



A Webinar on Starting Female Empowerment Clubs





Club spotlight- IMRAA: The International Movement for Resilience, Authenticity, and Activism





I.M.R.A.A. Co-Founders:

- Amna Baloul
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- Catherine Meadows

Dual Meaning

- Imra'a (امرأة) = Woman in Arabic
- I'm Raw = I'm authentic and at my most natural state of being

Background

- In each of our personal life journeys, we often seek to express the most genuine, liberated version of ourselves.
- Females experience universal themes of challenges in life, simply in different contexts. Yet, these difficulties are more often kept inside of us from fear of judgement.
- Thus, the act of acknowledging, sharing, and connecting on the premise of these universal themes is a powerful experience which normalizes these hardships and empowers us to limitlessly move forward.

Purpose

- To exist as an inclusive organization which transcends culture, religions, race, ethnicity, political views, etc. to unite and connect on the basis of female empowerment
- To empower females towards embracing their innate greatness and fostering the most powerful, authentic versions of themselves.
- To provide females with the mental tools for navigating common societal pressures

MISSION STATEMENT

To promote mindfulness and action towards female empowerment via international youth-led clubs and initiatives in order to develop the rising generation of women around the world.

Defining Key Words

- **Re·sil·ience:** The ability to recover and experience personal growth from adversities in life in various forms; buoyancy
- **Authenticity:** The quality true to one's own personality, spirit, or character.
- **Activism:** The practice of intentional action or involvement in order to bring about social change .

Framework

- **United Nations Sustainable Development Goals (UN SDGs)**- A set of 17 goals selected by leaders globally at the United Nations in 2015 in order to improve the world in specific ways by 2030 (“Sustainable Development Goals,” n.d.).

UN Sustainable Development Goals



Implementation

- Individualized chapters which meet the needs and desires of each community, united by female empowerment
 - Select a key focus area/areas which are most pertinent to your female community
 - Select activities which are most relevant to your chapter and develop new activities as needed

Structure & Activities

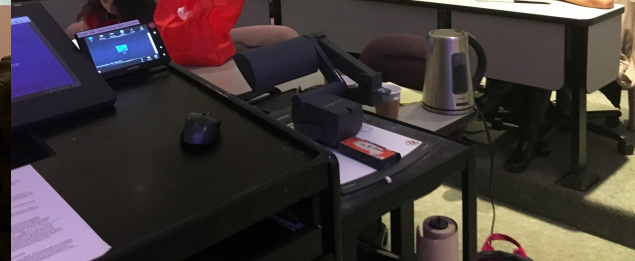
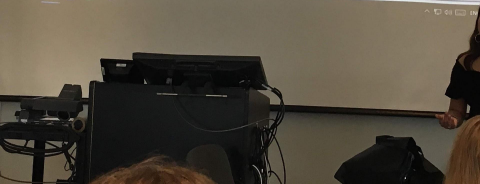
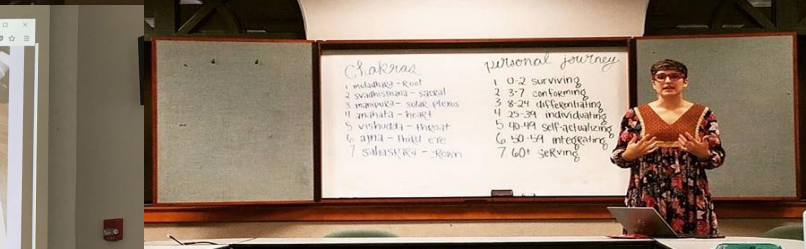
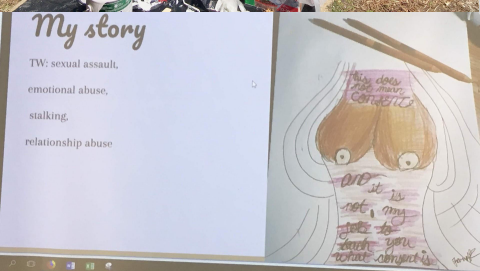
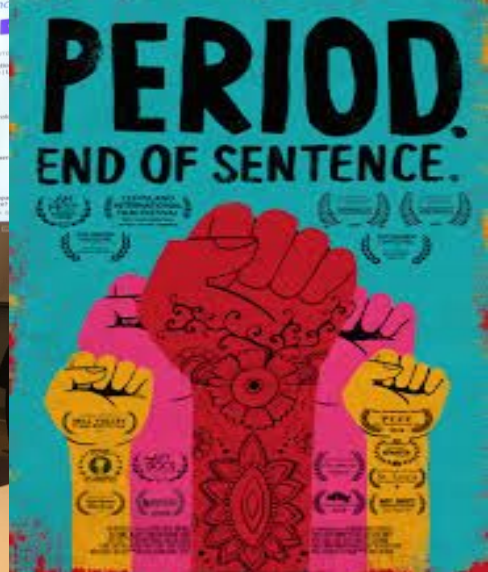
- Sisters Discuss
 - Circle discussions centered around a prevalent theme chosen by IMRAA members in which the topic is first led and presented in any form, a discussion is carried out, and a tangible outcome/ action-oriented method to address the issue is ultimately shared
- Guest Speaker Sessions
- Club collaborations
- Documentaries with follow-up guided discussions
- Any additional activities that fit the chapter's theme(s)!

Sisters Discuss Example Topics

- Self-love & elevating confidence
- Forgiveness towards others and the self
- The power of “I am”
- Body positivity
- Social media & mental health
- Mental health & navigating life through mindfulness (Anxiety, Depression, etc.)
- Selfishness vs. putting yourself first
- Self-comparison (in person, social media, etc)
- The Law of Attraction
- The importance of gratitude
- Manifestations

Tangible Outcome Examples

- Each Sisters Discuss will incorporate tangible practices/ actions to come away with for students to incorporate into their own life, such as:
 - Positive Affirmations
 - Guided Meditations
 - Vision Boarding
 - Journaling techniques based on the Law of Attraction



Established IMRAA Branches

- IMRAA at The College of William & Mary
 - Amna Baloul

- IMRAA at the University of Dayton- Ohio
 - Kylie Moering



WILLIAM & MARY



IMRAA Branches In Progress

- Thomas A. Edison High School
 - Fatima Baloul

- University of Virginia
 - Tehmeena Salahin



International Pilot Project- Ghana

- Create & connect international female empowerment clubs across the USA and Ghana in order to :
 - Provide a support network of women for women
 - Co-launch campaigns and initiatives
 - Encourage global citizenship



The Process to Recognition

- Sign-up sheets/ Method to Showcase Interest
- Flyer promotion to student groups
- Creation of a Constitution
- Present at Meetings and be prepared to answer challenging questions about the “why” of your organization

Trajectory--- The Bigger Picture

- To become a Non-Profit Organization and network of groups centered around female empowerment and individualized based on the specific needs of a female community

Social Media



- Group Page on Facebook
 - International Movement for Resilience, Authenticity, and Activism

- Instagram
 - @imraaatwm
 - @imraacoalition

- LinkedIn
 - The International Movement for Resilience, Authenticity, and Activism

Social Media

- IMRAA Website
 - <https://imraacoalition.wixsite.com/imraa>

- Blogging our progress on Teens Dream
 - Non Profit; The Global Colab Network
 - Empower youth to achieve the UN Sustainable Development goals
 - <https://www.teensdreamcolab.org/>



Thank you!



**Q& A +
Discussion
Session**