



Annual Report 2021

**girls
inc.**

of Greater Philadelphia
& Southern New Jersey

Fiscal Year 21 is July 1, 2020 to June 30, 2021

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.

We use 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.

Our programs focus on healthy decision making, academic enrichment, leadership and community action, and career exploration. 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.

AFFILIATE STATISTICS FOR 2021

GIRLS REACHED 743

We are primarily an outreach organization delivering programs in schools and other community based locations. Due to the Covid-19 pandemic those programs were paused, although our strong virtual delivery model meant that we still were able to reach 743 girls. Now that the schools have reopened, we are rapidly rebuilding and expect to serve 3,000 girls and young women again during FY23.

Participant Demographics

RACE/ETHNICITY	Percentage	Group
Asian	1%	Asian
Black/African American	69%	Black/African American
Hispanic/Latina	15%	Hispanic/Latina
Middle Eastern	1%	Middle Eastern
Multiracial	9%	Multiracial
Native American	1%	Native American
White	4%	White

GRADE	Percentage	Group
K-5th	42%	K-5th (312 girls)
6th-8th	36%	6th-8th (271 girls)
9th-12th	22%	9th-12th (160 girls)

Virtual Sessions

During the school year from September 2020-June 2021, nearly 650 virtual sessions were offered to students during the school day, after school, and on Saturdays.

PROGRAM KITS DELIVERED 926



From the Executive Director



Our 2021 fiscal year saw a continuation of school and center closures and uncertainty at every corner. Despite those challenges the Girls Inc. program staff, led by Natasha Andrews, dug deep and found inventiveness and commitment to the girls and young women we serve in ways both humble and profound. Since we are primarily an outreach organization and were unable to deliver programs as usual, the number of girls was reduced significantly from our usual annual number of 3,000 to approximately 750. The fact that our team was able to engage that many participants virtually when most of us and certainly students were exhausted and frustrated with virtual programs is quite extraordinary. Natasha writes more about those initiatives later in this report.

We also witnessed exciting new recognitions and opportunities. Our revenues reached a new high of \$1,600,000, from just \$200,000 seven years ago. The funding stream, as you will read later, is diversified with many new sources of income including exciting new city and state contracts in Pennsylvania and New Jersey and large multi-year commitments from several key corporate and private donors. The importance of these multi-year gifts cannot be overstated as we are assured that our most impactful, multi-year programs including Eureka! and our Ambassador Club will be funded.

FY22 began with optimism and a small but important number of in-person programs. We will never go back to the in-person only model and are excited that our newly found

“We share a belief in the inherent potential of every girl and the endless possibilities that lay ahead for her.”

ability to deliver meaningful virtual programs means that we can pivot as necessary, but also supplement in-person opportunities enabling us to reach girls who can not join us in-person due to logistics or other challenges. Additionally, virtual program delivery has increased our ability to recruit interns from across multiple states and engage more corporate and social

impact partners than ever before. We are excited about the prospects and opportunities implicit in this new hybrid model.

Our move to the iconic Bok Building in July also signaled a new and exciting era for Girls Inc. in the greater Philadelphia region. Our beautiful, fully branded space in a vibrant community is welcoming and inspiring for our girls, staff, and friends. We hope you will visit us soon.

I am deeply grateful for your commitment to Girls Inc. We share a belief in the inherent potential of every girl and the endless possibilities that lay ahead for her. We enter this new chapter with positivity and excitement. We welcome your partnership on this journey.

Dena Herrin

Dena Herrin



“As chair, I witness the commitment of the board to ensure Girls Inc. remains successful and sustainable.”

