

## Backgrounder

March 2016

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Educate Girls Globally (EGG) partners with government and community leaders in traditional and tribal societies to reform government schools through an empowerment model that educates girls, driving sustainable economic and social development.

### GLOBAL INEQUITY IN THE 21ST CENTURY

Today, young people under the age of 18 make up nearly half of the world's 7.3 billion population, with 76% living in Asia and Africa. In many developing countries, too few children are attending school. In fact, 124 million children aged six to 15 years are out of school with 63 million being girls.<sup>1</sup> In spite of the gains from the Millennium Development Goals (MDG)<sup>2</sup> on universal education since 2000, large shortfalls remain, especially in parts of South Asia and Africa.

Global Goal Four (4) of the new Sustainable Development Goals that were adopted in 2015 ensures that all girls and boys can complete free, equitable and quality primary and secondary education.<sup>3</sup> Global inequity is greatest where poverty is severe, in remote areas, and where girls and women are more socially isolated. These are the areas where Educate Girls Globally is working and planning to expand.

### WHY GIRLS' EDUCATION?

The benefits of educating girls to their families, communities and countries are substantial. When girls are educated, communities become safer, healthier and better educated. Poverty declines and smaller families advance toward economic and social opportunities for girls and boys. The more education a girl has, the more likely she can earn a higher income and invest in health and education to benefit herself and her family.<sup>4</sup> World Bank reports "one more year of primary education beyond the mean boosts a person's eventual wage rate on average by 5% to 15% with generally higher returns for girls." As educated girls develop into confident women leaders, they become change agents, pursuing new economic opportunities and political participation that transform society for the better.

"Educating girls [is] one of the best and most cost-effective ways to spur development. It is positively correlated with increased economic productivity, more robust labor markets, higher earnings and improved societal health and well-being." -- World Bank

### OUR HISTORY

- ▶ Established in 1999, Educate Girls Globally partners with national and state governments, leveraging their existing resources to achieve unique scale and low costs. In 2002, EGG initiated its first pilot program in 50 government schools with the Ministry of Education in Uttarakhand, India. This program expanded to 1,400 schools, serving nearly 100,000 children.
- ▶ In 2005, the state of Rajasthan launched a general education reform (Rajasthan Education Initiative) and signed an agreement with EGG for a program in 50 schools, with the potential of

expanding into all 78,000 schools. This initiative grew to 500 schools in 2008, and today the EGG model has reached over 7,000 schools.

- ▶ In 2007, EGG registered Foundation to Educate Girls Globally (FEGG), a subsidiary in India, to be more responsive to the schools that EGG served.
- ▶ In 2011, this entity was spun off and rebranded as Educate Girls, which is now a wholly independent organization. We are pleased EGG's model of school reform continues to grow and serve thousands of communities in India.
- ▶ In 2013, EGG expanded its program to include girls' education in secondary schools and initiated a two-year pilot program in Uttarakhand, India with 50 schools serving 22,000 girls.
- ▶ In 2015, the Uttarakhand pilot was completed and entered into a sustainability phase with continued mentoring and coaching. In a new agreement, EGG has extended the Uttarakhand program to a total of 100 schools, benefitting nearly 35,000 girls in two districts.

## OUR APPROACH

### Empowerment Model

Educate Girls Globally has developed an award-winning strategy for empowering the most traditional and tribal communities to promote girls' education in government schools. As a partner, EGG works at uniquely high scale and low costs by leveraging existing government investments in education and mobilizing all major stakeholders to promote reform and create development projects. The model spurs cultural change, shifting traditional communities from passive fatalism to entrepreneurial cultures.

### Community Mobilization

The ability to engage the government and the community to take ownership is a key differentiator between EGG's program and other education models. Many organizations avoid working with government schools believing they cannot be reformed. EGG, however, delivers an empowerment model that spurs school reform through its partnerships with government, school and community leaders. Projects begin with a formal government agreement, School Management Committees are revitalized, then meetings are regularly held with the community and schools. Pre- and post-surveys are conducted and the findings are used to inform parents about the real status of schools, which in turn motivates them to think about improving them. All stakeholders are encouraged to participate and take ownership of their schools so they are united to create action plans and programs that improve education. When EGG arrives, the community views the school as belonging to the government. By the time EGG moves into a sustainability mode, the community attitude has shifted dramatically, with locals viewing the school as "their" school.

### Girls Parliament

Another key component of EGG's model is the Girls Parliament (GP) which is both a leadership program and a support group for girls. All girls and boys in EGG schools are members, enabling them to unite and address issues of concern including poor sanitation, early marriage and career choices. For the very first time, girls are given a voice and see they have the ability to influence their lives. GP Ministers are elected annually and girls receive important leadership and life skills training. As a result, schools become "girl-friendly" and EGG schools have higher enrollment, attendance and graduation rates. The local communities become safer, healthier and more equitable for girls.

