

girls
inc.

of Greater Philadelphia
& Southern New Jersey

STRONGER

SMARTER

BOLDER

GIRLS TAKE THE LEAD

ANNUAL REPORT

JULY 1, 2019 - JUNE 30, 2020



Who We Are

Girls Inc. of Greater Philadelphia & Southern New Jersey has been serving the region since 1961, beginning as Teen Aid before becoming an independent affiliate of the national organization, Girls Inc., in 2002.

Girls Inc. of Greater Philadelphia & Southern New Jersey uses a whole girl approach to inspire all girls to be **strong, smart and bold**. Girls learn to value themselves, take positive risks and develop their inherent strengths through a combination of **research-based programs, mentoring relationships and a pro-girl environment**.

At Girls Inc. of Greater Philadelphia & Southern New Jersey, our programs focus on **leadership development, community action, STEM, early literacy, financial literacy, media literacy and healthy decision making**. Through these research-based programs, our participants gain the skills to navigate gender, economic and social barriers and grow into healthy, educated and independent young women.

2,088

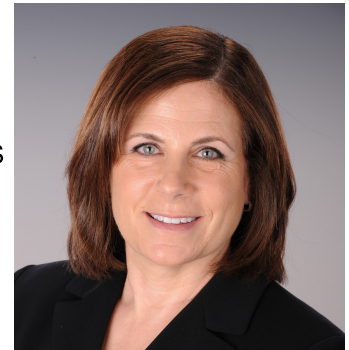
Girls served from over 40 schools, the Philadelphia Juvenile Justice Services Center and women and children shelters.

44,674

Completed hours of research-based programs



Letter from Dena Herrin, Executive Director



At Girls Inc. we understand that in order for girls to grow into successful women they need to make good decisions about their bodies, receive academic enrichment and life skills instruction. That is why we take a research based and outcomes tested, holistic approach to help girls and young women develop the knowledge and tools they need to successfully navigate these interrelated components. Through our programs, girls get support and resources to overcome barriers so they can achieve, succeed, and thrive.

Despite the hardships of the past year, 2020 has also revealed the immense resilience of our staff, girls, and families. In the sections that follow, we highlight some of our shared 2020 successes and exciting 2021 plans. I hope you are inspired to join us, and I invite you to learn how you can be a part of our vision. Together, we can navigate future challenges and seize opportunities so that girls are prepared to take the lead now and in the future.

Sincerely,
Dena Herrin

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Our Mission

**INSPIRING
ALL GIRLS
TO BE
STRONG, SMART
AND BOLD**



Programs

STRONG

7,349 Strong program hours completed

- **Girls Inc. Friendly PEERsuasion** builds girls skills for resisting pressure to use harmful substances such as alcohol, tobacco, household chemicals, and other drugs.
- **Girls Inc. Healthy Sexuality** assists girls in understanding and embracing sexuality with a positive, empowered approach that is built on a foundation of accurate information, cultural sensitivity, and values of inclusiveness and respect.
- **Girls Inc. Sporting Chance** builds movement and athletic skills, cooperative and competitive spirit, health awareness, and interest in all sports as girls explore the benefits of an active lifestyle.
- **Girls Inc. Media Literacy** encourages girls to think critically about media messages and fosters their awareness of the power of the media and its effects on girls.

SMART

26,635 Smart program hours completed

- **Girls Inc. Early Literacy** initiative is designed to help increase literacy rates, testing scores and foster a lifelong love of reading for participants in grades K-3.
- **Girls Inc. Economic Literacy** introduces girls to basic economic and financial concepts, including money management, investments, and global economics.
- **Girls Inc. Operation SMART** builds girls' skills and interest in science, technology, engineering, and mathematics.

BOLD

10,690 Bold program hours completed

- **Girls Inc. Project BOLD** strengthens girls' abilities to lead safer lives by developing strategies for self-defense, seeking out caring adults to help with personal violence, and advocating on violence issues.
- **Girls Inc. Leadership and Community Action** builds leadership skills and creates lasting social change by partnering girls and women in community action projects chosen by girls.
- **Girls Inc. Career Exploration** introduces girls to a board range of career options and professionals in those careers.

Transition to Remote Delivery

Within two weeks of the schools closing in March, our amazing program staff launched robust virtual live and recorded programs. They launched a YouTube channel, delivered personal care products and grocery store gift cards to hundreds of our families, and provided program kits and technology to support virtual learning.

