



Until we are all equal

INTERNATIONAL Day of the Girl



Together, we are the ripple.
We won't stop until we
are all equal.

**Toolkit for
Instructors**

**Activities
starting on
page 10!**

Choose Your **Action**



This toolkit is designed to support Canadian educators, youth, and youth-serving organizations in fostering ***global citizenship** among young people.

At the heart of this toolkit is the belief in the power of the ripple effect: that one young person, anywhere in the world, can spark change that reaches far beyond their own community. Every conversation, every movement, and every act of ***advocacy** has the potential to create ripples that inspire others to act.

Through a series of engaging, reflective, and action-oriented activities, this toolkit supports young people in exploring global issues, amplifying their voices, and creating meaningful change.

Grounded in the idea of the ripple effect, each activity demonstrates how one person's action, no matter how small, creates a broader impact in their communities and beyond.

How to use these activities

Standalone implementation:

Each activity is designed to function independently, allowing facilitators to integrate them into classrooms, programs, or events as needed.

Sequential learning:

Activities can also be delivered in sequence, building on one another to deepen understanding of girls' rights, advocacy, ***international development**, and global citizenship leading up to International Day of the Girl on October 11.

Age-group suitability

Primary participants (ages 5–9):

Activities introduce young learners to fairness, equality, and global citizenship through creative, collaborative, and accessible approaches.

Intermediate and secondary participants (ages 10–18):

Participants explore real-world challenges affecting girls, develop critical-thinking skills, and engage in group-based advocacy and discussion.

Youth and young adults (ages 19–24):

Activities encourage deeper reflection, independent action, leadership, and civic engagement, including advocacy efforts and community impact initiatives.



***Global citizen** is

someone who recognizes their connection to the world beyond national borders and takes responsibility for creating a more just, sustainable, and inclusive society. A global citizen understands that their actions, no matter how small, can ripple outwards to help create a better world for all.

***Advocacy** is a powerful tool used to bring attention to issues, influence decision making, and promote meaningful change. Advocacy can look like amplifying marginalized voices, educating the public, and influencing policy.



***International development** is the effort to reduce disparities among countries and improve quality of life across the world. It focuses on improving the economic, social, and human well-being of countries and communities.



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The Ripple Effect

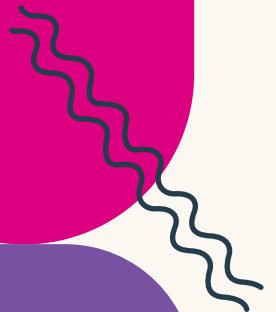
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About Plan International Canada

Plan International is an international development and ***humanitarian** non-profit organization that advances children's rights and equality for girls. We believe in the power and potential of every child – but this is often suppressed by poverty, violence, exclusion, and ***discrimination**. And it is girls who are most affected.

We tackle the root causes of gender inequality as we create a world where all children can learn, lead, decide, and thrive. We work with children, young people, families, supporters, community-based organizations, and governments to develop long-term solutions that help children, especially girls, reach their full potential. We drive changes in practice and policy at local, national, and global levels using our experience, partnership, and knowledge.

Together, we won't stop until we are all equal.



How Plan International Canada supports girls

Achieving the United Nations' Sustainable Development Goals of "leaving no one behind" requires transformation at multiple levels. At Plan Canada, we work to ensure that every person and child has their basic human rights recognized and respected. We focus on removing the barriers that harm and limit girls in particular, and we help open opportunities so that every girl can reach her potential.

Our five areas of expertise – health, education, humanitarian response & resilience, youth leadership & economic empowerment, and protection from violence – show what this commitment looks like in practice. Read more on the next page.



***Humanitarianism** is the belief that every human has the right to life, safety, and peace. It is acting without prejudice, bias, or discrimination when helping those in crises. It also means remaining neutral to provide support to communities based on need, no matter who they are.

***Discrimination** is the unfair, unequal, or prejudicial treatment of a person or group based on personal traits. It denies individuals equal rights, opportunities, or benefits and can be based on characteristics such as race, gender, age, religion, or disability.



