



The Survival Kit for Girls

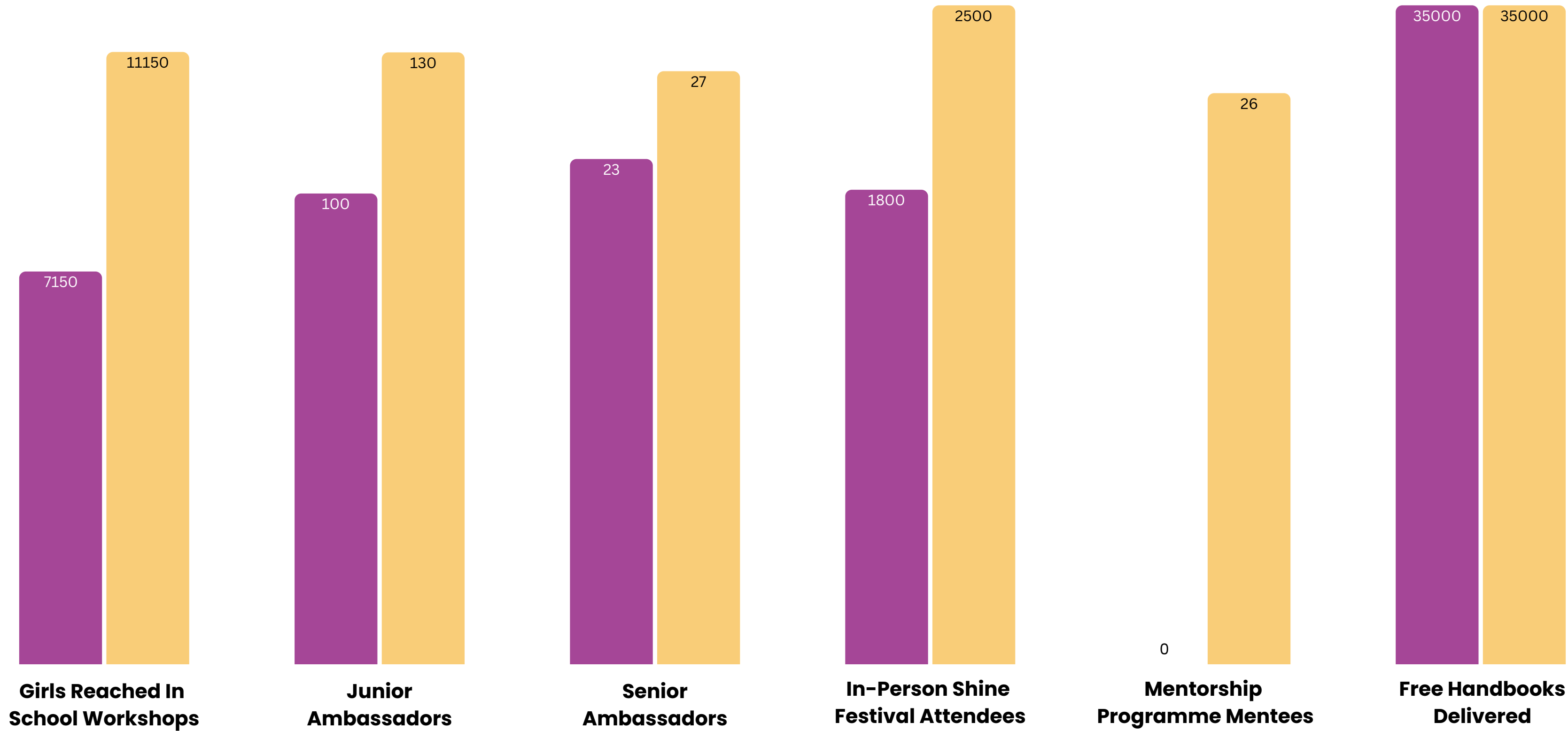
2024 IMPACT REPORT



Registered Charity Number 20206722, CRA number 592520

Growth in 2024 vs 2023

2023 2024



NOTES FROM THE SHONA PROJECT CHAIR

“Ireland needs more women in leadership positions, starting businesses, driving positive change and transformation. The Shona Project continues to play its part in ensuring our future women leaders have the skills, confidence and knowledge to have a real-world impact.”

