



**girls  
inc.**

of San Diego County

**GIRLS INC. OF SAN DIEGO COUNTY**

**2018 ANNUAL REPORT**



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## LETTER FROM BOARD OF DIRECTORS

The numbers are in...and they are staggering. Girls Inc. of San Diego County grew its impact in the community in calendar year 2018, serving more than 100 additional girls with life-changing programs. That means for the second year in a row, the organization has grown its impact by 35% or more.

It's thanks to dedicated site partners that Girls Inc. of San Diego County expanded its reach. In large part, the impact growth is driven by the appeal of the Girls Inc. experience – which is unique and profound. Our partners at traditional schools, charter schools, community groups and other non-profits, see the outcomes Girls Inc. programs create among their female students...and like us, they want to help more girls experience those outcomes. Collaborating with site partners, we trained more facilitators, who led more classes, who reached more girls.

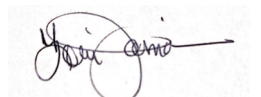
The tremendous impact expansion is mirrored by the organization's income growth. That growth is thanks to you, our devoted individual donors, foundations and corporate contributors. Because of your generosity, Girls Inc. of San Diego County grew its income by 66% year-over-year.

Building on these achievements, we are poised for continued expansion. The organization's positive income position provides a solid foundation to expand its team in 2019. In 2018, we also established a formal volunteer mentor program so that members of the community can participate and enrich Girls Inc. programs. When people from the community and the business world become volunteer mentors, they provide girls insights from the real world and give them more inspiring role models to talk to.

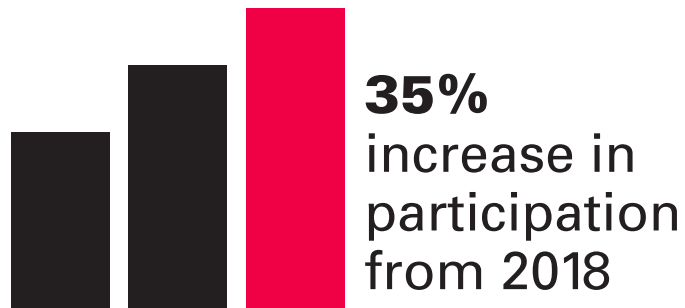
As we turned the corner into 2019, we started an advocacy program that will help educate more than 150 girls how to recognize and prevent human trafficking. Supported by the knowledge, confidence and power that they learn in Girls Inc. programs, those 150 girls will share that knowledge with their friends and family. Then, not only does Girls Inc. make an impact in the community – but girls impact their own community.

We invite you to become a part of the Girls Inc. of San Diego community by signing up to be a volunteer mentor, a committee volunteer or a board member. With your involvement, the achievements of 2018 are sure to be eclipsed by those we will achieve together in 2019!

