

GirlDreamer
**ANNUAL
REPORT 2021**

GirlDreamer



Welcome to the
GirlDreamer Annual
Report 2021

EDUCATE.
ELEVATE.
EMPOWER.

ANNUAL REPORT 2021

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NOTE FROM FOUNDERS

2020-2021 was our year of going from start-up phase to scale-up phase and I have to say, I truly felt the jump, not forgetting to mention all whilst navigating a global pandemic! This year our focus has been heavily aimed towards becoming an accessible organisation to women of colour from around the world. Since the pandemic, our organisation has attracted women of colour from different countries such as the USA, Canada, Germany, Italy, South Africa, North Africa, the UAE, Indonesia and many more. This had always been on our vision board, to one day become an international organisation and the pandemic seemed to have sped that dream right up, which meant we had to adapt fast and welcome new communities on board. This year we opened up our doors and welcomed a talented group of individuals to form our team and who now work alongside us each day to operate GirlDreamer in the most efficient and empowering ways. Our focus this year heavily revolved around authentic community engagement and how we continue to steer towards a digital future for GirlDreamer and we will continue with our mission to ensure we create access and ease for women of colour everywhere.



AMNA AKHTAR

NOTE FROM FOUNDERS

2021 marked our 5 year milestone with GirlDreamer. It feels especially remarkably given the challenges brought about by the pandemic, and so reflecting on the journey to this point has given me a real sense of pride and humility. We've grown a lot, in our work and as individuals, and spent the past year re-rooting ourselves in our mission and what we truly want to achieve here at GirlDreamer. Despite the difficulties of the pandemic, our team, our community, our impact and our financial position all grew and I'm so excited to keep that momentum going for the next year and beyond. A real highlight for me has been having a bigger team. That collective energy, support and expertise really strengthened our foundations and has raised the bar of what we are truly capable of. This year has also been made possible by those that believed in us enough to fund us, donate to us and choose our services to be supported by. It means so much that so many people chose GirlDreamer in a year that we were all impacted and we truly hope to keep moving in a direction that reflects the real sense of community, humanness and collectiveness we have experienced this year.



KIRAN KAUR

KEY HIGHLIGHTS



2020-21 was a period of significant change and growth for GirlDREAMER. Faced with unprecedented challenges, we prioritised programming that would most benefit our community both online and offline. Here are some of our biggest accomplishments over this period:



£18,500

Given in grants



400

Programme participants worldwide



26

Organisations materially supported through the pandemic



5

Key GirlDREAMER programmes in 2020-21 held digitally

The switch to digital programming has enabled GirlDREAMER to expand our reach globally, reaching women of colour in more than **12 countries**

Our Covid Relief Fund supported micro-organisations affected by the pandemic, **directly impacting 400 people** and **educating over 20,000**

We launched our third 'GirlDREAMER Advisory Board' cohort, and learnt that **72%** of GAB Alumni have **secured or intend to apply for external board positions within 12 months**

We initiated a series of online community-led workshops, **engaging over 300 people**

The team grew to **nine people**, enabling us to invest in research, design, communications and impact measurement to support our organisational growth

OUR PANDEMIC STORY



In February 2020, the GirlDreamer team had returned from a strategic hiatus, refreshed and motivated to launch some ambitious new projects. However, by March, the Covid-19 pandemic had forced the country and the wider world to a grinding halt.

We very quickly had to adapt, transferring our projects online and closing down in-person activities for the foreseeable future. We converted most of our projects into online programmes, workshops, events or resources, although our most popular initiative, Borders without Borders, was unable to resume due to COVID-19 restrictions. As we were preparing for this pivot in approach, our co-founder Amna was unfortunately hit with COVID-19 and was out of action for two months due to the severity of her case. We only had two members of staff at the time and so it became quite demanding to balance our ambition to serve both new and existing members of the GirlDreamer network whilst also protecting our own mental and physical health.

Despite the challenges, we persevered and as our attention moved solely online, our community began to grow - and fast. Interest from young women of colour globally increased, as many people turned online to find support and opportunities to engage during these difficult times. In 2020, despite the many challenges the pandemic brought to the world and to us personally, it professionally gave us a chance to reset after a break and steer things in a direction that we always wanted GirlDreamer to go in - a digital, global home for young women of colour to feel educated, elevated and empowered about themselves and their futures.

The disruption caused by the pandemic brought difficulty to many households and organisations across the UK. GirlDreamer saw this as an opportunity to provide support to affected communities in new ways. We ran a donation drive to support a women's refuge in May 2020. We distributed £10,000 in micro-grants to women of colour-led social groups who were struggling to continue operations due to the pandemic. We digitised our previous consulting work and turned that into workshops for organisations. We also launched GirlDreamer Opps - an online advertising board on our website where companies could post 'opportunities' targeted at young women of colour. This provided the dual benefit of engaging a community that corporate companies find difficult to access, whilst also providing our community with quality opportunities to further their professional growth.

