



Thank you for playing an active role in the HERlead Fellowship, a partnership between Vital Voices Global Partnership and ascena retail group, parent company of the iconic brands Ann Taylor, LOFT and Lou & Grey. The Fellowship 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 the answer is yes, please encourage her to apply to become a HERlead Fellow at HERlead.org.

To support your efforts in spreading the word to the exceptional young women in your community, we have enclosed the following materials:

About the HERlead Fellowship

- HERlead Overview
- Sample Application

Materials from the 2019 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.

THE HERLEAD FELLOWSHIP

Since 2011, the HERlead Fellowship has trained, mentored and inspired over 340 high school girls from across the U.S., Canada and Puerto Rico to become the next generation of female leaders.

Young women are empowered and equipped with the leadership skills they need to effect global progress, invest in their communities and begin their journeys as the next generation of leaders. To date, HERlead has funded more than 246 social impact projects.

This groundbreaking initiative is a result of the partnership between Vital Voices Global Partnership and ascena retail group, parent company of the iconic brands Ann Taylor, LOFT and Lou & Grey. Vital Voices is the preeminent non-governmental organization whose mission is to invest in women leaders who improve the world. Ann Taylor, LOFT and Lou & Grey inspire and connect with women to put their best selves forward every day.

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:

○ LEADERSHIP FORUM

Each year, 30 high school sophomores and juniors are invited to attend the Leadership Forum, a 4-day communications and leadership training conference hosted at the ANN Brands' headquarters in New York City. Fellows meet with influential ANN Brands and ascena leaders, global female activists, and trailblazers in business, politics, entertainment and media. Throughout the week, Fellows are exposed to unique leadership and communications training and presentations on real-world challenges, and are tasked to work together to find solutions. Each HERlead Fellow is given the chance to learn her personal leadership style to help her put her best self forward every single day.

○ HERLEAD PROJECT GRANT

Following the Forum, HERlead Fellows return to their communities and put their training into action. They develop projects to address pressing societal issues that range from economic empowerment to the environment, public health, education, political and public leadership, and human rights. Selected project ideas receive Project Grant funding to help bring them to life. To date, HERlead has funded 246 projects, which have impacted more than 70,000 people in 20 countries around the world. All past Fellows are encouraged to apply.

2019 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? (200 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? (300 words or less)
- Why are you passionate about this issue? (200 words or less)
- Who is your role model and why? (150 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)
- 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 ascena retail group inc., HERlead Fellows have implemented projects over the last eight 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 all represent issues identified by Fellows and are causes they are passionate about and are tackling with their own bold ideas. All Alumnae of the HERlead Fellowship program are encouraged to apply!

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, 2018, 2019, or 2020 HERlead Leadership Forum
- Previous HERlead Grantees

○ CAN ONE INDIVIDUAL RECEIVE MULTIPLE GRANTS?

Any previous HERlead Grantee may apply for a new grant and continue her original HERlead Project, or submit a proposal for a new idea. If continuing the original HERlead Project, subsequent proposal should demonstrate how additional funds will improve the project.

○ WHEN IS THE HERLEAD GRANT APPLICATION PERIOD?

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 2020 - July 2021.

○ WHO WILL EVALUATE THE PROJECT PROPOSAL?

The teams from Vital Voices and ascena retail group inc. brands 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 lobbying affiliations; sports teams; local schools; and/or fraternal organizations. Finally, grant funds are not transferrable and cannot be passed on to other charitable organizations.

○ CAN HERLEAD FELLOWS WORK TOGETHER TO IMPLEMENT A HERLEAD PROJECT?

Partnership between Fellows on a joint project is encouraged – including with Fellows from a prior cohort. Together Fellows should develop one project proposal that addresses a shared challenge. Here are the ways HERlead Fellows can work together:

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 and will be eligible to receive up to \$2,000 in funding for the 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. The proposal should clearly explain how the Fellows will work together while also detailing separate planned activities. The group budget should illustrate the costs for each individual planned activity, 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 her activities.

○ WHAT ARE THE RESPONSIBILITIES OF A GRANTEE?

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

○ DO GRANTEES HAVE TO SUBMIT A BUDGET?

Yes, a detailed budget must be submitted with the application, and expenses throughout the grant period must be managed, which includes keeping track of receipts (all receipts are to be sent to Vital Voices at the end of the grant period), and submitting an updated budget and expenditure log with required midterm and final reports.

○ WHAT KIND OF SUPPORT WILL BE GIVEN TO GRANTEES?

HERlead Grantees are assisted by the HERlead Team every step of the way. Each Grantee will have one advisor on the HERlead Team to help brainstorm how to overcome challenges, provide guidance in looking for new opportunities or approaches, and connecting the Grantee with other resources. Grantees will be invited to participate in conference calls and Teams sessions with other Grantees for mutual support. The HERlead Team will also connect current and past Grantees in order to share ideas. Finally, we encourage every Grantee to seek advice from HERlead Mentors as well as the entire HERlead Network and to be open and honest when facing challenges — we are here to help!

SPREAD THE WORD ABOUT HERLEAD VIA SOCIAL MEDIA

We encourage our Fellows — and 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 @HERleadfellowship and @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> @HERleadfellowship @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> @HERleadfellowship @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 2020 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> @HERleadfellowship @AnnTaylor @LOFT @louandgrey @VitalVoices

I'm excited to be a 2020 #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> @HERleadfellowship @AnnTaylor @LOFT @louandgrey @VitalVoices

Twitter

Proud to be selected as a 2020 #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