Learn more about how Plan Canada is addressing the inequalities girls face around the world.

Our 5 Areas of Expertise

1. Health

Our teams work with community officials to improve how health care is delivered. By training front-line providers, we help ensure that children, teen girls, and women receive timely treatment that meets their unique needs. We rebuild and equip health centres so they have what they need to provide good care to everyone. Beyond supporting basic health services, our work includes prevention and treatment programs for diseases like AIDS/HIV, tuberculosis, and malaria. We also help people learn to advocate for their right to access health services and critical care.

See the impact: When families in Zimbabwe were having to walk up to nine kilometers to get life-saving mosquito nets to prevent malaria, we worked with the communities to come up with creative solutions to get the nets directly to people's homes.

2. Education

We collaborate with education officials and communities to make sure children and young adults have access to education. We support preschool, primary, and secondary school students and provide job training to young adults. We help students catch up if conflict or disasters have kept them out of school, and we're experts at providing opportunities for children to continue to learn, even during emergencies.

See the impact: Bawk Nu, 24, lives with her husband and three-year-old son in a camp for internally displaced people in Myanmar. Through a Plan program, she completed basic computer skills training and job-readiness sessions, and now she is launching a home-based juice-making business to support her growing family.

3. Humanitarian Response & Resilience

We help people forced from their homes during crises, providing necessities like food, cash assistance, clean water, latrines, and safe places where children can play and learn. Through health and protective services, we address girls' increased risks of early and forced marriage, adolescent pregnancy, and violence. We also help communities deal with financial challenges and prepare for climate-related disasters.

See the impact: Loko and her family lost 69 of their 70 cows – their main source of income – when Ethiopia faced its worst drought in 40 years. Plan's response provided cash transfers equivalent to C\$110 to 2,500 families like Loko's so they could buy what they needed most.

4. Youth Leadership & Economic Empowerment

Our programs help youth in Canada (ages 14 to 24) develop their knowledge and advocacy skills around global issues. Internationally, we teach young people how to manage their money and create savings groups. Working alongside communities and youth-led groups, we challenge harmful beliefs that prevent everyone from being treated equally.

See the impact: Marya, 24, speaks out because she knows the importance of including diverse perspectives in social change movements. Whether she's speaking to corporations or at a United Nations event, this disability rights activist knows: "Youth are the people who are going to change the world."

5. Protection from Violence

We support initiatives that keep children, especially girls, safe by helping prevent early and forced marriage, female genital mutilation, and violence against women and girls. We ensure that girls are included in making the decisions that affect their lives.

See the impact: Andreína, 12, is often the youngest person in the room when she leads sexual education discussions at her school in Bolivia. With training from Plan, she shares crucial information with teens on how to prevent adolescent pregnancy, which has high risks for life-threatening complications.



What Does **Equality** Look Like?

Did you know that the World Economic Forum predicts it will be a staggering 123 years until we close the *gender gap in health, education, and political and economic participation? That's a timeline we refuse to accept. When girls aren't given equal resources, the effects ripple out into the community and the world.

Equality means everyone has the same rights, opportunities, respect, and ability to participate in decisions that affect their lives. But equality does not always mean treating everyone exactly the same. Sometimes, we need to remove barriers or provide additional support so that everyone can enjoy the same rights and opportunities.

What does equality look like?

Together, we can work toward a world where all girls:

- › Can go to school and complete their education
- › Can avoid early marriage
- › Can live free from violence
- › Are protected from harmful practices
- › No longer bear the brunt of unpaid care work
- › Can decide when to have sex
- › Stop dying during childbirth from preventable causes
- › Are valued equally to boys
- › Have the freedom to shape their own lives

* **Gender gap** is any disparity in participation, access to resources, rights, or social standing that is based on gender.



But what about boys?

Focusing on girls doesn't mean excluding boys. In fact, we need to actively engage men and boys as partners in our efforts to advance equality. True progress requires boys and men to see themselves as allies, supporting girls and young women as they assert their rights and pursue their full potential.

