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About the Collaboration

Background

The Nike Foundation and the NoVo Foundation have joined forces based on a shared passion for a new and extremely promising area of philanthropic investment: adolescent girls as a powerful force for change.

With a dedication to finding solutions that offer exponential returns, we are aiming to invest \$100 million in unleashing the ripple effect of adolescent girls. Together, we seek to leverage exponentially more resources from public and private sources directly to adolescent girls through advocacy, awareness and impactful programs.

Program Focus – Seeding and Building Best Practices

Until now, adolescent girls have been mostly overlooked as an area of philanthropic investment. Because this work is so new, we seek to find, fund and refine the best models for girls, whether they exist in small scale at the grassroots, medium scale at the grass-tops, or large scale within institutions. Our goal is to distill best practices for girls, so that other organizations can replicate and scale such efforts for even greater impact.

Together, the Nike Foundation and NoVo Foundation seek to raise awareness of both the state of the world's adolescent girls and their potential. Our advocacy efforts focus on getting girls on the global agenda. We believe that everyone – no matter who or where they are – can leverage their own spheres of influence on behalf of adolescent girls. Governments can eliminate discriminatory laws and to develop and enforce supportive laws addressing violence, discrimination, education, identification, health, marriage and divorce, inheritance, citizenship, etc. The private sector can develop training programs, support transitions from school to work and develop policies against discrimination. NGOs and donors can work together to develop girl-specific strategies and interventions.

This collaboration seeks to identify and enable the most promising opportunities for girls.

Why Collaborate?

The Nike and NoVo Foundations are combining individual strengths. By combining resources we consolidate our efforts as well as those of applicant organizations. This collaboration allows us to focus even more resources where they are most needed: on girls.

The Nike Foundation brings a girl-focused portfolio, branding and communications expertise, and infrastructure, and is the operational entity that manages and administers the strategy and portfolio. The NoVo Foundation brings resources, a complementary focus on women and girls, and a commitment to innovation and fresh ideas. NoVo brings significantly more outside resources, high-profile advocates and the opportunity to actively engage more funders in this important area of investment.

Measuring Success

As a relatively untested and new category of international development, there are no commonly held measurements of the social, economic and health benefits of investing in adolescent girls. Core to our work is creating those effective measurement tools, working in collaboration with key research partners.

In addition to our monitoring and evaluation work, success for us means we have identified and helped refine programs that work for girls, and are measuring them in a way that demonstrates impact and invites additional investment. We aim to capture evidence and engage other organizations to bring best practices to scale, ultimately reducing poverty in developing countries. We hope to generate our own ripple effect by raising awareness and mobilizing significant levels of additional resources for girls.