- **Over 660** virtual program sessions completed
- **54** Tablets and iPads provided
- **526** program and personal care kits delivered
- **39** YouTube videos posed with **2,733** views

*Program statistics from March 2020 - January 2021



Career Exploration Partners

- Archaeology in the Community, Inc.
- Archer Attorneys at Law
- Comcast
- Deloitte
- Drexel xclTe Center
- Edmund Optics
- Free People
- Johnson & Johnson
- Lockheed Martin
- Merck Women's Network
- Rowan University Department of Engineering
- Stevens Institute of Technology
- Temple University Health Sciences Department
- Temple University Hospital
- World Wide Technology
- Women's Adventure Travels
- Vetri
- Villanova University Athletics Department



Annual Outcomes Survey

Each year, Girls Inc. conducts the [Strong, Smart, and Bold Outcomes Survey \(SSBOS\)](#) to measure the impact of Girls Inc. programming on girls' lives across the affiliate network. The SSBOS was developed in partnership with Child Trends, a leading youth development research firm & captures information on girls in the areas of Healthy Living (Strong), Academic Enrichment and Support (Smart), and Leadership (Bold).

This year, Girls Inc. of Greater Philadelphia & Southern New Jersey girls reported that...

95%

to help them

87%

Reading

96%

they get the chance to be a leader at Girls Inc.

85%

they think that science is fun and interesting.

See more of our outcomes [here](#).



Stronger, Smarter, Bolder: Girls Take the Lead Report

Independent Research Demonstrates that the
Girls Inc. Approach Works

A rigorous comparative study by the American Institutes for Research (AIR) found that Girls Inc. girls have an advantage over their peers in more than 20 key areas. These findings led Girls Inc. to develop the Stronger, Smarter, Bolder: Girls Take the Lead report.

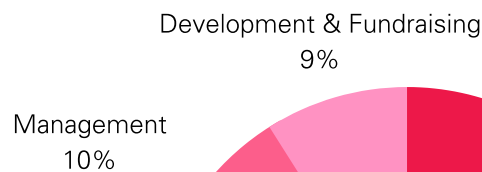
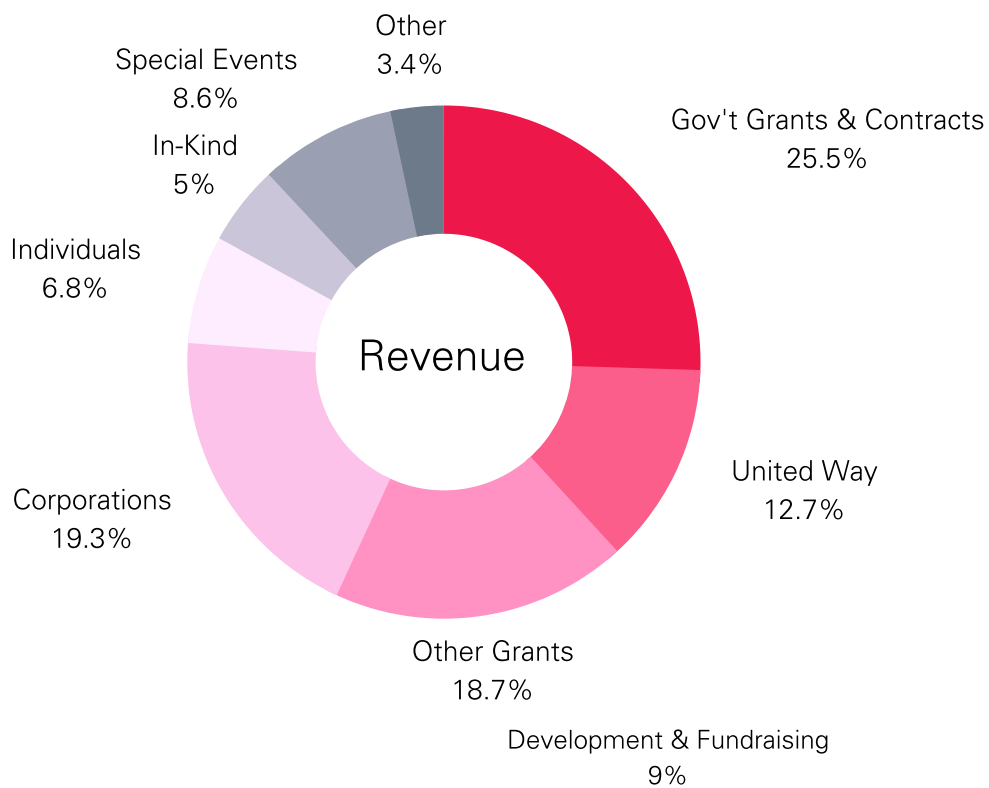


Researchers determined that regardless of demographic, academic, and social characteristics, **girls who participated in Girls Inc. programs outpaced their peers and were more likely to:**

- **See themselves as leaders with the skills and capabilities to influence and improve their communities**
- **Exercise regularly and participate in sports teams**
- **Have higher standardized test scores in math**
- **Have more confidence in STEM subjects and see themselves pursuing careers in STEM fields**
- **Be engaged in and attend school, avoid serious disciplinary action, and be prepared for life after high school**

Financials

With a diverse revenue stream and strong fiscal discipline, Girls Inc. of Greater Philadelphia & Southern New Jersey has the resources to serve thousands of girls in the Greater Philadelphia region. We are committed to the highest levels of transparency, and are rated as a platinum-level participant on Guidestar.org. Our financial statements can be viewed [here](#).



