



GIRLS INC. OF SAN DIEGO COUNTY

2017 ANNUAL REPORT

**girls
inc.**
of San Diego County

GET INVOLVED WITH GIRLS INC. OF SAN DIEGO COUNTY.

TOGETHER, WE CAN...

- Show girls college is attainable for people who look like them
- Demonstrate that women can succeed in STEM professions
- Nurture girls' minds, ambitions and souls

We are seeking pro-girl advocates to serve as board members, committee members, leaders and volunteers. Get involved today: www.girlsincsd.org/ways-to-help/

Girls Inc. of San Diego County Board of Directors

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LETTER FROM BOARD OF TRUSTEES

As Girls Inc. of San Diego County ends its 50th year of service, we look back at 2017 with great pride in the achievements our participants have made, as well as those of the organization.

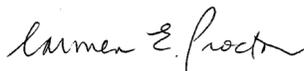
True to our mantra...to inspire girls to be strong, smart and bold... our girls had to be just that. They were **smart**—embracing the fun and challenge of computer science and coding for the first time. Many girls lacked basic computer skills, yet they overcame those barriers and began coding, creating emojis and games, and exploring the potential of a future in computer science. Girls were **bold**—speaking at our first annual Graduation Celebration in May, graduating participants took to the stage to share their deeply personal stories about how Girls Inc. of San Diego helped them stay on track to graduate and pursue academic studies after high school. They were **strong**—with the threat of ever-changing immigration policies, girls persevered, despite fear and anxiety of possible deportation of themselves or family members. Nevertheless, our Dreamers persisted and four of them will graduate in June.

As an organization, Girls Inc. of San Diego achieved many milestones as well. The organization increased the number of un-duplicated girls served by 36% in calendar year 2017, without increasing program expenses. Our dedicated and tireless Program Coordinator, Rosa Alvarado, single-handedly increased program hours delivered by a whopping 1,000 hours to more than 3,000 total hours.

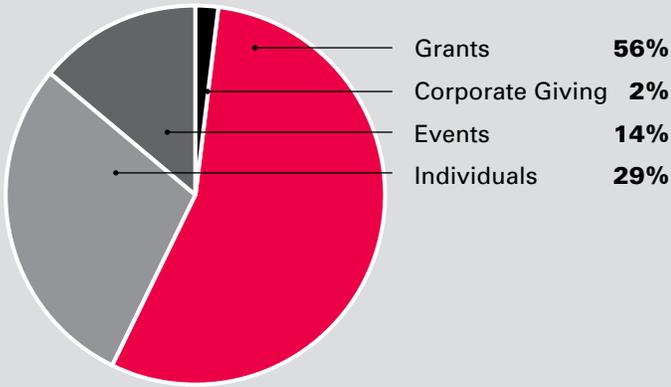
Now we turn to the future goals for Girls Inc. of San Diego County. With your partnership, in 2018 we will increase the number of under-served girls who receive comprehensive Girls Inc. programming, just as we did this year. Expanding the team of highly-trained Program Mentors, we'll bring the comprehensive Girls Inc. experience alive each week to girls at new community-based sites.

As a champion for girls, you can help San Diego girls overcome gender bias and socio-economic challenges to excel in life and at school. As a volunteer, committee or board member, a connector to a corporate donor, or an ambassador of our mission—with you in her corner, she will succeed!

With gratitude,



TOTAL REVENUE BY SOURCE

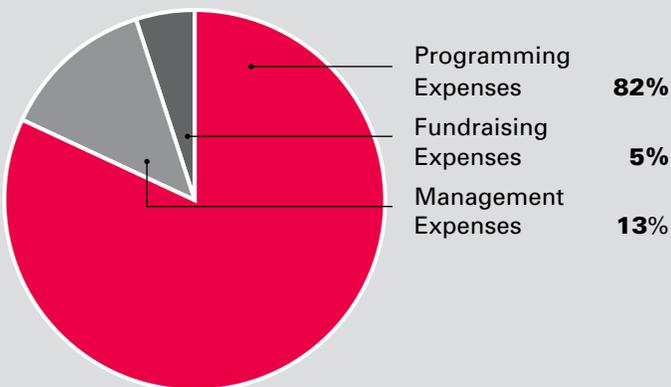


TOTAL NUMBER OF SITES SERVED

- Escondido Epiphany Charter School
- San Diego Epiphany Charter School
- Harriet Tubman Charter School
- Escondido High School
- Rincon Middle School
- Olive Elementary School
- Pro Kids Oceanside