In 2020-2021 our team grew to nine and we strengthened our financial position, largely thanks to core funding and longer term funds. During the pandemic, GirlDreamer became the strongest, most resilient and ambitious version of itself, ready for the world beyond it.



CURRENT TEAM



Amna Akhtar

Feeling a collective connection within our team is really important to me. To know that our team can access each other with ease and openness is a prime element of our team culture and is what makes us all work in synchronicity. I absolutely love that!



Kiran Kaur

Team culture is something we take seriously here. Our team may not all be full-time at GirlDreamer, so for the time we are together, we always want to make it feel like an intentional and welcoming space to be in. I feel so blessed to be surrounded by such talented and incredible women who always bring 110% and make this journey so much more meaningful and impactful.



Sanna Ali

Will it sound cliché if I say it feels like a warm embrace? Well even if it does, I mean it. GirlDreamer has been a safe and comfortable space to learn, grow and be mesmerised by fellow community members. It's been inspiring and the sense of community and growth is unparalleled. You feel like you're allowed to be yourself without any judgment or shame, and I love that about this space - it lets you thrive. If you ever want to be part of a tribe, this is the one!



Fathma Khalid

The sense of community I feel when working with GirlDreamer is unmatched, despite being a mostly virtual team! It really feels like we all have a mutual understanding of our responsibilities and are diligently and creatively working towards a common goal, each in our own way.



Munpreet Kaur

GirlDreamer offers a culture that is inclusive, inviting and inherently warm. Despite working remotely and flexibly, GirlDreamer fosters a culture that accepts and empowers differences, uniqueness and centres on wellness and support. Cultivating a culture that is welcoming and authentic to all women of colour, GirlDreamer encourages and inspires.

CURRENT TEAM



Roshni Natali

I love that we go beyond community - we are a Sisterhood. The team truly has your back, celebrating your successes and taking time to empathise with you. This means we can bring our whole selves to the table. It feels amazing!



Nerea Perez

You will only be as good as those around you. And that's why I love being part of this family called GirlDreamer. Being surrounded by wonderful women with extraordinary potential helps me to grow as a human and as a professional. The environment that GirlDreamer creates is something that may sound too good to be true, but it is real. Honesty, transparency, co-operation, generosity and passion are the drivers behind a strong team that strives every single day to provide the best service to our community.



Nina Ma

Working at GirlDreamer is, for the lack of a better word, magical. The chemistry we have within our team is unmatched and I have never felt this sort of instant connection anywhere else. We are from different backgrounds and walks of life yet we share similar experiences and feed off each other's vibes. It really brings that human element to the work we do which aligns with GirlDreamer's core values and ethos.



Zoe Harveen Kaur

GirlDreamer provides a safe space for all walks of life and provides support to women all around the world. The fantastic individuals at GirlDreamer provide support, stability and a tight-knit community, despite the team being remote. The energy we share through our meetings, shared work, and events, bonds us, and creates a sisterhood no matter who we are or where we are in the world.

CURRENT TEAM 4

Linda Tieu



Kayalveli Sivakanthan



Waseem Meghjee



Zamajozi Sithole



Milan Nguyen



Raveena Kaur



Sohina Sidhu



Advisors

Rani Govender



Yaa Adansi-Pipim



Aashifa Hussain



Zachi Brewster



Vaidehi Gajjar



Kei-Retta Farrel



OUR APPROACH

GirlDreamer supports young women of colour to live their best lives. We believe in the power of collaboration and collective action to provide support where it is needed most. Our community is our strength. This is why we design our programmes with community at the core.

GirlDreamer is uniquely placed to help address the challenges that young women of colour face in society today. We are proudly 'For us, by us' - because who better to support the development of young women of colour than those with lived experience of the same issues. Initially founded as a community events platform, GirlDreamer has expanded into a larger entity that supports the personal and professional development of young women of colour in a myriad of ways. We connect GirlDreamers with opportunities and run programmes to develop their leadership skills. We provide funding to struggling organisations and encourage GirlDreamers to seek out more challenging professional roles. We provide a safe environment for self-exploration and we reaffirm the message that success can look different for everyone. These principles have been the guiding light in how we manage our business, helping us to stay true to ourselves and our community even in the face of uncertainty.

The pandemic brought a new set of challenges to GirlDreamer, which we turned into an opportunity - how can we reach more people with a network to provide support to young women of colour no matter where they live? This led to the formation of the DreamState. Our vision is to create a safe online community for young women of colour to learn, thrive and become the best version of themselves.



IMPACT MEASUREMENT

2020-2021 allowed us to step back and reconsider the bigger picture. We had the opportunity to build internal capacity, and we used this to begin measuring our impact in a methodical way.

Impact measurement is key to understanding the extent to which our programmes and initiatives are creating change. GirlDreamer strives to create both social change, working with individuals and communities, and systems change, through our work with businesses and other organisations. GirlDreamer has developed a framework to understand our key social impact goals and the metrics needed to measure progress against them.

Using the Theory of Change framework, GirlDreamer has identified seven core principles that underpin our social change work across all areas. These principles guide us to measure what really matters when investigating the impact that we have achieved.

