



INVISIBLE GIRL PROJECT

ANNUAL REPORT 2023



THE ISSUE

Female gendercide is the systematic, 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. India estimates that 63 million girls and women are “missing” from its population.

WHAT WE DO

We save girls’ lives to end female gendercide in India.

Our efforts focus on three primary areas, all beginning with raising awareness, as many individuals are either unaware of female gendercide or may harbor misconceptions about the issue.

O1 RESCUE AND EMPOWERMENT

On the ground in India, we work in cooperation with grassroots partners to reach target areas and spread awareness to combat female gendercide. We then identify girls subjected to deadly gender-based discrimination, intervene to remove them from precarious situations, and enroll them in our Child Sponsorship Program to protect them and give them access to high-quality education. We aspire to empower all the girls we rescue to become catalysts for change within their communities.

O2 AWARENESS INITIATIVES

We speak publicly across India about the perils of female gendercide and teach audiences the underlying causes that perpetuate it. Working to challenge accepted norms and transform minds, we teach the laws in place to protect girls and women from harm. Finally, we collect data to understand our reach and analyze the potential to scale our work.

O3 GLOBAL ENGAGEMENT

We promote global understanding of the issue and share our experience combating the problem. Through social media and speaking opportunities we reach a vast audience and move people to take action through championing our mission, influencing others on social platforms, volunteering, and fundraising.



OUR 2023 IMPACT

O1 RESCUE AND EMPOWERMENT

590 - the total number of rescued girls in our Child Sponsorship Program.

1043 - girls we educated last year alone.

100 - baby girls we served.

99 - young women we assisted in sending to college.

O2 AWARENESS INITIATIVES

35,000+ - the total number of people in India that we reached with our message that girls deserve life and equality.

O3 GLOBAL ENGAGEMENT

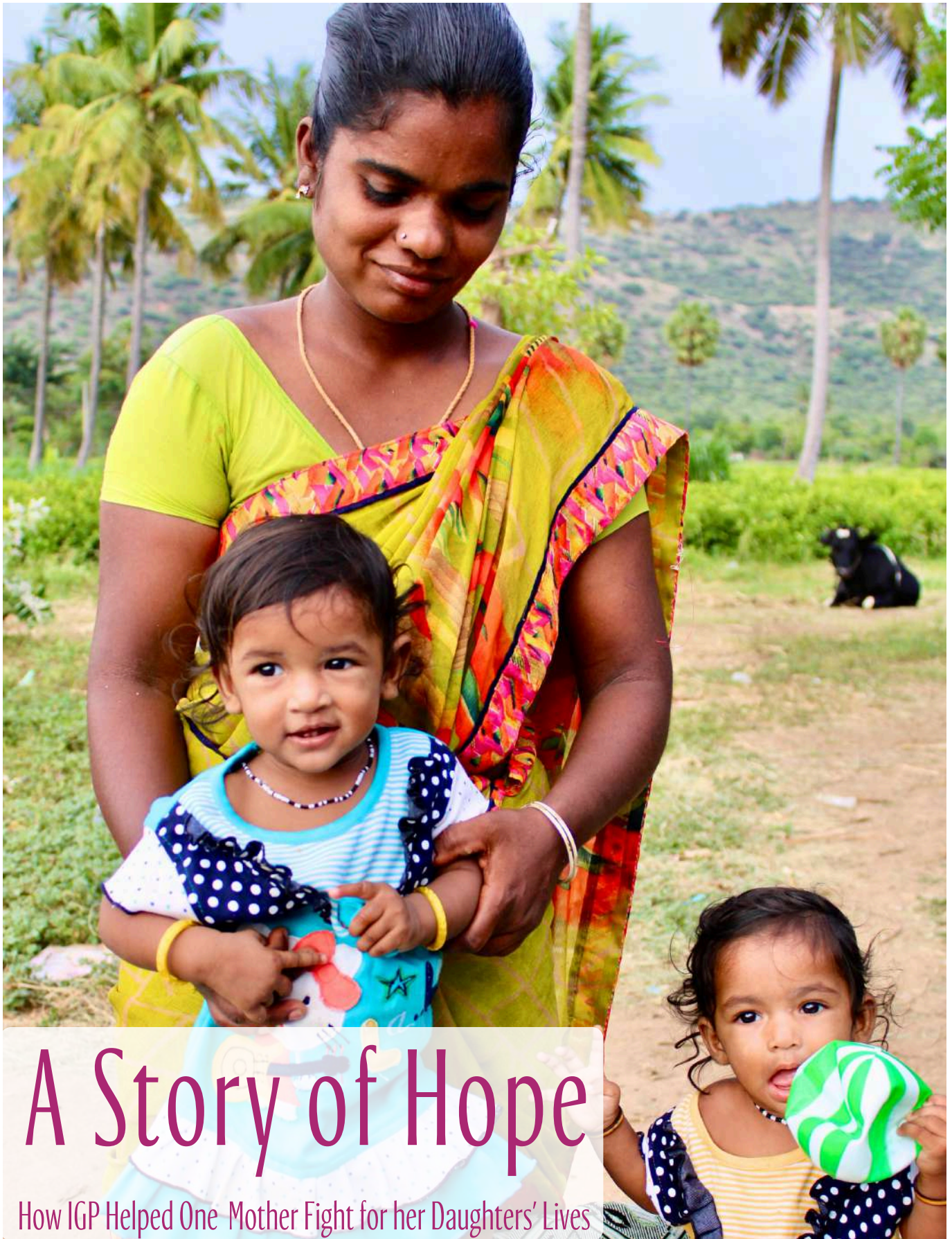
24 - number of countries from which our donors originated.