Exploring **Global** Issues

Before jumping into the activities, take a few minutes to help your participants understand some of the barriers girls face around the world. Use the areas below as conversation starters, choosing the ones that feel most relevant to your group. You do not need to cover every issue, and participants do not need to become experts. The goal is to build context and curiosity so they can identify an issue they care about and think about what change could look like.

- **Girls' education:** Around the world, girls face barriers to accessing and completing their education, including poverty, discrimination, caregiving responsibilities, child marriage, conflict, and unsafe schools.
- **Health:** Girls may face barriers to accessing health care, information, and services, including limited financial resources, stigma, and unequal decision-making power.
- **Violence and safety:** Girls can experience gender-based violence, abuse, and exploitation in their homes, schools, and communities and online.
- **Early and forced marriage:** Some girls are married before they are ready or able to make that decision for themselves. This can limit their education, safety, and future opportunities.
- **Harmful practices:** Practices such as female genital mutilation (FGM) can have serious consequences for girls' health, safety, rights, and opportunities.
- **Climate change and crises:** Conflict, disasters, and climate change can deepen existing inequalities. Girls may face greater barriers to education, safety, health care, and access to resources during a crisis.
- **Unpaid care work:** Girls are often expected to take on household chores and caregiving responsibilities, which limit the time they have for school, work, rest, and participation in their communities.
- **Leadership:** Girls' voices are not always included in the decisions that affect their lives and communities. Creating opportunities for girls to lead and participate helps ensure that their experiences and ideas help shape solutions.
- **Economic opportunity:** Girls and young women can face barriers to skills training, employment, financial resources, and leadership opportunities.

As you explore these issues, encourage participants to ask:

- Who is affected?
- What barriers exist?
- Why do they exist?
- What could be different?

Then, use the activities in this toolkit to help participants move from understanding an issue to taking action. Every ripple starts with understanding what needs to change.





The **Ripple** Effect and Why It Matters

It's increasingly difficult for children to grow up safely. Rising poverty, climate disasters, conflict, hunger, and unequal access to education and information are putting children's health and futures at risk, especially for girls.

At Plan International Canada, we know that equality for girls is non-negotiable. Every child should have the same opportunity to learn, lead, and thrive, and we all have a role in building a fairer world. We believe that change happens through a ripple effect: that one young person, anywhere in the world, can spark change that travels far beyond their own community. Just as a single drop of water creates ripples that spread across a pond, one action can

inspire another, creating waves of impact that last. Every conversation, act of kindness, advocacy effort, or community initiative has the power to influence others and drive meaningful change.

We believe that together, we are stronger. Plan Canada works with children, youth, and communities to tackle the root causes of ***inequality** and create lasting progress. Guided by determined optimism and the leadership of girls and communities worldwide, we know that small actions can challenge injustice and that everyone can help build a better world.

Together, we are the ripple – and we won't stop until we are all equal.



***Inequality** refers to the unequal distribution of resources, opportunities, privileges, or power among individuals or groups within a society.

International Day of the Girl and Its History

Around the world, girls face discrimination simply because they're young and female, yet they're powerful changemakers. Observed every year on October 11, International Day of the Girl (IDG) is a global moment to listen to girls, amplify their voices, celebrate their achievements, and push for change on the barriers standing in their way.

In 2011, Plan International Canada was a driving force in the global effort to establish a dedicated day for girls at the United Nations. With strong support from the Government of Canada, the proposal was brought to the United Nations, highlighting the urgent need to address the persistent inequalities and dangers that too many girls face around the world.

On December 19, 2011, the United Nations General Assembly adopted Resolution 66/170, declaring October 11 as the International Day of the Girl Child – a day to recognize

girls' rights and the unique challenges that girls face around the world. The day was first celebrated on October 11, 2012.

IDG was created in partnership with girls who believed that it could serve as a launch pad for global action on girls' rights. Plan Canada listened to and amplified their stories, ideas, and perspectives that made it clear an international day dedicated to girls would shine a light on their lack of representation in global development and drive momentum toward gender equality.