– ÁINE KERR, DECEMBER 2024



NOTES FROM THE SHONA PROJECT CEO

“2024 has been **another year of continued growth** for The Shona Project as we continue to **grow our impact** and **explore new ways to support our girls**. The launch of our National Mentorship Programme in September was the culmination of almost a year of development, and we are all so proud that it has already been a huge success. As we look to 2025, **our team are working towards further strategic growth**, with a focus on further cementing our role as the **voice of the young women and girls of Ireland.**”

– TAMMY DARCY, DECEMBER 2024



SCHOOL WORKSHOPS



SCHOOL WORKSHOPS



Overview

- At present, we have 4 facilitators who deliver our school workshops to schools **all over Ireland**.
- We offer two different types of **interactive workshops** which are 1.5 hours long and can cater for up to 100 students per group.
- Our **kindness workshop** discusses topics such as influence, kindness and the challenges faced by young people.
- Our **Mindset workshop** discusses topics such as using our voice, positive mindset and dealing with stress and/or anxiety.

SCHOOL WORKSHOPS



Key Achievements In 2023

- **173** workshops delivered.
- **11,152** girls reached.
- **95** schools visited in almost every county in Ireland.
- Consistently **fully booked 3 to 4 months** in advance.

SCHOOL WORKSHOPS



SHONA

Student Testimonial

*"I liked it because **I felt comfortable** as if it was just **a space where anything could be said** and I wouldn't have to **worry about being judged** for something"*

Student Testimonial

*"I loved it because it was **presented well** and it taught me that **I can do anything** in my life **even if I struggle now**"*

Student Testimonial

*"I loved The Shona Project workshop as it really made me **feel something that I've never gotten out of any other workshops** in the past. Tammy's story moved me and she really **made me feel understood** under all aspects of things I have experienced throughout my life already and it made me realise that **I've never been overdramatic** and that **my feelings are valid.**"*



AMBASSADOR PROGRAMME





AMBASSADOR PROGRAMMES

Overview

- Our **Junior Ambassador Programme** was created in 2022. We now have over **130** Junior Ambassadors in schools all over Ireland.
- Our Ambassadors are **leaders** who drive the Shona Message of **kindness, positivity, inclusion and resilience** within their schools.
- They meet on a **monthly basis** for discussion around topics from leadership to resilience.
- We have a **Senior Ambassador programme** which offers personal development for young adults through monthly online sessions and two annual in-person meet ups. Our **27 participants** are led by accomplished women and work in small groups to set and achieve goals related to education and careers. The programme also includes expert talks, networking, and peer support, with an alumni network launching in 2025/26.
- We also host **'Everything club'** each month. This is open to all of our Ambassadors



AMBASSADOR PROGRAMMES

Key Achievements

- **During 2024** we have increased our Junior Ambassador numbers by 30% from 100 to 130.
- We launched our **New Senior Ambassador** Programme in September and currently have **27 participants** in the programme.
- We held our annual Junior Ambassador summit in March which was attended by 85 guests and themed around making **International Women's Day**.
- In 2024 our Ambassadors starred in IMAGE Magazine, spoke at Shine Festival and had their writing published in the Cork Echo Magazine.



AMBASSADOR PROGRAMMES

Junior Ambassador Testimonial

*"Every time I tell someone that I am a Shona Ambassador, I **can't help but smile**. Being a Shona Ambassador is more than inspiring—I **have found a platform where my voice is amplified** in advocating for girls' empowerment, women in STEM, and social equality...*

*I always know that **I am not doing this alone; my messages are echoed**. In every discussion that I chaired and participated in, whether it was about time management, racial respect, or religious diversity, **I learned to pose questions to promote discussions** and connect all our ideas together, to ensure that every word in our circle is valued and cherished...*

I love it when I witness a girl, who is a bit shy initially, begins to gradually share more about herself and her perspectives. I see myself in them, and I hear the power in their voice. I know for a fact that they will grow to be future leaders."

– Lynetta



AMBASSADOR PROGRAMMES

Senior Ambassador Testimonial

*"I'm **adoring** the new **Sambo programme**– I just really love having a mentor & fellow mentees that I resonate with so much, to glean advice from & offer advice when I can, learning so much from everyone in my group, thank you for all of your hard work*

–Méabh

SHINE FESTIVAL



SHINE FESTIVAL

Overview

- A powerful and inspiring **multi-award-winning event** that takes place each year in **celebration of International Day of the Girl**.
- 2024 saw our **biggest** Shine Festival yet.
- **Shine Online** is a supported suite of videos created to act as a classroom resource for teachers and is available the whole year through completely **free of charge**.
- Shine Festival allows for The Shona Project to **create long-standing and meaningful relationships** with corporates.

