

Empowering Girls Initiative

Zone Ambassadors Overview

The Empowering Girls initiative is focused on club-level activities through which Rotary clubs can create positive change in the lives of girls. Specifically, the initiative challenges clubs to:

- Engage in activities of their choice that empower girls.
- Address the needs and inequities that girls throughout the world face on a daily basis.
- In addition to implementing activities, monitor and measure the impact..
- Disseminate and create awareness of Rotary resources and subject matter experts, including but not limited to: Rotary Action Groups, Rotary Foundation cadre and Peace Fellows.
- Tell the stories of successful activities and their impact to the general public, using a variety of media channels.
- Share the stories of success and their impact across their region and post them on Rotary Showcase, as well as on social media channels.

The Challenge

Club and district leaders alike need encouragement, information and resources to engage club members in this initiative.

One of the most effective ways to encourage and inspire is to tell the stories of clubs and districts that are engaging in activities that empower girls. It is also important to provide information that allows Rotary club members to connect with others who are implementing activities in their region, as well as across the world.

The Ambassador Concept

The Board of Directors is an advocate for this initiative. Club and district leaders observe what we say and do, and take action based on their perceptions of our words and actions.

Yet, our role as Directors has multiple responsibilities and our schedules are busy. It could also be helpful for us to identify an Ambassador for this initiative in each of our respective paired zones. Depending upon regional needs, the Ambassadors may also select assistants and assign them to specific districts. Regional Ambassadors can help to promote the initiative by communicating with clubs, districts and the regional coordinator teams, guiding clubs and districts to resources and encouraging them to implement activities.

Advantages to this approach are that it can:

- Help to keep the initiative at the forefront of club activity.
- Encourage clubs not only to engage in activities, but also to monitor them and measure the impact and report the results.
- Capture lessons learned and regional approaches.
- Champion and help to tell the stories of successful projects and activities.

Perhaps most importantly, the Ambassador concept allows each Director in each region to define the role of a Zone Ambassador and to work with the initiative in the ways that are the most effective and relevant for the region.

The Ambassador's Role

The Ambassador for each paired zone will be appointed by the Director. Depending upon regional needs, the Ambassadors may appoint assistants, in consultation with the Director. Assistants would be assigned to work with the leadership of specific districts.

The key responsibilities for the Ambassadors and assistants are:

- Inform district and club leaders about the initiative.
- Build enthusiasm for participation in the initiative.
- Simplify the process for a club to select activities, by providing access to resources, such as connecting with other Ambassadors, Rotary Action Groups and organizations with missions and programs focused on empowering girls.
- Provide ongoing resources, encouragement and support to districts and clubs as they implement activities.
- Encourage district leaders to include Empowering Girls club activities in district trainings, assemblies, conferences and other events.
- Document success stories and communicate them to the Zones RPIC teams for external and community distribution.
- Encourage clubs to post their success stories on Showcase, social media channels and community media outlets.
- Identify and collect zone-level success metrics, such as the number of clubs and activities, types of activities, as well as the impact of activities, such as the number of beneficiaries and the increase/decrease in key conditions as a result of the activities.

Resources

The following resources are available to support this initiative:

- Menu of Opportunities – A list of point-of-departure service ideas, contacts for Rotary Action Groups and links to other resources, including subject matter experts within Rotary, partner organizations and other entities.

- Initiative Talking Points - Facts and statistics regarding the issues that girls face globally are included in the Appendix.
- Power Point presentation – an overview of the initiative that is suitable for meetings.
- Website for Presidential Initiatives, including links to resources and information for club members and Ambassadors.

Examples of Activities and Projects

- A WASH in schools project that provides girls with access to education by providing gender-segregated toilet facilities, improving sanitation in schools and enabling girls to attend regularly. (Water, Sanitation and Hygiene).
- Enrollment and retention of girls in schools (Basic Education and Literacy).
- Scholarships for girls to continue education (Basic Education and Literacy).
- Distribution of items, i.e., Bicycles, solar lights, etc. that help motivate the girls to continue education (Basic Education and Literacy).
- Teaching self-defense techniques to girls (Basic Education and Literacy)
- Skills development project for girls (Economic Development).
- A project that provides girls with reusable sanitary napkins and hygiene education also allows girls to stay in school, provides health education and also creates a sustainable solution to disposable menstrual hygiene products. (Disease Prevention, Environment, Economic Development).
- Nutrition programs for girls (Material and Child Health, Disease Prevention).
- A project that supports a safe house or recovery program for girls who are victims of human trafficking, by providing supplies, repairs, equipment, funding for counseling or other needs, to enable abused girls to re-enter a normal, non-violent life. (Peace, Economic Development).
- Counselling for victims of violence and discrimination (Peace).

Updates

The Task Force holds periodic meetings to discuss the initiative. This allows all of us to learn from our respective experiences, and to gain insight into the regional factors that influence how the initiative takes shape in different regions of the world.