



# Gender Equity Initiative (GEI) Launch in California

## OVERVIEW

Rise Up will select 18 local visionary leaders in California to participate in the Gender Equity Initiative (GEI) to strengthen their organizations, lead change in their communities, and advance national-level impact through improved laws, programs, and funding for women and girls. Rise Up is launching this new initiative with a focus on Central Valley and the Bay Area as part of our global partnership with Cummins Powers Women which advances social justice, education, equity, and opportunity for girls and women in India, Nigeria, Mexico, the United States, South Africa and Brazil.

Rise Up advances health, education, and equity by enabling girls, youth, and women to transform their lives, communities, and countries. Rise Up invests in visionary leaders, local organizations, and innovative solutions to achieve large-scale change through leadership development, advocacy capacity building, grantmaking, and storytelling. Since 2009, Rise Up’s network of over 500 leaders has directly benefited 7 million girls, youth, and women, and advocated for over 100 laws and policies impacting 115 million people in Africa, Latin America, South Asia, and the United States.



**Rise Up accepts applications from the following California counties:**

- |              |               |
|--------------|---------------|
| Alameda      | San Benito    |
| Contra Costa | San Francisco |
| Fresno       | San Joaquin   |
| Madera       | San Mateo     |
| Merced       | Santa Clara   |
| Monterey     | Santa Cruz    |
| Sacramento   | Stanislaus    |

## STRATEGIES

Rise Up’s ripple methodology empowers leaders to expand their impact by providing the training, funding, and resources they need to achieve large scale change at local and national levels. Rise Up leaders go on to train other leaders within their communities and countries, and apply their new knowledge to launch their own strategies to advance social justice and improve the lives of girls and women in their communities. This methodology includes the following core strategies:

- **Advocacy and Leadership Accelerator:** Rise Up will select 18 leaders from organizations, universities, or groups in California to participate in a week-long Advocacy and Leadership Accelerator workshop. This intensive workshop will enable participants to strengthen their collaborative leadership, learn new advocacy skills, and develop strategies to improve the lives of girls and women in their communities.
- **Social Justice Fund:** Following the Advocacy and Leadership Accelerator, Rise Up participants will have the opportunity to apply for competitive seed funding to launch their strategies to advance education, equity, opportunity, and social justice for women and girls.
- **Girls’ Empowerment Pipeline:** Rise Up will empower girls (ages 12-18) to realize their own potential and speak out as leaders in their communities and countries.
- **Amplify Women’s & Girls’ Voices:** Rise Up will create tools and resources that support participants’ strategies, including case studies, videos, and curricula that leaders can use to advance social justice for girls and women.



For more information on how to apply, please contact Chantal Hildebrand at [childebrand@riseuptogether.org](mailto:childebrand@riseuptogether.org) or via phone at 510.285.5718

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