7

TOTAL EXPENSE BY SOURCE



82% OF GISD DONATIONS GO DIRECTLY TOWARDS PROGRAMS

3,191



PROGRAMMING HOURS DELIVERED BY GISD IN 2017, UP FROM 2,018 HOURS THE PREVIOUS YEAR

317

NUMBER OF GIRLS WHO PARTICIPATED IN PROGRAMS



36% increase from 2016



88

GIRLS SERVED IN ONE-TIME CODING WORKSHOPS

DEMOGRAPHIC SNAPSHOT

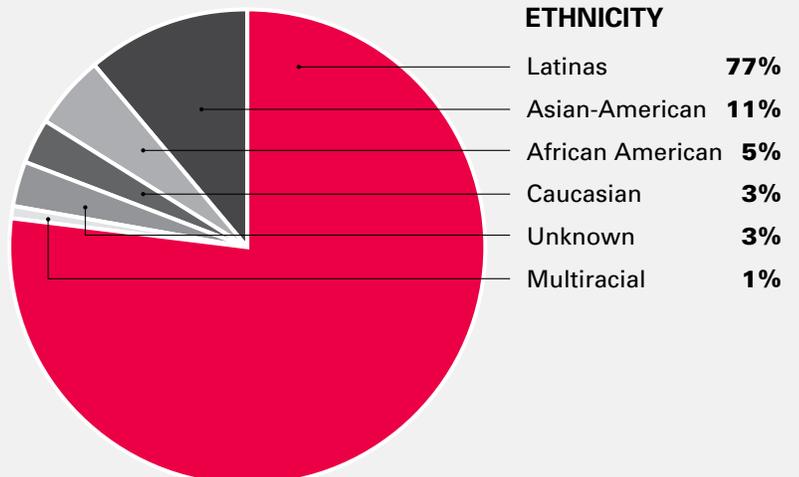
% OF GIRLS SERVED BY AGE GROUP

15% 8-10
26% 11-13
52% 14-18

97% COME FROM HOUSEHOLDS LIVING ON \$50,000 OR LESS

93% ARE ELIGIBLE FOR FREE OR REDUCED-PRICE SCHOOL LUNCH

ETHNICITY



MISSION

Every day, in communities across the U.S. and Canada, girls encounter significant obstacles to their well-being and success. Even in sunny San Diego, girls are growing up in poverty, suffering from physical and sexual abuse and facing barriers to college. Girls Inc. of San Diego County (GISD) meets these challenges by creating a safe, pro-girl environment where girls can explore and celebrate their strengths, develop self-confidence and plan for their future.

GISD's research-based programming and life-changing support helps girls see college as attainable, explore professions in Science, Technology, Engineering and Math (STEM), resist peer pressure and develop life skills.

2017 PROGRAMMING

GIRLS INC. GIRLS ARE STRONG.

Girls today face a broad range of challenges to their physical, mental, social and emotional health: food deserts or food swamps, too little physical activity, media and cultural messages overemphasizing the importance of physical appearance; and unrealistic expectations and pressures from a variety of sources, including family and peer groups. In San Diego County, girls learn that they are in charge of their health by gaining the knowledge, skills and attitudes needed to lead and sustain healthy lifestyles. For example, the Mind + Body program focuses on physical activity, body image, nutrition and stress management. In a supportive and safe environment, girls build healthy approaches to food and physical activity, learn to appreciate their bodies and manage stress as key components of their well-being.

Strong Programs:

- Mind + Body
- Healthy Sexuality
- Media Literacy
- Friendly PEERsuasion





GIRLS INC. GIRLS ARE SMART.

Academic achievement and high school graduation are important predictors of positive life outcomes. Girls today have greater educational opportunities than ever before, as more girls and women are graduating high school and attending college than in previous decades. Girls Inc. of San Diego County supports girls in achieving their academic and career goals, so girls have equal opportunities to succeed. Today's generation of girls has the potential to narrow the gender pay and leadership gaps that have long been pervasive in our society, and it is imperative that they are given the tools and supports to do so!

Smart Programs:

- College Bound, Job Ready!
- Coding & Computer Science
- Operation SMART/Thinking SMART
- Economic Literacy

