



generation *girl*<sup>TM</sup>

# Theory of Change

The Applied Materials Foundation believes that girls\* and young women deserve the opportunity to follow their dreams and reach their full potential. Despite the progress that has been made, girls and young women still face structural and societal barriers that can impede their success. This is especially true for girls of color and girls from low-income backgrounds.

**Through Generation Girl, we collaborate with nonprofit organizations to create a future where young women can reach their potential.**

## **We invest in organizations and programs that:**

- Support the development of girls' feelings of self-efficacy & confidence
- Increase girls' access to high-quality science, technology, engineering and math (STEM) programs
- Build the capacity of the girl-serving sector

## **So that:**

- Girls are equipped with the knowledge and confidence to enter professions where women are historically underrepresented
- Nonprofit organizations more equitably and effectively serve girls in their community

## **To make possible:**

- A better future where women, regardless of background, thrive in their field of choice

## **Research driving our strategy:**

- Addressing racial and gender bias within organizations; increasing access to high-quality girl's empowerment, leadership and enrichment programs; and strengthening networks within the girl serving sector will result in improved outcomes for girls\*\*
- Girls of color face unique challenges to success as they encounter both race and gender-based exclusion and discrimination that affect them differently and more intensively than they affect white women or underrepresented men of color\*\*\*
- The lack of philanthropic funding dedicated specifically for programs supporting girls requires a dedicated philanthropic strategy and funding stream\*\*\*
- We actively solicit input from grantees through our Generation Girl™ Community of Practice and conversations with other girl-focused funders and service providers to inform the direction of the initiative.

\* "Girls" refers to gender-expansive youth (cis girls, trans girls, non-binary youth, gender non-conforming youth, gender queer youth and any girl-identified youth). Definition courtesy of [Alliance for Girls](#).

\*\* [National Girls Collaborative Project: Women in the Workplace white paper](#)

\*\*\* [McKinsey & Co and Pivotal Ventures: Rebooting Representation report](#)

# Outcomes and Metrics

Funding Area	Initiative Outcomes	Initiative Metrics
Girls Empowerment	Girls will have increased feelings of self-efficacy	<ul style="list-style-type: none"> <li>• Belief in their ability to complete tasks</li> <li>• Belief in their ability to reach goals</li> <li>• Belief in their ability to overcome challenges</li> </ul>
	Girls will have increased self-confidence	<ul style="list-style-type: none"> <li>• Feel that they are in control of their own future - college, career, and otherwise</li> <li>• Feel confident in their current grade-level skills</li> <li>• Feel confident in trying new things</li> </ul>
STEM Programming	Girls will understand how STEM skills are relevant to their daily lives	<ul style="list-style-type: none"> <li>• Understand how STEM applies in the real world (e.g. design, transportation, medicine)</li> <li>• Understand how STEM intersects with their (non-STEM) interest areas and career goals</li> <li>• Understand that STEM skills can be used to create social good</li> </ul>
	Girls will have increased STEM interest	<ul style="list-style-type: none"> <li>• Increased interest in STEM</li> </ul>
	Girls will have increased STEM competence	<ul style="list-style-type: none"> <li>• Increased knowledge and understanding of concepts and skills that are critical to STEM</li> </ul>
	Girls will have increased awareness of STEM careers	<ul style="list-style-type: none"> <li>• Exposure to people, especially women, in STEM and STEM-related careers and/or STEM workplaces</li> <li>• Awareness of STEM career paths</li> <li>• Interest in pursuing a STEM career/can see themselves in a STEM career</li> </ul>
	Girls will have increased interest in pursuing a post-secondary degree	<ul style="list-style-type: none"> <li>• Increased interest in pursuing a post-secondary degree</li> </ul>
Capacity Building	Organizations and/or individuals will increase their capacity to provide high-quality gender-equitable programs to girls	<ul style="list-style-type: none"> <li>• Training/PD participants are equipped to use their learnings to support high-quality, gender-equitable programs to girls</li> </ul>
	Organizations will improve programming by strengthening relationships within the girl-serving sector	<ul style="list-style-type: none"> <li>• Organization's programs will be strengthened by new connections and collaboration facilitated by the grantee Community of Practice</li> </ul>

The Generation Girl™ Theory of Change and associated Outcomes and Metrics were developed in collaboration with the Initiative's external evaluators [Learning for Action](#).

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