Application Package

PROJECT AWARDS

Your guide to understanding Project Awards, shaping your idea and writing your application.

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What are **Project Awards?**

Trust-based grants to power **youth's social impact ideas** and advance their leadership skills, technical expertise and political influence in their communities and beyond.

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Who can apply?

Youth aged 13 to 25 with an idea to advance gender justice in their community.

On your own or as a group

Individual youth leaders and new groups or Clubs+ apply to Leader of Self. Clubs+ with at least one action apply to Leader of Peers.

Under 18?

You'll need authorization from an adult, who also co-signs your application.

One tier per application

Pick the tier that fits where you are today. The test two slides ahead can help.

Applied before?

You're welcome to apply again with a new idea or the next step of your work.

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FUNDING TIERS

This year, there are two funding tiers to choose from. Whether you're just getting started or your Club+ has already taken action, pick the tier that matches where you are now and where you want to go next.

LEADER OF SELF

Up to USD 500

For: new clubs or groups, or individual youth leaders, bringing Girl Up's work to their community for the first time.

Take your first step into youth-led action: plan it, lead it and put Girl Up on the map in your community.

LEADER OF PEERS

Up to USD 1,000

For: existing Clubs+ that have already carried out at least one action.

Deepen the quality of your work, strengthen your Club+ so it lasts and grow your impact where you live.

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LET´S BUILD YOUR APPLICATION

From idea to application, step by step

The next slides follow each question from the application in order.
For each one you'll find:

Question in the form: what we ask, and why

Think it through: steps or guiding questionsto shape your idea

Tips: what makes an answer strong

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ABOUT YOU OR YOUR GROUP

Questions in the form

Tier 1: alone or as a group, your group's name, team size and your story.

Tier 2: your group/Club+ name, active members, your story and identity.

Optional: a link to your socials or photos.

Why we ask this: to get to know you and what moves you.

Think it through

What connected you to the feminist movement?
If you are a group: How did you come together? What connects you?

Tier 1: What motivated you to take action? Why is now the right moment to start?

Tier 2: What actions have you carried out so far? Why is now the moment to grow? in what aspects do you need to grow?

Tips

- You don't need a long track record: what matters most is your **motivation**.
- Tier 1: it's OK if you haven't carried out any action yet.
- Tier 2: make it clear that you've already carried out at least one action.
- Be honest and personal with your answers.

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About your project

ABOUT THE ISSUE YOU WANT TO ACT ON

Question in the form

What issue affecting girls or gender equality in your community do you want to take action on, and why does it matter to you?

Tier 2: it can also be something within your own club or group

Think it through

Look around you: what do girls around you (in your community, school, area) struggle with? What have you seen or lived? Who does it affect?
Why does it matter to you personally?

Look at your club (Tier 2): what does it need to grow? Members, skills, visibility?

Tips

- Choose an issue that really matters to you and that you see up close.
- The more specific, the better: if the problem is too big, it's hard to see how your project responds to it.

👉Take your time to do a diagnosis of you, your team, the issue you want to address

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About your project

OVERVIEW OF YOUR PROJECT

Question in the form

Please provide a brief overview of your project. To build your answer, you can use these guiding questions: What does the activity or action consist of? Where will you do it? How will you carry it out?

Tier 2: *Is it based on something you've done? What did you learn, and what's new this time?*

Think it through

Steps:

1. Remember your issue and summarize it in one sentence
2. Brainstorming: list every idea that could respond to your issue.
3. Choose one considering these three factors: its impact on solving the problem, your enthusiasm for the idea, and its feasibility given the time and resources available (budget, equipment).
4. Sum it up as clear as you can: *we will do XX, with XX, where, so that XX changes.*

Tips

- Start with one sentence that sums up your project.
- Clear beats fancy: no need for filler words to "sell" it.
- Show how it responds to the issue you described, without repeating it.
- Small projects and events are welcome, as long as they respond to a real need.

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About your project

WHO IS THIS PROJECT WITH AND FOR?

