

I Support the Girls: Target Audience Analysis

Primary Audience:

Baby boomers (1946-1964)

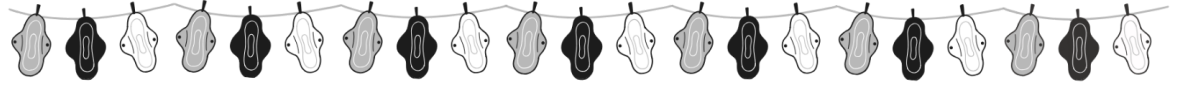
Baby boomers, often referred to as Boomers, are a generational cohort succeeding the Silent Generation and preceding Generation X. Their name derives from the post-World War II baby boom, a period marked by a significant surge in birth rates. This spanned from 1946 to 1964 as evidenced by the U.S. Census Bureau data, which records 76.4 million baby boomers in the United States. It's important to note that the precise date ranges, demographic nuances, and cultural attributes associated with this generation may vary between countries. Most baby boomers are the descendants of the Greatest Generation or the Silent Generation and they frequently serve as parents to Generation Xers, millennials and Generation Z. According to the Pew Research Center, although the Great Recession had a negative impact on the flow of immigrants to the United States, baby boomers remain quite diverse, with 52% of the generation being white, 25% being Hispanic, 4% being black and 4% being Asian.

Characterized by a strong work ethic, many baby boomers were the first in their families to pursue higher education, contributing significantly to increased educational attainment. They played pivotal roles in shaping the political and economic landscapes during periods of prosperity as they entered the workforce. As they now enter baby boomers have distinct spending habits, often valuing quality and reliability. They tend to exhibit brand loyalty, making them a valuable market for companies with well-established reputations. Insights into their product and service preferences can help businesses tailor their offerings effectively.

Baby boomers, raised during a time of economic prosperity and technological innovation, place a high value on hard work, self-reliance and traditional family structures. They often prioritize stability and security in their lives, including financial security and access to healthcare. They played pivotal roles in shaping the political and economic landscapes during periods of prosperity as they entered the workforce. As they now enter retirement, their influence continues to loom large in discussions regarding healthcare, social security and the evolving concept of aging. With aging being a prominent factor, baby boomers also prioritize health and wellness. They are proactive about healthcare and well-being. Insights into their attitudes towards healthcare services and specific health concerns they face are essential for organizations in the health and wellness industry.



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Baby boomers have had a substantial impact on the workforce. As they reached their prime working years, they contributed to the expansion of the labor market and influenced workplace dynamics. Many baby boomers were part of the "workaholic" generation, known for their strong work ethic and dedication to their careers. A significant portion of baby boomers are approaching or have already entered retirement, which has prompted a range of financial considerations. They often prioritize financial security, including retirement savings, investments and healthcare coverage. Many baby boomers possess assets and wealth accumulated over their lifetime, which positions them as a valuable target for financial institutions, estate planning services and insurance providers. Their spending habits encompass a wide array of sectors, from travel and leisure to healthcare and philanthropy. Understanding the financial landscape of baby boomers is crucial for tailoring services and products that address their unique needs, whether it's navigating retirement, planning their legacies or enjoying post-retirement leisure.

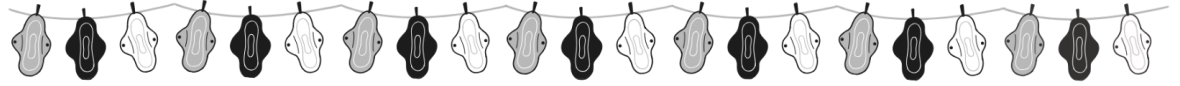
Baby boomers were pioneers in embracing new technologies such as television and personal computers. They relied heavily on the radio and consumed news and music from radios as television's were still very expensive when this generation was in their teens and twenties. Most baby boomers currently do not get their news from social media.

The Baby Boomer generation is celebrated for its profound impact on post-World War II society. This era witnessed momentous cultural transformations, including the civil rights movement and the counterculture revolution of the 1960s. Additionally, baby boomers have witnessed and participated in key historical events and cultural movements unique to their generation. This includes their active involvement in the civil rights movement, which saw them advocating for social justice and equality during a transformative period in American history. One thing that distinguishes the Baby Boomer generation is its diverse spectrum of values and ideologies. While some embraced the countercultural movements of the 1960s and 1970s, others held more conservative views. As baby boomers age, their enduring influence extends to pivotal societal conversations concerning retirement, healthcare and political decision-making.

Baby boomers have played a crucial role in shaping various aspects of society. One noteworthy aspect is their significant presence in volunteerism and community involvement. Baby boomers have been actively engaged in philanthropic activities, often serving as volunteers in various community organizations. They have made substantial contributions to causes such as education, healthcare and social services, leveraging their experience and resources to give back to their communities. According to AmeriCorps, baby boomers in



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their late 40s to mid-50s have higher volunteer rates than past generations had at the same ages. They write, “baby boomers—the generation of 77 million Americans born between 1946 and 1964—represent a potential boon to the volunteer world. Based on U.S. Census data, the numbers of volunteers age 65 and older will increase 50% over the next 13 years, from just under nine million in 2007 to more than 13 million in 2020. What’s more, that number will continue to rise for many years to come, as the youngest baby boomers will not reach age 65 until 2029.”

Delving into how the Baby Boomer generation currently connects with societal issues reveals a profound alignment with their experiences and values. Baby Boomer women, having journeyed through the life stage of menopause, comprehend the challenges that often accompany it, including obstacles related to accessing essential feminine hygiene products. Their personal connection to this issue becomes a driving force behind their support for organizations addressing these needs. Secondly, baby boomers, celebrated for their dedication to social causes, find resonance in efforts to assist women facing domestic violence. The provision of resources for recovery and safety corresponds with the values of this generation. Finally, their rich history of engagement in philanthropy and volunteerism positions baby boomers as a pivotal demographic for contributing to the welfare of society. By explicitly linking these core societal issues with the values and life experiences of the Baby Boomer generation, we can cultivate a more profound and impactful engagement with this specific audience.

Pre-packaged Audiences for baby boomers

Healthy Wealthy Boomer Facebook Group: 600+ members

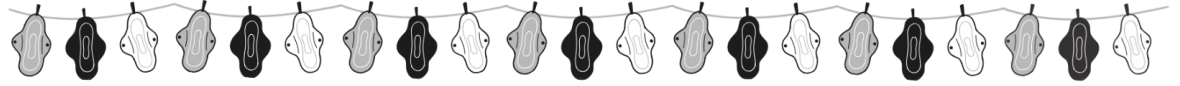
Facebook: https://www.facebook.com/groups/healthywealthyboomer/?locale=pt_PT

Healthy Wealthy Boomer is a public Facebook group for baby boomers meant to provide new health awareness. Healthy Wealthy Boomer aims to find the best health, nutrition and fitness leaders and products in society which relates to ISTG’s mission.

