

COVID-19 RELIEF IMPACT

Because of you, girls and their families in India received aid.



We knew that more girls would be in danger. With our partners providing COVID-19 relief to their communities, we had the opportunity to be the eyes and ears on the ground. As girls were becoming more vulnerable, we were the first to know if there was a girl that needed rescue.

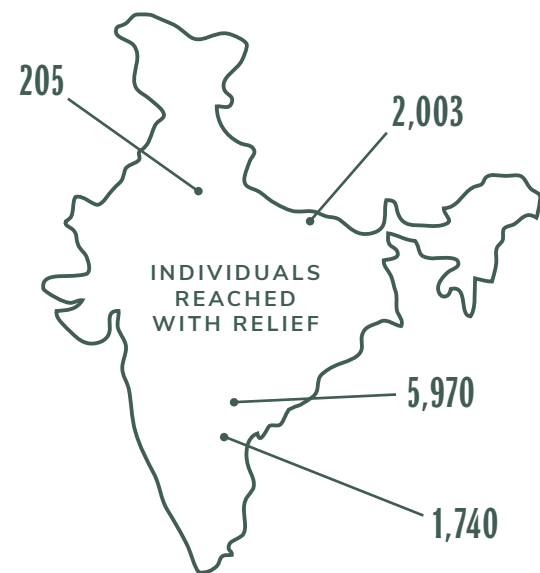
JILL MCELYA, IGP PRESIDENT

While providing COVID-19 relief, even more girls' lives were saved.

When the devastating second wave of coronavirus cases hit India in April 2021, the outbreak quickly turned into a food crisis as restrictions and lockdowns were implemented. Many of the families our partners work with lost their jobs and were descending into deeper poverty. Girls we had been working with for years to heal from trauma were again trapped in lockdown with their families. Government officials we knew and trusted shared that girls were at greater risk now than ever. That's why we immediately started raising money to feed families and to ensure their daughters were safe.

Faster than we could have imagined, you donated

\$73,393—what we needed to purchase enough rice, lentils, vegetables, cooking oil, masks, and soap for our girls and their family members to last two months. In the crisis, we not only cared for our rescued girls and their families, but we also took our rescue work a step further. Our partners and other community-based Indian organizations sourced the food and supplies, and we safely distributed the relief to 9,918 individuals. While we gave these supplies, our partners all reinforced with the families the perils of female gendercide and how it was their duty to protect their daughters. Additionally, we were able to be there to rescue more vulnerable girls than we ever had before. In providing COVID-19 relief, even more girls' lives were saved.



\$73,393
total raised for COVID-19 relief

1,918
food packs distributed

9,918
individuals received relief

8,597
individuals informed about gendercide

7,020
individuals pledged to value girls

2021 FINANCIAL REPORT

OUR BIGGEST YEAR YET!

Invisible Girl Project is a not-for-profit 501(c)(3) organization on a mission to save girls' lives and end female gendercide in India. We are committed to the highest level of transparency and integrity in our finances so that every dollar you give is utilized well.

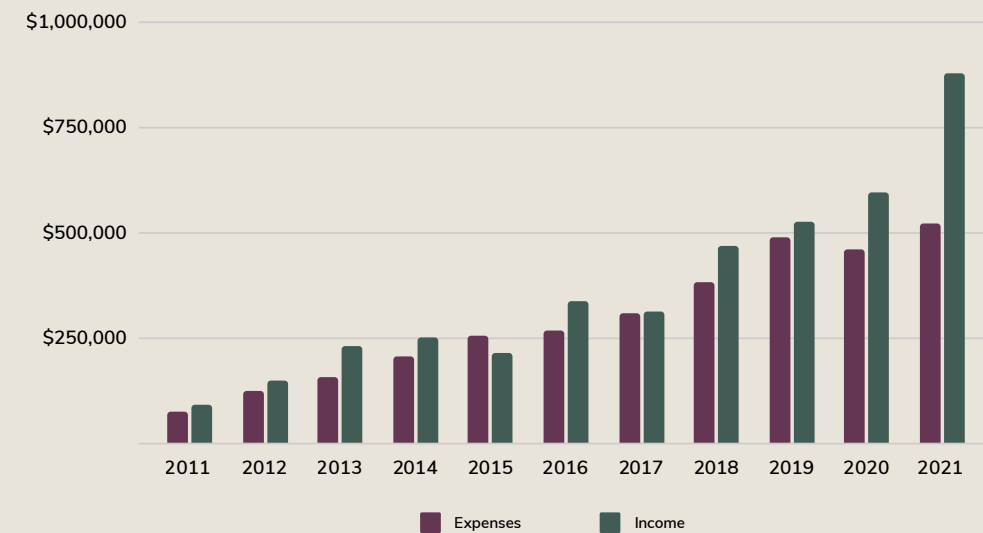
\$877,734
total revenue in 2021

\$150,000
raised on Giving Tuesday

351
first time donors in 2021

54%
donor retention rate

HISTORICAL INCOME & EXPENSES



Note: Impact and financial numbers reflective of information compiled by March 2022 for calendar year 2021.

Thank you for all you did in 2021!

As we look ahead, we do so with gratitude. It's because of your partnership that we are able to continue to save girls' lives in India. It's because of your tireless support that we can be a part of providing hope, safety, dreams, education, and futures for girls who deserve that and more.

In 2022, we have audacious goals. We estimate to rescue 200 girls and educate 5,000 new people on the reality of female gendercide in India. Thank you for standing with us. We couldn't do this necessary work without you.

Over the last decade, so much progress has been made towards our vision of an India that values its daughters as equals. With your help, we can end female gendercide in India in our lifetime.

As we look back on the last ten years, we are overwhelmed with gratitude. We see how much IGP has grown and we are thankful for the impact you have helped us have on the lives of so many young girls in India. These girls' lives would look so different today but for you. Today, each one has a hope and a future. On behalf of all of us at IGP, our partners, and each one of our precious rescued girls—thank YOU.

JILL MCELYA, IGP PRESIDENT





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INVISIBLEGIRLPROJECT.ORG



Invisible Girl Project raises global awareness concerning the loss of female lives in India, pursues justice for lives lost, empowers women, and assists local, grassroots partners in the rescue and care of vulnerable girls in India. IGP is recognized by GuideStar and Charity Navigator for our commitment to financial transparency and accountability.

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