Questions in the form

Who is this project with and for? *Tell us about the community you'll be working with. Who are they, and what is their connection to you or to the issue you care about? How will they take part in the project? What do you hope will change for your community, once it's done? (tier 2: and how will you know?)*

Approximately how many people do you hope will take part in your project?

Think it through

Map your people:

- Who will be participating in your project? how? Are they directly affected by the issue? In what way?
- How can they take part, not just attend?
- Do you already have a connection with this people?
- Who will help you make your project happen? teachers, families, local groups?

Tips

- If you can, be specific, not just "society" or “youth”
- Tell us why this group: what brings them close to you or to the issue.
- If possible, show that you understand your community, their needs, concerns, interests
- For the question on how many people will take part:
  - No need for a long answer: just an approximate number.
  - Be realistic: count the people your team and budget can truly reach.
- Small projects with deep connections matter just as much as big ones.

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About your project

ONLY TIER 1: WHAT DO YOU HOPE TO ACHIEVE?

Question in the form

What do you hope to have achieved by the end of your project, and how will you know you got there?

Think it through

Start from your purpose (why you're doing this), then name 2 or 3 concrete things you want to see by April.

Vague: "Raise awareness about menstrual health."

Clearer: "60 girls at our school know where to get free menstrual products."

Tips

- Keep objectives concrete and realistic: what will have changed when you finish?
- A simple way to know is enough: a short survey, counting participants or collecting testimonials.
- Tell us what success looks like for you.

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About your project

ONLY TIER 2: HOW WILL THIS PROJECT HELP YOU GROW?

Question in the form

How do you imagine this project will help scale, deepen or improve the work of your group, or strengthen gender justice or the Girl Up movement in your country?

Think it through

Growing can mean:

- Reaching more people
- Doing it better
- New members or skills
- Allies and visibility
- Keeping your club going
- A stronger Girl Up in your country

Think about a longer-term effect that you truly want to see happen in you group, and how this project contributes to that

Tips

- Pick the one or two that fit you best. No need to grow in every way.
- Be specific: what will be different for your club/group afterwards?

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About your project

TIMELINE

Question in the form: ***Tell us the main steps you need to take to implement your project, and the date or month for each one.***

You can use this **suggested template** to map the main stages of your project and roughly when.

Stage	What we'll do	When
1. Planning	Describe what needs to happen in this stage	December
2. Preparation	Describe what needs to happen in this stage	January
3. Implementation	Describe what needs to happen in this stage	February – March
4. Wrap-up	Describe what needs to happen in this stage (e.g.: Collect feedback, celebrate, prepare your final report)	April

Tips

- Funds arrive between December and January: plan any spending after that.
- Finish by the end of April 2027, leaving time for your final report.
- We don't need every task: just the main stages and roughly when.
- Keep your own calendar in mind: exams, holidays, other commitments. Be realistic on what you (and your team) can do in each period of time

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About your project

BUDGET

Question in the form: ***Please share an overview of your project budget, including a breakdown of costs***

Tier 1: up to USD 500
Tier 2: up to USD 1,000

Suggested template: an example for a workshop.

Item	What it's for	Cost (USD)
Printed materials	Flyers and worksheets for the workshop	60
Venue	Room rental for two sessions	150
Snacks	Refreshments for 30 participants	90
Total		**300**

Tips

• **You don't need to request the full amount: ask for what your project really needs.**
• Materials, venue, transport, food, printing, digital tools, stipends and accessibility costs can all be included here.

👉You won't have to report your expenses after implementation.
👉We're asking for this information to know how feasible your project is with the amount you're requesting and to get a general idea of what you plan to use the money for.

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KEY TIPS

BEFORE YOU HIT SUBMIT

Be realistic

Plan what your team can really do in the time you have.

Be honest

It's okay if this is your first action. Tell us where you really are.

Write simply

Short, clear answers in your own words. No fancy language needed.