IDG builds momentum toward the UN's Sustainable Development Goal 5: achieving ***gender equality** and empowering all women and girls. The day recognizes girls' rights and the unique challenges they face. It celebrates all they have accomplished. And it's an investment in a better world for all – because when girls shape their own futures, they strengthen families, communities, and the world.



While building a coalition in support of IDG, Plan Canada delegates approached Canada's Minister for the Status of Women at the time, the Honourable Rona Ambrose (above). Minister Ambrose stepped up to the challenge, and with her strong support, International Day of the Girl was made possible. She later became a Board Chair of Plan International Canada.

***Gender equality** is a state in which all persons – regardless of their gender, sexual orientation, gender expressions, gender identity, or sex characteristics – enjoy the same status in society, have the same entitlement to all human rights, enjoy the same level of respect in the community, can take advantage of the same opportunities to make choices about their lives, and have the same amount of power to shape the outcomes of these choices.



Activity

01

The Ripple Effect



WAVE MAKER Muzhda

Muzhda is an activist and a Plan International Canada fellow of the Systemic Change Fellowship who has made ripples as the founder of CodeGreenAfG (and the creator of this activity). What began in her small home as a refugee in Pakistan, teaching girls to code, has grown into a platform that offers digital skills training and access to books, as well as global advocacy for education rights.

Purpose

Encourage participants to identify challenges affecting women and girls. Explore how small actions can create meaningful change.

Learning outcomes

- Recognize how collective actions create broader change.
- Foster connections and collaboration skills among participants.

Timeline

Begin one week before IDG.

Number of participants

5–30 participants, divided into groups of 2–5

Time of activity

10–30 minutes

Recommended age group

- **Ages 4–9:** Complete as a large group.
- **Ages 10–24:** Complete in small groups.

Materials you'll need

- Paper & pencils
- Sticky notes
- Large poster paper
- Laptop



My hope is that every girl, including those in Afghanistan, will one day walk into a classroom without fear, knowing that her education is not a privilege to be fought for but a right that will never be taken away.” —MUZHDA



Instructions

1. Identify a challenge: In breakout groups or as a classroom, identify one challenge that affects women and girls in your community or around the world. (Possible examples: girls' education, access to health care, climate change and its impact on girls and women, gender-based violence, access to sports and recreation, mental health supports, leadership opportunities for girls.)

Be specific about the challenge.

Consider:

- Who is affected?
- How are they affected?
- What is the root problem?
- Where would you like to address this challenge?

Example: A lack of funding for school-based mental health supports designed for girls.

2. Identify a small action: Each group member suggests one small action to address the challenge.

Examples: Write a blog, raise awareness, start a conversation with a mentor, create artwork or a poster.

3. Identify the ripple effect: As a group, imagine how your small actions could lead to larger change.

- How could this small action create a ripple effect?
- How could one ripple become a wave?
- Who else might get involved?
- What larger change could result over time?

Facilitators should encourage creative thinking and big impact while helping participants make realistic connections between action and outcomes.

4. Identify the impact: There are endless solutions you can create. But ideally, they need to be **SMART**:

- **Specific:** Clearly define what you want to achieve.
- **Measurable:** Ensure that you can track progress and measure success.
- **Achievable:** Set realistic and attainable goals.
- **Relevant:** Ensure your action connects to the challenge you identified.
- **Time-bound:** Establish a timeline.

5. Share with the group:

Return to the larger group and share:

- Your challenge
- Your small action
- Your ripple effect
- Your impact

Instructors should discuss similarities among groups and how collective actions work together to create broader change.



Activity 02

Reflective Postcards



WAVE MAKER

Sedra

Sedra, an activist and Girls Belong Here alumni, made ripples at age 11 when she and her younger sister, Shahd, launched Elegant Art, an initiative that uses the power of art to amplify the voices of children in refugee camps. By selling plantable postcards of their art, they have raised thousands of dollars to support more than 170 children and nine community initiatives.

Purpose

Spark conversations around issues affecting girls. Use creative expression as a powerful tool to raise awareness and inspire global advocacy.