With gratitude,

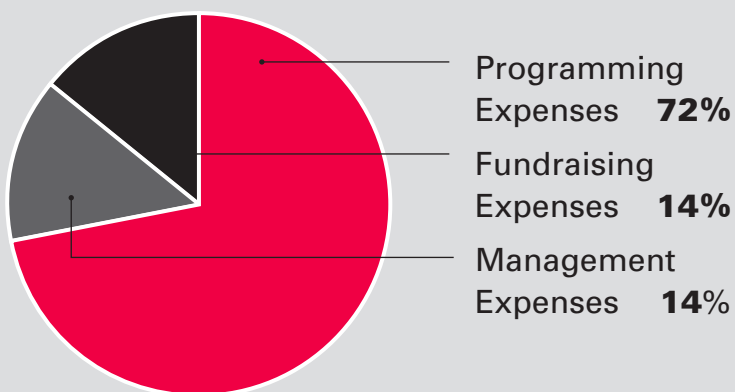


# 2018 DATA

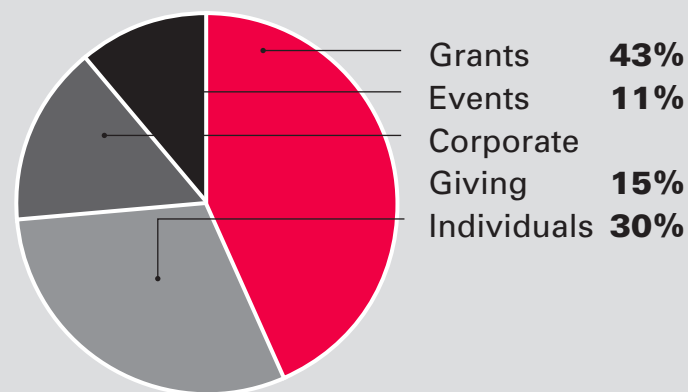


**429**  
**GIRLS PARTICIPATED  
IN PROGRAMS**

## TOTAL EXPENSE BY SOURCE



## TOTAL REVENUE BY SOURCE

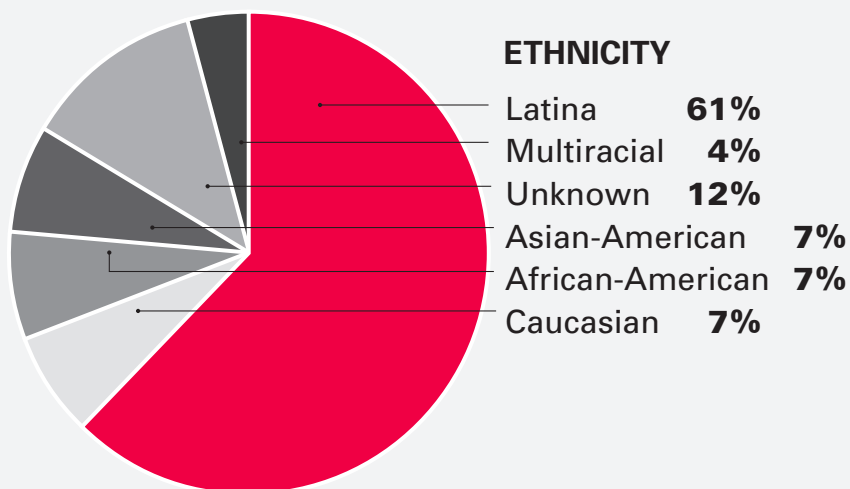


**66%** REVENUE INCREASE  
OVER 2017

## DEMOGRAPHIC SNAPSHOT

% OF GIRLS **4%** **8-10**  
SERVED BY **46%** **11-13**  
AGE GROUP **36%** **14-19**

**50%** ARE ELIGIBLE FOR FREE  
OR REDUCED-PRICE  
SCHOOL LUNCH



# MISSION

For more than 50 years, Girls Inc. of San Diego County has been inspiring girls to be strong, smart and bold. Through a combination of long-lasting mentoring relationships, a pro-girl environment, and no-cost research-based programming, hundreds of under-served girls in San Diego County are growing up more self-confident and equipped to navigate a complex and ever-changing world.

The mission of Girls Inc. of San Diego County is to help girls ages 8 to 18 see college as attainable, resist peer pressure while learning essential life skills, and explore professional fields in STEM (Science, Technology, Engineering, Mathematics) in which women are under-represented.

## TOGETHER WE CAN

Girls Inc. of San Diego County (GISD) is always seeking volunteers who will inspire girls to be strong, smart and bold. Volunteers help girls build critical life skills, show them that college is attainable and encourage them to explore the fields of Science, Technology, Engineering and Math (STEM).

Program volunteers serve as positive role models to girls by listening, guiding, and encouraging them side-by-side during one-hour program classes. These volunteers contribute to girls' personal development by sharing their own academic and professional successes.

Operational volunteers donate their time to the organization and its governance, so that Girls Inc. of San Diego County can continue to deliver high-quality programming to girls for another 50 years.

**Interested in improving the well-being of girls in San Diego?**

**Find the volunteer application at:**  
[www.girlsincsd.org/volunteer/](http://www.girlsincsd.org/volunteer/)



# 2018 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. 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

## TWO STRONG GIRLS

Lena and Jeanene have more in common than the average middle school student. They share a connection through Girls Inc. of San Diego County (GISD) as they share ideas and build confidence in a safe environment.

Lena, a seventh-grade student, joined GISD to develop strong relationship skills. A year later, she learned how to express her emotions and opinions comfortably.

Lena participated in Friendly PEERsuasion sessions. 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.

"I like learning about my friends. There are things that some of my friends have never talked about, and I learn to say things differently and consider their feelings. In Girls Inc. it's different. it is OUR space. We can be more of ourselves and learn more about each other and open up," says Lena.



