

Next Girl Up Summer Tour 2026: Impact Report



Despite growing opportunities, many girls never receive formal education in business, marketing, or financial literacy. The majority are never encouraged to explore these career paths. **The Next Girl Up Summer Tour was created to change that.**

This two-day experience brings our curriculum to cities across the Northeast, **turning high school girls into marketing and business experts.** Students explored **marketing, branding, financial literacy, leadership, and more.** Every participant developed a **business idea**, collaborated with peers, and gained practical skills they can carry into school, college, and beyond.

By The Numbers

6 program sessions



- Virtual • Hartford
- Westchester • New Haven
- Danbury • Darien

65 applicants



95 hours of hands-on learning



5 states reached

- ★ CT ★ NY ★ NJ
- ★ NC ★ VA

46 high schools represented



45% of students received financial assistance



Students Grew in Key Areas

CONFIDENCE & LEADERSHIP



57%

reported increased confidence in sharing their ideas.



47%

reported increased confidence while speaking up during group discussions.

BUSINESS KNOWLEDGE & FINANCIAL LITERACY



91%

gained a stronger understanding of marketing.



91%

gained a stronger understanding of how to start and run a business.



77%

gained a stronger understanding of basic financial concepts.



Parents Saw the Difference

**100%**

of parents said their daughter learned new marketing, business, or financial skills.

**88%**

of parents said the program increased their daughter's confidence.

**100%**

of parents said their daughter came home feeling excited or inspired.

**100%**

of parents would recommend Next Girl Up to other families.



My daughter and niece started the experience extremely shy and nervous. After day 1, they were excited to learn about social media and other marketing techniques they knew about but had never thought about in this context. On the way to the session on day 2, they were practicing their 20-second business pitch; it was really impressive!

AJ C.



This was a gift to my daughter, who is interested in social media, and this gave her the perfect foundation she needed. She can now pursue specific interests thanks to the core principles she learned. I would highly recommend this program to anyone who is interested in empowering the next generation of female entrepreneurs! I can't wait for other opportunities to engage with Next Girl Up!

John T.



My daughter loved her session! She is excited to put the skills to use and begin her own business!

Doranne K.



My daughter attended the Next Girl Up Summer Tour, and as a parent, I'm so grateful for the experience. Every day, she came home excited to share what she learned, the people she met, and how much fun she had. More than anything, I watched her confidence grow. She left feeling inspired, encouraged to dream bigger, and believing she can accomplish anything she sets her mind to. I highly recommend Next Girl Up to any parent looking for an empowering experience for their daughter.

Joandia L.

Every Girl Deserves Education

At Next Girl Up, we believe that cost should never be a barrier to opportunity, and **our goal is to make this experience accessible** to every student who wants to participate. Families contribute at a level that works for their financial situation, and every student receives the exact same experience.

34%

of students participated on a full scholarship.

11%

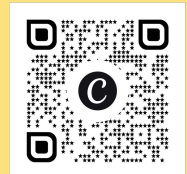
of students received partial financial assistance.



Help Us to Reach More Girls

Your support allows us to remove financial barriers, expand into new communities, and inspire the next generation of leaders.

DONATE TODAY.



Thank You to Our Host Partners!