LGBTQ+ Elders + Seniors: 5,700+ members

Facebook: <https://www.facebook.com/groups/1301595579869830>

LGBTQ+ Elders + Seniors is a private Facebook group for elders and seniors who are from the LGBTQ+ community. LGBTQ+ Elders + Seniors aims to give maturing LGBTQ+ members



friendly and supportive resources, information and community. Connecting with this group will help ISTG increase awareness of its SLASH and FLASH Kits.

Patti's Boomercize Facebook Group: 600+ members

Facebook: <https://www.facebook.com/groups/Pattiboomercize>

Patti's Boomercize is a public Facebook group to promote health, fitness and overall well-being among baby boomers. This welcoming and supportive group caters to people born between 1946 and 1964 keen on maintaining an active and healthy lifestyle as they age gracefully. By connecting with this community, ISTG has the opportunity to raise awareness and foster support among individuals who value well-being and make a positive impact on the lives of those in need.

Retired Women - Live Who You Are Facebook Group: 6,900+ members

Facebook: <https://www.facebook.com/groups/retiredwomenlivingthelifeyoulove>

Retired Women- Live who you are is a private Facebook group for women who are retired or thinking about retirement. The group is for women who want to know what life is like beyond their working years. Many of these women are also post-menopause, meaning their bodies have changed. This group will likely be supportive of ISTG's mission.

Opinion Leaders for baby boomers

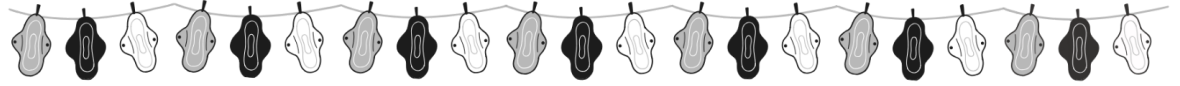
Anita Diamant, Author

American, Boston-based author for both fiction and nonfiction. Author of the 2021 book, "Period. End of Sentence: The New Chapter in the Fight for Menstrual Justice". She is not very present on social media but has an account on Facebook as @AnitaDiamant51 and is on X as @AnitaDiamant where she has nearly 1,800 followers.

Barbara Smith, Activist

Born in 1946, Barbara Smith is an activist who has been very influential in black feminism. She is an advocate for intersectional feminism and LGBTQ+ rights. She boasts over 32,700 followers on X where she can be found as @TheBarbaraSmith.

Donna Klassen, Nonprofit Executive, Counselor



Donna Klassen is the co-founder of Let's Talk Menopause, a nonprofit dedicated to changing the conversation around menopause and providing women with information and healthcare. She can be found online at Donna Klassen, LCSW on LinkedIn where she has over 800 followers.

Dr. Sharone Malone, Obstetrician, Certified Menopause Practitioner

Dr. Sharone Malone was born in 1959 and is an ob/gyn, menopause expert and women's health advocate. She is the chief medical advisor at Alloy Women's Health and is based in Washington, DC. Dr. Malone is verified on Instagram as @smalonemd and has 12,100 followers.

Jennifer Weiss-Wolf, Author, Advocate

Jenifer Weiss-Wolf is a leading advocate for equitable menstrual policy. She is the vice president for the Brennen Center for Justice and the executive director of the Birnbaum Women's Leadership Network, both at NYU. She is the author of "Periods Gone Public: Taking a Stand for Menstrual Equality". She is on Instagram as @jenniferweisswolf and has about 2,570 followers.

Joanne Goldblum, Writer, Nonprofit Executive

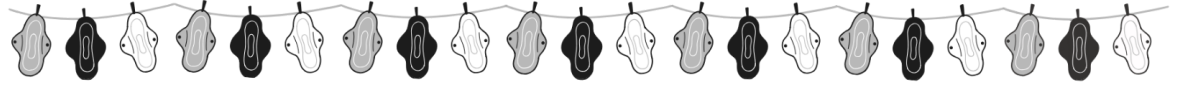
CEO and founder of National Diaper Bank Network, a nonprofit organization working to end diaper need and period poverty in the United States. She can be found at "Joanne Samuel Goldblum" on LinkedIn where she has over 500 followers, or X as @jgoldblum where she has over 1,200 followers.

Melissa Berton, Film Producer

The executive director of the Pad Project. The Pad Project is 501(c)(3) nonprofit that works to end the stigma around periods and empower all menstruators nationwide. She produced "PERIOD. END OF SENTENCE.", which is a short documentary that won an Academy Award for Best Documentary Short in 2019. She can be found online at Melissa Berton on LinkedIn or @melissa.berton on Instagram where she has nearly 1,100 followers.



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Generation X (1965-1980)

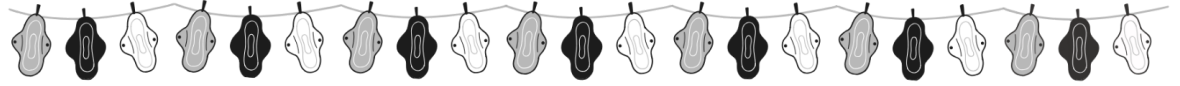
Generation X can be seen as the vital part of the world's culture as individuals born throughout the years of 1965-1980 are currently middle-aged parents, 41 through 56 years old.

According to the Pew Research Center, as of 2017, Generation X individuals within the United States have a population of 65 million people. The Pew Research Center also claims that 60% of Generation X identifies as White, 18% identifies as Hispanic/Latino, 12% identifies as Black, 7% identifies as Asian and 2% identifies as other. In a Statista research study from 2022 it was found that 2.3% of Generation X respondents identified as lesbian, gay, bisexual or transgender. The Pew Research Center also determined that 70.6% of Generation X identified as Christian with 25% of them identifying as Evangelical Protestant and 21% identified as Catholic. Non-Christian faiths made up 5.9% of the population, with 1.9% identifying as Jewish, 0.9% Muslim and 0.7% Buddhist. Of Generation X, 22.8% were unaffiliated with religion in that study.

Generation X grew up within a changing world having the AIDS epidemic and the U.S. government's War on Drugs. Society was changing and growing greatly, alongside this generation. College tuition rates increased in the early 1980s, giving Generation X a lot of student loan debt. These tuition payments have taken Generation X individuals many years to pay off, many are still paying them off to this day. As most Generation X individuals have college aged students, their debt is doubled, even tripled if they are paying for their children's education as well.

Generation X have reached a point in their lives where they have achieved success within their careers. They are described as being a very resourceful and independent generation. Because of the environment they grew up in, they are able to keep a balanced life and thrive within their given work fields. Generation X are filling 51% of the leadership or decision making roles globally.

Most Generation X individuals are donors, whether financial donors or product donors. Since Generation X is going through menopause, that leads to most individuals needing to buy new bras because of body changes when going through menopause which provides potential for their old ones to be donated. Additionally, once you complete menopause, you no longer get your period, so any leftover period products that do not get donated to Generation X's children or friends can get donated. While Generation X is still paying off their student loans, most individuals do not have the time to donate physical products due to



high demand at work and other life instances, so they donate whatever money they can. Many Generation X also just donate their finances to charities and nonprofits for the benefit of their taxes. Generation X can also be seen as individuals who organize collaborations, host donation drives and can serve in leadership positions within nonprofits. Overall, with Generation X's upbringing and their current stage of life they have the potential to be very heavily involved within the donation and administration aspects of I Support the Girls.