Board of Directors

Lori Garber, Esq.
 Gillian Johnson
 Mike Brown
 Deborah Beck Kauffman
 Jessica G. Sharp
 Mary Gaffney
 Frederick Masters
 Saniah M. Johnson, CPA
 Lisa Garnett-Willis
 Chrisna Govin
 Jason Heckler
 Simi Hoque, PhD
 Milissa Hutchinson
 Komal Mayekar
 Honorable Sandra Mazer Moss (Ret.)
 Margaret Rickard Rubinacci
 Sonja Rivera
 Julie Verdugo
 Honorable Sheila Woods-Skipper

From the Chair of the Board of Directors

Allow me to express my deepest gratitude to the extraordinary team at Girls Inc. of Greater Philadelphia & Southern New Jersey. As we experienced unprecedented times, the exceptional staff led by Executive Director, Dena Herrin and Director of Programs and Community Engagement, Natasha Andrews, identified creative solutions to continue delivering engaging and desperately needed programs to girls and young women throughout the region. Our Board of Directors, all dedicated professionals, finalized our five-year strategic plan, added talented and committed board members, positioned the organization for financial security and growth, and worked together to support the efforts of the Girls Inc. team. All accomplished with the mission at the forefront and the focus on girls from many underserved and low-income communities.

It is with great pride that we surpassed our financial goals for the 2021 fiscal year. We could not have done so without the support of our generous donors and program partners.

For the past 5 years, I have been fortunate to be a mentor for Girls Inc. Rising STARS, a middle school leadership program. Through Rising STARS, girls gain the confidence to dream big and achieve their goals. Working with the participants has deepened my commitment to and passion for the Girls Inc. mission and provides the opportunity for me to see first-hand that the Girls Inc. experience works!

Our Girls Inc. affiliate is a national leader in innovation and creativity with a focus on the whole girl, allowing girls to explore who they are, respect themselves and each other, and be confident and independent. As chair, I witness the commitment of the board to ensure Girls Inc. remains successful and sustainable. As a mentor, I am grateful to spend time with the girls, as they share their insights, optimism, likes and dislikes, feelings about friends, family, and school, and how they fit into it all.

I am proud to support this organization where ALL girls are valued; where they are shown that they can make their own choices with limitless opportunities and are taught to share their successes with others with the understanding that they will go into the world and make it a better place. Join us as we foster the next generation of strong, smart, and bold leaders.

Thank you for a successful year. We look forward to an even more impactful 2022!

Lori Garber

Lori A. Garber, Esq.

Programs

Strong

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

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

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 broad range of career options and professionals in those careers.



From the Director of Programs and Community Engagement

Every Girl Deserves Strong Mentors, Smart Programs, and Bold Opportunities and in FY21 they needed them more than ever. During the past year, Girls Inc. of Greater Philadelphia & Southern New Jersey continued to demonstrate why we are one of the premier youth-serving organizations in our region. While FY21 was unprecedented, our commitment to our participants fueled our work. We rolled up our sleeves, faced each challenge head on, and embraced

what may be considered “the new normal.” Every decision was rooted in the needs of our participants, families, and the safety of our staff. And so, we began the journey virtually and it eventually evolved to hybrid (virtual and in-person) program experiences.

The virtual and remote learning landscape was completely foreign to us, but we recognized the Girls Inc. Experience could not be compromised. We reimaged and designed our programs with each girl in mind in efforts to continue to help them develop the attitude and aptitude necessary to make healthy decisions, achieve their academic and professional goals, and have fun!

Our new programs infused positive youth development best practices, trauma-informed and social-emotional approaches to support our participants. Quality programs, enriching experience, and mentoring opportunities were led by trained, creative, and fearless staff!

As a nonprofit professional with over 20 years’ experience, I can honestly say this year was like no other. It required us to think and approach work with a different level of care, concern, and consciousness. Challenges became opportunities for growth and our collective efforts solidified our place as a premier organization for girls and young women. Thank you to our trusted funders, dedicated Board, visionary Executive Director, and courageous staff for your partnership and inspiration.