Learning outcomes

- ▶ Use creative expression to imagine what a different world might look like.
- ▶ Use what energizes and inspires you through art to inspire others into advocacy.

Timeline Begin one week before IDG.

Number of participants

10–100+ participants

Time of activity 5–15 minutes

Recommended age group

Ages 5–24

Materials you'll need

- ▶ Blue paper
- ▶ Multicoloured postcards
- ▶ Scissors
- ▶ Glue or tape
- ▶ Markers, crayons, coloured pencils, or paint
- ▶ Additional art supplies (stickers, magazines for collages, glitter, etc.)





My hope for the future is that every child gets the chance to be a child before the world asks them to be anything else.” —**SEDRA**



Instructions

- 1. Build the base:** Cover a large poster board, bulletin board, wall, or other display area with blue paper to create a “water” background. At the top, add the words: *Be the ripple that moves us closer...* and at the bottom: *Until we are all equal.* Display it prominently in a classroom, hallway, or school entrance!
- 2. Introduce the theme:** In the centre, place a large raindrop cut-out to represent the beginning of the ripple effect, with the words *She demands/deserves:* Ask participants to reflect on and respond to that prompt:
 - › What are your hopes and dreams?
 - › What do you want to be different?
 - › What do you want to achieve?
 - › What would you like everyone to have access to?
 - › Who do you want to be?
 - › How do you wish to be seen?
- 3. Each person creates a ripple:** Hand out a postcard to each person and ask them to create artwork inspired by the slogan “Be the ripple that moves us closer – until we are all equal.” They can draw, paint, write, decorate, or create a collage. Instructors should encourage creativity and self-expression. No two ripples should look the same!
- 4. Assemble the ripple effect:** Attach all completed ripples to the shared background, arranging them around the central raindrop. Slightly overlap pieces to create the effect of ripples expanding. As more ripples are added, the display will visually demonstrate how individual voices and actions create change.



Activity

03

Letters to Your MP



Purpose

Empower children and youth to take advocacy action in their community. Demonstrate how their voices can influence decisions that impact girls both locally and globally.

Learning outcomes

- Enhance communication strategies with letter-writing skills and perspective-sharing.
- Develop clear and concise advocacy messaging for a specific audience.

Timeline Begin a week before IDG or complete the activity during IDG.

Number of participants

5–30 participants, working individually or in groups of 2–3

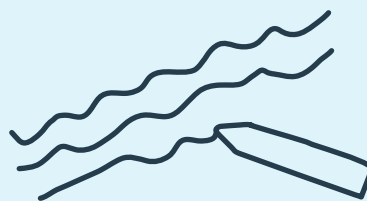
Time of activity 30 minutes–2 hours

Recommended age group

- **Ages 4–9:** Complete as a large group.
- **Ages 10–18:** Complete in small groups.
- **Ages 19–24:** Complete independently.

Materials you'll need

- Paper
- Pencil or pen
- Laptop or tablet (optional)



Instructions

Write a letter to your Member of Parliament (MP)! Be the ripple that starts change by writing a personal letter to your MP. Writing to elected officials is one way to make your voice heard and advocate for issues that matter to you. Many MPs respond to letters and will be happy to forward your request to the relevant Minister or government department. Every letter helps raise awareness about issues affecting girls and communities. See an example letter on the next page. You can find out who your MP is by searching your postal code on the House of Commons' [Current Members of Parliament](#) page.

How to get started: Introduce yourself and share why you care about the issue. It's also helpful to acknowledge your MP for any supportive actions they have already taken.

Make your letter EPIC. A simple framework to organize your message:

- **E = Engage your MP.**
Capture their attention with a personal story, observation, question, or passionate statement.
- **P = State the problem.**
Describe the issue and its impacts. Focus on the human impact of the problem, using first-person stories, facts, and statistics.
- Consider:**
 - Who is this impacting?
 - How serious is the problem?
 - Why is it important to solve?
- **I = Inform about the solution.**
Give examples of how to fix the problem. One persuasive technique is to include solutions that have been used successfully somewhere else.