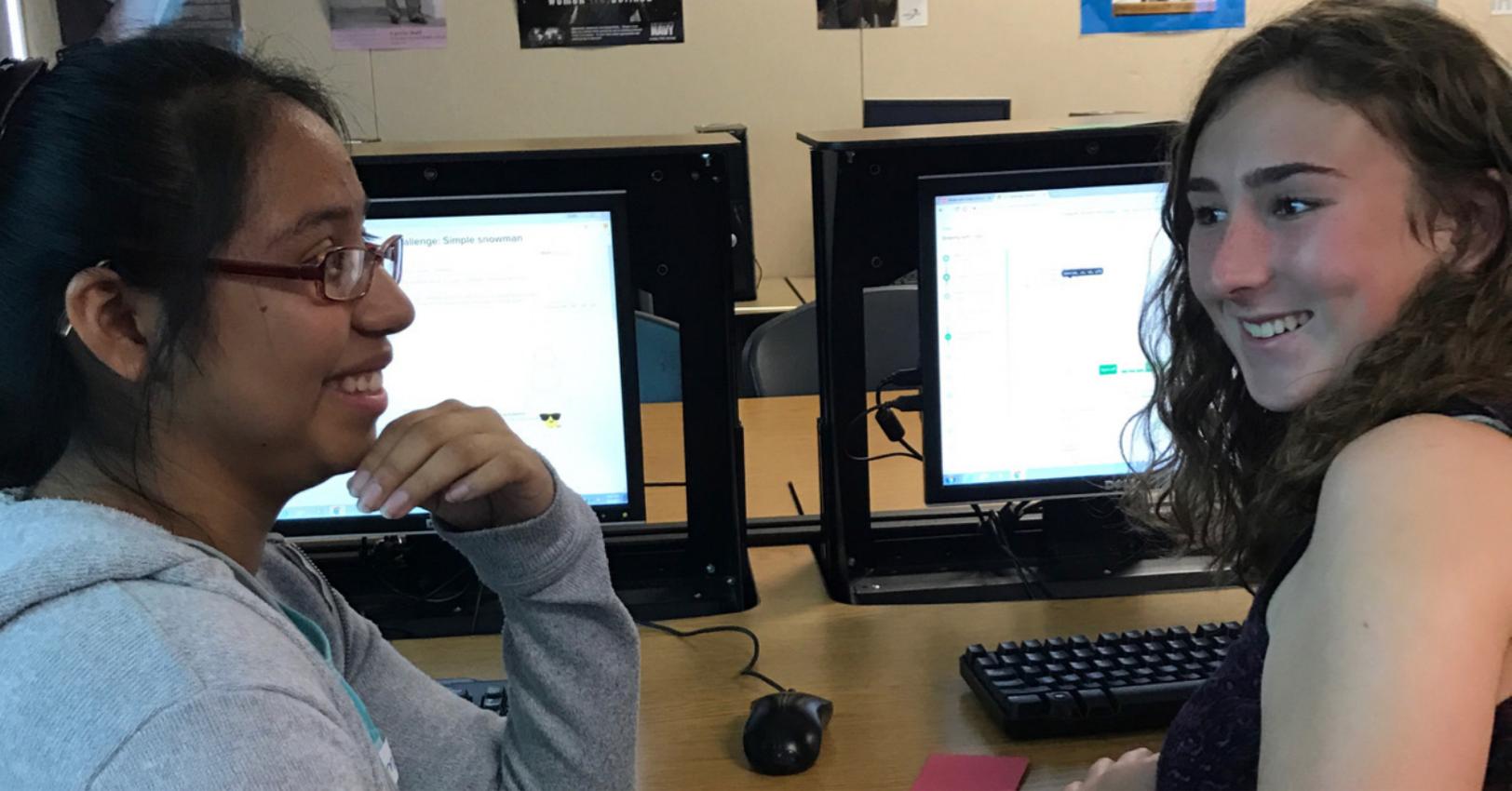
GIRLS INC. GIRLS ARE BOLD.

The goal of BOLD programming is to increase girls' ability to be safer in their homes, relationships and communities by building their sense of personal power. The girl-focused approach addresses the issues young girls face today and lays the foundation for handling violent scenarios. Through engaging activities, each girl learns about her personal power, being safe in her community, what a friend is, being a friend, basic needs, safety from physical/sexual abuse and people they can trust.

Bold Programs:

- Leadership and Community Action





2017: THE YEAR OF CODE

Within the next four years, more than 1.4 million computer science jobs will become available. While college graduates are expected to fill 29% of these jobs, **women are only expected to fill 3%**. Yet, 37% of girls between ages 13 and 17 express interest in computer science.¹ GISD is bridging the gap, equipping women at younger ages who face socioeconomic barriers with hands-on coding and computer science training at a young age.

Preparing girls to pursue opportunities for higher wage occupations such as those in STEM fields can create favorable outcomes for girls of color. Earning a college degree can translate into an economic benefit of more than \$20,000 in additional annual earnings compared to only obtaining a high school diploma. Obtaining a high school diploma amounts to almost \$10,000 in additional annual earnings compared to those who do not finish high school. Furthermore, girls who graduate from high school are more likely to have higher paying jobs and healthier lifestyles, and are less likely to be involved in the criminal justice system.

“My proudest achievement related to the program is looking more into (computer) programming and knowing it can be a career that I love.”

– GABRIELLA, 2017 CODING PROGRAM PARTICIPANT

In 2017, GISD started its first semester-long coding programs, serving 60 girls across the county. This class helped participants learn how to make personalized emojis, create web pages and code with HTML, Javascript and Block Code. Each girl in the program received 20 hours of computer science and coding training. More importantly, the program showed girls that a career in STEM is attainable and fun!

