Girls Who Direct

Launching
2027

An Initiative of

AhHa! BROADWAY
LEARN. PERFORM. BELIEVE

Inspiring Teen Girls to be Tomorrow's Leaders Through the Power of Performing Arts

THE CHALLENGE



THE GAP STARTS EARLY...

Far too many girls in underserved communities are denied access to role models, mentorship, and real-world leadership and creative opportunities that can unlock their full potential.

Only **1/3** of theatre and film/TV productions are directed by women.

Only **10%** of Fortune 500 CEOs are women.

Fewer than **30%** of C-suite leadership roles are held by women.

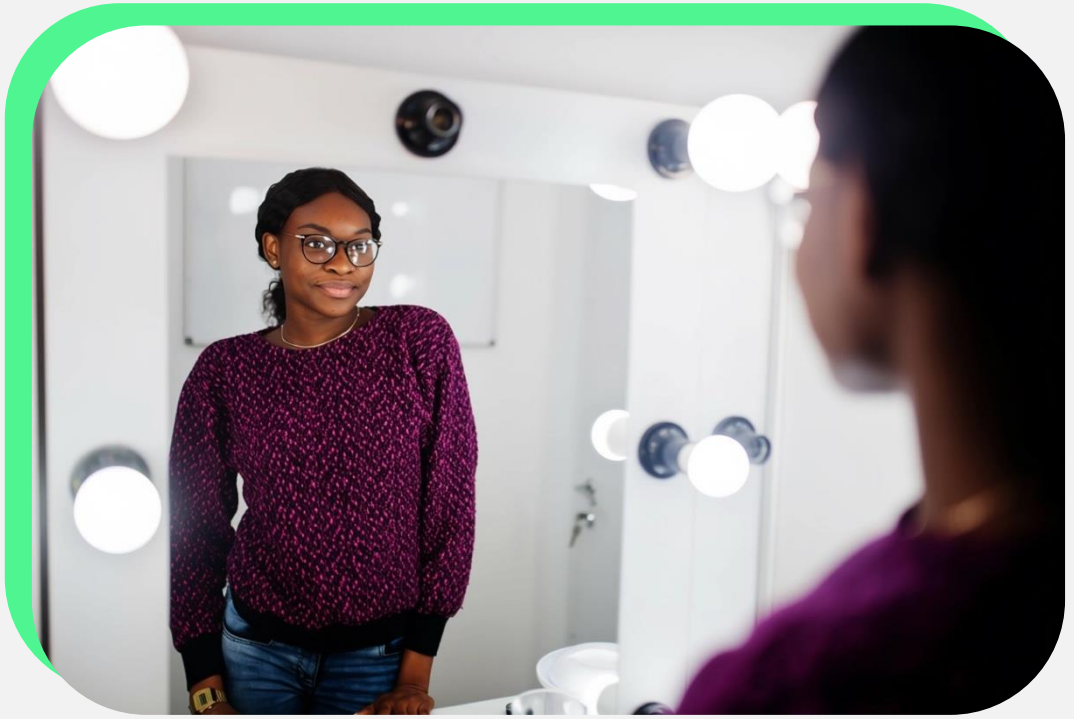
Only **1 to 3%** of Venture Capital Funding in the US goes to women.

Less than **30%** of US schools offer meaningful theatre-related education.

IT MATTERS

SHAPE

Empower a girl with **vision, confidence, collaboration, and communication**, and you shape a LEADER -- not just for the stage, but for the world.



TRAIN

The performing arts are a ***powerful*** *training ground* for **leadership.**

TEACH

The performing arts teach **courage, empathy, adaptability, teamwork, and problem-solving** -- the very skills that shape successful leaders in any field.

THE MISSION



To **empower diverse teen girls** with the leadership, communication, and creative vision skills that will inspire them to become tomorrow's storytellers, innovators, and executives — through the transformative power of, and natural attraction to, the performing arts.

PROGRAM LAUNCH

GIRLS WHO DIRECT
10-Week Academy Workshop
A FREE, comprehensive, in-person, academy-style weekend workshop -- led by women leaders in performing arts and business -- culminating in a live performance directed by each participant.

Schools nominate girls
who demonstrate:
- **Leadership potential**
- **Creative ambition**
- **Socioeconomic need or limited access**
- **Diversity of background and experience**

LAUNCH: NEW YORK CITY	2027
PARTICIPANTS (3 PILOTS)	60
AGES	12-17
COST FOR SELECTED GIRLS	FREE



PROGRAM SCALE

GIRLS WHO DIRECT
10-Week Academy Workshop
Locally-sources theatre/film directors, entrepreneurs, mentors, workshop managers in each of 50 cities

NATIONAL NETWORK OF "GIRLS WHO DIRECT" ALUMNI AND MENTORS
CREATING A GROWING ECOSYSTEM IN WHICH GIRLS LEAD -- ON STAGE AND SCREEN, IN BOARDROOMS, AND BEYOND

50 US CITIES	2027-2028
PARTICIPANTS YEARS 1-2	1,000
AGES	12-17
COST FOR SELECTED GIRLS	FREE





HOW IT WORKS

Participants will:

1. Learn from a robust team of **female theatre directors and business leaders**
2. Receive **hands-on mentorship** and **creative coaching**
3. Actually **direct a scene** performed by their peers
4. Build **community**, **confidence**, and leadership **presence**
5. Present their work in a **final live showcase performance**

10 CORE SKILLS DEVELOPED



Each skill connects theatre craft to **real-world leadership**.