➤ **C = Call to action.**

Clearly state what you would like your MP to do. Be specific and actionable.

Ask for a response. Invite your MP to respond and be clear on how they can get in touch with you, either by email or mail.

Instructions for younger participants:

Write a letter as a group.

1. Before starting to write, discuss an issue that affects girls worldwide or in Canada.
2. As a class, conduct age-appropriate research about the topic.
3. Brainstorm ideas and personal reflections.
4. Then write a collective group letter.

How to send your letter:

➤ **By mail:**

You can type or handwrite a letter to your MP. One of the easiest ways to send a letter is to mail it to their Parliament address. Mail sent to Members of Parliament is free, and it does not require a stamp! Simply address your letter like this:

*MP's full name
House of Commons
Ottawa, ON K1A 0A6*

➤ **By email:**

Visit the [House of Commons website](#) to find your MP's email address. Enter your postal code to locate your MP's profile page, and use the contact information provided.



Top writing tips

- **Be concise:**
Aim for one to two pages.
- **Stay focused:**
Choose one issue and support it with two or three key points.
- **Personalize your message:**
Share your experiences, observations, and reasons for caring. MPs and their staff have confirmed on numerous occasions that an original letter by someone who is passionate is far more meaningful and memorable.

Activity

03

Letters to Your MP (cont.)

Example letter

Subject: Youth call for Canadian leadership on girls' education at the 2025 G7 Summit

Dear Ms./Mr. [Your MP's full name here],

As members of Plan International Canada's Youth Network, we are writing to you in your role as a Member of Parliament to share youth perspectives on what Canada's leadership can and should look like at the 2025 G7 Summit in Kananaskis, Alberta.

Across Canada, young people are deeply concerned about the growing challenges facing our world – especially the global education crisis.

1. The number of school-age children in crises worldwide who require support to access quality education has reached 234 million – an increase of 35 million over the past three years. (Education Cannot Wait, *State of Education for Crisis-Affected Children and Adolescents: Access and Learning Outcomes – Global Estimates 2025*, January 2025)
2. Humanitarian funding for education decreased in 2023 to US\$1.12 billion, a 4% drop from the year before. Education requirements in the UN's global humanitarian appeal fell to \$1.7 billion in 2024, a decrease of 26% from the year before. (Global Partnership for Education, *Financing for education in crisis: Where do we stand?*, July 2024)
3. According to UNICEF estimates, around the world, 122 million girls remain out of school, including 34 million of primary-school age and 87 million of secondary-school age.

These intersecting crises are not just statistics; they shape our daily realities and our futures. Failing to prioritize education, particularly for girls, not only deepens cycles of poverty and inequality but also results in significant lost economic potential. To ensure truly inclusive solutions, we must recognize and address the intersectional barriers – such as those related to disability, race, displacement, and socioeconomic status – that further marginalize girls and young women in crisis contexts. We are calling on the Government of Canada to champion bold, inclusive, and accountable leadership at the G7 that reflects the rights, needs, and voices of young people.

As a global leader and long-standing advocate for gender equality, Canada has a critical role to play in ensuring that youth, particularly girls and young women, are central to G7 priorities.

At this year's G7, we urge you to:

1. **Invest in girls' education.** Every \$1 invested in an additional year of secondary schooling for girls yields a return of approximately \$2.80. Educated women are more likely to invest in their families and communities, creating a multiplier effect that drives sustained economic growth. (UNICEF, Girls' Education)
2. **Reaffirm and build upon the Charlevoix commitment** by putting education firmly back at the centre of the G7 agenda. Specifically, by launching a new global commitment to expand the education system's capacity to prevent violence, build social cohesion, and promote resiliency, recovery, and peace.
3. **Close the education financing gap** and commit to achieving Sustainable Development Goals (SDGs). The G7 must commit to closing the US\$97 billion funding gap in education funding worldwide.

Research consistently shows that supporting women and girls drives peace, stability, and security. Economically, enabling more girls to complete school and enter the workforce increases GDP, strengthens communities, and enhances national security.