Natasha Andrews

Natasha Andrews

HERE'S WHAT WE ACHIEVED

- Offered over 600 virtual programs Monday–Saturday
- Implemented SSB comprehensive program ranging from: Literacy, Ecology, Construction, Coding, Data Analysis, Technology, Engineering, Substance Abuse, Advocacy, Youth Leadership, Health & Wellness, Career Exploration, and more
- Implemented six summer camps remotely including Early Grade Literacy, STEM, and Construction
- Engaged over 30 corporate partners for Career Explorations
- Partnered with 12 Colleges and Universities and trained over 60 college interns as program facilitators
- Launched a Learning with Girls Inc. YouTube Channel
- Distributed over 900 program and personal care kits
- Distributed 65 laptops, tablets, and iPads
- Launched Town Hall listening sessions
- Hosted Inaugural Health & Wellness summits
- Created 66 YouTube videos with 3,432 views

Nearly 750 girls participated in Girls Inc. enriching experiences!

Program Highlights

From Brionna Pendleton-Wise
Mentoring and Leadership Coordinator

Early Grade Literacy

In the summer of 2021, **21 girls participated** in a **four-week literacy camp** designed to address the literacy-based needs of girls in grades K-3. This camp provided virtual large and small group instruction in order to foster a lifelong love of reading through themes like Under the Sea, Around the World, and Superheroes. The summer camp provided at-home learning kits for the daily activities which combined literacy while exploring fun and fascinating themes including science, arts, leadership, and culture.



From Thalia Wetherill
Youth and Family Engagement Coordinator

PYN MyWIC Work Ready Program

During the summer in 2021, **24 girls participated** in a **six-week hybrid construction camp**. They spent two full days at different trades working on hands-on projects and had the opportunity to learn more about careers in the construction trades. The girls had the opportunity to create a toolbox out of sheet metal, build a bird house at the carpenters, learned how to properly apply paint on walls, fix holes on drywall, and much more. Participants also had a full day of personal and professional development where they practiced writing resumes, interview skills, and financial literacy.





From Marylissa Barbossa-Fish
Eureka! Coordinator

Eureka!

Eureka! is an intensive, **five-year STEM-based and post-secondary readiness program** for girls that builds confidence and skills through hands-on opportunities in science, technology, engineering, and math. The program also incorporates physical fitness, personal development, and college and career readiness.

A total of **51 girls participated** in a virtual four-week summer camp led by Drexel University facilitators and monthly school year sessions focused on post-secondary readiness, STEM career exploration, and professional growth. Girls created and practiced their elevator pitches at a speed mentoring session led by Women United, composed their resumes and practiced interviewing skills with World Wide Technology mentors, and learned about sustainable



engineering through a hands-on exercise with Jacob Engineers. While building on their professional and personal development brands, Eureka! participants engaged in a series of Digital Literacy courses. 9th Grade participants engaged in the Digital Civics course where they learned to analyze information online and developed digital media strategies to engage youth in civic participation. 8th Grade participants completed the Build IT: Design Online course where they explored online collaboration tools, investigated their digital footprint, learned netiquette, and designed an online networking space.

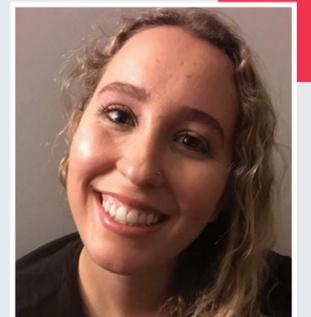


From Morgan Hartig
Post-Secondary Success Coordinator

Ambassador Club

Ambassador Club is **designed to help high school girls develop leadership skills and create lasting social change** as well as gain exposure to professional development opportunities. The girls also develop knowledge of diverse post-secondary paths, including college, the workforce, and trade schools, while developing knowledge of and practice in completing the elements that go into the different paths, such as applying for scholarships and completing interviews.