SHINE FESTIVAL



Key Achievements

- **2,500 teenage girls** attended Shine Festival 2024 – resulting in the biggest live event ever run by TSP.
- **36 schools** attended from a large range of counties in Ireland.
- **67.7%** of the teenage girls who attended stated that Shine Festival 2024 has strengthened their values, increased their ability to understand social issues and inspired them to speak up more.
- **100%** of the teachers stated they would consider **returning** to Shine Festival next year with their students.
- Approximately **90.5% of all respondents** (teachers, students and volunteer) stated they were either happy or very happy with the **range and diversity of speakers**.
- **82.25%** of students noted that they strongly agreed or agreed that having attended Shine Festival, they are **more aware of the importance of their own self-esteem and self-worth**.

SHINE FESTIVAL

Student Testimonial

*"Hearing from all of the women about their stories was really **empowering and inspirational**. They made me want to work hard and **accomplish my dreams**, so maybe one day, I will be a part of the Shine festival."*

Teacher Testimonial

*"The **topics** of the talks were very **inspirational and moving**. I had **goosebumps** listening to such strong and powerful women who were speaking about their lives in such an inspirational manner."*

SURVIVAL KIT HANDBOOKS



SURVIVAL KIT HANDBOOKS



SHONA

Overview

- Our **handbooks** are distributed to 1st year girls in **hundreds of schools** across Ireland every year.
- The handbook is like a little **bestie or big sister**.
- The beautifully illustrated Handbook for Girls **is written for girls by girls**. Packed with content including making new friends, mental health, staying positive, the online world, and ways to take care of yourself.
- Since 2019, 130,000 free copies have been handed out to teenage girls across Ireland.

SURVIVAL KIT HANDBOOKS



Key Achievements

- **35,000 free copies** have been distributed to girls all over Ireland.
- **252 schools** engaged through the 2024 edition.
- Our 2024 handbook also offered The Shona Project the perfect opportunity to **further develop relationships** with partner organisations. Once again, this year's main partner was **Custodian**, who kindly printed and delivered the handbooks pro bono

SURVIVAL KIT HANDBOOKS



Student Testimonial

*"A few weeks ago, I was going through such a hard time with my **mental health** and was feeling really unmotivated. **My counsellor gave me your survival handbook** and I have read every page of it. It made me feel a lot better and I **related to everything** in that book. So from the bottom of my heart. Thank you."*

National Mentorship Programme





National Mentorship Programme

Overview

- The 2024/25 academic year sees the **pilot** of The Shona Project **National Mentoring Programme**.
- This programme will **pair girls aged 16–18 with professional women**, with whom they will build a mentoring relationship over the course of the school year.
- These girls will be **nominated by schools** in The Shona Project's networks, with an initial focus on **targeting girls** who **might otherwise not have access to this type of opportunity**.
- The pilot year sees **26 pairs**, which are made up of girls from 5 schools across the country and mentors from 6 partner organisations.



National Mentorship Programme

Additional Information

- The Mentorship Programme aims to provide a safe space for girls to receive one-on-one support, resulting in:
 - Increased understanding of **career options, journeys, and experiences of women in the workplace**
 - Increased **career aspirations** and an **expanded network** of career support
 - Increased **confidence** to find and implement solutions

National Mentorship Programme

Case Study: Katie & Emma



For year 1 of the programme, 6th-year student Katie has been paired with mentor Emma, who works at Allianz, a founding corporate partner of the programme.

The pair met in-person at the 2024/25 programme launch at Allianz HQ in Dublin, and hit it off straight away!