The Seven Principles of Impact for GirlDreamers:

- 1** **Awareness** - understanding of possibilities and opportunities that are available
- 2** **Context** - understanding the context of challenges you may face and learning how to better move through the world as a woman of colour
- 3** **Aspiration** - belief in your potential to achieve things beyond society's expectations
- 4** **Agency** - belief that you have the power to make decisions that shape your future
- 5** **Community** - connecting with likeminded people who share life experiences and can provide support
- 6** **Action** - implementing these learnings by taking tangible steps to achieve specific personal and professional goals
- 7** **Leadership** - taking ownership of your community and creating new networks and organisations to serve the underserved



IMPACT MEASUREMENT

Wider Impact

These principles are fundamental to our work, and they demonstrate our priorities. Our impact measurement framework is centred around these principles, so that we can clearly understand the extent to which our programmes are contributing to our impact goals.

At the systems level, GirlDreamer is focused on providing opportunities for education and outreach for companies interested in improving their representation and accessibility. We track the success of these initiatives through understanding learning outcomes, perceived inclusivity, policy change and improvements in workplace diversity.

THE 7 PRINCIPLES OF IMPACT FOR GirlDreamers

AWARENESS
CONTEXT
ASPIRATION
AGENCY
COMMUNITY
ACTION
LEADERSHIP

OUR IMPACT

2020 saw GirlDreamer launch new programmes and pivot existing ones in response to the disruption caused by the pandemic. Despite the unforeseen challenges, GirlDreamer was able to increase our impact and to target our services to meet the needs of our communities.



£18,500

Given in grants



26

Organisations materially supported through the pandemic



400

Programme participants worldwide



5

Key GirlDreamer programmes in 2020-21 held digitally

OUR IMPACT

GirlDreamer Advisory Board (GAB)

The GirlDreamer Advisory Board (GAB) is a six month programme that provides young women of colour with the opportunity to serve on the Advisory Board for GirlDreamer. The programme supports the professional development of these young women, giving them valuable experience that can help them to become Trustees on Governance Boards or take up other leadership positions.

There have been two GAB cohorts so far, with a third one having started in September 2021. GirlDreamer conducted an impact study in July 2021 to understand the impact of participating in the GAB, and to learn insights on how to improve the programme in the future.

After participating in the GAB:

72% of the respondents agree or strongly agree that they have a good understanding of how charity boards operate

89% of respondents agree or strongly agree that they have increased their understanding of how boards operate as a result of their involvement with the GAB

67% of respondents agree or strongly agree that they feel more confident applying for external board positions now

61% of respondents agree or strongly agree that they know how to apply for board positions

GirlDreamer

25

Advisory Board members

89%

of GAB Alumni have increased their understanding of how professional boards operate

72%

of GAB Alumni have secured or intend to apply for external board positions within 12 months

2*

Advisory Board cohorts to date

**Please note there is a third cohort of 15 GAB members to be completed early 2022*

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ELEVATE.
EMPOWER.

GAB ALUMNI QUOTES

“

I felt a new sense of freedom in speaking out, and definitely felt a huge boost of self confidence and self esteem, knowing that someone considered me to be of equal standing to the amazing women who were on the board with me. I feel that things such as board positions or even starting my own non-profit no longer seem like pipe dreams and are totally within reach.

“

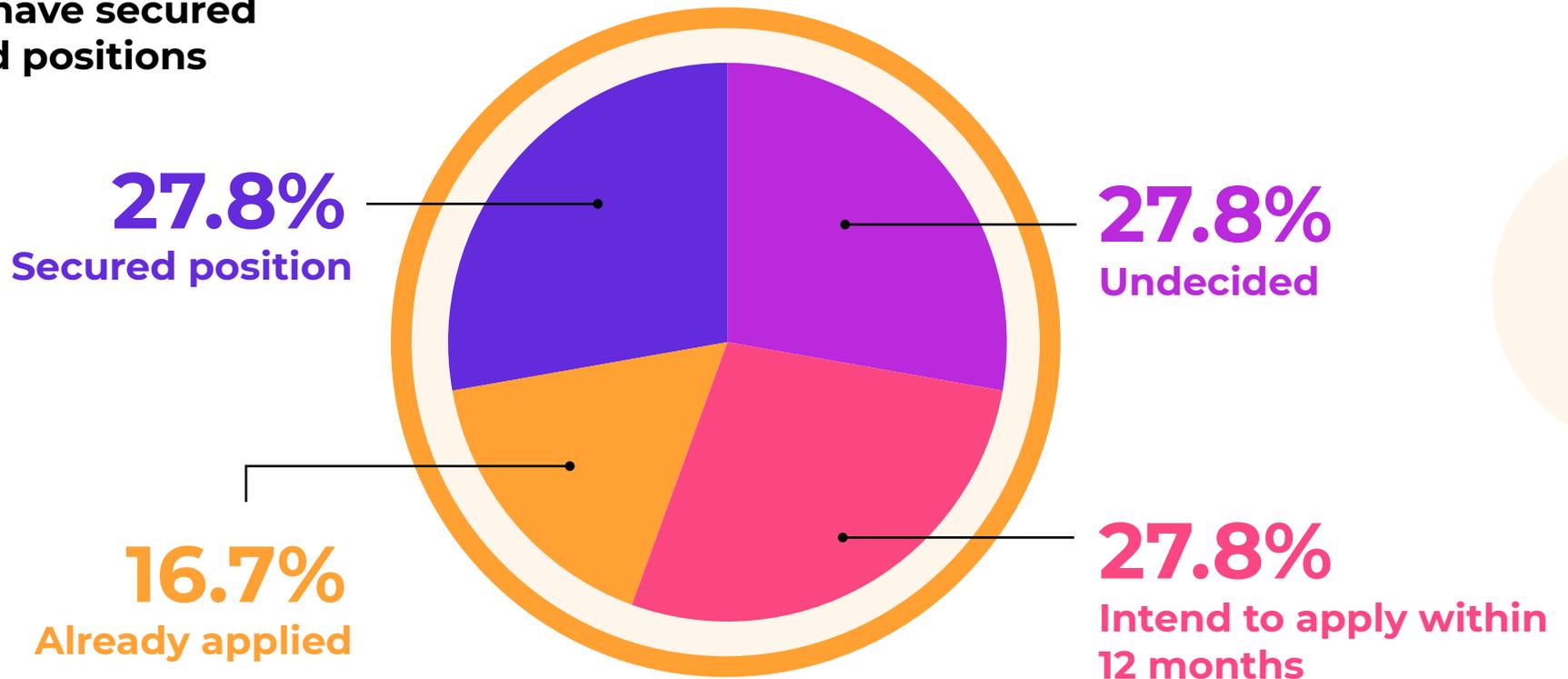
The stand out lesson I've learnt is that you don't have to have years of experience to have something to contribute and that lived experience is just as valuable if not more than professional experience.

OUR IMPACT

GirlDreamer Advisory Board (GAB)

72% of respondents indicated that they intended to apply for advisory board or trustee positions in the coming 12 months, with 44% confirming that they had already applied for such positions. Of that 44%, two thirds of applicants have already secured board positions, working for organisations such as secondary schools and grassroots charitable organisations.

Number of GAB alumni that have secured board positions



GAB ALUMNI QUOTES

“

I learnt how to interact with others in a different kind of professional setting where you don't meet often. Also that people of colour can be on advisory boards we have the skills to offer, it (doesn't) just have to be restricted to those of more affluent Caucasian backgrounds.

“

I learnt that many young women of colour have the skills and experience needed to be on a board but the lack of knowledge, access and representation in boards make them places where many wouldn't feel comfortable in. GAB taught me that I too have a voice!

