



**SHEHEROES**

## WHAT IS SHEHEROES?

### Mission

**SheHeroes** empowers young girls of all backgrounds to dream big, explore their interests and passionately pursue non-traditional careers. Through our online content and video profiles, girls imagine their own potential by engaging with influential stories of exceptional, successful women role models across all fields. Like Sally Ride, we believe: "If you can't see it, you can't be it!"

### Videos and Discussion Guides

**SheHeroes'** videos profile women role models across diverse professions who are celebrated as powerful leaders for their successes, character and contributions. Each video comes with an age-appropriate discussion guide written by a child psychologist. The guides are used to enhance support school and enrichment program curricula with its innovative, relevant content.

### Impact and Progress

**SheHeroes'** content reaches thousands of young girls – online, in classrooms, and through after-school programs. We produce videos that run an average of 6 minutes each and have directly reached close to 50,000 girls online. A test group of 90 4<sup>th</sup> graders felt being a CEO was a man's job; after viewing **SheHeroes'** videos the majority of students felt all careers were for both boys and girls. Also, our girl audience has indicated that after viewing our videos they are inspired and roused to explore their future possibilities and potential.

We have profiled the likes of Polly Baca, the first Hispanic woman to hold a State House and State Senate seat and Margaret Murname, laser physicist and MacArthur "Genius" Grant award recipient. Our most recent videos are professionally produced in High Definition (HD).

A powerful consequence of our outreach is our effect on young boys as well. The global issue of gender inequality cannot be solved by empowering girls and women alone; young boys and men are a crucial part of the equation. **SheHeroes** encourages parents and educators to share our videos with young boys to broaden their minds on this important issue.

### Why SheHeroes?

Girls face many obstacles that can negatively affect their long-term success. Amongst these studies show that a lack of positive female role models—in life and in the media—has been proven to negatively impact the health, self-esteem, and future career choices of girls. For example:

- Career development begins in childhood, but children still often limit their career goals to out-dated stereotyped professions based on gender.
- Thirty-five percent of girls feel they lack positive role models; 90% feel there is nothing being done to promote positive role models for or to them; 92% think having good role models is important.
- In G-rated movies, main females characters are usually pursuing a romance and "royalty" is the most common female occupation.
- Diverse role models, of all shapes and sizes, who are valued for their accomplishments, and not their appearance, positively impact self-esteem and body image in girls.
- Exposure to role models via videos increases students' likelihood of considering non-traditional careers.

**SheHeroes** is a tax exempt 501(c)(3) nonprofit corporation.