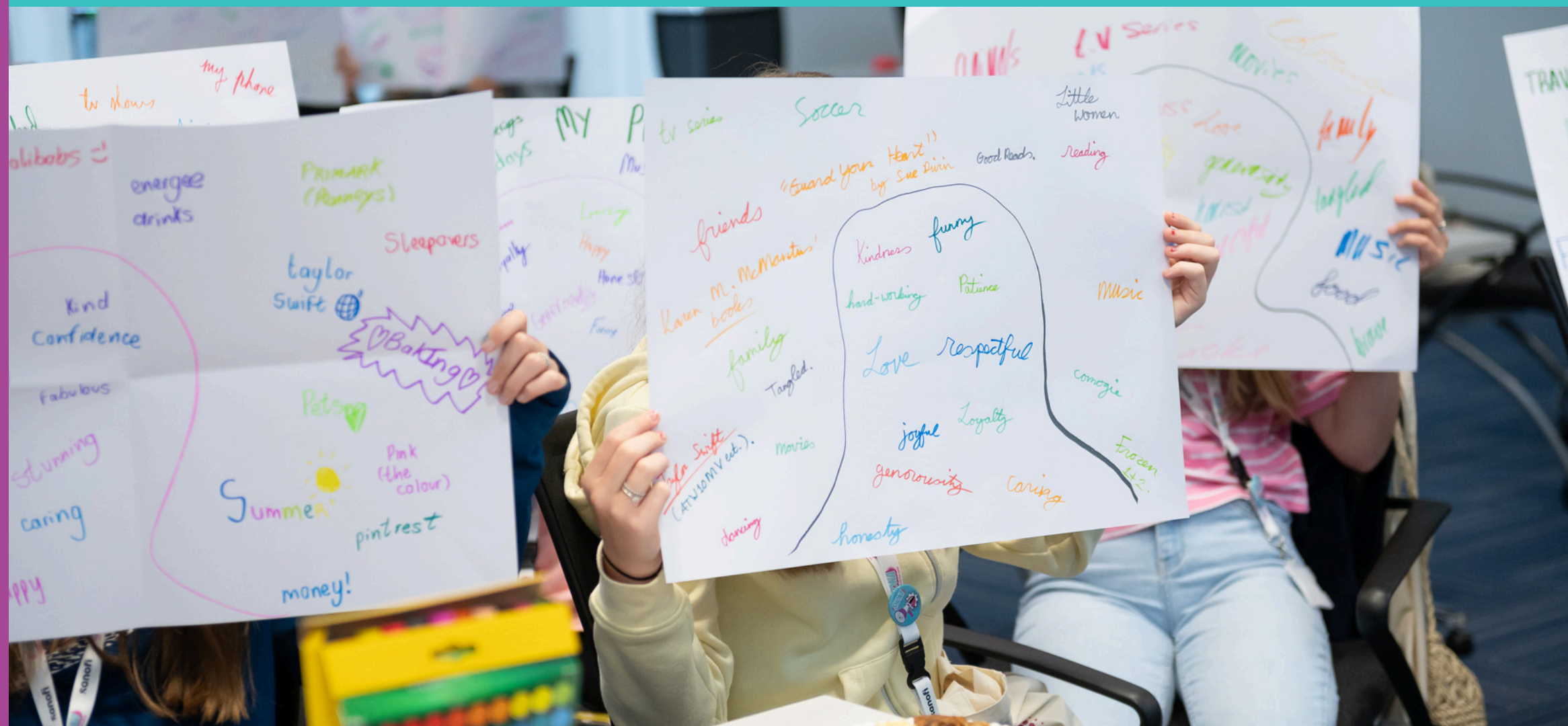
National Mentorship Programme

Case Study: Katie & Emma

Since meeting in September, the pair have already taken great steps:

- They have completed their first **online mentorship sessions**, which included setting goals for the year;
- Katie has now completed the first of three **TSP workshop sessions** with our team;
- Inspired by Katie's ambition to pursue a career in law, Emma has gone above and beyond in arranging a **trip for Katie to a Courthouse** (safeguarding permissions for this meet handled by TSP);
- After writing an article for her school paper on The Shona Project, Katie was invited to **speak on Ireland AM** alongside TSP founder Tammy. She spoke of the **difficulties of being a young woman** at school today, the **confidence** that her mentor has already given her, her **excitement about the opportunities** afforded her by the programme, and gave a **glowing shoutout** to her mentor Emma and her employer Allianz.

SHONA CAMPS



SHONA CAMPS



Overview

- Shona camps are the **highlight** of our summer.
- We have recently expanded our summer school programme with **corporate partners**, meaning that we can host summer school days with lots of fun workshops, games and quizzes.
- Summer 2024 saw us do workshops with **140 girls** who were nominated by employees of **McCann Fitzgerald, IMAGE Magazine, Stryker, Custodian and Sanofi**.

SHONA CAMPS



Key Achievements

- Summer 2024 saw us run six summer Shona camp days with a total of **140 girls** in attendance.
- This was **double** the number of Shona camps that we facilitated in 2023.

SHONA CAMPS



Attendee Testimonial

*"Shona Camp **taught me so much.** It helped me realise that **many other people feel the same pressures and face the same challenges that I do.** It changed the way I look at myself and at others and it taught me how my words can have both a good and a bad impact on someone. But the biggest thing was it helped me evaluate my emotional take on situations and **made me feel more capable of things.**"*



OTHER NOTABLE PROJECTS FROM 2023

- TSP Founder named as one of the first Irish people to be an Obama Foundation Europe Leader.
- Junior Ambassadors and TSP Founder featured in a dedicated spread in the Autumn edition of IMAGE Magazine
- **New Partnerships in 2024;** Allianz, CBRE, Fitzgerald Power, Fidelity and IMAGE Magazine.



All of this work has been made possible because of the support of our incredible partners and funders:

