



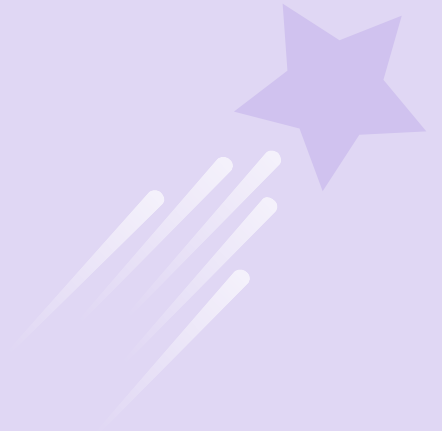
**Generation Girl:
Advancing Equity For Girls Through Corporate
Philanthropy and Collaboration**

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generation *girl*



An initiative of the Applied
Materials Foundation focused on
inspiring today's generation of girls
to pursue their dreams



Diversity and inclusion are essential to building **winning teams** and **driving innovation**.

If we help girls **break down barriers** today, our workplaces will be more vibrant, equitable and effective tomorrow.



Our Approach

1. Build Girls' Confidence
2. Increase Access to Programs
3. Strengthen the Field

We believe that all children deserve the opportunity to follow their dreams and reach their full potential. Girls and young women, in particular those of color and from low-income households, face structural and societal barriers that stand in the way of their success. **Generation Girl is working to make sure that all girls have the opportunity to reach their potential.**

We engage with nonprofit organizations around the country to help girls gain the confidence, skills and opportunities they need to succeed in any path they choose. We hope this work inspires others to increase investment in and attention on strategies that address the structural and societal issues that hold girls back.

WE INVEST IN...

- Programs that work with girls to increase self-efficacy & confidence, and combat traditional gender stereotypes as they pertain to future career decisions
- Increasing access to high-quality STEM programs

- Organizational efforts to strengthen the delivery of high-quality, gender-equitable programs
- Building and evolving evaluation and learning practices
- Facilitating relationships among funded organizations

SO THAT...

GIRLS:

- Have increased feelings of self-efficacy and confidence
- Are better equipped to defend themselves against stereotype threats
- Understand how STEM skills are relevant to their daily lives and future careers
- Have increased career awareness, interest, confidence, and competence

ORGANIZATIONS:

- Increase capacity to implement high-quality, gender-equitable programs for girls
- Establish stronger evaluation and learning processes and practices
- Make connections that strengthen programming, i.e. connections to volunteers, role models, speakers, and donors

TO ENABLE...

- A future where girls from all socioeconomic backgrounds have the opportunity to pursue and thrive in any field they choose
- More vibrant, equitable and effective workplaces

Evidence, beliefs, and assumptions driving our strategy

- Addressing societal and systemic issues will result in girls feeling confident and empowered to learn more about and ultimately pursue a career in the field of their choice.
- Increasing access to high-quality girls empowerment, leadership, and enrichment programs will equip girls with the resources – including role models – needed to reach their full potential.
- Providing organizations with the opportunity to share best practices and brainstorm solutions to common challenges will lead to more effective high-quality programs for girls.

Meet Our Year One Grantees





www.appliedmaterils.com