Pre-packaged Audiences for Generation X

GenXstories

Website: <https://www.genxstories.com>

GenXstories is a podcast about helping Generation X find itself. Since Generation X is often called the "lost generation," this podcast is dedicated to helping Generation X people share their stories and let their voices be heard. The show is hosted by Eve Simon, who works in the web design industry with a Philosophy major and an MFA in theatrical lighting design, along with three other Generation X women. GenX Stories also won a 2022 W3 Award for Best in Show, which shows their influence. This podcast is an opportunity for ISTG to come to the podcast and promote themselves and attract more donations, cooperations, volunteers and affiliates or attract more people's attention.

Gen X Women

Website: <https://igenxwoman.com/>

"The hard-working, innovative, independent and badass GenXWoman!" This is a digital media company for Generation X women by Generation X women who cover various topics of health & wellness, education and inspiration. Their "mind and body" section has several interviews with women going through menopause and this topic is covered frequently. It's the perfect platform to connect with more women in this target audience to increase awareness.

GirlTrek

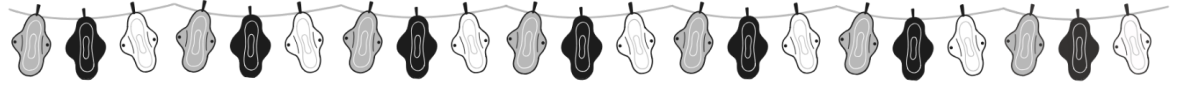
Website: <https://www.girltrek.org/>

Phone: (202) 808-8419

Email: info@girltrek.org



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GirlTrek is a public health intervention that started with two friends, T. Morgan Dixon and Vanessa Garrison, in 2010. It is a life-saving sisterhood that aims to heal intergenerational trauma, fight systemic racism and transform Black lives by leveraging the historical legacy of walking and the power of self-care. As women organize walking teams, they also mobilize community members to support advocacy efforts and lead a Civil Rights-inspired health movement. GirlTrek's membership is currently at over one million and growing every day. It's a powerful community with members who know best the importance of providing help and support to others. It is a good platform for ISTG to reach Generation X women.

TueNight

Website: <https://tuenight.substack.com>

TueNight is a safe place for Generation X women to share their real stories. The founder, Margit Detweiler, wants women to think and reflect on themselves. She wants Generation X women to take a few moments out of their busy weeks for self care, to explore where they have been and consider where they want to go next. This foundation is really trying to build up a tight community, sharing stories and organizing events and workshops. They are also very active on social media such as Instagram and where they have over 7,000 followers. On their website, there are lots of stories, tips and events surrounding menopause. It is a good platform for ISTG to share their stories and expose them to more potential donors, volunteers or affiliates.

Wine Sisterhood

Website: <https://winesisterhood.com/>

Phone: (800) 222-6889

Women in wine connecting to women in wine. It's a sisterhood that gives a sense of community that not only talks and does wine but also gives back to women in need. It supports breast cancer awareness fundraisers, pledging a minimum of \$10,000 annually. I believe we can benefit from collaborating with this platform. They have a positive and empowering tone, which could work with puns and memes of ISTG media. Furthermore, the target audience is perfect - Generation X to millennials.

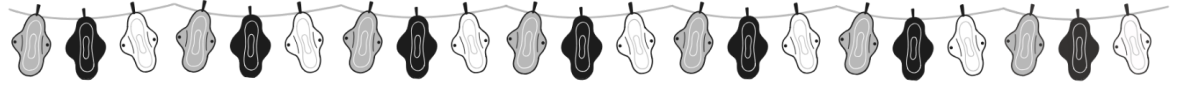
Facebook groups:

Generation X: 7,900+ members

Facebook: <https://www.facebook.com/groups/1513544468939836/>



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It is a private Facebook group in which Generation X can share their thoughts, ideas, stories, art, rants, raves, opinions, ideas and ways to connect with members of their generation. This group could be an excellent platform for ISTG to connect with more Gen-Xers and tell them more about ISTG. It could also be a perfect place to ask for donations.

GenX Only: 225,000+ members

Facebook: <https://www.facebook.com/groups/228800539437183/>

This group is a place for Gen-Xers to share their ideas, opinions, stories, etc. This group has many members that are really active. This group is often associated with funny posts and content. ISTG could share memes and fun discussions to make connections and engage with Generation X people.

Let's Talk About Menopause and Perimenopause: 82,700+ group members.

Facebook: <https://www.facebook.com/groups/389966982595733/>

This is a private group where women can discuss, ask questions, share helpful tips (personal experience) and get group support on the journey of menopause and perimenopause. The group was founded a year ago. It is a good place for ISTG to connect with a specific target audience and tell their story.

Menopause Support Group: 138,000+ members

Facebook: <https://www.facebook.com/groups/439232282854798/>

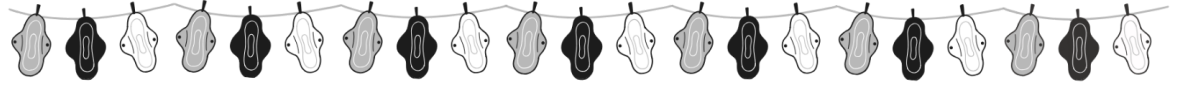
This group is a nonmedical private group that provides women with a safe place to discuss their symptoms, stories and woes about going through menopause. In this group, ISTG could apply to become a Care Provider and then do a self-promotion. The group was created 10 years ago, and they have about 200 posts every day. It is a very active group. ISTG could cooperate with this Facebook group, do more promotions and tell people about their programs.

Opinion Leaders for Generation X

Cori Bush, Well Known Activist



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Cori Bush, a well known activist, is also known as a pastor, nurse and a United States Representative and Congresswoman. Born in St. Louis to a father who encouraged to learn about prominent Black public figures, Bush has been a voice for the Black community. She has also been active in environmentalism and healthcare movements. Bush has been vocal about her support for transgender rights and advocacy and has made many steps towards equality during her time in office. Bush can be found on social media platforms using the handle @CoriBush. She has 438,000 Instagram followers, Facebook has 116,000 followers and X has 850,600 followers.

Leslie Morgan Steiner, Author and Consultant on Women's Leadership

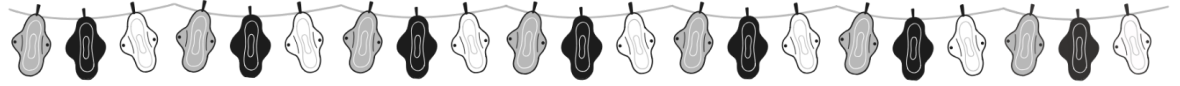
As an author and consultant on women's leadership, work-life balance, parenting and adversity, Leslie Morgan Steiner is an American artist and inspiration. Known for her TedTalk in 2012, Steiner has discussed the misconceptions surrounding domestic abuse survivors in speeches and her 2009 memoir, "Crazy Love." On Instagram, Steiner has 2,711 followers and can be found as @lesliebooks.