OUR IMPACT

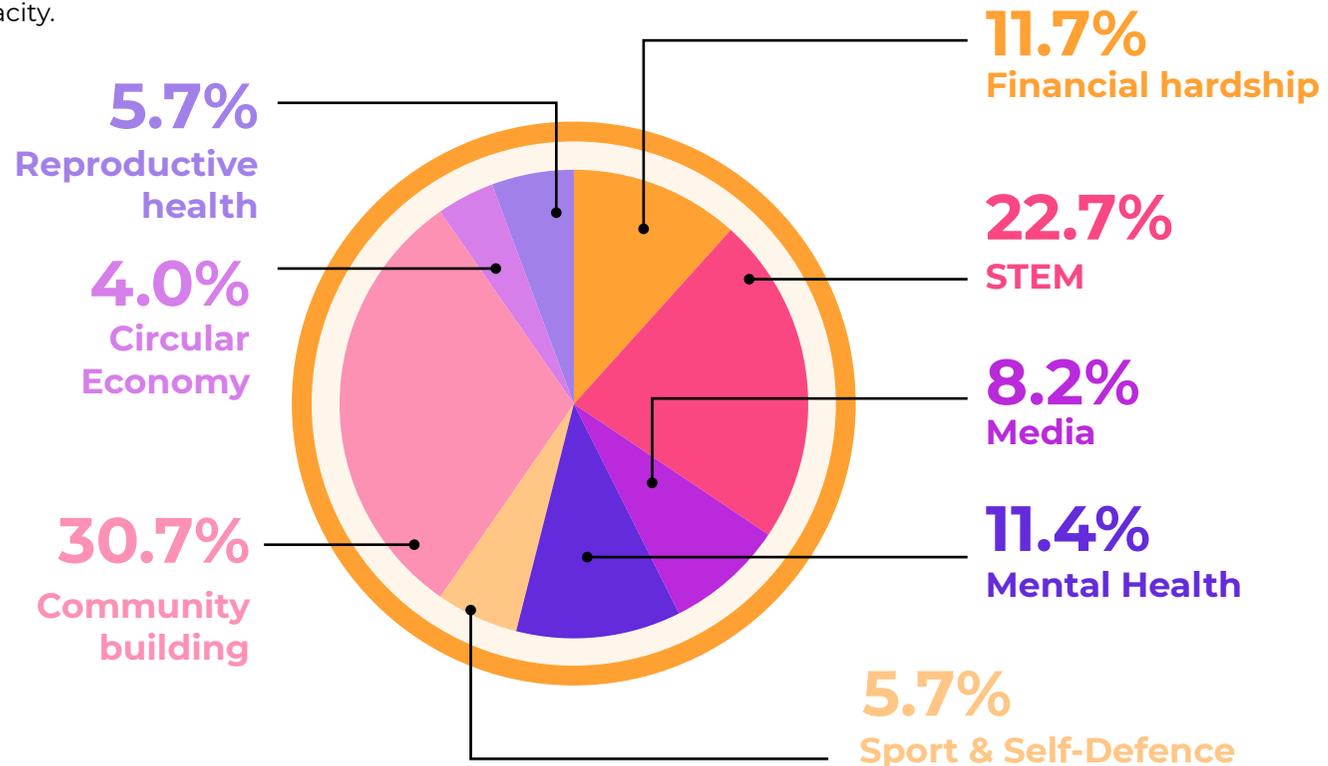


Covid Response Fund

GirlDREAMER launched the Covid Response Fund in July 2020, in partnership with the Queen's Commonwealth Trust, to support minority-led micro-organisations through the Covid-19 pandemic. The fund supported 20 organisations, directly impacting over 400 people and educating more than 20,000 people. This inspired GirlDREAMER to launch the Dream Fund, which will provide financial support to help more grass-roots micro-organisations to become sustainable.

The Covid Response Fund distributed a total of £10,000 to 20 organisations covering a wide range of issues, including mental health, computer science, representation in media and circular economy. 52% of recipients used the funds for service delivery, with the remaining 48% using the funds to build capacity.

Funds Donated by Category



OUR IMPACT

Covid Response Fund

GirlDreamer conducted a follow up evaluation in December 2020. We found that all funded organisations had continued operating throughout the first wave of the pandemic, with many showing signs of growth during the evaluation period.

Some examples of how the funding has been used include:

A hardship fund to help 5 families negatively affected by the pandemic
Paying for data and wifi to help people without internet to access online mental health services

Teaching 204 young people about computer science and how to build apps

Providing summer youth programmes for 31 children and keeping them Covid secure

Providing therapy for 30 people during a tumultuous time in their lives

The evaluation found that more than 400 people have been directly impacted through the Covid Response Fund, with over 20,000 being educated or informed indirectly. A few respondents stated that their organisation would have likely ceased to exist without the Covid Response Fund.

£10,000

distributed in grants

20

organisations funded

400+

directly impacted

20,000+

people informed

COVID RESPONSE FUND RECIPIENT QUOTE

“

Thank you so much for your support. It gave me the confidence to keep going with the business during the pandemic.... As a result of this encouragement, I went on to secure more funding for the next year to come.

OUR IMPACT

GirlDreamer

Community led Workshops

In January 2021 we launched a series of six online workshops, each hosted by women of colour from our GirlDreamer community who are professional experts in their respective fields. Since the pandemic had shifted our community work online, we sought out new ways to support the community whilst leveraging the expertise and existing talents of our network. This asset-based approach meant that we could better connect, support and engage our community, fulfilling needs that had arisen as a result of the pandemic and multiple lockdowns. Sessions ranged from marketing and branding, to emotional intelligence and financial literacy. Over 300 women of colour from seven countries attended these workshops. GirlDreamer supported the six women who hosted these sessions with leadership training and financial support.

6

workshops

300

workshop participants

3

months

Workshops hosted:

- So you want to build a brand
- So you want to build better boundaries
- So you want to start investing
- So you want to build emotional intelligence
- So you need to better manage your mental health
- So you want to set up a social enterprise