Thanks to generous corporate and community grants, GISD will expand its STEM programming and implement Thinking SMART in Fall of 2018.

“I never knew how interesting it would be to work with other girls who code. Participating showed me how to help others, collaborate and give advice, and [learn] the importance of time management.”

– GUADALUPE, 2017 CODING PROGRAM PARTICIPANT

¹ <https://girlswhocode.com/about-us/#the-problem>

EVELYN'S STORY



Evelyn, a fifth-grade student, was once quiet and lacked confidence raising her hand in math class. That is until Fall 2017, when she stumbled upon a Girls Inc. of San Diego County poster in the hallway at school and registered.

Since that moment, Evelyn began attending Girls Inc. programming every Tuesday with Rosa Alvarado, the Program Coordinator for GISD.

Throughout Fall 2017, Evelyn participated in FriendlyPEER sessions lead by Rosa. In the FriendlyPEER program, girls develop skills to resist pressure to use harmful substances, such as drugs, alcohol, tobacco and household chemicals. After learning healthy ways to manage stress and deflect peer, media and other pressures that contribute to substance use, girls become peer educators (PEERsuaders) for younger girls.

“The Girls Inc. sessions allowed me to learn more about the impact of alcohol and how to be a better advocate for girls. This has helped me become more aware of my surroundings and other people in my life that may struggle with these issues,” says Evelyn.

Outside of the structured programming, being part of the GISD community has also created a safe, comfortable place for Evelyn to share ideas and build confidence. Now Evelyn has set new, more ambitious goals for herself. She says GISD has inspired her to be more confident in the classroom and learn new subjects.

When she started working with the school, Rosa had all of the girls define what Strong, Smart and Bold meant to them—the key pillars of Girls Inc. She taught the girls that part of being Bold is to take risks, even when you’re intimidated or afraid. That really stuck with Evelyn, and helped her change her outlook on school and her personal life.

“Evelyn was once the quietest girl in the class, and now she raises her hand a lot more,” says Rosa. “I hear from her teachers that she tries a lot harder in math—which was once a subject that was very intimidating to her—and volunteers to go in front of the class to solve problems. She’s confident and is becoming increasingly curious about new subjects, which is rewarding to watch.”

“You can see Evelyn’s positive changes outside of the classroom as well. Since being involved with GISD, she’s become an advocate for others. When she’s out with kids at recess and lunch, or when she notices kids are bullying, she stands up for herself and others,” said Rosa.

GISD gives Evelyn, and other girls like her, a space where she can learn new skills and be herself. In 2018, Evelyn and her peers will learn about healthy sexuality in the GISD Healthy Sexuality program. The program helps girls understand and embrace sexuality with a positive, empowered approach that is built on a foundation of accurate information, cultural sensitivity and values of inclusiveness and respect.

2017 DONOR HIGHLIGHTS

As a volunteer-led organization, the time and patronage of generous individuals and organizations is crucial to serving hundreds of our girls. Support from individual and corporate donors in 2017 enabled Girls Inc. of San Diego County (GISD) to deliver quality, research-based programming across the county.



In 2017, Girls Inc. of San Diego County received the \$20,000 top cash award from ESET's Nonprofit Pitch Fest. ESET, a cybersecurity company that develops industry-leading IT security software and services for businesses and consumers worldwide, held the Nonprofit Pitch Fest to hear from nonprofits around the United States that are making a difference in Women in Technology, Cybersecurity and STEAM/STEM Education, and the Innovation/Startup Economy. GISD received the funding for our coding programs and initiatives in the technology sector.



Girls Inc. of San Diego County participants accepting the ESET top cash award in October 2017.



In 2017, Nordstrom awarded GISD a \$5,000 grant to support the comprehensive programming that is delivered to local San Diego girls. Nordstrom supports nonprofits in diverse communities nationwide where Nordstrom has a presence.



A  Semptra Energy utility®

GISD received a \$2,500 grant from SDG&E's **Inspiring Future Leaders** giving initiative, which helped support a semester-long coding program. This grant is presented to non-profit partners dedicated to developing the next generation of diverse, prepared and skilled leaders in San Diego and Southern Orange County.

SDG&E's grant helped GISD introduce middle school girls in Escondido to computer science and coding. The knowledge, skills and attitudes of Code contribute to computational thinking and positive risk-taking behaviors that empower girls not to give up quickly. Coding also enhances girls' communications skills and helps them articulate and solve problems effectively with their peers.



The Iviva store previously located in La Jolla provided GISD with a \$1,000 unrestricted grant to support programs. Additionally, the store provided gifts for graduates at the 2017 Graduation Celebration and hosted a pay-per-class community yoga event at its store, donating 100% of the proceeds to GISD.