Michelle Obama, Former First Lady, Lawyer, Author and Advocate

Michelle Obama, a distinguished lawyer, author and influential Generation X figure, boasts a remarkable trajectory. A graduate of both Princeton University and Harvard Law School, she has held various esteemed roles: from working as an associate at law firms to serving in various Chicago city governmental positions. Her career spans diverse sectors, including a tenure as the Dean of Student Services at the University of Chicago.

As First Lady, Obama spearheaded impactful initiatives such as Let's Move, Reach Higher and Let Girls Learn, demonstrating her commitment to causes like promoting healthy living, education and empowering young women. Her support for women's shelters and advocacy for achieving a balance between career and family life has remained consistent.

Additionally, she stands as a vocal proponent for LGBTQ+ rights and the well-being of all American girls. Recognizing her significant contributions, Michelle Obama was honored with induction into the National Women's Hall of Fame in 2022. Her multifaceted efforts and unwavering dedication have solidified her legacy as a trailblazer and advocate for positive change. Obama can be found online at @michelleobama on Instagram, X and Facebook where she has 57.1 million followers, 22.1 million followers and 19 million followers respectively.



Rachel Louise Snyder, Professor, Journalist and Writer

Rachel Louise Snyder has made her voice known to many audiences. With four published books, Snyder has written about and advocated for domestic abuse awareness after sharing a memoir on her survival. She is an award winning writer and has been interviewed and highlighted in several renowned publications such as the New York Times, the Washington Post and NPR. On social media, Snyder can be found as @RLSWrites, with over 2,500 Instagram followers and 5,400 X followers.

Stacy London, Reality Show Personality

Stacy London, known for her role as a reality show personality in the early 2000s, co-hosted the immensely popular TLC series 'What Not to Wear,' which aired for 12 seasons over a decade. Her journey in the fashion realm began at Vogue as a fashion editor, eventually establishing herself as a celebrity stylist due to her impeccable fashion sense and engaging persona, earning her the co-host position on 'What Not to Wear.' During the pandemic, London ventured into entrepreneurship, founding State Of Menopause, a holistic product line aimed at alleviating symptoms associated with menopause and perimenopause. However, in 2023, she shifted her focus from the company towards advocacy, stepping away from consumerism. Stacy London embodies the voice of Generation X, having worked extensively in an industry catering to women. Her company's vision resonates with essential themes, and she actively engages in conversations about menopausal awareness. Garnering a substantial following of 394,000 on Instagram (@stacylondonreal), she remains an influential figure within her community.

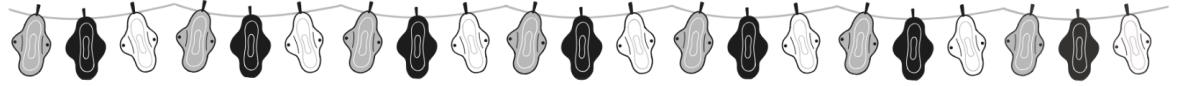
Generation Y (1981-2000)

Generation Y, or the Millennial Generation, consists of 72.24 million people born between 1981 and 2000. As of 2023, Generation Y consists of individuals between the ages of 23 and 43. Generation Y is also considered the most diverse adult generation in American history, with about 40% of the generation being considered a minority according to the U.S. Census Bureau. 14.3% of the Generation Y population identifies as Black, 5.3% of the Gen Y population identifies as Asian, 17.1% of Generation Y identifies as Hispanic or Latino and 3% identify as other.

Generation Y has been affected by numerous global catastrophic events. The horrific terrorist acts of Sept. 11 occurred in 2001, meaning most of Generation Y was old enough



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to remember the events and to be severely impacted by them. Following 9/11 the generation was impacted by The Gulf War and The War in Afghanistan. This generation was also heavily impacted by the Great Recession as it began around the same time as Generation Y was entering the workforce. Generation Y has been impacted by several large catastrophic events which have severely influenced the generations lived experiences, challenges and successes.

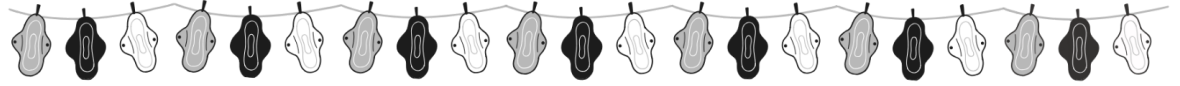
Generation Y is also the most educated generation with one in four Generation Y over the age of 25 having at least a bachelor's degree according to the Pew Research Center. The Pew Research Center also claims that among Generation Y, 43% of those who identify as women over the age of 25 have obtained at least a bachelor's degree whereas only 36% of those who identify as men have obtained at least a bachelor's degree. This coincides with the employment rates among Generation Y women; as of 2019 The Pew Research Center claims 72% of Generation Y that identify as women are in the workforce. Despite the high education and employment rates Generation Y has had a complicated financial history. This generation entered the workforce during a time in which the economy was unstable and the cost of living was rapidly becoming higher than what employers were paying. This has caused the generation to have an extreme wealth gap and has left many people earning less than anticipated.

Generation Y is typically considered to be the last generation to have grown up before the internet. Older and younger millennials have different experiences with the internet because of the amount of technology available to them as adolescents. While older Generation Y didn't have access to the internet during their formative years, younger millennials are the first generation to be considered digital natives because the internet began to evolve during their younger years. Despite Generation Y's high comfort level with social media, outside of the Western world there is far less comfort as many have received access to the internet later in life, are unable to access technology for monetary reasons or still do not have reliable internet access.

Both older and younger Generation Y are more naive and susceptible to misinformation because they grew up during a time where there wasn't an emphasis on questioning the material found on the internet. This also means that Generation Y receives most of their information via the internet and are less likely to question what they read and more likely to be easily influenced. Given that they have a vast understanding of technology and social media platforms, social media sites like Facebook, Instagram and X are the easiest way to reach this audience.



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Generation Y relies heavily on technology with many using social media like Facebook, Instagram, X, TikTok and more to connect with friends, family and colleagues. This generation also relies heavily on technology to build relationships, both platonic and romantic with many using dating apps such as Tinder, Bumble and Hinge. Generation Y is often considered the main driver of technology, with many of the largest tech companies being founded and led by members of this generation.

The Pew Research Center stated that 92% of Generation Y have smartphones. This has heavily influenced their communication preferences, with Generation Y mainly communicating through texts and direct messaging. According to MediaPost, 75% of Generation Y prefers text-only communication to any other kind of communication. Additionally, Generation Y prefers texts because 76% of them believe it is less disruptive than a phone call. Research suggests that text communication is the most effective way to communicate with this generation.