The G7 brings together the world's advanced economies to address the most pressing issues facing the world. We believe that investing in education, especially for girls and young women, is not only a moral imperative but also a strategic investment in our shared future.

We urge you to take this call forward in your G7 advocacy and negotiations, ensuring that youth voices and girls' rights are central to Canada's leadership on the global stage.

Sincerely,
The Plan International Canada Youth Network

“



I hope world leaders will acknowledge that prioritizing girls' education is not a choice but a necessity for long-term peace and resilience of everyone.”

—PLAN CANADA YOUTH COUNCIL MEMBER MUSKAAN

“Witnessing the persistent organizing and advocacy efforts of young people worldwide, I am hopeful that this momentum will carry forward within future generations to achieve meaningful change.”

—PLAN CANADA YOUTH COUNCIL MEMBER THOMAS



WAVE MAKERS

Plan Canada's Youth Council

Plan International Canada's Youth Council wrote a powerful open letter calling on Canada's G7 Sherpa to take bold action, urging the government to prioritize girls' education in crisis-affected countries. Backed by youth voices nationwide, the Youth Council is advocating for a future where every girl can learn, no matter where she lives.

Activity

04

Fundraising for Change



WAVE MAKER

Bhanvi

Bhanvi, an activist and former Plan International Canada Youth Council member, made ripples when she decided to use her birthday as a platform to fundraise for Plan International Canada. Instead of asking for gifts, she asked people to spend that money on donations instead. By amplifying her fundraiser through social media, she was able to raise over \$350!

Scan here to learn how to set up a fundraiser through social media.



Purpose

Empower young people to support initiatives that advance girls' rights and equality.

Learning outcomes

- Encourage youth to identify a local or global issue that matters to them.
- Develop an understanding of global citizenship.

Timeline

Begin one month to one week before IDG.

Number of participants

1–100+ participants

Time of activity

30 minutes–2 hours to launch and plan the fundraiser, with fundraising taking place over several days or weeks.

Recommended age group

14–24 years old

Materials you'll need

- Poster paper
- Markers
- Goal-setting template or fundraising thermometer
- Fundraising tracking template



Institutions can continue to amplify the amazing grassroots work that young people are doing globally.” — **BHANVI**



Instructions

1. As a class, discuss how fundraising creates a ripple effect.

Encourage participants to reflect on how collective action can help create opportunities for girls and young women.

Consider:

- › How can one donation make a difference?
- › How do many small donations create larger change?
- › Who benefits from the funds raised?
- › What impacts could the fundraiser have locally or globally?

2. Set a fundraising goal. As an individual, group of friends, class, or school, determine whom or what you would like to support, and set a goal for how much money you're aiming to raise. Consider connecting your fundraising efforts to an issue affecting girls and women or a cause that aligns with one of Plan Canada's [Gifts of Hope](#). Gifts of Hope create lasting impact by funding projects focused on girls' health, education, clean water, emergency aid, and more.

Scan the code to learn more about a Gift of Hope that supports youth leadership training.



3. Plan your fundraiser.

Possible ideas include:

- › Bake or craft sale (example: Sell your ripple postcards)
- › Walkathon
- › Sports tournament
- › Talent show
- › Community event
- › A movie screening (see Activity 5)

4. Create a visual to track your fundraising.

Display a visual fundraising tracker beside your Ripple Effect bulletin board (from Activity 2). This could include:

- › A fundraising thermometer
- › Paper ripples that are added as donations are collected
- › A progress chart showing milestones in the shape of a ripple

5. Partner up to take your fundraiser to the next level.

Partnering with a larger organization can extend the reach of your fundraiser. Possible partners include:

- › Grant funders
- › Small trusts and foundations
- › International non-governmental organizations (NGOs)
- › Local NGOs and civil-society organizations (CSOs)
- › Embassies and consulates
- › International multilaterals (e.g., UN or EU agencies)
- › Corporations, businesses, and brands
- › Community partners and community fundraisers
- › Local/municipal government budget for youth/children's activities



Activity

05

Community Film Screening



WAVE MAKER

Aisha

Aisha, an activist and Girls Belong Here alumna, was just 15 when she published her debut children's book, *Crowned in Curls*, a celebration of Black identity and self-love. In 2025, she released her second book, *Ambitious Girl Paralysis*. She helped raise awareness around the importance of girls' education and preventing child marriage by joining a panel discussion during Plan Canada's film screening of *NAWI: Dear Future Me*, and she continues to expand her impact through workshops on storytelling and self-expression for young women.

