



## Why girls?

GBM believes that individuals, churches and organisations should intentionally focus on investing in girls and raising the next generation of female leaders. Some argue that there has never been a better time to be a girl in the UK. Institutional barriers to equality may have been removed but deep-rooted cultural ones remain – including in some parts of church. Many young women are being denied their value as God's image bearers as a result of sexism, violence, abuse and discrimination. This isn't right. This isn't fair. It's certainly not what God intended.

The culture surrounding us bombards young people, particularly girls, with messages that subvert their God identity. It screams 'you are not enough.' Consumerism and advertising has produced a toxic mix which psychologist Steve Biddulph acknowledges as a 'war on girlhood.'

The effect of this war on girlhood manifests itself in a number of ways including a crisis of confidence, low self-esteem and a loss of identity amongst girls resulting in self-destructive behaviour such as self-harm, eating disorders, mental health issues and lack of aspiration.

Girls need to hear a different message. They need to hear the truth:

You **ARE** enough.  
You **DO** have a unique purpose.  
You **CAN** make a difference.

Across the UK, we've come across girls and young women who are refusing to accept the status quo. They're rejecting the lies of the media. They're raising hope for girls in their spheres of influences. They're transforming their world by building a culture of worth.

**We need more girls and young women just like them. They're changing our world.**