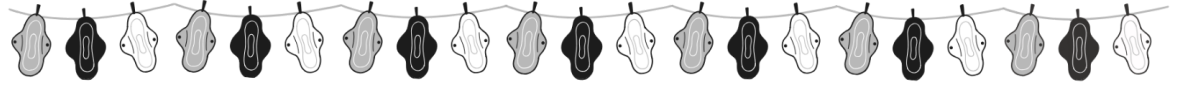
Generation Y is heavily involved with social causes, more so than the generation before them. They pose a strong emphasis on diversity and inclusivity in terms of race, ethnicity, gender-identity, sexuality and more. Generation Y also focuses on social justice, environmental causes, political issues, equity and sustainability. Messaging surrounding these topics is likely to prompt a response from this generation. Furthermore Generation Y brings these values and ideas into the workplace and they prioritize personal fulfillment in positions and work environments.

Pre-packaged Audiences for Generation Y

Break The Silence Against Domestic Violence: 316,000+ followers

Facebook: <https://www.facebook.com/btsadv/>

As part of the Break the Silence Foundation, the Facebook group aims to help victims of domestic violence through crisis response, counseling, education and workforce development. They believe empowering survivors will give them the chance for a new future. The foundation's goal is to offer support and cultivate a culture where education on domestic violence is common knowledge for all humanity and the silence is able to be broken. I Support the Girls is able to post on the Facebook group and potentially partner with the foundation in order to assist more women in need. The Facebook group currently has a strong community of 316,000 followers and a paid subscriber hub that offers



additional support and services to individuals in need. This group can be found on Facebook as @Break The Silence Against Domestic Violence.

Domestic Violence: 252+ members

Facebook:

<https://m.facebook.com/groups/1383802655496832/?ref=share&mibextid=K8Wfd2>

Domestic Violence is a support group that is based in Los Angeles. The group was created to make a safe space for survivors of domestic violence. The founder created this group to share their experiences as a survivor in the hopes of encouraging others to do the same. ISTG can benefit from their potential partnership in providing resources and also grow with this community. Their facebook is @DomesticViolence.

Domestic Violence Survivors, Child Abuse, Sexual Abuse, Depression, Anxiety: 31,500+ members

Facebook: <https://www.facebook.com/groups/1020227041422063/>

Domestic Violence Survivors, Child Abuse, Sexual Abuse, Depression, Anxiety, is a group that discusses support and resource content in the Generation Y community. There are an average of 107 posts a month and 6 posts daily. ISTG has the opportunity to directly target these audiences and be more involved in a community that raises awareness for those difficult topics.

Face My Abuse Intervention Prevention Domestic Violence Group: 1,400+ members

Facebook: https://www.facebook.com/groups/facemyabusedv/?locale=en_GB

The Facebook group Face My Abuse Intervention Prevention Domestic Violence Group founded by Jacqueline Rowe, in efforts to address violence against women and increase education for women in order to prevent domestic violence and spread awareness. This group targets intimate partner violence specifically concerning long-term partners. ISTG can connect with the founder and help post about D.A.S.H. Kits on their page for women who are trying to start their new journey and assist them in any other needs.

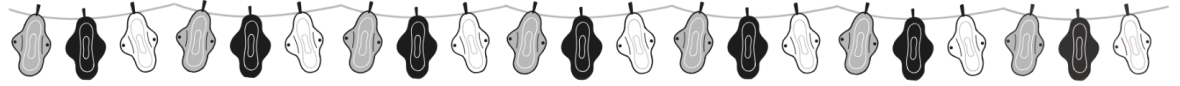
Free To Live- Domestic Violence Victims, Survivors, Family And Friends: 3,400+ members

Facebook: <https://www.facebook.com/groups/472804674435352>

Website: <https://free2livelife.org/>



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The Free to Live Facebook group is public and founded by Star Lee, who is a domestic violence survivor. Star Lee currently works with community leaders, nonprofits, national foundations and government agencies to build programs for domestic violence survivors to thrive in mental and physical health, education, financial literacy, youth programs and arts and literacy. I Support the Girls can directly contact Star Lee or post on the public Facebook group about the D.A.S.H. Kits and provide ISTG can assist with.

Los Angeles LGBTQ Community: 4,800+ members

Facebook:

<https://www.facebook.com/groups/22278301466/permalink/10159018473126467/?mibextid=K8Wfd2>

Los Angeles LGBTQ Community is a Facebook group that is based in California's major cities. This group specializes in political advocacy and they make efforts to provide for the LGBTQ+ community. Its mission is to create a better community for people part of the LGBTQ+ to live their lives freely and comfortably. ISTG is capable of working closely with the admin to help with organizing events. With similar beliefs ISTG can work closely together with this organization in efforts to reach a bigger target audience.

Millennials for Social Justice: 6,900+ members

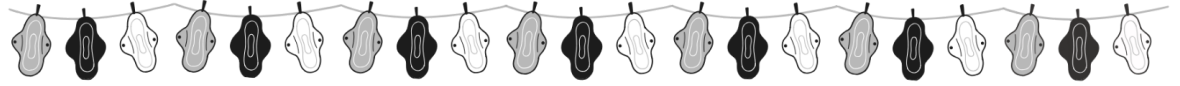
Facebook: <https://www.facebook.com/groups/millennialsforsocialjustice/>

The Millennials for Social Justice Facebook group specifically discusses social justice and activism content and the members are all part of the Generation Y community. There is an average of 106 posts monthly and nine posts daily. By posting in this group ISTG is able to directly target these audiences and become more involved with the social justice activists of Generation Y.

Transgender Support 30+: 9,000+ members

Facebook: <https://www.facebook.com/groups/transgendersupport30plus>

This Facebook group is specifically for individuals who are over 30 years old. This targets the Generation Y demographic and allows I Support the Girls to connect with the transgender community more directly. The group consists of parents who are finding support for their children and also individuals in the Gen Y community who seek support



and need materials for their transitioning process. On a monthly basis, the group posts around 963 times and there are, on average, 25 new posts daily.

Toxic, Broken or Abusive Relationship Advice and Support Women's Support Group:

16,500+ members

Facebook: <https://www.facebook.com/groups/1745551328791977/>

Toxic, Broken or Abusive Relationship Advice and Support Women's Support Group

Facebook group caters to those who are currently in an unsafe relationship and seeking help as well as those who have already left their partner. This group also is a support group for those who may be toxic and wish to seek change. By joining this group ISTG can become involved in the conversations that are taking place and offer support and services to the group members.

Women's ONLY/Intimate Partner- Domestic Violence/Abuse SURVIVORS' Support: 10,000+ members

Facebook: <https://www.facebook.com/groups/649710375417871>

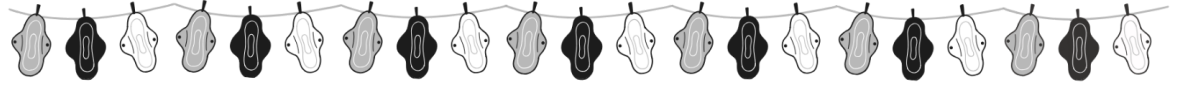
This Facebook group is specially designed to support women regarding a specific type of domestic violence. The support group targets intimate partner abuse, pertaining to a long-term spouse, romantic partner, or one-time date. This group is regulated for safety concerns and to provide a supportive safe space. Many members have posted about fleeing their homes and not having anywhere to turn to. ISTG is able to directly service these women and provide the supplies they need.