The club partners with professional women from the Girls Inc. Associate Advisory Board (GIAAB) to lead the participants in workshops and community projects and serve as long-term mentors. Ambassador Club meets twice a month during the school year and weekly over the summer. They also meet for special events, such as college tours, field trips, community service projects, and community partner-led workshops.



Program Highlights

Alumnae Program

The Girls Inc. Alumnae Program serves Girls Inc. participants who are over 18 or have graduated from high school. The goal and commitment of the program is to **provide tools, skills, mentorship, and connections to support alumnae** in



navigating post-secondary life on their way to successful careers. The Alumnae program allows our girls to continue in their Girls Inc. Experience beyond high school. It is run in partnership with the Girls Inc. Alumnae Executive Board (GIAEB) which supports our Project Accelerate Initiative—a targeted extension of the Girls Inc. Experience, designed to support young women through their next critical transitions—from high school through college and from college to career.

Alumnae participate in a series of skill-building workshops on topics ranging from conflict management, building their network, exploring potential careers, and interviewing. Along with professional development opportunities, alumnae participate in social events led by GIAEB members to build community and sisterhood.

From Cherice Arrington
Associate Director of Programs and Advocacy

Advocacy Initiatives

At Girls Inc. we are committed to a girl-centered advocacy approach that is grounded in the experiences of the girls in our network. We lift up girls' voices and give them opportunities to advocate on issues that matter to them in their communities and beyond, and encourage them to be civically engaged. As part of our dedication to social justice, we also bring intersectional,



racial justice, and trauma-informed lenses to our work, and advocate for policies and practices that combat systemic racism, sexism, and other social and economic barriers to girls' success.

In FY21, Girls Inc. of Greater Philadelphia & Southern New Jersey hosted our 2nd annual She Leads Advocacy Summit with the theme She Leads: Inspiring & Engaging Girls in Civic Engagement. Despite the COVID-19 pandemic, 100 girls participated and were supported by 25 adult mentors including professional volunteers, interns, and Girls Inc. staff. Workshop topics focused on the voter registration process and the impact of the census.

Participants voted in mock elections regarding potential presidential candidates and future advocacy pillar issues. The summit ended with a She Leads Celebration affirming girls' rights by reading the Girls Inc. Bill of Rights and dancing as a sisterhood to promote unity and diversity.

We are extremely thankful to:

OUR PARTNERS:

The Links Incorporated–Philadelphia Chapter
Deloitte
Free People

OUR EVENT SPONSOR:

Women United
We are grateful for their collaboration to make this event a huge success for our girls.



FOUR PILLARS OF GIRLS INC. ADVOCACY PLATFORM

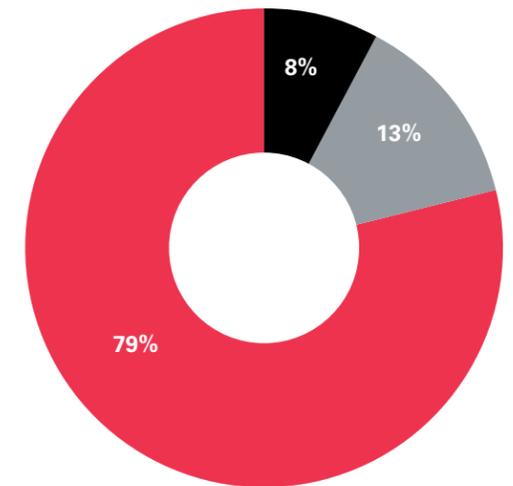
- 1 Mental Health and Wellness
- 2 Sexual Health, Safety, and Autonomy
- 3 Equitable Access to Education
- 4 Civic Engagement and Voting Rights



