

# Girl Unlimited

Building a sustainable girls' development organization

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Purpose • Programmes • Business model • Team • Growth



# Why Girl Unlimited exists

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## The challenges women face often begin in childhood.

Girls receive early messages about how ambitious, expressive and visible they are allowed to be. Girl Unlimited intervenes during the formative years, before playing small becomes normal.

### OUR FOUNDING BELIEF

**Confidence grows  
through repeated  
opportunities to  
speak, create, lead  
and belong.**

Early empowerment shapes  
future women of influence.

# Purpose, vision and promise

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## PURPOSE

Create safe, inspiring spaces where girls develop confidence, identity, practical skills and a strong sense of possibility.

## 2031 VISION

A financially sustainable organization with a replicable Club model operating across Africa and beyond, supported by teams, systems and infrastructure.

## THE PROMISE

Girl Unlimited gives girls repeated opportunities to practise becoming bold, capable and impactful, with strength and grace.

**The Club becomes the institution. Events and programmes feed the wider ecosystem.**

# Girls aged 6–16 need different experiences

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**6–8**

**DISCOVER**

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Curiosity, expression,  
friendship, confidence,  
creativity

**9–12**

**EXPLORE**

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Identity, talents,  
communication, money, body  
confidence, digital awareness

**13–16**

**LEAD**

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Purpose, career exposure,  
entrepreneurship,  
relationships, leadership,  
mentorship

**One Girl Unlimited identity, with age-appropriate curriculum, facilitation and safeguarding.**

# Four programme pillars

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## VOICE

Confidence, communication, public speaking and self-advocacy

## PASSION

Discovery and development of writing, sewing, media, technology, art, business and sport

## IMPACT

Leadership, service, problem solving and contributing beyond oneself

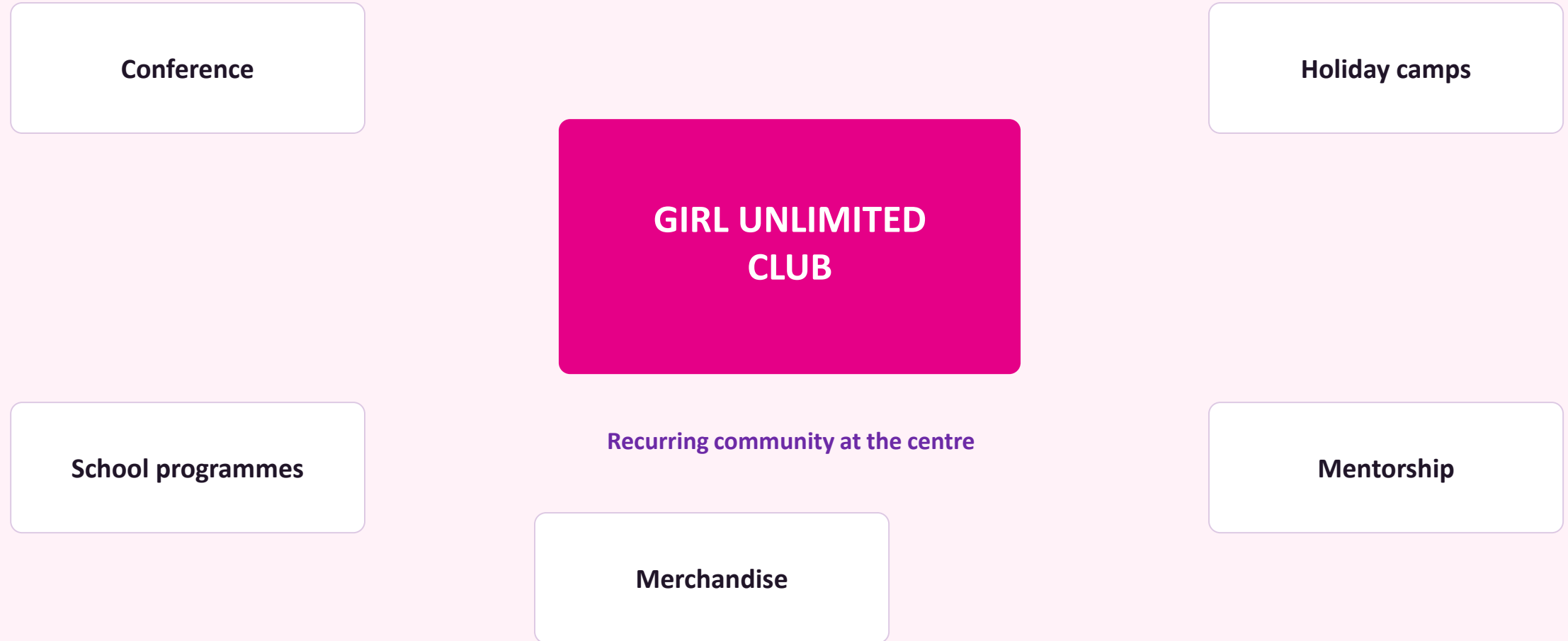
## SISTERHOOD

Belonging, representation, mentors, friendships and mutual support

# The Girl Unlimited ecosystem

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The conference attracts. The Club retains. Programmes deepen learning. Partnerships extend access.

# Programme portfolio

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## Club membership

Weekly or termly sessions, challenges, community and parent communication

## School programmes

Confidence, leadership, digital safety, financial literacy and creative skills

## Conference

Large annual experience combining inspiration, participation and practical learning

## Camps and intensives

Holiday workshops in speaking, creativity, enterprise and life skills

## Mentorship and exposure

Role models, workplace visits, career conversations and guided projects

## Products and content

Journals, books, kits, merchandise and sponsored educational campaigns

# Roadmap to 2031

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**2026–27**

## **PROVE**

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Launch the conference and pilot Club. Finalize age pathways, safeguarding, pricing and measurement.

**2027–28**

## **SYSTEMIZE**

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Document curriculum and SOPs. Build the core team, sales pipeline, parent journey and financial controls.

**2028–29**

## **EXPAND GHANA**

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Grow school and community Clubs. Train facilitators. Add tours, camps, products and regional delivery.

**2029–31**

## **REPLICATE**

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Test licensing or franchise readiness, enter selected African markets and reduce founder dependency.

**Franchising starts only after the Ghana model can deliver consistent outcomes without the founder in every room.**



## The institution we are building

A trusted African platform where girls repeatedly practise using their voice, developing their passions, leading with purpose and belonging to a strong sisterhood.

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**Empowered. Girls. Impact.**

[girlunlimited.org](http://girlunlimited.org)