



Teach About Women

Vision

We envision a society where everyone has the same opportunities to learn, thrive, and lead, regardless of gender.

Mission

We educate young people to champion gender equity in their personal lives, communities, and workplaces.

Approach

We provide K-12 educators with curriculum, training and certification to integrate gender equity into every aspect of school life.

Impact: Over the next five years, we will certify 10,000 teachers at 1,000 schools to educate 1,000,000 students to close the gender leadership gap.

Teach About Women | The real-world problem starts in schools.



Despite recent gains, the gender leadership gap persists in business, politics, and science.

25% of “c-suite” executives are women.¹

23% of congressional seats are held by women.²

16% of engineers are women.³



In schools, male-oriented curriculum, unconscious bias, and discriminatory policies limit student opportunities to learn, thrive and lead.

2% of topics in US History classrooms address women in the workforce. 63% of them discuss women in domestic roles.⁴

6 female leaders are mentioned by name in most high school history programs—that’s in all four years.⁵

64% of girls worldwide self-select out of STEM fields before the age of 15.⁶

Teach About Women | Our Solution makes gender equity part of every aspect of school life.



Academic Curriculum

- Beginning in History, grades 7-10, then expanding to cover math, science, English, and Languages, K-12
- Gender inclusive curriculum for US & Global History
- Curriculum includes structured unit & lesson plans
- Ongoing support provided during first semester implementation
- One-time \$5,000 cost for US History Curriculum and first semester support
- One-time \$5,000 cost for Global History Curriculum and first semester support
- One-time \$7,500 cost for US & Global Curriculum and first semester support



Teacher Training & Certification

- Aimed at teachers in every subject and age level
- 40-hour structured training program (self-paced or instructor-led)
- Provides resources & practices in all subjects to fosters success for all student regardless of gender
- Culminates in Certification as Educator for Gender Equity
- Completed certification provides ongoing materials, resources and events at no additional cost
- One-time \$750 cost per teacher (cost vary based on self-paced or instructor-led)
- Package-pricing available for schools and districts

Impact | Outcomes & Key Results

Five Year Plan (2021-2026)

- Train and certify 10,000 teachers at 1,000 schools, providing them with the tools and curriculum to educate 1,000,000 students to champion gender equity in their lives, communities, and workplaces.

Upcoming School Year (F2021-S2022)

- Train 5,00 teachers at 50 schools and reach 50,000 students.

Funding Strategy | What do we need to accomplish our goals?

Initial Funding Strategy: Supporting School Year F2021-S2022

- Upfront outside investments & fundraising efforts supporting curriculum development, certification program creation & digitation, and operations/marketing

Ongoing Funding Strategy: Supporting 5-Year Plan

- School-funded implementation of curriculum & certifications
- Continued outside investment and fundraising efforts supporting scalability

F2021-S2022 | Goals & Funding

Projected Funding: \$600K

Curriculum

\$100K

- Finalize US & Global History curricula
- Pilot US & Global History curricula across 5 schools

Teacher Training and Certification Program

\$400K

- Finalize Teacher Certification Program
- Enroll and certify 500 teachers across 50 schools

Operations & Marketing

\$100K

- Partner with school of education to design and implement impact study
- Enhance and maintain analytically-driven website
- Create and operationalize scaled marketing and outreach

2021-2026 | Five Year Outlook

Projected Funding: \$15,900K

Curriculum

\$7,500K

- Optimize US & Global History curricula based on feedback
- Implement curriculum to reach 1,000 schools
- Design & implement additional 10 curricula in Math, Science, World Languages and English

Teacher Training and Certification Program

\$7,500K

- Certify 10,000 teachers

Operations & Marketing

\$900K

- Optimize and apply feedback from Impact Study to optimize results
- Implement website analytics for continued enhancements
- Create marketing and other collateral to support all activities

Our Educator Team | Experience & Expertise

Georgina Emerson (Founder/CEO) BA, MA, Dartmouth
Rachelle Friedman, PhD, UCLA
Carley Moore, PhD, New York University
Michael Kideckel, PhD, Columbia University

Leah Owens, PhD, Rutgers University
Samantha Sherman, MA, New York University
Kemeyawi Wahpepah, PhD candidate, Harvard
Brandie Waid, PhD, Columbia Teachers College

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