OUR IMPACT



Donations for Women's Refuge

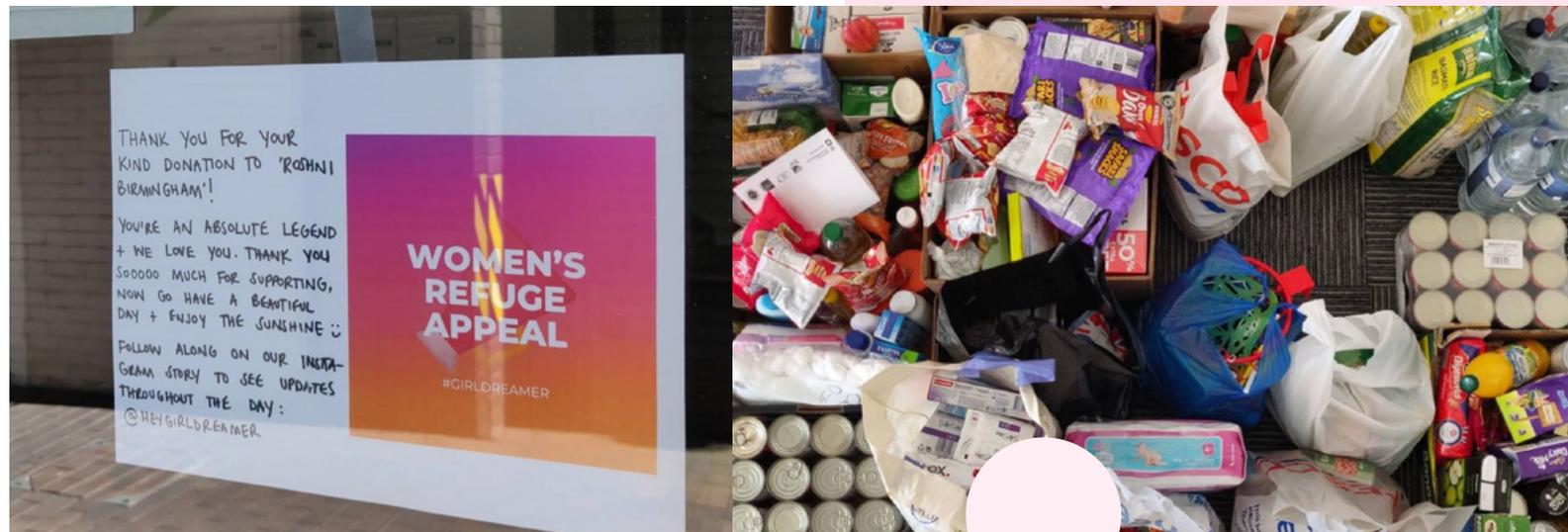
The Covid-19 pandemic has had a negative effect on many parts of life since March 2020, including domestic abuse. GirlDreamer partnered with a local women's refuge in 2020 to help provide vital supplies in the face of increasing demand. The refuge faced a rapid decline in donations and supplies as lockdown meant they could no longer have physical contact with the public. As their location and details are not shared with the general public, they were struggling to find ways to ask for help. A contact we have at the refuge reached out and asked if we could use our social positioning to rally up support. As a result, we ran a women's refuge donation drive and used our secure office as a drop off point for those wishing to donate and support. We received requests for drop offs and offered an option for pick up for those who were self-isolating and could not make it to our office. We filled over four car loads worth of food, women's hygiene products and baby clothes and toys from local students, schools, charities and our GirlDreamer community. We then continued to support the refuge through online support and helping them to navigate the social media space safely.

4

car loads of items donated

12

donations pickups collected from those self-isolating

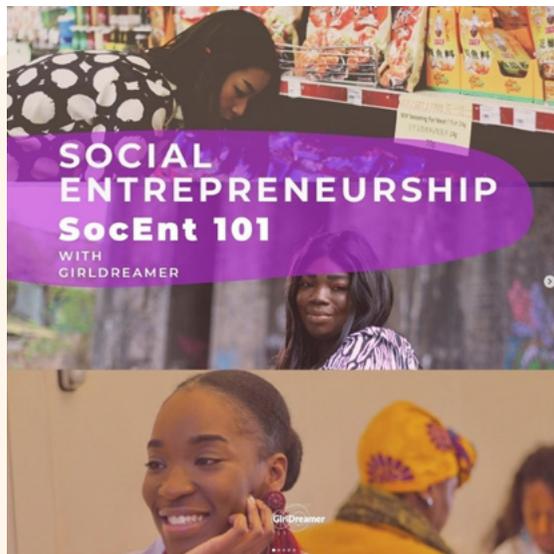


OUR IMPACT



SocEnt 101

GirlDreamer launched a social entrepreneurship accelerator programme to provide business development support to five cultural and/or creative micro-organisation in the West Midlands. Leveraging our lived experience of running a start-up, we have assisted organisations with issues including financial management, legal know-how, funding, sustainability and marketing. With the support of West Midlands Combined Authority, we have also provided grants of £1,750 to each organisation, alongside ongoing support in the form of one-to-one mentoring sessions. Our 2021 cohort are all women of colour-led organisations who are supporting thousands of women and young people in the region. The supported organisations provide services including cultural cohesion through food and live events, artistic development and personal support groups for marginalised women. The inaugural cohort completed the SocEnt 101 programme in November 2021.



5

Micro-organisations supported

£8,500

Distributed in grants

4

Months of mentoring provided

OUR IMPACT



Community Engagement and Opportunities

Social Media Engagement in 2020-21



Digital Impressions
2,000,000+

2019: 1,000,000
2018: 390,000



Website Traffic
60,000+

2019: 26,000
2018: 12,000



Participants
400

2019: 400
2018: 350



Social Media
13,171

2019: 8,675
2018: 5,000



Blog readers
50,000+

2019: 32,800
2018: 10,450

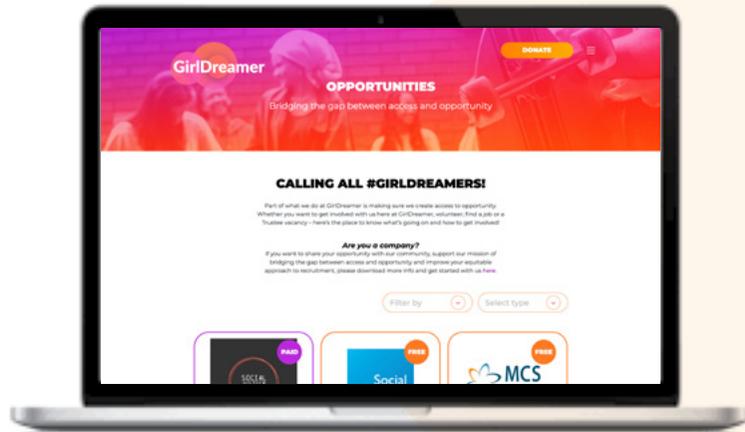


OUR IMPACT



Community Engagement and Opportunities GirlDREAMER Opportunities

In 2020 GirlDREAMER launched our Opportunities page on our website, showcasing valuable opportunities to our network whilst also connecting companies and organisations with fresh talent. This service was created during the pandemic, featuring a range of positions including virtual and in-person, and paid and unpaid. Here we feature opportunities with our partner organisations, such as trustee positions and professional jobs, as well as internal opportunities like the Dream Fund. GirlDREAMER plans to further develop and expand our range of opportunities over the coming year.



100+
Opportunities

1,000+
Monthly page visits
through social media alone

OUR IMPACT



Learnings and Best Practice

Over the past five years, GirlDreamer has learnt a lot about hosting inclusive events, being community centred and pivoting our approach when we need to. Here are some key learnings and best practices that we would like to share:

1. Accessibility, inclusivity and representation

GirlDreamer advocates for young women of colour, and we aim to appeal to the same demographic through our services and events. We have learnt that members of our community are often unable to attend our events due to practical reasons such as home commitments or taxing work schedules. As a result of this, we have been conscious of when and how we plan programmes and events, so that all members of our community have the opportunity to participate.

Some of the ways in which we make our programmes accessible are:

- Scheduling regular meetings mid-week
- Running programmes midweek as our community tends to be more available and energised

- Avoid running new things in winter as energy levels are at their lowest for everyone

- Avoid too many new offers in summer as a large proportion of our community utilise that time to disengage with external commitments and spend more time with themselves, family, friends, holidays, relaxation, etc. Less time and energy for online programming in particular - emphasis on outdoors.

- Consult with applicants about their availability during the application process. This way, we can figure out what works best for the majority and ensure everyone is aware that's how the decision will be made. This allows our programmes to work best for the intended beneficiaries, whilst also improving retention and engagement.

2. Planning and Strategy

When designing programmes and planning for the future, we strive to be as community centric and needs based as possible. Our niche is an asset in this respect. Because we cater to the needs of young women of colour, we are better able to provide the opportunities and services that would be most relevant and impactful for our community. Impact measurement is especially important here because it helps us to understand whether our existing programming is achieving the desired results, whilst also guiding future decision making to ensure that we are providing maximum value to our community.

OUR IMPACT



3. Pandemic response

Like most other organisations, GirlDreamer had to pivot our activities and programming very quickly in response to the Covid-19 pandemic. Our initial priority at this time was to continue running our existing programmes online instead of in person. This changed certain aspects of how the programmes were run, but we rose to the challenge to maintain the same levels of engagement and impact. As the pandemic unfolded, we could see the detrimental effects it had on the community and the different needs arising as a result. In response to this we undertook new initiatives to support underserved communities hit particularly hard by the pandemic, with a focus on domestic violence survivors and minority founders. Although not part of business as usual, these initiatives were clearly in response to a need in the community and they aligned to our broader vision of needs based programming.

4. Research

In 2021 GirlDreamer was able to commission research to better understand the needs in the community and the barriers that young women face when trying to enter or progress in the corporate world. Through time spent researching, we have been able to identify topics to explore and create resources that encourage development for the community we serve. For women of colour, navigating the world can be daunting, and we are often overwhelmed with barriers. We have used this research to create practical digital resources to help young women of colour to improve their wellness, increase their confidence and drive their awareness and development. Our hope is that these resources will educate and inform young women of colour and encourage them to advocate for themselves. By conducting this research, we at GirlDreamer have also been educated and informed. One example of using research to guide future programming is the survey we conducted asking GirlDreamer Advisory Board Alumni about the biggest challenges they face when applying for external advisory board positions.

The most frequently cited challenges to participating in a board were the risk of a non inclusive board culture, and having insufficient skills or experience to participate. These were closely followed by feelings of imposter syndrome or lack of confidence. These findings show the importance of a dual approach, working with both young women of colour and companies to enact both social change and systems level change.

We have also used these learnings to compile some online resources for businesses, outlining action plans to drive accessibility. Our aim is to improve representation across professional landscapes through our research and resources. In the future, we hope that businesses will assess and implement changes to become representative and truly inclusive, encouraging a more equitable society.

FINANCES

We're on the up!

Despite the challenges brought on by the pandemic, we were able to not only sustain our work, but grow it too.

We are proud to say that we have almost doubled our financial position from our previous year and according to NCVO's (National Council for Voluntary Organisations) Almanac, we would now be considered a medium organisation (income between £100,000 - £1 million).

As many of our income earning services had to stop and be restructured to fit the new way of working during the pandemic, we relied more on grants to support us through the year. Therefore, our grants vs earned income split remains at 85% / 15%.

With the newly adapted services we have created, our hope is to see 80% / 20% split by 2022 and 70% / 30% by 2023.

Our ability to grow and remain sustainable throughout the pandemic was mostly thanks to larger grants awarded by the Paul Hamlyn Foundation (core funding), The National Lottery Community Fund (project funding) and a new paid jobs and opportunities advertising board service called 'GD Opps'.

MEDIUM ORGANISATION

£100,000 - £1 million

85%/15%

Grants vs Earned

85%/20%

2022

70%/30%

2023



THANK YOU TO OUR SUPPORTERS

Thank You

When we say thank you at GirlDreamer, we don't mean it lightly. Every single ounce and atom of GirlDreamer has come to life thank you to the brilliant people, organisations and funds that support us to do the work we do with our hearts. When we first started out, it was really challenging for us to convince people around us that what we wanted to do was going to be worth it only if they could see what we saw in our minds. One by one, we managed to convey our vision of a more equitable world for women of colour and got people on board with GirlDreamer! Today we stand with a solid foundation, a strong community of women of colour and amazing supporters and well wisher's cheering us on as we keep building our community up.

Community is at the very core of who we are, so when people around us come together to support GirlDreamer's mission to educate, elevate and empower, we will do everything to ensure we're doing just that.

AWARDS & PRESS



Forbes 30 Under 30 Europe | 2021



Most Influential Leadership Development Enterprise | 2020



Best Digital CEO | 2020



UN Women UK - People of the Year Award | 2020



Most Influential Social Inequality Prevention Director (Western Europe)

AWARDS & PRESS



surfgirl



 NatWest

Forbes



QUEEN'S
COMMONWEALTH
TRUST

LOOKING FORWARD



GirlDreamer is set to launch a range of new programmes in the coming year based on the learnings of the past 18 months. Our focus for 2022 is to prioritise connection, both by building networks for GirlDreamers, as well as connecting them to our corporate partners.

Dream Partners

Many companies have asked how they can come together with GirlDreamer on a more meaningful and long-term level and so our response is Dream Partners. We are in the planning stages and early talks with some companies and brands who want to authentically reach, support and tackle the issues women of colour face in their respective fields. From sports and wellness to fin-tech, we are going to be working with companies and tailoring a partnership that is specific to them for a one year period. Combining our expert knowledge and deep community roots with the access and resources that these organisations can offer will help to begin changing the trajectory for young women of colour.

Dream Days

We firmly believe in two things. One is that a single experience can change your life and the other is “you can’t be what you can’t see”. Fusing these two beliefs together, we have decided to create Dream Days, where members of our community can have an experience day with one of our partners. This is where we work with companies or brands who would like more access and reach with women of colour to create an experience day (or two) in “their world”. Small groups of women of colour then have a chance to get an inside look into that world, get a feel for a ‘day in the life’ and gain vital access that could be the missing link in inspiring or understanding how they can be part of it all. They can ask questions, get a feel for and most importantly, begin to see what they can potentially be.

DreamState

The DreamState is a brand new digital platform that will provide members with access to networks, resources and tools for personal development. DreamState is our new way of being GirlDreamer. It’s a 2.0 version if you will. The DreamState is our new digital home, where we have designed our own platform to act as a virtual world for all things GirlDreamer. It will enable GirlDreamers to make personal and professional development plans, to connect with likeminded people and to gain practical advice on how to pursue their goals. From programmes, resources, workshops, personal development tools, think tanks and direct community interaction, we have found a way to centralise GirlDreamer so that we have a strong, simple and solution based approach to our work and our communities needs. We will soft launch this with

GirlDreamer alumni in Autumn 2021 with a full launch in Spring 2022. We will move all our existing community over during that time and welcome new members to the space during the full launch.

GirlDreamer Mastermind

Our digital approach to connecting like-minded GirlDreamers based on set themes and topics they can discuss in a safe space to add value to their personal and professional lives. Masterminds will run throughout the year seasonally. This will allow others to apply and join the network throughout the year. Each mastermind member will then become part of an alumni network where they can continue to support each other on their journey of growth and evolution.

A photograph of four women sitting around a white table in a bright, modern office setting. They are engaged in a conversation. The woman on the left has curly hair and is wearing a colorful patterned jacket. The woman in the center has long dark hair and is gesturing with her hand. The woman on the right has her hair in a high ponytail and is wearing a white turtleneck. The woman on the far right is wearing a black hijab and a black top. On the table, there is a glass coffee pot, a cup of coffee, and two containers of pens and markers. The background features large windows and indoor plants.

GirlDreamer Annual Report 2021

EDUCATE.
ELEVATE.
EMPOWER.

