



## THE FACTS

**What?** The Confidence Coalition is an alliance committed to promoting self-confidence in girls and women so that they may feel empowered to overcome social barriers and be inspired to reach their greatest potential. It is an international movement that enables women and girls to stand up to peer pressure and media stereotypes, say no to risky behavior and abusive relationships, and put an end to relational aggression, such as bullying – on the playground and in the office.

**Who?** Recognizing the impact self-confidence can have in the lives of girls and women, in 2009 Kappa Delta Sorority took the lead to bring together nonprofit organizations and companies dedicated to promoting confidence in women and girls. Many organizations and companies have joined the coalition, including many of the most well-respected girls' and women's organizations in the country. For a complete listing, visit [www.confidencecoalition.org](http://www.confidencecoalition.org).

**Why?** Lack of confidence can affect so many areas of our lives. Girls start out with big dreams, ideas of changing the world, making their mark. Then over time, their confidence is undermined by the media, the advertising world, parents, friends, adversaries and their own inner voices. They succumb to peer pressure to fit in. They bully others and allow themselves to be bullied. They participate in gossip and intimidation. They become victims of spousal and dating abuse. They participate in risky behaviors like excessive drinking and sexual promiscuity. They stand back and let others take the lead in organizations, in the workplace and in the country. They let others define their self-worth.

The Confidence Coalition is a collective effort to bring awareness to the issues that affect the self-confidence of women and girls and empower them to become more confident. Note these startling facts:

- 90% of all women want to change at least one aspect of their physical appearance.
- 81% of 10 year old girls are afraid of being fat.
- Women are routinely degraded in everything from pop culture to casual conversation.
- A girl is bullied every 7 minutes in the school yard, playground, stairwell, classroom or bathroom.
- Every 15 seconds a woman is battered.
- Women make up nearly 51% of the U.S. population, but hold only 16% of seats in Congress.
- 57% of women are targeted for workplace bullying.
- 47% of students allow themselves to be hazed prior to coming to college.
- Women are devalued in the workplace, making only 76% of their male peers' salaries.
- 57% of rock music videos portray women as sex objects, victims, unintelligent or in a condescending way.
- One out of four college-age women has an eating disorder.
- Only 2% of women think they are beautiful.

**How?** The Confidence Coalition launched a viral campaign to promote confidence among women and girls and spread the word about the organizations that provide programs to help build confidence. The campaign includes a viral video, website ([www.confidencecoalition.org](http://www.confidencecoalition.org)) where people can sign a pledge, and presence on several social networks including Facebook, Twitter and YouTube.

On behalf of the Confidence Coalition, Kappa Delta has created *International Girls Day*, a day of celebration and confidence-building that will empower girls to realize their dreams and inspire them to make a difference. The first observance of International Girls Day takes place November 14, 2010. Likewise, the sorority created *International Women's Friendship Month* to celebrate the power of women's friendship. The celebration takes place throughout the month of September. We believe friends build our confidence and encourage us to succeed and in turn help others.

The coalition created the *"Go Confidently" Collection*, a drive to collect handbags for underprivileged women and teens who need a confidence boost. It also created the *"You Make Me Smile" Campaign*, which encourages people to hand out blue balloons with confidence-building messages to women and girls on campus, in the community and at events.

**More?** Visit [www.confidencecoalition.org](http://www.confidencecoalition.org) or call 800/536-1897.