



HERLEAD
A FELLOWSHIP FOR YOUNG WOMEN ON THEIR WAY

Thank you for playing an active role in the HERlead Fellowship, a partnership between ANN INC., the parent company of Ann Taylor, LOFT and Lou & Grey, and Vital Voices Global Partnership which provides leadership training and mentorship to the next generation of women leaders. Your critical involvement begins with one simple question:

**KNOW A GIRL WHO WANTS TO
CHANGE THE WORLD?**

If yes, please encourage her to apply to become a HERlead Fellow at HERlead.org.

To help explain the HERlead Fellowship to the exceptional young women in your community, enclosed are the following materials to support your efforts in spreading the word:

- About the HERlead Fellowship
 - HERlead Overview
 - Sample Application

- Materials from the 2018 HERlead Program
 - How to Apply for HERlead Grants

- HERlead Social Media Tips

Thank you again for spreading the word about HERlead! We look forward to hearing from the young women in your life.

If you have any questions, please contact us at: HERlead@vitalvoices.org.



HERLEAD

ABOUT HERLEAD

THE HERLEAD FELLOWSHIP

Since 2011, over 280 high school girls from across the U.S., Canada and Puerto Rico have been trained, mentored and inspired to become the next generation of female leaders through the HERlead Fellowship (formerly known as the ANNpower Vital Voices Initiative).

A groundbreaking partnership between ANN INC., parent company of Ann Taylor, LOFT and Lou & Grey, and Vital Voices, the preeminent non-governmental organization (NGO) whose mission is to invest in women leaders who improve the world, the HERlead Fellowship is designed to empower young women and equip them with the leadership skills they need to effect global progress, invest in their communities and begin their journeys as the next generation of leaders.

As a family of brands, ANN INC. inspires and connects with women to put their best selves forward every day. Through products, experiences and impact-oriented programs, the company is dedicated to helping women find their voices and develop leadership skills, but we know it takes more than that. To truly thrive during our life journeys, we need mentors, guides, friends, allies and a devoted circle of support. In fact, numerous studies and established leaders today credit mentors for their success and achievements, which is why mentorship is central to the HERlead Fellowship.

The HERlead Fellowship invites young women in their sophomore and junior years of high school to apply to become HERlead Fellows, which will give them unique opportunities to experience:

- **HERLEAD LEADERSHIP FORUM:** A four-day forum hosted in ANN INC.'s hometown of New York City in June 2018, where 30 Fellows are able to connect with a powerful network of ANN INC. executives and global women leaders in business, politics, entertainment and the media to cultivate their own leadership abilities. During the Forum, Fellows undergo leadership and communications training, listen to presentations on real-world solutions for social change, meet mentors and learn how to shape their personal style in order to put their best selves forward every day.
- **HERLEAD PROJECT GRANT:** Following the Forum, the HERlead Fellows return to their communities and put their training into action. They develop projects to address pressing societal issues that relate to economic empowerment, the environment, public health, education, political and public leadership, and human rights. Each former Fellow is then eligible to receive a HERlead Project Grant to help bring their world-changing ideas to life. Recipients include: 2014 Fellow Nadya Okamoto, founder of a nonprofit that has sent 16,000 care packages to 38 nonprofit partners in 12 states and 9 countries to alleviate menstrual hygiene obstacles; and 2015 Fellow Amanda Gorman, whose advocacy organization, *One Pen One Page*, promotes youth literacy and leadership through workshops, an online platform, partnership campaigns and an annual symposium. These remarkable individuals are just some of the incredible young women inspired by the HERlead Fellowship to mobilize change globally. To date, the HERlead Fellowship has funded 165 HERlead projects which have positively impacted more than 65,000 people in 20 countries around the world.
- **HERLEAD AMBASSADOR FORUM:** 20 Fellows from previous cohorts are invited to participate in a four-day forum in Washington, D.C. to further develop their technical capacity in the areas of strategic planning, marketing/PR, measurement, budgeting and financing; network with their peers; and consult with ANN INC. representatives, leaders from Vital Voices and other experts. Through hands-on sessions, the participants will develop deeper skills, tools and insights so they can have a greater impact in their communities and serve as an inspiration to other current and potential Fellows.

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**2018 HERLEAD FELLOWSHIP
SAMPLE APPLICATION**

Please note: Applications are accepted online at HERlead.org only.

