

RISING HIGHER

OUR BOLD VISION AND PLAN FOR 2025



Advancing Global Gender Equity and Justice for 200+ Million People

Dear Friends and Allies,

After more than a decade of advancing gender justice around the world, Rise Up embarked on the most ambitious visioning and strategic planning journey in our history.

This rigorous, year-long process resulted in Rise Up's bold new path forward: **We are doubling down on our commitment to support local leaders, prioritizing a core set of issue areas, and focusing our work in the countries where we can make the most impact.**

Today, Rise Up's commitment to building power with women, girls, and their allies is stronger than ever. We know that partnering with local leaders leads to long-term social change — **and external evaluations have proven that our model has already positively changed the lives of 135 million people.**

We set ambitious goals for the next few years.

We will build the power and talent of more than 1,200 leaders who will turn hope into action to improve the lives of 200 million girls, women, and people around the world.

Through our new strategic direction, we will be able to better support Rise Up Leaders in strengthening their advocacy and deepening their impact.

Looking ahead to our future, we are moving forward with intentionality, ambition, and commitment. We will continue rising higher, together with our powerful network of Rise Up Leaders, for gender justice everywhere.



A handwritten signature in black ink.

Denise Raquel Dunning, Ph.D.
Founder & Executive Director



Who We Are

At Rise Up, we advance gender equity and justice by partnering with visionary local leaders around the world. Together with Rise Up Leaders, we're creating a future where all people can thrive.

For too long, women, girls, and gender-nonconforming people have faced deeply-rooted barriers to success. All over the world, local leaders are working hard for justice, but without access to the training, funding, and networks, they face a hard fight.

Rise Up exists to transform these barriers by helping local leaders change their communities, countries, and the world.

Our Vision

We envision an equitable world where all people have the opportunity to live **healthy lives**, gain an **education**, achieve **economic mobility**, and fulfill their **potential**. In this world, women, girls, and their allies have the power and resources to lead us into a future where everyone can thrive.



Our Values

Justice



Local Leadership



Trust



Movement-Building



Integrity





Our Approach

Our work builds power with women, girls, and their allies — the very people who have the experience and determination to change their communities and countries.

Our partnership with leaders includes:



Training: Our program strengthens leaders' advocacy, collaboration, goalsetting, leadership, strategic planning, messaging, proposal development, and policy change skills.



Funding: We provide grants to Rise Up Leaders, paired with ongoing coaching on fundraising, financial reporting, and monitoring and evaluation, to set them up for long-term success.



Connection to a global network:

We support Rise Up Leaders in fostering relationships with peers, funders, decisionmakers, and allies to expand their impact.



The Rise Up training was a game-changer for me, because it gave me the tools to make **sustainable change**, making a difference in the lives of not just a few girls, but a generation and generations to come



Oduwa Agboneni,
Rise Up Leader, Nigeria



Pillars of Change

In our next chapter as an organization, we're focusing our work on three core interconnected issues that deeply affect women, girls, and gender-nonconforming people. Rise Up embraces an intersectional approach to ensure that all people can achieve their full potential and thrive.



Health: All people have the right to lead healthy lives and access the health care and information they need to make the best choices for themselves and their families.



Education: Affordable and quality education is a vital human right that we need to protect for people everywhere.



Economic Opportunity: All people deserve the chance to rise out of poverty, earn a living, and thrive economically.



Before becoming a Rise Up Leader, I only had an idea. **I got the necessary support, tools, and guidance to translate my idea into action.** And what started as a project has become an organization.



Shubham Choudhary,
Rise Up Leader, India



RISE UP'S MODEL

Locally-led change to advance a global movement
for gender equity and justice



IMPACT

All people have the opportunity to live healthy lives, gain an education, achieve economic mobility, and **fulfill their potential**.



OUTCOMES

Rise Up Leaders organize for improved laws, policies, and programs to strengthen **education, health care access, and economic opportunity**.

Together, Rise Up Leaders advance the global movement for gender equity and justice.



ACTION

Rise Up partners with visionary local leaders from around the world by providing the **training, funding, and networks** they need to create meaningful, lasting change.



CURRENT CONDITIONS

Women, girls, and gender-nonconforming people are denied basic **rights and freedoms**, and their voices are unheard.



Our Bold Path Forward

With a strong, new strategic direction guiding our way, we've set big goals for 2025, including:



SUPPORT A TOTAL OF

1,200



leaders

PROVIDE

15 MILLION

in funding



IMPROVE

300+

laws and policies, impacting

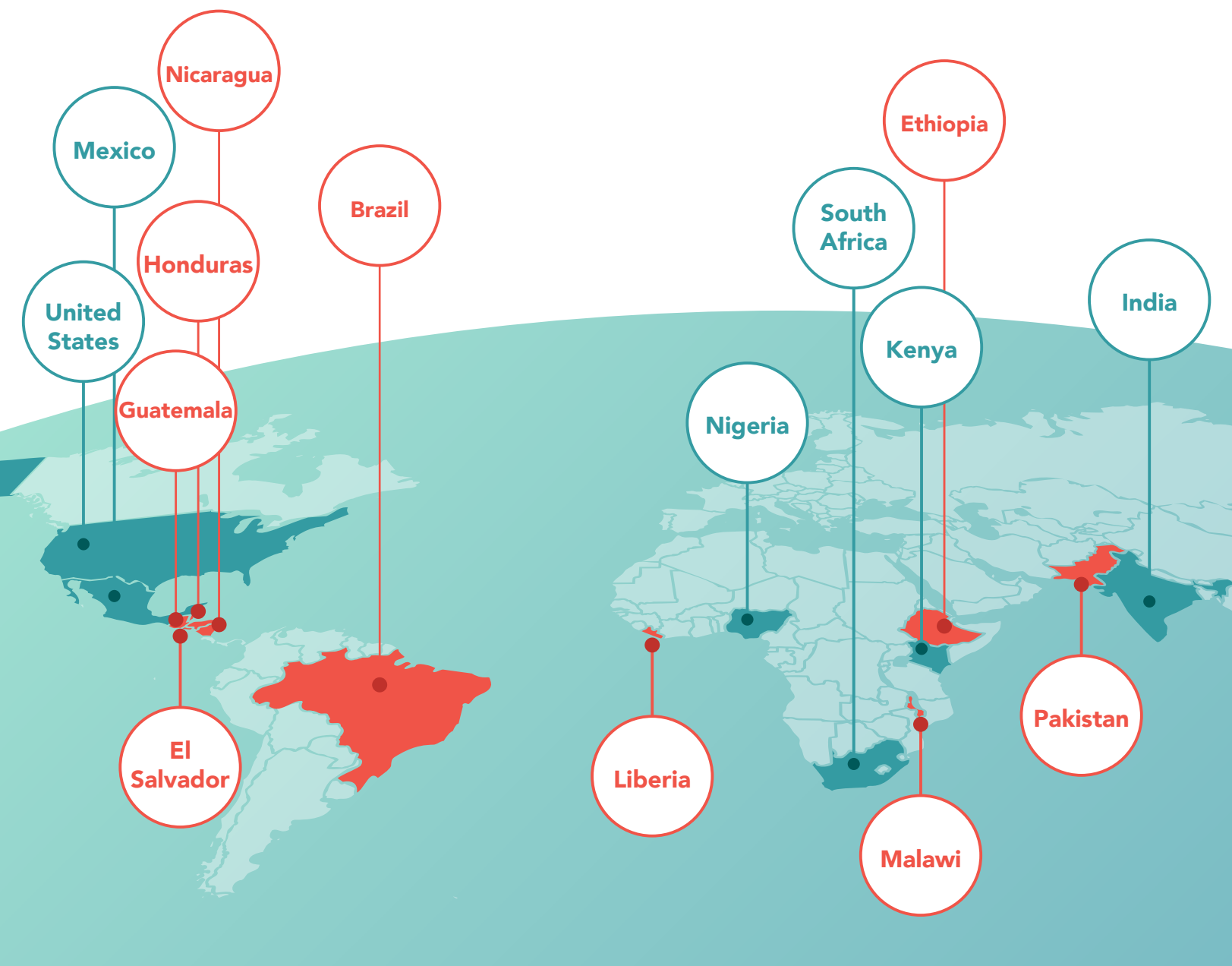
200 MILLION

girls and women
around the world



Focusing Our Impact

As our work moves forward, we will focus our efforts on countries where there is a higher need for action and opportunity for leaders to make a difference across our core issues. We are focusing our growth in **India, Kenya, Mexico, Nigeria, the United States, and South Africa** and sustaining support for our work and leaders in **Brazil, Ethiopia, Guatemala, Honduras, Liberia, Malawi, Nicaragua, Pakistan, and El Salvador**.



Building Power with Visionary Leaders

Rise Up Leaders — women, girls, and allies with a clear vision for change — have been doing powerful work to advance gender equity and justice in their own communities. These are the stories of three visionary Rise Up Leaders.



Alicia Tauro

Rise Up Leader since 2019, India

Alicia Tauro saw that too many children from poor communities in Mumbai experience abuse and harassment, so she mobilized support for Child Protection Committees, an innovative, preventative strategy to keep children safe. With training and funding from Rise Up, Alicia and her organization, Youth for Unity and Voluntary Action, rallied public support to get state approval to activate the child protection program. As a result of Alicia's advocacy and hard work, **nearly 1 million children across Mumbai are safer.**



I became part of a larger family of activists, leaders, and women who rise up for themselves and their communities to make the world **a more equitable, just, and happy place.**



Nsini Udonta

Rise Up Leader since 2018, Nigeria

Nsini Udonta has seen the effects of gender-based violence in Nigeria first hand through personal experience and in her work at a domestic violence shelter. With Rise Up's support, Nsini advocated for a law to ensure domestic violence cases would be fasttracked for processing within 72 hours, **protecting 4.5 million women and girls from violence in Nigeria.**



My hope for the future is to **see equity, opportunity, and social justice** for women and girls in Nigeria and across the globe.





Verónica Buch

Rise Up Leader since 2009, Guatemala

Verónica Buch didn't know what advocacy meant when she applied to become a Rise Up Leader, but she understood that she had to convince policymakers to take action to end the deeply-rooted practice of child marriage in Guatemala. Verónica knew that often, young girls were forced into early marriage, exploited, and subject to sexual violence. For over ten years, Verónica has mobilized girls, women, and their allies to create a more just and equitable country — including successfully organizing for Guatemala to outlaw child marriage in 2017. She is now part of a movement to ensure implementation of the new law and **protect 2 million girls from early marriage.**

For me, girls are important. They are the present, they are the future. Right now, they just need the **opportunity to be able to rise up.**





SUPPORT OUR WORK AND

Join the global movement for gender equity and justice!

Rise Up works to advance gender equity and justice in education, health, and economic opportunity by partnering with visionary local leaders around the world. We build power with women, girls, and their allies by providing training, funding, and connection to a global network to help them achieve meaningful, lasting change. Rise Up, based at the [Public Health Institute](#), works with leaders in Africa, South Asia, Latin America, and the United States to create a future where all people can thrive.

[Connect](#) • [Join](#) • [Donate](#) • [Partner](#)