806 - number of contributors to our mission.

12,000+ - followers across LinkedIn, Instagram and Facebook.

5,547 - subscribers who received our monthly newsletter.





A Story of Hope

How IGP Helped One Mother Fight for her Daughters' Lives

OUR GIVING TUESDAY RESCUE STORY

On December 12th, 2022, Samira* welcomed two precious baby girls into the world, Hamreet* and Karishma*. However, her husband's reaction was far from joyous. Instead of celebrating the birth of their healthy daughters, he expressed bitter disappointment and anger towards Samira for not bearing sons. He declined to visit Samira and the babies in the hospital, going as far as to pressure her to consider killing one of the twins. To him, having two daughters was viewed as a burden and even considered a "curse."

Samira was overwhelmed. Despite her refusal to harm either of her baby girls, she realized that she no longer had a home where she would be welcomed. Alone with her newborns, she sought refuge with her parents, finding temporary safety for herself and her babies. The uncertainty of their future weighed heavily on her, making the situation unbearable.

Shortly thereafter, Samira heard about one of our partners who had been actively working in a nearby community to advocate for girls' equality and to protect the lives of young girls. Intrigued and hopeful, she wondered if they would be willing to assist her. Summoning her courage, Samira approached our partner and shared her heartfelt story. Our social workers listened attentively, offering compassion and support, and they shared uplifting success stories from our initiatives with her. In that moment, Samira no longer felt isolated; instead, she found a sense of belonging and, for the first time, embraced hope for the future.

Our first priority at that point was ensuring the safety of Samira and her babies. Collaborating with local authorities, we established measures to ensure no one could harm the babies. Subsequently, we enrolled the girls in our child sponsorship program, providing essential food supplements and vitamins for their health. Once the girls are old enough, our dedicated social workers will facilitate their enrollment in school and guarantee their access to a quality education.

Finally, we embarked on counseling sessions with Samira's husband, emphasizing the value and importance of his daughters. Through persistent efforts, our social workers witnessed a remarkable transformation in his attitude. What was once disdain towards his own daughters evolved into genuine love and a strong desire to nurture them. Months later, the family was joyously reunited as Samira and her baby girls returned home. Regular visits from our social workers have provided ongoing support, and recent updates reveal that the girls are thriving—they now sleep through the night and are active crawlers. This serves as a testament to the transformative power of passion and commitment to ensure that girls' inherent value will be recognized and "seen."

**names changed to protect identity*

**HAMREET AND KARISHMA ARE
TWO OF THE 1,041 GIRLS
IGP HAS RESCUED SINCE 2011.**

WHERE WE ARE TODAY

A NOTE FROM OUR FOUNDER

*In 2023, Abey George completed his first year with IGP and successfully led our operations. He worked diligently to fine-tune our teams in India and the US, and focused on our mission and vision with fresh eyes and ardent commitment. On the field, our team implemented a rigorous audit and training program for our partners who are excited and ready for the future. Under Abey's charge, our team has set ambitious goals for the new year, including **reaching 150,000 people!** I am excited for what the new year will hold! I cannot wait to share our success with you, our supporters and friends, who make this work possible. I anticipate that 2024 is going to be remarkable!*

-Jill McElya

WHERE WE ARE GOING

A NOTE FROM OUR EXECUTIVE DIRECTOR



In 2024, our eyes are set on some of the so-called "hard-to-work-in" states. We are launching pilot projects to assess the viability of our strategy and methodology in these states while testing the feasibility of our new partnerships. Our aim has always been to launch, diligently manage, and wisely steward our partnerships in a way that guarantees a long-term provision of quality care to girls and young women who are inducted into our care programs.

-Abey George

Jill and Abey pictured above, at an Awareness Initiatives program in India, in 2023.

2023 FINANCIAL REPORT

Invisible Girl Project is a not-for-profit 501(c)(3) organization. We are committed to the highest level of transparency and integrity in our finances so that every dollar you give is utilized well.

2023 Income*

\$842,703.03

2023 Expenses

\$826,594.12

2022 Income

\$748,057.74

2022 Expenses

\$696,798.93

Giving Tuesday Gifts

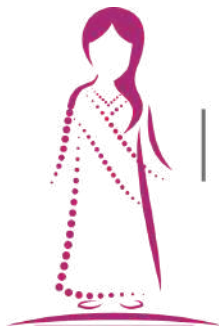
\$101,113.33 raised on Giving Tuesday + a \$100,000.00 matching donation = over \$200,000.00 generously gifted through our Giving Tuesday online campaign and our highest in IGP history.

**Initial calculations are subject to change after filing IRS Form 990.*





IGP is recognized by
GuideStar and Charity Navigator
for our commitment to
financial transparency and accountability.



INVISIBLE GIRL
PROJECT

PO BOX 99068
RALEIGH, NC 27624
invisiblegirlproject.org