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KEY TIPS

USING **AI** WISELY



AI can be a great tool to help you organize your thoughts, find the right words or get unstuck. Still, what we most want to read is your idea, your story and your voice. Nobody knows your community and your project better than you do. Use AI as support, not as the author.

⛔ DON'T

- Paste the question into AI and let it write the answer for you.
- Submit an AI answer without reviewing it first.
- Let AI make your answers longer than they need to be. Shorter and clearer is better.
- Include things you don't really know or understand just because they sound good.

✅ DO

- Start with your own idea, write it in your own words, and then use AI to help polish the writing.
- Use it to brainstorm when you feel stuck.
- Ask it to question you about your project, so you can keep improving it.
- Tell your story your way. Lately we've received many answers that all sound the same, and an original voice helps yours stand out.

HOW WE SELECT PROJECTS

WHAT WE LOOK FOR

LEADER OF SELF

- Motivation and commitment to start taking action.
- An idea connected to your interests and to an issue that matters to you.
- A doable project: the timeline fits Project Awards, has no overloaded moments and matches your time and skills.
- A budget that makes sense, up to USD 500.
- Openness to learn along the way.
- commitment to gender justice and to the community

LEADER OF PEERS

- A motivated group/Club+ that has carried out at least one action.
- A project that scales, deepens or improves your work, strengthens your club or strengthens Girl Up in your country.
- A realistic timeline.
- A budget that makes sense, up to USD 1,000.
- Openness to keep learning as a group.
- commitment to gender justice and to the community

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Past awardees 🤩

GET INSPIRED!

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Inspiration: **Past awardees**

SheCanTech

Mahtot · Ethiopia

Topic: Girls in Technology

Mahtot dreamed of seeing more girls in tech. With her team, she created a virtual program that teaches practical digital skills in local languages to girls in underserved communities, and connects them with women in STEM as mentors.



WHEN GIRLS R

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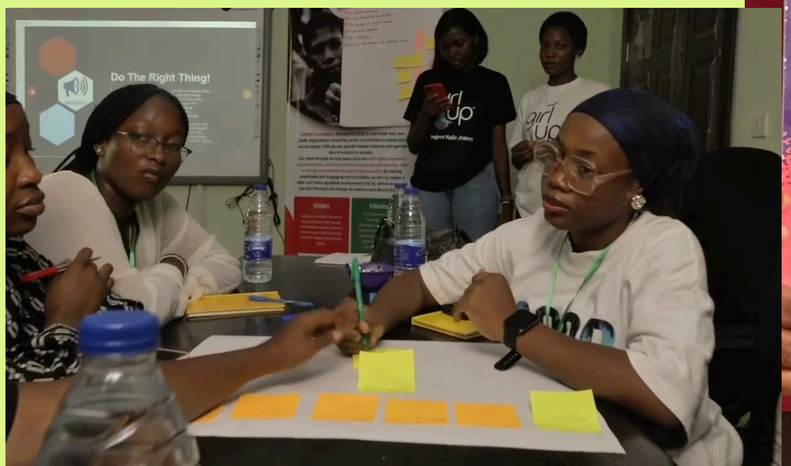
Inspiration: **Past awardees**