“The EGG model is the most innovative, financially sustainable program with the highest potential for scaling.” ~ The India Development Marketplace

### Scalability

At an approximate cost of \$4.00 US per girl per year for the two-year program, EGG’s model is affordable and scalable. Other school reform programs cost \$100 per child per year, many substantially more. EGG is able to achieve this low price point by leveraging the poorly utilized existing investment already being made by the government which pays for the schools and teachers. By creating an environment that promotes the emergence of ‘natural leaders’ in every stakeholder group, scalability resides in the communities - and in girls - themselves. They in turn reach out to neighboring communities with EGG’s model, so other villages learn to leverage government school funding more effectively. As the numbers of schools and students grow, the result is reduced financial dependence on EGG and more local ownership of change.

### Success Factors

In sum, the key factors to the success of EGG’s program include:

- ▶ Partnerships with governments for scalability and sustainability
- ▶ Engagement of all stakeholders, especially girls through life skills training
- ▶ Empowerment of communities and parents, overcoming cultural obstacles
- ▶ Improvement of education quality so attending school is worth the effort
- ▶ Girl-friendly schools that are safe, practical and culturally acceptable
- ▶ Campaigns to re-enroll dropout girls back into school
- ▶ Focus on attendance, learning and graduation

## OUR IMPACT

Since 2002, EGG’s empowerment model has served nearly one million students in over 7,000 primary schools in India. Additionally, a two-year pilot program was introduced in 2013 to 50 secondary schools that benefitted 22,000 girls. The pilot was completed in April 2015 and a new agreement expanded the program into a total of 100 schools. As part of each project, EGG measures the effects on enrollment, attendance, learning gains and graduation.

### Higher Enrollment and Retention Rates

The schools that participated in EGG’s program from May 2013 to April 2015 retained a much higher percentage (98.9%) of girls enrolled in Grades 10-12, when compared to the statewide rate of 90.5%.<sup>5</sup> Girls account for 71% of all students in government schools.

- ▶ Fewer girls dropped out of school in 2015.
- ▶ The number of Grade 12 girls enrolled grew significantly in 2015, up 7.3% from two years ago.
- ▶ Girls who were out of school were encouraged to re-enroll after EGG community meetings were held in villages.

### More Girls Graduating and Eligible for College

EGG schools reported a much higher percentage of 12th grade girls are passing state board exams, which led to more girls eligible for college. 73.7% of 12th grade girls who took the state exams passed in 2015, compared to a pass rate of 61.4% two years before. A larger percentage of 12th grade girls scored in the first division after the EGG program, 16.1% vs. 7.1% before.<sup>6</sup>

### **Achievement Gains in Core Subject Exams**

Learning gains were seen in several core subjects for 10th and 12th grade girls who took state board exams. A two-year evaluation of pre- and post- test results showed that there were significant gains in pass rates by Grade 10 girls in English, Hindi, Math and Science. Grade 12 girls also reported notable gains in English, Hindi, Math, Physics and Biology.<sup>7</sup>

- ▶ Grade 10: Math - up from 81% to 91%
- ▶ Grade 10: Science - up from 81% to 89%
- ▶ Grade 12: Hindi - up from 83% to 95%
- ▶ Grade 12: Physics - up from 76% to 84%

### **EGG Schools Empower Girls with ‘Girl-Friendly’ Learning Environments**

In a post-program comparison of EGG project schools and a similar sample of “control” schools, important differences were noted. Schools participating in EGG’s reform model reported greater investments in infrastructure to create “girl-friendly” environments. Additionally, School Management Committee (SMC) members as well as teachers in EGG schools invest more time and resources with girl students to support their academic studies and personal needs.<sup>8</sup>

- ▶ More SMC members in EGG schools are elected, rather than appointed - 100% vs. 34% in control schools, resulting in more qualified leaders and stronger accountability
- ▶ EGG schools have more female teachers - 36% vs. 17% in control schools
- ▶ Girls at EGG schools report more teachers will help them with outside interests - 95% vs. 72% in control schools.
- ▶ EGG schools have 92% more computers than control schools and a higher percentage of girls in EGG’s program use computers, 44% vs. 25% in control schools
- ▶ All EGG schools set up a Girls Parliament to give students a leadership and support program
- ▶ EGG schools have more toilet facilities for girls with trashbins, 76% vs. 68% in control schools
- ▶ More girls in EGG schools attend class during their periods, 60% vs. 54% in control schools

### **OUR PLANS**

As the new 2015 Sustainable Development Goals (SDGs) call for equitable quality primary and secondary education, there is a huge demand to fulfill the need of 60+ million girls worldwide who are not attending school. In the near term, EGG will expand its reform model in government schools in India, especially in tribal and traditional, rural communities with the highest gaps of gender equality. Longer term, EGG plans to partner with governments in Africa, the Middle East and other areas where better access to quality education by girls is desperately needed.