Opinion Leaders for Generation Y

Emilee Dawn Whitehurst, President and CEO of Houston Area Women's Center

Emilee Dawn Whitehurst is the President and CEO of the Houston Area Women's Center. She brings over 25 years of experience leading non-governmental organizations and championing human rights. Whitehurst mainly addresses poverty, homelessness and abuse. She is a recipient of the Echoing Green "Social Entrepreneur" Fellowship and received the William Kennedy Public Service Fellowship from Harvard Divinity.

For the sake of her community and, especially her two daughters, she believes in a future free from domestic abuse and sexual assault and will work until it stops. Whitehurst can be



found on LinkedIn as @emilee-whitehurst-2218174b where she has garnered a following of 753 supporters.

FKA Twigs, Musician, Actress and Dancer @fkatwigs

Tahliah “Twigs” Debrett Barnett, known professionally as FKA Twigs, is a 35-year-old singer, songwriter, dancer and actress. Her critically acclaimed album, *Magdalene*, offers a personal take on women’s issues and empowerment. She has also built a wonderful community of 2.4 million followers on Instagram who appreciate her work and support her journey.

In 2020, Twigs filed a lawsuit accusing her previous partner, actor Shia LaBeouf, of sexual battery, assault and infliction of emotional distress ([NYT](#)). Once the lawsuit went public, Twigs took to the media to share her experience and call for more accountability in Hollywood regarding domestic violence and sexual assault. In 2022, Twigs stepped further into the advocacy space by creating an anti-domestic violence PSA with Join the Chorus, a joint initiative by domestic violence organization NO MORE Foundation and The Commonwealth Secretariat.

Twigs demonstrated commitment to advocating for survivors and sharing her story make her an ideal opinion leader to influence millennials. She can be found on Instagram and X as @fkatwigs.

Megha Desai, President and CEO of Desai Foundation

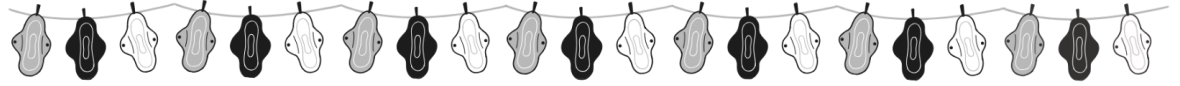
Megha Desai is a speaker, advisor and nonprofit founder with an extensive background in advertising. Currently, Desai serves as President for the Desai Foundation, a public non-profit that elevates the health, livelihood and menstrual equity of women and children through community programs in rural India. She is committed to cultivating dignity and helping people dream beyond their circumstances.

Megha Desai can be found on various social media platforms, including Instagram, where she has amassed a substantial following of 4,621 supporters. Desai can also be found on LinkedIn as @MeghaSDesai and X as @Meghatron5.

Paula Kweskin, Filmmaker and Attorney



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Paula Kweskin is a filmmaker and an attorney specializing in international humanitarian and human rights law. Kweskin is the producer of Honor Diaries, an award-winning documentary film focused on women's rights and gender empowerment. The film brings together nine activists fighting for gender equality in honor-based societies. On her X account, Paula Kweskin has garnered a following of 1,037 supporters.

Kweskin is also the founder of 49%, a female-led media company using women's storytelling to advocate for sustainable change through film, multimedia and events. Kweskin can be found on LinkedIn as @paula-kweskin-a21977b, Instagram as @paulakweskin and X as @paulakweskin.

Representative Alexandria Ocasio-Cortez, Politician

Representative Alexandria Ocasio-Cortez (AOC) is a politician and activist serving as the U.S. representative for New York's 14th congressional district. In 2019, the congresswoman quickly rose to fame as one of the youngest women in Congress and for her commitment to advocating for marginalized groups. On Instagram, she boasts an impressive following of 8.4 million supporters.

As one of the few millennial women in Congress, Representative AOC is an ideal opinion leader to connect with younger millennials. She is passionate about advocating for marginalized groups and often uses social media in a raw, accessible way which drives her appeal to younger millennials. AOC can be found on Instagram and X as @aoc.

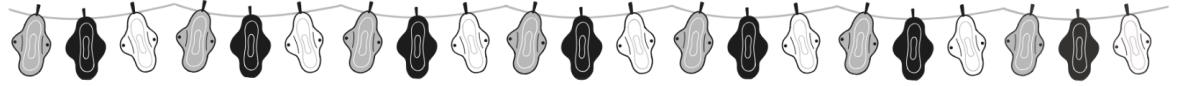
Generation Z (2001-2020)

Generation Z born between 2001 and 2020, is the post-Millennial cohort that has come of age in a rapidly evolving digital landscape. It is estimated to make up 65 million people in the U.S. and 30% of the world's population.

Generation Z are known as digital natives, having never experienced a world without smartphones, social media and instant access to information. According to a 2022 Pew Research Center survey of U.S. teens ages 13 to 17, the vast majority of teens have access to digital devices, such as smartphones (95%), desktop or laptop computers (90%) and gaming consoles (80%). The study shows there has been an uptick in daily teen internet users, from 92% in 2014 to 2015 to 97% in 2022. Generation Z grew up with technology and the internet as integral parts of their lives.



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Generation Z prefers digital communication methods such as texting, instant messaging, and video chats over traditional forms of communication face-to-face meetings and even phone calls. Most organizations find the best way to reach Generation Z is through social media platforms. According to the survey by the Pew Research Center previously mentioned, YouTube stands out as the most common online platform teens use out of the platforms measured, with 95% saying they use this site or app everyday. A majority of Generation Z also says that they use TikTok (67%), Instagram (62%) and Snapchat (59%) everyday. By matching its missions with the values and goals of Generation Z and using digital tools and social media to communicate with Generation Z, nonprofit organizations that focus on gender discrimination, pay equity, reproductive rights and violence against women can successfully engage with and win the support of this generation. Generation Z will use their digital and social media platforms to raise awareness, fundraise and mobilize support for these causes.

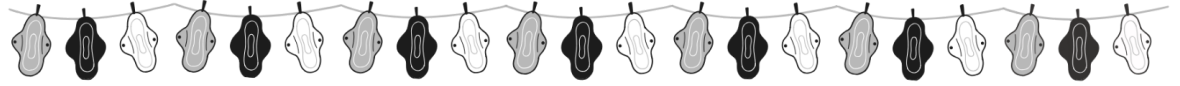
Instead of trusting and paying attention to large institutions, companies and brands, Generation Z is more likely to trust and engage with influencers. Generation Z is easily influenced by social media and digital content creators. These bloggers or vloggers seem more relatable and individualistic to them. Generation Z is renowned for individualizing their identities and defying established labels and classifications. They often look up to influencers and celebrities, and they are a significant part of online culture.