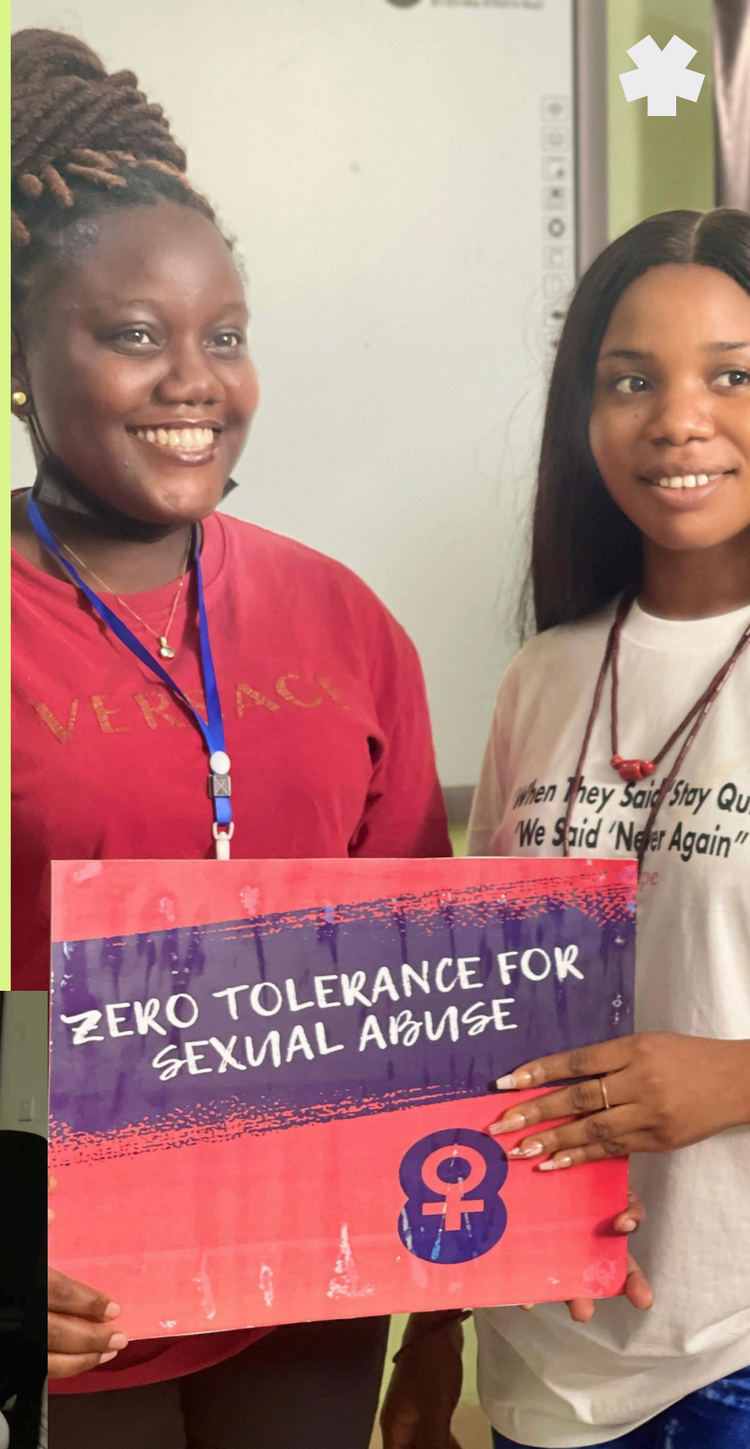
Project Safe Zones

Salvation · Nigeria

Topic: sexual and gender-based violence

Salvation and her team created a two-month initiative focused on preventing Sexual and Gender-Based Violence (SGBV) in university communities. The project encompassed training sessions, peer education programs, and outreach activities in local secondary schools, with the goal of equipping students and student leaders with the knowledge and skills to recognize, prevent, and respond to SGBV incidents.





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Inspiration: **Past awardees**

EmpowerHer

Amara · Zambia

Topic: menstrual equity

Amara and Girl Up Lusaka ran menstrual health and sexual and reproductive health workshops for young women aged 15 to 20. Participants learned to make reusable pads, received dignity boxes and kept the conversation going through peer-to-peer learning.





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Inspiration: **Past awardees**

Blacksmithing Blast

Taia · USA

Topic: mental health + STEAM

Taia mixed art, science and well-being: she hosted blacksmithing workshops for girls in her community to support their mental health and open the door to a male-dominated field. “Forging community through creative arts has never been more important.”





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We can't wait to read your idea!

Applications: October 15–31, 2026. No extensions.

QUESTIONS? WRITE TO AWARDS@GIRLUP.ORG
MORE INFO IN OUR WEBSITE