



# the national **stand beside her** **NEWS** movement SEPTEMBER 2018

## OUR MISSION

The National Stand Beside Her Movement encourages girls and women to connect and support each other; to value ourselves and have the confidence to celebrate our own unique gifts and applaud the successes of others.

We commit to change our current culture of negative comparison and competition and learn to celebrate and lift up each woman and girl so that we can change the world.

## Mark Your Calendars!

**National Stand Beside Her Week 2018 is  
October 28-November 3, 2018!**

From clothing drives to luncheons with powerful women in your community, there are so many ways to Stand Beside Her this year! Use our new [6 Week Planning Guide](#) to organize your Stand Beside Her event, or try out one of the events and activities listed below:

### Take a new colleague to coffee!

67% of women rate mentorship as highly important in helping to advance and grow their careers, yet 63% of women have never had a formal mentor. Mentorship and sponsorship are key drivers of success, but unfortunately women often miss out. Reach out to a new colleague and grow together!



### Pledge to be a Workplace Ally!

For 6 easy tips on how to do this everyday, check out this [article from Lean In](#), whose mission is to empower women to achieve their ambitions.

## Join us and Stand Beside Her!

Created in 2014 by girls in Memphis, TN, the National Stand Beside Her Movement is a call to action for women and girls to unite our voices in a divisive world and end the comparison, competition and criticism that undermines female relationships. Together we can propel each other forward by creating an inclusive culture of support, compassion and celebration of each other's success.

Starting in childhood, girls are inundated with negative messages and behaviors that prevent them from building healthy relationships and ideals about their potential. Girls keep these unhealthy ideals and relationships as they mature into women. The competition and comparison formed on the playground and in the classroom carries over to the boardroom and in the home preventing women from reaching their fullest potential.

Join us in the movement to **#StandBesideHer** so every girl and woman can reach her fullest potential. Together, we are creating a world where women and girls are appreciated for their talent, strengths and uniqueness.

## Brighten Your Day with Positive News from the World of Women

*Check out these fun reads about great things happening with some of today's most influential women!*

### The Last 'Year of the Woman'

*The Daily speaks to Senator Dianne Feinstein about what this political moment shares with 1992, another record-breaking "Year of the Woman."*

### Reese Witherspoon will show her personal side in "Shine On with Reese"

*The actress-entrepreneur's first unscripted TV show in which she visits with female celebs and other trailblazing women.*

### Instead Of A Catsuit, Serena Williams Competed In A Virgil Abloh Tutu

## News from our Stand Beside Her Partners

### **National Association of Junior Auxiliaries**

NAJA President, Leslie James, issued a challenge for Chapters to create or revamp a current project to align with Stand Beside Her Week. In her letter to chapters, James wrote, "Today more than ever we as females need to support and lift each other up and by doing this we are teaching the next generation of females to do the same."



### **FedEx to host the 3rd Annual Stand Beside Her Celebration**

with Girl Scouts in their hometown of Memphis, TN. Held at a local camp, the event is full of activities designed to help girls build confidence and the ability to work as a team. *(previous years' events pictured below)*



FedEx also recently featured the National Stand Beside Her Movement in their women and leadership symposium with over 2,000 in attendance. GSHS CEO Melanie Schild was invited to speak on behalf of the movement.

**ServiceMaster** has adopted Stand Beside Her as this year's theme for their corporate women's group and is planning activities based on the movement for the group's upcoming events.

### **Keep in touch!**

Email Molly Delaney [molly.delaney@girlscoutshs.org](mailto:molly.delaney@girlscoutshs.org) with your planned events for National Stand Beside Her Week. We would love to add you to our content calendar and promote your event on our social media!

**For more information about the movement:**

[www.standbesideher.org](http://www.standbesideher.org)

Twitter: @istandbesideher Instagram: @standbesideher