Technology has also made Generation Z more comfortable with speaking up for themselves and being involved with activism. For example, 32% of Generation Z took one of four actions to help combat climate change: donating money, contacting elected officials, volunteering or attending a rally. As more of Generation Z become old enough to vote, they are rapidly going to the polls. In 2022, 28.4% of Generation Z cast a ballot during the midterm elections. Younger voters largely support the Democratic Party's positions on abortion and inclusion. Even young Republican voters are closer to the Democratic Party's position than traditional Republican views. While Generation Z are very likely to vote, they are also eager to know about the two they are voting for.

A majority of Generation Z gets their news from social media with 36% saying that they turn to the internet for information, with 61% of the information coming from Youtube and 57% from TikTok. They heavily relied on the information in social media and sometimes may even make decisions based on what the social media shows. However, the content is more



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important than the platform. Primarily if a politician had a TikTok that does not mean they receive a higher praise compared to someone who actually educates.

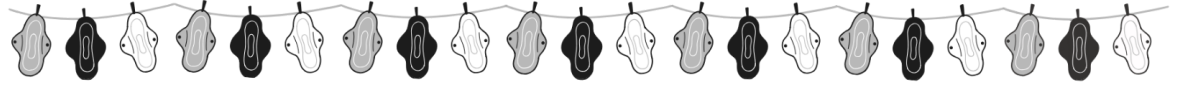
According to a research result from the Pew Research Center, "Generation Z represents the leading edge of the country's changing racial and ethnic makeup. One in four Generation Zers are Hispanic, 14% are black, 6% are Asian and 5% are some other races or two or more races." Generation Z is the most diverse generation in terms of race, ethnicity and cultural background. They tend to be more accepting of differences in gender identity, sexual orientation and social issues, advocating for greater inclusivity and equality. The inclusiveness and diversity-focusedness of Generation Z also extend to their support of intersectional initiatives that provide underprivileged women and other marginalized communities a voice.

Generation Z has a more comprehensive global perspective, so they feel more connected to global events and cultures. They frequently see themselves as citizens of the whole world. The first generation that is really worldwide is Generation Z. In addition to the globalization of music, movies and celebrities that they experience today, our increasingly culturally diverse world has also made it possible for fashion, food, online entertainment, social trends, communications and even "must-watch YouTube videos and memes" to become more prevalent than ever. Aside from exploring more nationwide affiliates in major cities within the U.S., nonprofits also may need to consider exploring globally, besides the existing countries they have already had service there.

Generation Z has entered and further pushed the gig economy era. The gig economy can also be described as the sharing economy or access economy. It is where people earn income providing on-demand work, services or goods. This is frequently done through a digital platform like an app or a website. Examples of this are YouTuber streamers, Influencers, Crafters, etc. According to 73% of Generation Z believe that the current economic environment has made it more challenging to save. They believe that inflation has made it harder to save for financial goals and pay down debt. Generation Z have also said that rising rent prices have also made it difficult for them to make day-to-day purchases (40%). Because of this 75% of Generation Z are taking steps to make extra money such as changing jobs, monetizing hobbies or passions, taking a second job, or taking a job that they don't enjoy. However, due to Generation Z's hustle and gig culture, they make up a large portion of the spending power in America contributing to \$360 billion in disposable income. By themselves, they generate \$229 billion annually in wages made from working full-time.



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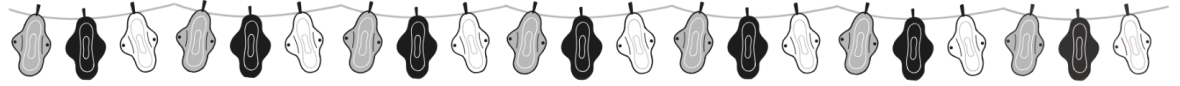
Of the three top priorities of Generation Z in 2020, two of them were money-related. Compared to other generations, Generation Z was more likely to strive to be able to afford material items comfortably. Before 2026, 45% of Generation Z are considering becoming homeowners. Generation Z feels ready to handle basic financial tasks, including budgeting, managing day-to-day expenses and building/managing credit. However, these are short-term financial responsibilities. Generation Z has a harder time working on long-term financial goals such as emergency funds, saving for retirement and investing. Nearly 40% of Generation Z do not have investments because they don't have additional funds, don't know where to start or feel that investing is too risky.

Generation Z that identify as women feel less equipped to manage day-to-day expenses compared to Generation Z that identify as men (63% to 76%) along with building an emergency fund (48% to 61%). Generation Z that identify as women also believe that they have less financial knowledge compared to men and are statistically less likely to consider investing or retirement savings.

Generation Z is on track to having the largest number of members with a college education. They have a high graduation rate and low dropout rate. Even though only 41% of Generation Z say that they trust colleges, 84% plan on receiving higher education. Due to the continuous rise in college tuition, Generation Z sees college as a means to get a job, and therefore takes college seriously. Because of the cost of college tuition, Generation Z has also been looking at different forms of education after high school such as community college and career and technical schools. Additionally, fewer Generation Z have an interest in going the traditional four year route because of loans. Instead, they would rather train in a two to 12 month program, start a job, and then work for a company offering tuition reimbursement for four-year degrees and opportunities for promotion. Close to 80% of a surveyed Generation Z population said that it was important to not only have academic education but on the job experience such as internships and apprenticeships. Ideally, 70% of Generation Z believe that they will have to learn throughout their entire life. This leads to a belief that it is more beneficial to have multiple short-term learning experiences rather than one really long one. With Generation Z being the first generation to be born with nearly limitless access to technology, access to academic resources such as Khan Academy and Ivy League online courses has made it very easy for this generation to learn anything at their own pace.



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Generation Z have taken up a lot of STEM-related majors such as artificial intelligence, data science, business analytics, computer science, engineering and health science, to increase their competitiveness and longevity in the job industry. Generation Z is very concerned with their career choices. They are taking workshops, enrolling in additional courses and comparing notes regarding the job market. Conversations with employees are also more international, hoping to gain further insight into the job market.

Generation Z is the most anxious generation. Yet they are the most willing to talk about and discuss mental health. About one-third have received medical treatment or therapy from a mental health professional. Of this generation, 42% were diagnosed with a mental health condition and 26% were diagnosed during COVID-19. A majority of Generation Z (91%) had said that they were feeling sad or depressed and experiencing a lack of energy, motivation and interest in activities. Of Generation Z, 29% have experienced poor mental health, 42% have experienced hopelessness, 22% have considered suicide, 18% have a plan and 10% have attempted. Minority groups experience lower mental health with 45% of LGBTQ+ students having contemplated suicide. African Americans are also the most likely out of any race to have suicidal thoughts. Some of the most prevalent stressors for this generation are mass shootings (75%), rising suicide rates (62%), environmental concerns (58%), deportation (57%) and sexual harassment or assault (53%).

Because Generation Z is prone to going through high levels of stress, they are more open to talking about it to their friends, family or even on social media. About 87% feel comfortable talking about mental health and 63% feel comfortable talking about their own mental health. Social media such as TikTok and Instagram have been used as avenues for Generation Z to share their stories because of their affordability compared to therapy, the lack of social stigma, and the access and comfortability of using technology. However on the other side, studies have found that there is a strong link between social media and increased depression, anxiety, loneliness, self-harm and suicidal thoughts. It can also lead to feeling inadequate about life and appearances, developing a fear of missing out, increase of cyberbullying and self-absorption.