Purpose

Host a screening event with youth-made films or existing documentaries or videos to build awareness and discussion about girls' rights.

Learning outcomes

- ▶ Build awareness and understanding around girls' rights.
- ▶ Bring a community together for a joint purpose.

Timeline

Begin one month to one week before IDG.

Number of participants

5–100+ participants

Recommended age group

5–24 years old

Materials you'll need

- ▶ A youth-made film or an existing documentary, film, or video
- ▶ A screen, TV, or projector



Instructions

1. Select a film: Have participants research or share a youth-made film or an existing documentary or video focused on girls' rights that has inspired them. This could showcase past work that youth have created about girls' rights – or you could encourage youth to make a film about a girls'-rights issue they are passionate about! You can watch some of Plan International Canada's mini-documentaries on our [YouTube page](#).

2. Find a location: Look for a community location that can host a public viewing.

Consider:

- Schools (in a classroom or gymnasium)
- Parks
- Libraries
- Local restaurants
- Community theatres

3. Choose a time to watch when the most people can come. For an event held at school, schedule it during the school day. If family and community members are invited, consider doing it in the evening or on a weekend.

4. Invite friends, family, and communities to come out and learn. Advertise your screening event using posters, social media, or word of mouth. Encourage youth to be creative when inviting and advertising the event!

5. Share what you've learned: Lead a discussion on how to advocate for girls' rights. Encourage community members, family members, and friends to share challenges they've learned about and how they've been inspired, and discuss what next steps look like.





Continue Creating **Ripples**

Every ripple begins with one action. Join our youth programs to become a wave maker!



Build your confidence. Build your self-esteem, confidence, knowledge, and skills to step into a leadership role to start creating change. Learn the basics of how you can influence global issues.



Spark your passion. You care about social justice – here's your chance to spark your passion for global issues into action alongside a community of young changemakers like you. Enhance your knowledge and networks to drive community action and public engagement.



Amplify your voice. Amplify your activism efforts! Join our policy and advocacy campaigns to speak on issues related to equal rights, youth leadership, climate change, global health, education, humanitarian action, and more.

Scan the code to learn more about these opportunities.





Opportunities

- ▶ **The Power Within** is one of our early intervention programs that supports young people as young as 10 in developing their self-esteem and body confidence by challenging gender norms and beauty ideals. This in turn supports them in building their leadership skills to advocate for global girls' rights.
- ▶ Through our **Girls Belong Here** (GBH) program, youth step into a leader's role with a partner organization, exchanging ideas with leadership, receiving mentorship, and contributing to key organizational goals. GBH participants can also join Innovation Hubs, where they work alongside partners and other young people to address a challenge or issue that the partner organization faces.
- ▶ Our **Youth Council** is made up of young leaders throughout Canada who advocate for global girls' equality and children's rights as advisors to and ambassadors for Plan International Canada. The Youth Council supports the development of our organization's strategic direction and initiatives, ensuring that youth perspectives are woven into the fabric of our organization. Council members also represent Plan Canada at various local and global forums.
- ▶ The **Eureka Fellowship for Youth Changemakers** is a national leadership program that aims to identify, spotlight, and amplify the incredible impact of inspiring young changemakers across Canada who are tackling some of the biggest global challenges of our time, such as health equity and environmental protection.

Other ways you can start a ripple:

- ▶ Share this toolkit with your friends, family, and school.
- ▶ Spread awareness about International Day of the Girl.
- ▶ Post on your own socials and tag Plan Canada.
- ▶ [Donate](#) to support girls' rights and equality.



Thank **you!**



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