Financials

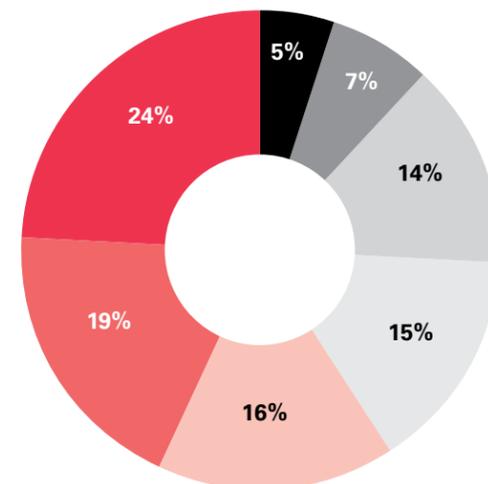
Expenses

■ Development & Fundraising	\$ 86,650
■ Management	\$ 142,174
■ Program Services	\$ 849,189
TOTAL	\$ 1,078,013



Revenue

■ Special Events	\$ 83,575
■ Other	\$ 113,500
■ Government	\$ 229,915
■ Corporations	\$ 232,655
■ Donated Materials & Services	\$ 254,566
■ Individuals	\$ 304,630
■ Grants & Contracts	\$ 377,170
TOTAL	\$ 1,596,011



Supporters & Partners

Corporate, Foundation, and Government Donors

\$150,000+

Pennsylvania Commission on Crime & Delinquency

\$100,000+

Comcast

\$50,000+

Avantor
Deloitte
Philadelphia Foundation
United Way

\$25,000+

CHUBB
Free People
Macquarie Investment Management
Subaru Foundation

\$15,000+

Girls Inc.
Johnson & Johnson
PYN
Vanguard

\$10,000+

Charles River Labs
Drexel University
Land Services USA, Inc.

\$5,000+

Chase
GEM Mechanical Services, Inc.
Philadelphia School Partnership Community Resources Fund
Siemens

\$2,500+

Independence Blue Cross
Legacy of Love Foundation, Inc.
Valentine Foundation
World Wide Technology, Inc.

\$1,000+

Edmund Optics
Holman Automotive Group, Inc.
Maven Communications, LLC
PA Seed
Wells Fargo

< \$999

ADP
Estee Lauder Companies
Jack Jill of America, Inc.
Chester County
Jacobs
Kendra Scott
Network for Good
New York Life
Principal Financial
Saint-Gobain
Stedmark Partners
The Lighting Practice, Inc.
The Philadelphia Chapter of the Links, Inc.
USAA
Veeva



Career Exploration Partners

American Water
Archer Law
Association for the Advancement of Cost Engineering
Bok Building
Carpenters Training Center
Cement & Plasters Local 592
Deloitte
Drexel University
Finishing Trades Institute
Ironworkers
Jacobs
Johnson & Johnson
JPMorgan Chase
Lockheed Martin
Merck Women's Network
National Basketball Retired Players Association
National Football League (NFL)
NAWIC Philadelphia
Nutriously Yours & Your Latina Nutritionist
PECO
Plumbers
Rowan University-Engineering Department
Saks Fifth Avenue
Siemens Heathineers
Sprinkler Fitters Local 692
STARR Restaurants
Steamfitter Local 420
Subaru of America
The Links, Philadelphia Chapter
Vynamic
Women United (United Way)
World Wide Technology

< Participant of our Early Grade Literacy Program on Zoom during Under the Sea.

2021 Champions for Girls

Luminary

\$25,000-\$50,000

Anonymous
Frederic Masters
Sonja Rivera
Akrum Sheikh
The Wesley Family Foundation

Advocate

\$15,000-\$24,999

Lori Garber

Ally

\$10,000-\$14,999

Simi Hoque, Ph.D.
Jessica Sharp

Mentor

\$5,000-\$9,999

Kate Duffy
Mary Gaffney
Chrisna Govin
Jason Heckler
Saniah M. Johnson, CPA
Deborah Kauffman
Komal Mayekar
Margaret and Scott Rubinacci
The Victor Foundation