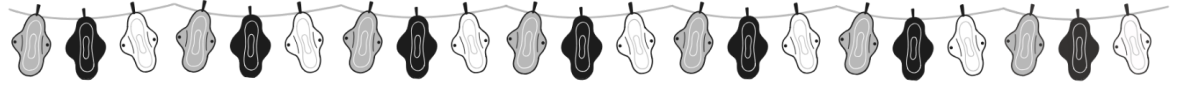
Pre-packaged Audiences for Generation Z

Abuse and Trauma Support Group: 25,000+ members

Facebook: <https://www.facebook.com/groups/domesticabusesupportgroup/>



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Abuse and Trauma Support Group is a private Facebook group where people support each other through the trauma and pain of domestic abuse, no matter the age, gender and race. The group started on May 12, 2016. Its mission is to anonymously support anyone who has been involved in any form of abuse. With a shared goal, I Support the Girls can target a larger audience on social media by working with the Abuse and Trauma Support Group. This support group can be found on Facebook by Misfits Mamas Page.

Asian Mental Health Collective: 8,000+ members

Facebook: <https://www.facebook.com/asianmentalhealthcollective/>

Website: <https://www.asianmhc.org>

Asian Mental Health Collective is a public Facebook page with a mission to normalize and de-stigmatize mental health for binary, nonbinary and LGBTQ+ communities. It was created on Oct. 17, 2019. With a shared goal, I Support the Girls can target the BIPOC audience on social media by working with the Asian Mental Health Collective.

Nonbinary People of Color (BIPOC): 2,000+ members

Facebook: <https://www.facebook.com/groups/nonbinarypeopleofcolor/>

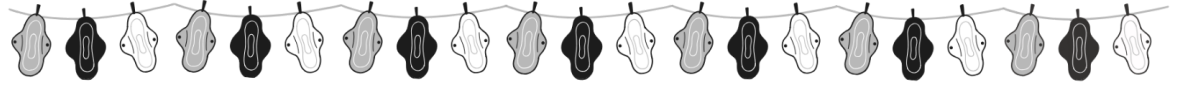
Nonbinary People of Color (BIPOC) is a private Facebook group meant to be a closed space for nonbinary, visibly racialized BBA (Black, Brown and Asian) people who do not solely identify as binary men or binary women. This is inclusive of genderqueer, agender, genderfluid, genderflux, bigender, questioning and more people. The group started on Dec. 13, 2019. With a shared goal, I Support the Girls can target a larger audience on Facebook by working with the Nonbinary People of Color (BIPOC).

Non-Binary Social Space: 38,000+ members

Facebook: <https://www.facebook.com/groups/nonbinarysocialspace/>

Non-Binary Social Space is a private Facebook group where international social groups of nonbinary people can share gender related memes, selfies and related gender expression; this includes makeup and fashion, hair, queer entertainment and media, name choices and expressions of joy that do not require emotional labor. The group was created on June 20, 2017. With a shared goal, I Support the Girls can target a larger audience on social media by working with the Non-Binary Social Space.

Parents of Transgender Children: 7,500+ members



Facebook: <https://www.facebook.com/groups/ParentsofTransgenderChildren>

Parents of Transgender Children is a private Facebook group meant to be a supportive space for parents and caregivers of transgender, genderfluid, questioning or other gender nonconforming children. The group is mainly for caregivers but the admins also invite advocates and experts to take part in discussions, share knowledge and resources.

Trans, Nonbinary & Genderqueer Network: 16,000+ members

Facebook: <https://www.facebook.com/groups/genderfreedomssociety/>

Trans, Nonbinary & Genderqueer Network is a private Facebook group where people in the LGBTQIA+ communities come together to discuss and support each other. The group started on Nov. 7, 2017. Its mission is to support the transgender, nonbinary and genderqueer people, allowing them to have a space to post or comment anything they want without judgments or attacks. With a shared goal, I Support the Girls can target a larger audience on social media by working with the Trans, Nonbinary & Genderqueer Network. This support group can be found on Facebook by Gender Freedom Society.

Opinion Leaders for Generation Z

Anastasia Kingsnorth, Social Media Influencer and Fashionista

Anastasia Kingsnorth is a 21-year-old influencer who gained fame on YouTube at the age of 13. In her videos, she shares about her personal life and her passion for beauty and fashion, attracting a whopping one million followers on Instagram. She also co-hosts a podcast and has her own clothing line with In The Style. She has a large following on YouTube, Instagram, and TikTok. Given her focus on fashion and personal style, Kingsnorth can promote ISTG's cause by incorporating messages of support and empowerment, showcasing how individuals can support ISTG while maintaining their unique style. Kingsnorth can be reached on YouTube @AnastasiaKings, Instagram @[anastasiakingsnorth](https://www.instagram.com/anastasiakingsnorth), and TikTok @anastasiakingsnorth.

Brooklyn and Bailey, Social Media Influencers and Content Creators

Brooklyn and Bailey are 19-year-old identical twins who gained popularity through their YouTube channel, BrooklynAndBailey, which focuses on fun topics like family vlogs, college life, crafting, fashion and beauty. They have over 6 million subscribers on YouTube and



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more than five million followers on Instagram. They can use their influence to advocate for social causes, including supporting ISTG. Sharing the ISTG's mission and encouraging their audience to get involved can drive more awareness and support. Brooklyn and Bailey can be found on YouTube @BrooklynAndBailey and Instagram @brooklynandbailey.

Nadya Okamoto, Social Entrepreneur and Founder of Period Inc.

Nadya Okamoto is a social entrepreneur and founder of Period Inc., a nonprofit organization that distributes menstrual hygiene products and advocates for ending the tampon tax. They engage Generation Z individuals to raise awareness and advocate for policy changes related to menstrual health. Nadya Okamoto boasts an impressive following of 230K on Instagram and she can be found on Instagram @nadyaokamoto, LinkedIn @Nadya O., X @nadyaokamoto and TikTok @Nadya Okamoto.

Sammy Vanity, Social Media Influencer and Beauty Enthusiast

Sammy Vanity is a beauty enthusiast who identifies as a trans girl. Across her diverse array of social media platforms, she provides a window into her daily life as a Generation Z individual from a close-knit community, aspiring to educate and motivate her audience. With a remarkable following of 287,500 on TikTok, she captivates her followers by creating a delightful blend of unboxing videos, makeup tutorials and stylish outfit displays. Vanity can be found on TikTok @sammys_vanity and Instagram @sammys_vanity.

Willow Smith, Singer and Actress

Willow Smith, the daughter of Will Smith and Jada Pinkett Smith, has an impressive Instagram following of 11.3 million. She came out as bisexual and embraced a polyamorous lifestyle at 19-years-old. Willow is known for her inspiring creativity and openness, using her platform to advocate for self-expression and acceptance. Smith can be found on Instagram @willowsmith, X @OfficialWillow, Youtube @willowsmith and Facebook @OfficialWillow.