First and Last Name:

Date of Birth:

Name of High School:

Current Year in High School:

Email Address:

Mailing Address:

Phone Number:

Parent/Guardian Name:

Parent/Guardian Email Address:

THE FOLLOWING QUESTIONS ARE A SAMPLE OF WHAT WILL BE ASKED ON THE APPLICATION:

- Introduce yourself to us in the form of a tweet! In 140 characters or less, tell us your first name, where you're from and what you're passionate about.
- Why would you like to be a HERlead Fellow? (350 words or less)
- What is an important issue facing your community? Do you have an innovative idea or solution to address this problem? What would you do? (500 words or less)
- Why are you passionate about this issue? (150 words or less)
- Who is your role model and why? (250 words or less)
- Please list extracurricular activities/organizations you are involved in/volunteer for. Which is most important to you and why? (200 words or less)
- Please share any scholarships, recognitions or awards you have received. (200 words or less)
- How did you hear about HERlead?
- Did an ANN INC. Associate or anyone from its divisions (including Ann Taylor, LOFT, Ann Taylor Factory, Lou & Grey and LOFT Outlet) refer you to the Fellowship? (Yes or No) If yes, who referred you?
- Optional video upload

REQUIRED ADDITIONS TO APPLICATION:

- Letter of Recommendation
- High School Transcript
- Affidavit and Release Form

If you have any questions, please contact us at: HERlead@vitalvoices.org.



APPLYING FOR A HERLEAD GRANT

With the support of HERlead Grants funded by ANN INC., HERlead Fellows have implemented projects over the last seven years, addressing significant community challenges. Since 2011, HERlead Projects have promoted sustainability through recycled art, provided mentoring and networking workshops, and have increased female participation and interest in science, technology, engineering and math (STEM) fields at an early age. No matter the topic, these projects represent issues identified by Fellows and are causes they are passionate about—they came up with bold ideas to tackle these challenges.

Now it's your turn. **The HERlead Fellowship is pleased to offer all HERlead Alumnae the opportunity to apply for a 2018 HERlead Grant of up to \$2,000, fully funded by ANN INC. to help turn ideas into realities.** We can't wait to see what you do!

THE DETAILS

WHO IS ELIGIBLE TO APPLY FOR A HERLEAD GRANT?

All HERlead Alumnae are encouraged to apply for a HERlead Grant. This includes:

- Alumnae of the 2011, 2012, 2013, 2014, 2015, 2016, 2017 or 2018 HERlead Vital Voices Leadership Forum
- Previous HERlead Grantees

WAIT...I'VE ALREADY RECEIVED A HERLEAD GRANT. CAN I APPLY FOR ANOTHER ONE?

Previous HERlead Grantees may apply for a grant and continue their original HERlead Project, or submit a proposal for a new idea. If you choose to continue your original HERlead Project, your proposal should demonstrate how you will improve your project with additional funds.

WHEN CAN I APPLY FOR A HERLEAD GRANT?

The application period for a HERlead Grant proposal is in July. Recipients of grant funds must implement their HERlead Projects within the months of October 2018 – July 2019.

WHO WILL EVALUATE MY PROJECT PROPOSAL?

The teams from Vital Voices, ANN INC. and the HERlead Advisors will score HERlead Grant Proposals.

WHAT TYPE OF PROJECTS CANNOT RECEIVE GRANT FUNDING?

Grant funds will not be allocated for fundraising, raffles or auctions, travel costs, individual sponsorships, scholarships or school fees.

Additionally, grant funds will not be given for programs to support organizations that have religious, political or advocacy affiliations; sports teams; local schools; and/or fraternal organizations. Finally, grant funds are not transferrable and cannot be passed on to other charitable organizations.

If you have any questions, please contact us at: HERlead@vitalvoices.org.



CAN I WORK WITH OTHER HERLEAD FELLOWS TO IMPLEMENT MY HERLEAD PROJECT?

You are encouraged to partner with other Fellows on a joint project. Keep in mind, you are not limited to just the Fellows from your cohort. Together, you should develop one project proposal that addresses the shared challenge you've identified. Here are the ways you can work with other HERlead Fellows:

Fellows living in the same area can propose a project with one set of activities they will implement together. For example, two Fellows living in Seattle can develop a joint mentoring program for girls in middle school.

HERlead Fellows working together will be required to submit one group project proposal and one budget. You will be eligible to receive up to \$2,000 in funding for your joint project.

Fellows living in different communities can address a shared community challenge through individual activities. For example, Fellows living in California and New York who are passionate about women's political participation can build a website to get more girls interested and involved in politics. One Fellow may work on posting resources and opportunities, while the other may develop a section highlighting successful female politicians. Each Fellow would then use the website to engage girls in their respective communities.

In this case, HERlead Fellows should submit one group project proposal with individual budgets. Your proposal should clearly explain how you will work together to address your common community challenge while also detailing your separate planned activities. Your group budget should illustrate the costs for each of your individual planned activities, as well as any shared costs (e.g., website maintenance and fees). Each member of the group will be eligible to receive up to \$2,000 in funding to put towards their activities.

ONCE I RECEIVE A GRANT, WHAT ARE MY RESPONSIBILITIES?

As a HERlead Grantee, you are expected to communicate with the HERlead Team regularly and provide updates on the progress of your project. You are responsible for fulfilling Vital Voices' grant management requirements, which include submitting two formal reports on the progress of your project, your itemized budget and any changes that you make to the original project proposal. Each HERlead Fellow participating in a group project will need to submit individual formal reports. We will give you all the tools and templates you need to fulfill these requirements.

WHAT KIND OF SUPPORT WILL BE GIVEN TO ME ONCE I RECEIVE MY GRANT?

As a HERlead Grantee, you will be assisted by the HERlead Team every step of the way. You will have one advisor on the HERlead Team who can help you brainstorm how to overcome challenges, guide you as you look for new opportunities or approaches, and connect you with other resources. You will be invited to participate in conference calls and Skype sessions with other Grantees to support each other as you implement your projects. The HERlead Team will also connect you with past Grantees who can share their ideas. Finally, we encourage you to seek advice from your HERlead Mentors as well as the entire HERlead Network. Be open and honest if you are facing challenges in your project—we are here to help!



HERLEAD

SPREAD THE WORD ABOUT HERLEAD VIA SOCIAL MEDIA

We encourage you to spread the word about the HERlead Fellowship to your social networks. Here are a few helpful guidelines to keep in mind when talking about HERlead on Twitter, Instagram and Facebook:

- Keep your tweets and posts short and concise.
- Be sure to use appropriate language and be respectful to others. Keep in mind that your Twitter feed will be visible to the public.
- Please include #HERlead and tag @VitalVoices. All tweets that mention #HERlead will be grouped together as a “trending topic” and may be retweeted by @AnnTaylor, @LOFT and @louandgrey. By tagging @VitalVoices, your tweet will appear on the Vital Voices newsfeed.
- Always direct people to HERlead.org and remember to include the link in your posts.

SAMPLE POSTS

I APPLIED:

Facebook / Instagram

- I applied to be a #HERlead Fellow and attend the HERlead Leadership Forum. Hoping to be accepted into this year’s class of Fellows! For more information, check out <http://www.HERlead.org> @AnnTaylor @LOFT @louandgrey @VitalVoices
- I applied for the #HERlead Forum because I want to make a difference in my community and around the world. The Leadership Forum will give me the tools, skills and connections I need to do that! For more information, check out <http://www.HERlead.org> @AnnTaylor @LOFT @louandgrey @VitalVoices

Twitter

- I applied to be a #HERlead Fellow because I’m passionate about [your social change passion]. <http://www.HERlead.org> @AnnTaylor @LOFT @louandgrey @VitalVoices
- Application in for #HERlead @VitalVoices Leadership Forum! One step closer to New York! <http://www.HERlead.org> @AnnTaylor @LOFT @louandgrey @VitalVoices

I GOT ACCEPTED:

Facebook / Instagram

- I was just accepted into the 2018 class of #HERlead Fellows! In June, I’ll go to New York City to participate in the HERlead Leadership Forum, a leadership training program for high school girls who want to change the world. Check out this amazing program here: <http://www.HERlead.org> @AnnTaylor @LOFT @louandgrey @VitalVoices

If you have any questions, please contact us at: HERlead@vitalvoices.org.



- I'm excited to be a 2018 #HERlead Fellow! Can't wait to meet the other girls and incredible women leaders at the HERlead Leadership Forum in New York City. Check out this amazing program here: <http://www.HERlead.org> @AnnTaylor @LOFT @louandgrey @VitalVoices

Twitter

- Proud to be selected as a 2018 #HERlead Fellow. Can't wait for the HERlead Leadership Forum! <http://www.HERlead.org> @AnnTaylor @LOFT @louandgrey @VitalVoices
- I just got accepted to the #HERlead Leadership Forum in New York! Ready to change the world. <http://www.HERlead.org> @AnnTaylor @LOFT @louandgrey @VitalVoices