Partner

\$2,500-\$4,999

Mike Brown
Christine Burlein
Joan Carter
Carrie Collins
Yasseline Diaz
Anthony Harris
Eric Hofmann
Terry and Ann Marie Horner
Milissa Hutchinson
Michael Mergard
Judah Miller
Betsy Neiva
Sandra Lea O'Connell
Pfeffer
Ruth and Earl Scott

Friend

\$1,000-\$2,499

Cherie Arabia
Reid Bodek
Lisa Casiello
Kimberly Dambrosio
Gianna D'Angelo
The Fox Foundation
Robert D. Garber
Marilyn Hayes
Matthew Heckler
Scott Herrin
Deirdre Hutchinson
Rachel Jacobs
Vincent LaBarbera
Andrea Malone
Michele McManus
Dean McQuirns
Shari Reams-Henofer
Aimee Shafer
Robyn Wolf
Sheila Woods-Skipper

< Two of our Eureka! program participants working on their digital literacy skills.



^ MyWIC Work Ready program participant learning carpentry at construction camp.

THANK YOU

We are so grateful to the donors and volunteers who are committed to helping girls and young women dream big and achieve those dreams. Without you, our work inspiring girls to be strong, smart, & bold would not be possible.

We have taken care to ensure that the lists presented here are accurate. Please inform us of any errors or omissions so that we may correct our records.

FOR A FULL LIST OF DONORS, VISIT GIRLSINCPA-NJ.ORG

Our New Home

As of 2021, Girls Inc. of Greater Philadelphia & Southern New Jersey entered a five-year lease for a 3,700 square foot space located in **Philadelphia's iconic Bok building**. This exciting location positions Girls Inc. in the middle of a flourishing community including women entrepreneurs, non profits, and schools.

For the first time, we 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 is customized with our staff, programs, and girls in mind. A brand-new Literacy Lab supports young readers and emerging scientists as we transition to hybrid and in-person programming. Girls also have access to state-of-the-art technology and media resources in a large multi-use space.



We would like to thank Comcast for making this space a Lift Zone so that we can provide free high speed Internet to our participants.

Project Accelerate

Reimagining Workplace Equality

Girls Inc. Project Accelerate is a groundbreaking venture designed to ensure that workplace equality is achieved now.

Girls Inc. Project Accelerate will speed the entry of young women into positions of leadership with a dual strategy: by driving cultural change towards equity in the workplace, and by ensuring young women's educational attainment and skill development to facilitate compelling career trajectories.

With these two interventions, Project Accelerate addresses inequality in the workplace, particularly the absence of women of color in positions of influence and leadership in the corporate and social impact sectors where pay inequity and gender disparities, including occupational segregation, are far too prevalent. This initiative will catalyze women's advancement to positions of power and influence, from which they have the means to elevate their status—and their families, neighborhoods, organizations, and communities.

In 2021, women were almost half of the workforce in the United States, but they still only earn an average of 82% of what men earn, and the wage gap widens for women of color. A visionary solution is needed to address this unacceptable reality.

Project Accelerate is a targeted extension of the Girls Inc. Experience, designed to support young women through their next critical transitions—from high school to college and from college to career. Building on evidence-based models at Girls Inc. affiliates, Project Accelerate will scale throughout the Girls Inc. network of nearly 80 local organizations. The project will prepare thousands of young women leaders not merely to succeed in workplace environments, but also to affect cultural change from within.





girls
inc.

of Greater Philadelphia
& Southern New Jersey

Executive Staff

Dena Herrin, Executive Director
dherrin@girlsincpa-nj.org

Natasha Andrews, Director of
Programs and Community Engagement
nandrews@girlsincpa-nj.org

Cherice Arrington, Associate Director
of Programs and Advocacy
carrington@girlsincpa-nj.org

India Nixon, Operations Coordinator
inixon@girlsincpa-nj.org



1901 S 9th St Suite 602
Philadelphia, PA 19148
girlsincpa-nj.org