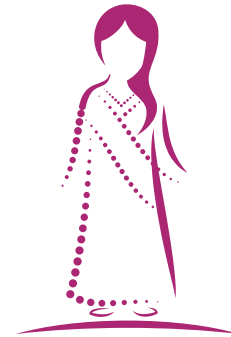


Invisible Girl Project

2022 Annual Report





A Message from Jill

Over the first 11 years of our work, we rescued over 900 girls in India. What began as a dream for my husband Brad and I, has over the years turned into a joyful recognition of seeing real lives saved and transformed. We are grateful for the wonderful partnerships with you all, our generous donors.

Throughout 2022, though, we knew that to further advance our work and extend our impact, we needed to shift gears. So, after an extensive search, we hired Abraham (“Abey”) George as IGP’s new Executive Director, to lead our operations into the future. Abey

brings to IGP both business experience as well as ten years working for one of the world’s largest human rights organizations. Originally from India, Abey is familiar with the injustice of female gendercide. He has a clear vision and strategy to lead IGP into the future, scaling our successful programs, and shaping our thought leadership.

Having Abey join us on this journey allows me the space to support the team more effectively through strategic planning, legal research and writing, public speaking engagements, and more time to meet with you, our generous donors. This new structure provides me the freedom to function as the President of IGP, as Abey and I together steward it towards accomplishing everything we are truly capable of. Thank you for ‘seeing the invisible girl!’

Jill McElya
Founder and President



A Message from Abraham

There are moments in each of our lives when we know instinctively we are in the right place at the right time. Those moments end up being formative milestones in our life’s journey. The day we got married, for instance, or the day our first child was born, or the day we were informed we had just been offered a career-transforming position. Joining the IGP family was for me just such a moment. I am excited to be on this journey with

you all, and I am confident that all that has been built up selflessly and sacrificially by Jill and Brad, and ably stewarded by the Board, will lend to an IGP 2.0 that will make us all humbled and proud at the same time: humbled that we get to be a part of this incredible mission, and proud that we are together part of the solution to this indescribable evil. We will, together, continue to not only bring healing and transformation to scores of individual lives, but truly put an irreparable dent in the scourge of female gendercide. Together, we will guarantee that the little girls in India are no longer invisible!

Abraham George
Executive Director

The Issue

MILLIONS OF GIRLS AND WOMEN IN INDIA ARE DISCRIMINATED AGAINST AND MURDERED JUST BECAUSE THEY ARE FEMALE

Female gendercide is the mass killing of girls and women. More girls and women in India have been discriminated against and killed in the past century than in any other modern-day genocide.

What We Do

WE SAVE GIRLS' LIVES TO END FEMALE GENDERCIDE IN INDIA

WE RESCUE AND EMPOWER:

On the ground in India, we work with grassroots partners to prevent vulnerable girls from being harmed and give them "RICE" - Rescue. Intervention. Care. Empowerment.

WE TEACH AND TRANSFORM:

Across India, we speak publicly about the perils of female gendercide and teach audiences the underlying causes that perpetuate it, creating demand for change.

WE RAISE GLOBAL AWARENESS:

We educate people across the globe through social media and speaking opportunities, propelling people to action through advocacy, fundraising and influence.





Donor Impact in 2022

RESCUING & EMPOWERING

160

Girls rescued from female gendercide

1,043

Girls enrolled in school or college

TEACHING & TRANSFORMING

6,375

Individuals were taught about female gendercide and the laws that protect girls' rights

6,077

Individuals have pledged to combat female gendercide in their communities

RAISING GLOBAL AWARENESS

28,825

Highest number of social media users reached from a single post

147,501

Highest number of social media users reached on Instagram alone in a month





Michael Yangad



Priya Juliet

Our Proven Strategy is RICE

On the ground in India, we work with grassroots partners to prevent vulnerable girls from being harmed and bring them “RICE” Rescue. Intervention. Care. Empowerment. Our partners’ social workers are the hands and feet of our work, determining the biggest threat to girls in their communities and working daily to combat it.

WITH OUR PARTNERS, RICE WORKS AS FOLLOWS:

Rescue: We prevent female gendercide by RESCUING vulnerable girls and stop instances of feticide, infanticide, neglect, abandonment, child marriage and trafficking, before they occur.

Intervention: We INTERVENE legally, as necessary, by working with local government officials to ensure our rescued girls are protected from violence.

Care: We CARE for rescued girls, provide them safety, meet their needs, and counsel them on their inherent value.

Empowerment: We EMPOWER our rescued girls through education, enrolling them in school, and sending them to college or providing them trade training. We desire our rescued girls to become change agents within their communities.

In IGP's history, we have done some exceptional work alongside our partners. Girls' lives have been saved and positively affected. As we look to the future, it is now time for us to measure our work and bring the data to the table. We will further work with our partners to understand our impact on their communities. I believe that when we learn from the past and implement new strategies to continually improve RICE and scale what has worked well, we will have a greater impact on communities moving forward. We want to see change in the mindset of communities so that they treat girls and women with dignity, across the country. It is high time to stop female gendercide and to bring gender equality to India.