- ▶ Expand EGG’s program for girls in secondary schools over the next five years
  - 2015-2017 - from 100 schools serving approximately 35,000 girls to 550 schools serving over 200,000 students in India
  - 2017-2018 - from 1,050 schools serving 400,000 girls to 2,050 schools serving over 800,000 girls worldwide
  - 2019-2020 - 2,500 schools serving 1,000,000 girls worldwide
  - At this scale, the cost decreases from approximately \$4 to \$3 per girl each year
  - A \$3 million investment will spur this program expansion into reality
- ▶ Leverage much larger government investments in schools
- ▶ Engage foundations, corporations and individual donors to fund expansion
- ▶ Assure sustainability so government schools can be independently managed after 10 years

## OUR LEADERSHIP TEAM

### **A. Lawrence Chickering, Founder, President and Board Member**

Lawry has more than 30 years of experience designing and implementing reforms of government institutions and policies empowering citizens, especially the disadvantaged, to help promote change. He believes that citizen engagement is the key to reducing conflict in political life as well as to solve real problems. Lawry founded EGG in 1999 to promote education for girls and general education reform by reforming government schools. He works on adapting EGG's empowerment model to other issues, such as health.

### **Anjula Tyagi, Executive Director and Board Member**

Anjula has been involved with civil society development for more than 20 years. She designed and implemented EGG's first empowerment model to reform government schools in India. She has always believed in strengthening local self-governance for sustaining change. She is currently developing programs for reforming government secondary schools and adapting EGG's model to address very specific issues in gender inequality and health. Anjula earned a Master's degree in International Education Policy from Harvard University.

### **Drina Simons, Director of Development**

Drina brings a wealth of development experience to EGG, with more than 20 years providing consulting services to numerous nonprofit organizations. She previously served as Assistant Director of Development at the National Tropical Botanical Garden in Hawai'i, Associate Director with CCS Fund Raising in New York and Director of Community Relations for The Christie School in Oregon. Drina graduated from Washington State University with a B.A. degree in Communications.

### **Grace Fong, Director of Marketing**

Grace joined EGG as Director of Marketing to develop and manage the organization's communications strategy and plans. She is responsible for branding as well as raising awareness and donor support. Grace is a seasoned marketing executive with extensive experience in non-profit and corporate business environments. She has served as the head of marketing for three non-profit organizations. Prior to that, Grace was employed at Apple Inc. for nearly 20 years in various marketing management positions. She earned a Master's degree in International Business Administration from the Monterey Institute of International Studies.

### **Barbara Herz, Co-Chair of the Board**

Barbara has worked on girls' education in developing countries for more than 30 years. She worked at the World Bank where she launched the Women in Development division and headed a division advancing education, health and population in Bangladesh, Pakistan and Sri Lanka. Prior to that, Barbara led the USAID division responsible for policy in education, health and population. Barbara is a co-author of 'What Works in Girls': Evidence and Policies from the Developing World' with Gene Sperling, former Director of the National Economic Council, a book published by the Council on Foreign Relations.

### **Robert E. Kiernan III, Co-Chair of the Board**

Robert is the President and CEO of Advanced Portfolio Management and a Senior Fellow at the Kennedy School of Government at Harvard University. He has held senior level positions at Lehman Brothers and Salomon Brothers. Prior to his career in investment management, Robert served in several foreign policy positions in the executive branch of the U.S. government.

### **AWARDS AND RECOGNITION**

Our innovative approach to elevating girls' education through school reform and an empowerment model that mobilizes local communities has garnered recognition from the following organizations:

- Recognition by the Clinton Global Initiative (CGI)
- Recipient of the Dasra Social-Impact Village Capital Award
- Awarded the Kubera-Edelweiss Social Innovation Partnership Prize
- Honored with the LGT Venture Philanthropy Award
- Recipient of the India Development Marketplace Award

### **LEARN MORE**

To find out more about Educate Girls Globally, visit: [www.educategirls.org](http://www.educategirls.org).

- ▶ For further information on investing in EGG, please contact Drina Simons, Director of Development at [drina.simons@educategirls.org](mailto:drina.simons@educategirls.org).
- ▶ For further information on EGG's program and Girls Parliament, please contact Anjula Tyagi, Executive Director at [anjula.tyagi@educategirls.org](mailto:anjula.tyagi@educategirls.org).
- ▶ To get involved with EGG, see opportunities at [www.educategirls.org/take-action](http://www.educategirls.org/take-action).

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