Program Services
81%



Corporate, Foundation, and Government Donors

\$150,000+

- Pennsylvania Commission on Crime & Delinquency
- United Way of Greater Philadelphia & Southern New Jersey

\$50,000+

- City of Philadelphia – Department of Human Services
- City of Philadelphia – Office of Children and Families
- Girls Inc. National
- The Philadelphia Foundation

\$25,000+

- Chubb
- Comcast
- Deloitte
- Free People
- GSK
- Office of Juvenile Justice & Delinquency Prevention
- Subaru
- Vanguard

\$15,000+

- New York Life Foundation

\$10,000+

- Land Services USA
- Macquarie Investment Management and the Macquarie Group Foundation
- Women in Telecommunications Greater Philadelphia

\$5,000+

- Exelon Corporation (PECO)
- Target

\$2,500+

- Edmund Optics
- FS Investments
- Fulton Bank
- GEM Mechanical Services
- Philadelphia Youth Network – WorkReady
- Valentine Foundation

\$1,000+

- Glenmede
- Holman
- Independence Blue Cross
- Jacobs
- The Lighting Practice
- Ludwick Foundation
- White & Williams

Up to \$999

- ADP
- AQUA
- Bookminders
- Cummins
- Perryman Building & Construction Services

Champions for Girls

Girls Inc. of Greater Philadelphia & Southern New Jersey Champions for Girls provide significant support for direct service and advocacy initiatives designed to encourage girls to value themselves, take positive risks, and discover and develop their inherent strengths. Champions are recognized for giving at the \$1,000 level or above.

Thank you all of our Champions:

Reid Bodek

Mike & Chrissy Brown

Christine Burlein

Joan Carter

Lisa Casiello

Joseph Castro

Gianna D'Angelo

Martha Detwiler

Lisa Detwiler

Mary & Michael Gaffney

Sheila Gallucci-Davis

Lori Garber

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Jeff Harvey

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Frank Rotonta

Marci Schmerler

Lori Schneider

Jessica Sharp

Jacquelyn Smith

The Victor Foundation

Matthew Warco

The Wesley Family Foundation

Sheila Woods-Skipper



Girls Inc. Launches New Associate Advisory Board

This year Girls Inc. of Greater Philadelphia & Southern New Jersey launched an Associate Advisory Board. This emerging group of community leaders have leveraged their professional skills, volunteerism, and growing networks to support and further the Girls Inc. mission of inspiring all girls to be strong, smart, and bold.

Sharon van Bezooyen

Yasseline Diaz

Aimee Rosenbaum

Anoopoma Bhowmik

Rachel Dorris

Justine Sloyer

Emily C. Brown

Angelina Perryman

Julie Verdugo



Looking to the Future

There is a lot to be excited about as we enter 2021 and we are hopeful!

- We are working with new and existing school partners to integrate into their virtual school day curricula while simultaneously preparing to transition back to in-school delivery as soon as that is possible.
- We are seeing the addition of new funding and career exploration partners: individuals, corporations, foundations, and government. We have also observed that the number of funders and depth of volunteer engagement has surpassed previous years.
- We are launching a new alumni program to expand our support of our graduates through college and trade schools into their first full time position and beyond.

And most exciting of all... Girls Inc. @ The BOK

Girls Inc. is moving! In 2021, we will enter a five-year lease for a 3,700 square-foot space located in south Philadelphia's iconic **Bok building**. This exciting location

positions Girls Inc. in the middle of a flourishing community including women entrepreneurs, nonprofits and schools.

For the first time, we will have a warm, welcoming, and fully branded Girls Inc. space specifically designed to support girls as they learn, grow, and explore all the possibilities their futures hold.

Importantly, the space will be customized with our staff, programs, and girls in mind. A brand-new Literacy Lab will support young readers and emerging scientists. Girls will also have access to state-of-the-art technology and media resources in a large multi-use space.



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THANK YOU

Thank you to all of our supporters for helping to inspire all girls to be strong, smart, and bold.

