PURPOSEFUL
Strategic Framework

Remaking the world with and for girls

Purposeful
We are an Africa-rooted global hub for girls’ organising and activism.

For millennia girls have played a critical role in struggles for freedom and liberation. From Africa’s anti-colonial movements to the Arab spring to climate justice organising and everything in between - their resistance has always sparked and sustained transformational change. And yet, too often girls are separated and sidelined from resources and shut out from decision-making spaces, their power deliberately obscured and hidden from view.

Centering the political power of young feminists across the world, we work so that girls* and their allies have access to the resources, networks and platforms they need to power their activism and remake the world.
Our Values

We believe that another world is not only possible, it is already being built right here and now, in the ways that girls are organising with each other, imagining with each other, pushing us all a little further towards liberation.

To build the world we imagine, a core set of values guide all that we do at Purposeful.

Taking bold action  Many ways of knowing  Centering lived expertise  Deep embodiment
Cultivating radical imagination  Joy as resistance  Power in diversity  Rooted in sisterhood and solidarity
Centering Girls Resistance, we start with two truths about the world

To be a girl is to live on the frontline of injustice: For most girls, simply being young and female places them at the very bottom of the social hierarchy. While the specifics vary by geography, the overall picture is the same: individual potential is unrealized while systemic cycles of inequality persist. At the root of all of this are the interlocking forces of patriarchy and imperialism - the global systems of white male supremacy that keeps power situated in the hands of men, by conspiring to control the minds and bodies of women and girls. Whilst patriarchy universally ranks men and boys above women and girls, some girls are the very worst affected. Race, class, sexual orientation, gender identity, immigration status, ability and other factors can deepen their exclusion. Any meaningful efforts to transform the lives of these adolescent girls will ultimately require a radical restructuring of power and a new paradigm in which all girls are valued.
To be a girl is to resist: In every village, in every corner of the globe, girls are gathering, reimagining, pushing back to create better worlds for themselves and us all. The forces of oppression exert themselves on girls’ minds and bodies in profoundly violent ways - sometimes obvious, often diffuse, obscured but omnipresent. And yet girls find ways around and over and through and under - they run, they stay, they build, they birth. They survive. And they don’t survive. And most days they can be found - hidden in corners and out in plain sight - whispering with another girl, strategizing with other girls, sustaining because of another girl. And in every place, across every epoch, they have been supported by women, old and young alike; women who in silent deeds and in loud action hold and heal and raise up and radicalise a new generation of girls. We know this to be true because we are those girls, we are those women and we are their allies, and everywhere we have been and everywhere we have known the same is true.

These compounding truths help us to situate this work in the context of broader justice struggles, and to understand the precise nature of our role within girl-led change processes.
Our vision is for a world where girls are living in safety, dignity and freedom. To get there, we work so that girl activists and their allies have access to the resources, networks and platforms they need to power their activism and remake the world for themselves.

When we support girls and their allies in movements and collectives. With the resources, networks and platforms they need to power their activism, we begin to see

Harmful practices are eroding
Cultural Conversations are shifting
Violence is retreating
Assets are redistributing
Power is rebalancing
System of oppression are cracking

And so girls are living in safety, dignity and freedom. And, through it all, the world is transformed
We believe that when we support girls and their allies in movements and collectives with the resources, networks and platforms they need to power their activism, we begin to see cultural conversations shifting, harmful practices eroding, power balancing and systems of oppression cracking. These changes are necessary so that girls live in safety, dignity and freedom. And through it all, the world is transformed.

Purposeful’s Theory of Change

We believe that all of this will lead to the realisation of our Vision: Girls are living in safety, dignity and freedom!

And through it all, the world is transformed!

In all that we do, we will be guided by the following Values:

- Joy as Resistance
- Cultivating Radical Imagination
- Deep Embodiment
- Rooted in Sisterhood & Solidarity
- Power in Diversity
- Lived Experience
- Taking Bold Action
- Many of Ways of Knowing

We will begin to see the following shifts happening:

- A strong Movement with and for girls is forming and sustained
- Girls have access to resources, assets & services
- A healthy ecosystem of more & better funding for girl activists and their allies
- Partnerships between feminist allies are formed
- Girls have awareness of their rights & their power
- Solidarity & collective action amongst girls

We will do this through our Power Building Strategies:

- Redistributing Power Assets: Resourcing Girls Resistance
- Building Collective Power: Building a Base, Raising Consciousness & Nurturing Solidarity
- Organising Power Holders: Influencing & Coalition Building
- Transforming Power Structures: Political Advocacy & Agenda Setting

When this happens we see…

- Power is balancing
- Girls influence key decisions which affect their lives
- Rules, policies, laws shift in favour of girls rights
- Increased visibility of & discussion on issues negatively affecting girls
- The negative dominant narratives & beliefs about girls begin to shift
- Increased public support for girls rights
- Violence & other harmful practices against girls are retreating
- Value systems that position girls as ‘subordinate’ are dismantled

Our Grounding Truths:

- To be a girl is to live on the frontline of injustice
- To be a girl is to resist
- Girls and their feminist allies have been organising and collectivising for millenia
- Cultures, organisations & communities thrive when girls live in safety, dignity and freedom
- Power in solidarity is transformational
- Informed & empowered girls are stronger, safer & healthier
- Supporting girls in power is just & positive
- Incremental shifting of & dismantling of power structures
- Incremental dismantling of gender norms
- Incremental support for girls’ rights
- Incremental & transformational change is necessary
- Incremental & transformational change is progressive
- Incremental & transformational change is possible
- Incremental & transformational change is just & positive
How We Get There: Our Power Building Strategies

Centering the political power of girl activists, we enter all of our work through a power-building lens - redistributing power assets, building collective power, organising power holders and transforming power structures.

**Redistributing Power Assets: Funding Girls Resistance**

Grounded in feminist principles of solidarity and reciprocity, we are reimagining what it means to hold movement resources in deep relationship and with deep accountability to girls. We do this through our With and For Girls Fund, the world’s first Africa rooted global fund for girls organising and activism. We also work to support young feminist organising during emergencies, crisis and at catalytic movement moments. The Global Resilience Fund for Girls and Young Womxn is just one example of the ways in which we shift resources and power to young feminist groups led by girls, young women, trans and intersex youth at critical moments. Working across multiple levels - through global funding windows to deeply rooted community re-granting mechanisms - we re-frame grant-making practice so that girls can define and determine resource distribution in the service of their own visions, goals and dreams of freedom.

**Building Collective Power: Building a base, raising consciousness nurturing solidarity**

Grounded in movement theory - and deeply inspired by Black liberation and anti-imperialist movements on the continent and beyond - we hold space for girls to come together, learn together, to ask why, to push back and to transcend. In Sierra Leone, we work with tens of thousands of girls and hundreds of young women mentors across the country to build intergenerational solidarity and access spaces of political knowledge building. We mobilise girls and their allies at scale, modelling new beliefs and shifting cultural conversations in community at large. Across the world we support transnational solidarity building, facilitate peer-learning and collective strategy creation, and hold liberatory learning space for and by girls.
Organising Power Holders: Influencing and coalition building

We advocate for more and better resources, policies and programmatic practices with and for girls across local, national and global decision making spaces. We leverage learnings from our own practice to support others to move from protectionist to power-building approaches to supporting girls. Working in partnership with civil society, development and philanthropic communities, we hold learning space, convene practitioners, build national coalitions and co-create collective advocacy voice. The With and For Girls Collective, Sierra Leone Adolescent Girls Network and Survivor Solidarity Fund are just a few examples of the ways in which we work to shift power to girls across decision making spaces. Across all that we do, we work to visibilize girls political power so that their organising and activism is resourced in healthy and sustainable ways for the long term.

Transforming Power Structures: Political advocacy and agenda setting

We work in deep partnership with girls and their older feminist allies to hold power-keepers to account. We accompany girls as they work to transform imperialist and patriarchal systems of oppression, showing up and holding space as adult allies in the service of girls’ own goals and strategies. Our advocacy takes different forms in different places, for example working with girls to lobby for change in their communities, co-creating new policy provisions with local authorities in West Africa, or holding governments to account through formal legal systems.
6 Goals that Guide Us:

**Goal 1:** Resource girls activism and organising in healthy, sustainable and truly responsive ways

**Goal 2:** Nurture spaces of intergenerational solidarity and political education for girls in Sierra Leone and across the world, so that girls can claim the services, assets and resources that are their right

**Goal 3:** Reorganise power in development and philanthropic practice, showing what is possible when girls are at the centre of resource redistribution

**Goal 4:** Support girls and their movement allies to change targeted policies, laws and political practices in Sierra Leone and other spotlight countries

**Goal 5:** Document herstories, curate conversations and convene learning space that spotlights the power of girls organising and activism

**Goal 6:** Hold spaces of healing, feminist solidarity building and collective care for our people, our partners and the movements we love
Where we work:

Born out of Sierra Leone and of deep partnerships formed through work across the continent, we are an Africa rooted globally oriented organisation. We draw deep inspiration from anti-imperialist and feminist movements on the continent, in the diaspora and beyond.

For too long to work Globally has meant to be a Global North institution. Instead, we seek to reframe what it means to collaborate across borders, grounded in values of reciprocity and solidarity, exchanging strategies and co-creating an Africa rooted Southern vision for a new kind of world.

In 2020 we supported groups in more than 100 countries across every region of the world

We have offices in Freetown, Nairobi, and London
Who We Are

We are Purposeful. We are feminists, activists, artists, theorists, revolutionaries, organisers. We dream, we imagine, we make, we gather, we co-create. We agitate and shout and laugh and dance and sing and fight and win. We are Purposeful.

In community this strategic plan was born, in deep partnership with young activist and consultant advisors across the world, including:

- **Andjene Bodo Elisabeth Urielle**, Cameroon
- **Favour Chukwugolum**, Nigeria
- **Hannah Kanu, Moyamba District**, Sierra Leone
- **Isata Kandakai Pujehun District**, Sierra Leone
- **Jariatu Rugiatu Silah Bombali district**, Sierra Leone
- **Joshi Leban**, El Salvador
- **Maya Zamaan**, Pakistan
- **Melinda Sharlini**, Malaysia
- **Mihaela Iurascu**, Moldova
- **Mariama Sanneh**, U.K.
- **Nancy Jabu**, Bonthe District, Sierra Leone.
- **Oumaima Guezir**, Morocco
- **Rebecca Sarah Jawara**, Freetown, Sierra Leone
- **Sandie Hanna**, Occupied Palestinian Territories
- **Sarrah Sheriff**, Bo District, Sierra Leone.
- **Sontee Davis**, Jamaica

**Purposeful Staff:**
- **Rosa Bransky**, Co-Founder & Co-CEO
- **Chernor Bah**, Co-Founder & Co-CEO
- **Purity Kagwiria**, Director, With and For Girls
- **Ruby Johnson**, Gender Justice Consultant
- **Jody Myrum**, Strategic Advisor and Founding Board Member
- **Zanele Sibanda, Outgoing Director**, Movement Building
- **Anniemareki Murthi**, Director, Finance
- **Aminata Karama**, Senior Manager, Resourcing Resistance
- **Liesel Baker**, Manager, Resourcing Resistance
- **Josephine Kamara**, Manager, Advocacy for Movement Building
- **Nyangah Rogers Wright**, Program Officer, Resourcing Resistance