- **Creative Vision**
- **Leadership**
- **Communication**
- **Problem Solving**
- **Organization and Project Management**
- **Technical Knowledge**
- **Storytelling and Interpretation**
- **Adaptability And Flexibility**
- **Teamwork and Delegation**
- **Empathy and Emotional Intelligence**

THE EXPERIENCE

DIRECT A LIVE SCENE AND PRESENT TO AN AUDIENCE

GAIN PROFESSIONAL MENTORSHIP AND PORTFOLIO-WORTHY EXPERIENCE

EARN A CERTIFICATE OF ACHIEVEMENT

JOIN A GROWING NETWORK OF EMPOWERED YOUNG WOMEN



TWO STANDOUT PARTICIPANTS WILL BE INVITED TO RETURN AS MENTORS IN FUTURE COHORTS – CONTINUING THE CYCLE OF LEADERSHIP.

BROADER IMPACT

01 CREATES **EARLY PATHWAYS TO LEADERSHIP** FOR UNDERREPRESENTED GIRLS

02 PROVIDES **ACCESS TO PROFESSIONAL NETWORKS** AND FEMALE ROLE MODELS

03 BRIDGES **ARTS AND BUSINESS LEADERSHIP** EDUCATION

04 BUILDS **CONFIDENCE, COLLABORATION, AND CAREER READINESS**

BUILDING A LONG-TERM VISION

A GROWING web of **recurring programs** in major US cities

A NATIONAL program and alumni network of **GIRLS WHO DIRECT** in major cities

01
Instructor & mentor compensation

02
Space rental, production costs, operations, and administration

03
Materials, costumes, and technical needs

04
Marketing and program awareness & outreach to schools

How we allocate funds and ensure transparency

INVESTMENT

with each

$30,000

we can launch and implement a full NYC pilot cohort, serving as the model for expansion

05
Participant transportation, food, water

06
Showcase event production

After the $30k pilot in NYC...

We launch Pilot #2 in a 2nd city for $30k.



With 2 successful pilots as models, we go to each next city in turn.
48 more cities. One every 2 weeks. In 2 years -- we have served 50 cities.

In each city, **we only need to connect with 1 business, philanthropist, grantor, foundation, or entrepreneur** who sees the vision and wants to make an impact with Girls Who Direct in their city.
There's at least 1 in every city. Each city will be easier than the prior one.
Then we only need 5 women leaders in business and 5 in performing arts in that city.

Achievable.
Scalable.
Sustainable.



A proven, repeatable, city-by-city expansion model that leverages 1 committed local champion and 10 women leaders to build momentum, making nationwide growth achievable, scalable, and sustainable.

TRAJECTORY

PHASE 1 - 1 CITY - NYC PILOT – 3 COHORTS (Q1 2027)
PHASE 2 - 3 MORE CITIES PILOT - (Q2 2027)
PHASE 3 - EXPANSION TO 12 MORE U.S. CITIES (Q3,Q4 2027)
PHASE 4 - EXPANSION TO 35 MORE U.S. CITIES (2027-2028)
PHASE 5 NATIONAL NETWORK OF "GIRLS WHO DIRECT" ALUMNI AND MENTORS (2028-2029)

CREATING AN ECOSYSTEM WHERE GIRLS LEAD -- ON STAGE AND SCREEN, IN BOARDROOMS, AND BEYOND



FULL SCALE



2 YEARS

50 US CITIES

1,000 FUTURE WOMEN LEADERS IN BUSINESS & MEDIA

100’S OF SCHOOLS/COMMUNITIES

1 PROVEN, REPLICABLE, LIMITLESS MODEL WITH COMMUNITY

INVESTMENT $1.7M

AHHA!BROADWAY









A WOMEN-LED, NEW YORK CITY-BASED CREATIVE EDUCATION 501(C)(3) NON-PROFIT ORGANIZATION BRIDGING PERFORMING ARTS AND PERSONAL GROWTH FOR MORE THAN 6 YEARS.

LED BY EXPERIENCED ARTISTS AND EDUCATORS, MUSIC AND THEATRE PROFESSIONALS, AND BUSINESS MENTORS DEDICATED TO ENABLING ACCESS TO PERFORMING ARTS EDUCATION AND PROGRAMS, AND INSPIRING FUTURE LEADERS THROUGH THE ARTS. THE TEAM HAS BUILT A BROAD NETWORK OF HIGH-LEVEL PROFESSIONALS ACCESSIBLE AS MENTORS, PARTNERSHIPS WITH HIGH-LEVEL ORGANIZATIONS SUCH AS QUEENS CENTER FOR PROGRESS AND SEVERAL NEW YORK GOVERNMENT OFFICES AND SCHOOLS, AND SUCCESSFUL INITIATIVES SUCH AS *1,000 KIDS*, *THE KINDNESS PROJECT*, AND AN ANNUAL SUMMER MUSICAL THEATRE CAMP.

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WWW.AHHABROADWAY.ORG
HEATHER EDWARDS, FOUNDER/CEO
HEATHER@AHHABROADWAY.ORG 877-244-2299

HELP US LAUNCH THE FIRST GENERATION OF GIRLS WHO DIRECT.

CLICK TO PLAY VIDEO.



TOGETHER, WE CAN CHANGE THE STORY — AND WHO GETS TO TELL IT.