Michael Yangad
Director of IGP India

Teaching & Transformation

As I reflect on 2022, I am pleased at the impact of our Teaching and Transforming (TnT) Program. It is one of IGP's three main strategies to accomplish our mission of ending female gendercide in India by raising awareness and creating social demand for change.

In 2022, we reached 5000 students in over 40 colleges, teaching them about the laws in place to prevent female gendercide and the societal norms that propagate it. Using an interactive teaching approach and survey technology on smartphones, we collected real time data on the prevailing mindset that helped us further improve

our program.

For me, it has been saddening to see young people in 21st century India believing and mindlessly following certain traditions and customs, further exasperating gender inequality and other oppressive attitudes. On a positive note though, I found them open to, and sometimes even eager, being challenged.

At the conclusion of every TnT event last year, between 90 - 95% of the students pledged not to take or give a dowry, which they came to understand was a custom that led to increased female gendercide. They also pledged to stand against female gendercide in their homes and communities. Finally, they promised to accept their future daughters as equals to their sons.

The experience of teaching young students the importance of valuing girls and seeing them as equals to boys, is exhilarating for me! With young people's interest in challenging social norms as well as their access to technology and social media, we believe that they can and will make a difference in the future of India.

Looking forward to 2023, our hope is to reach thousands more, so that our message of transformation, freedom, and justice will begin to impact communities throughout India. And with your continued support, I know we will transform young minds towards gender equality across India!

Priya Juliet
Awareness
Initiatives Lead





Global Awareness

*I ALONE CANNOT CHANGE
THE WORLD, BUT I CAN CAST
A STONE ACROSS THE WATERS
TO CREATE MANY RIPPLES.*

-MOTHER TERESA

We believe in the importance of raising awareness about female gendercide in India and its consequences. In doing so, we desire to create a “ripple effect” – reaching people around the world, who will rise up to increase global awareness, speak out publicly, give generously, and stand against female gendercide together.

IGP utilizes social media platforms in which we enjoy followers from all over the world, including India, Australia, England, Brazil, Canada and the

US. Our combined platforms regularly reach 14,270 users across Facebook, Instagram, LinkedIn, and Twitter.

Over social media, we share updates from the field, statistics, rescue stories, and specific campaigns to elicit engagement from our followers. We then ask our social media ambassadors to repost our stories and help increase our weekly reach. Our desire is to create a movement, joining voices and forces across the globe to shine a light on the atrocity of female gendercide in India, and make this world a better place for girls and women.

Our Influence

IGP has grown to become recognized as a global authoritative actor on the issue of female gendercide in India. Over the years, we have enjoyed numerous opportunities to increase awareness for our mission, including testifying before the US Congress and hosting parallel events at the United Nations Commission on the Status of Women.

We have accepted invitations to speak from companies such as Nike Global and Goldman Sachs, and we have been cited in articles by news outlets such as CNN and

Yahoo! Finance. We are excited for invitations to share our mission and vision with companies that desire to expand their corporate social responsibility. And we relish the opportunity to be interviewed in podcasts where we share our stories of rescue and hope.

We recognize the importance of thought leadership as well as the need to further raise awareness about the issue of female gendercide in India, to further advance our cause.



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[LinkedIn.com/invisiblegirlproject](https://www.linkedin.com/company/invisiblegirlproject)

[Twitter.com/invisiblegirlprj](https://twitter.com/invisiblegirlprj)





Why we Give

Hello! Thank you so much for being involved and passionate about wanting a future in India with girls in it. It's shocking and upsetting that 63 million girls are missing from India's population. Still, I am grateful to join you in this fight to rescue girls, pursue justice, and end female gendercide in India. Several years ago, my husband and I wanted to give and get involved with IGP for many reasons, but especially because this mission is a global effort. The change-makers are all over the world as well as on the ground, which is why I believe we are seeing so many lives changed. We are grateful to be a part of the impact, through both giving, as well as sharing IGP's message online and

also in our community.

Because we have been invested in IGP for a number of years, we have witnessed its growth and victories. One huge win for IGP this last year was the addition of the awesome Abey George, IGP's first-ever Executive Director. He has already been such a powerful force and light in this work. We are grateful and optimistic for the future of IGP. And, we are also thankful for how you contribute, whether through giving, sharing stories online and offline, or writing letters to the girls.

Shruthi and Hank Parker
Austin, TX

2022 Numbers

\$748,057.74

Total Revenue

\$696,798.93

Total Expenses

Spent
64.10%
on Programs



Programs
64.10%



Operating
& Fundraising
Expenses
35.9%





INVISIBLE GIRL PROJECT



Scan here with your
phone:
We can end female

invisiblegirlproject.org
info@invisiblegirlproject.org