During the previous school year, Jeanene's teacher encouraged her to join GISD as an outlet to help her handle stress. Now a sixth-grader, she understands and practices smart techniques when dealing with relationship issues with friends and family.

Throughout the 2018 fall semester, Jeanene participated in the 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.

"I learned a lot about body parts and how to take care of my body, and about drugs and alcohol. Everyone felt safe to talk about it as we learned how it can affect our future," says Jeanene.

Lena and Jeanene agree that GISD has helped them be stronger and take charge of their bodies, health and lifestyle choices.

**"Many of my friends and classmates would get into fights or arguments. But in Girls Inc., we learned to be kind and respectful to one another and now we get along better."**

**– JEANENE, 2018 STRONG PROGRAM PARTICIPANT**



# 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. It is imperative that they are given the tools and support to do so!

## Smart Programs:

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



## THINKING SMART WITH STEM PROFESSIONALS

In the fall of 2018, the local San Diego TRANE office partnered with Girls Inc. of San Diego County to implement a Thinking SMART program. This program links girls ages 12 to 14 with professionals in STEM fields, encouraging girls to think like engineers by thinking with engineers. In addition to a \$10,000 contribution from the Ingersoll Rand Foundation, employees from TRANE San Diego volunteered their time to help plan and deliver the 20-week, interactive program.

TRANE San Diego employees brought a personal touch to the program by sharing their professional expertise and personal experience with the topics. For example, Brian Bloker, Account Manager and a LEED-certified professional, taught the girls about the meaning of LEED and the impact it can have on pollution reduction as part of a session called "Ecosystems at Risk." In this session, girls learned about the interconnectedness of members within an ecosystem and how toxins can be magnified up the food chain while getting hands-on practice creating an environmental impact assessment. Combining the program experiments with real-world applications helps excite and connect girls to the impact STEM can have in their communities and the world.

"The more you can connect with the girls, bringing the science down to a personal level and sharing anecdotal experiences helps them get excited about science. You'd see there was some apprehension at the start of the class but

as you saw the fire get sparked, the girls were excited about participating.

They wanted to learn and were excited about science and how it connected to the real world. Over the course of the program, the girls became more comfortable sharing with each other and the Trane representatives," says Brian Bloker, Account Manager, TRANE Commercial Systems.

"By the last week, even the quietest girl was opening up in front of the whole group. As the program progressed, we had to make sure we stayed on time because there was so much passion for what we were doing!"

Thanks to TRANE employees and the Thinking SMART program, girls had the opportunity to work alongside real-life STEM professionals and see firsthand the potential education and career paths into STEM fields, all in a fun environment.

"TRANE made it possible for girls to come in ready to learn and ask questions about STEM focused careers and education. In every session, they encouraged girls to be curious, be hands-on and to utilize their personal strengths to problem-solve. TRANE embodied Girls Inc.'s mission to inspire all girls to be strong, smart and bold when they walked in the classroom," says Rosa Alvarado, GISD Program Coordinator.



Trane Inc. is a manufacturer of heating, ventilating and air conditioning systems and building management systems and controls. The company is a subsidiary of Ingersoll Rand.

## 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
- Living Safe & Strong
- In Our Own Hands

## **GIRLS INC. OF SAN DIEGO COUNTY MAKES BOLD MOVES TO COMBAT HUMAN TRAFFICKING**

San Diego is home to an estimated 8,000 sex trafficking victims. With the average victim being 15 years old and under-served populations at a higher risk for being targeted, Girls Inc. of San Diego County (GISD) knew it had to take a strong stand against the exploitation of girls. On National Trafficking Awareness Day, GISD announced it will deliver trafficking prevention curriculum to 150 girls in 2019.

Because GISD provides mentor-based programs to under-served girls ages 8 to 18, the organization is in a unique position to provide the trafficking prevention education to girls who need it most. In collaboration with PROTECT, GISD will teach girls the warning signs of trafficking and empower them with prevention and response techniques they need to protect themselves.

Girls Inc.'s Leadership and Community Action program provides a template for girls to develop their leadership skills by rallying around a social change project that impacts their community. Through PROTECT curricula, girls are introduced to the threats of trafficking through age-appropriate methods such as artwork and history presentation, from the PROTECT curriculum. Then, through Girls Inc. Bold and Strong programming, they are taught how to take what they learn and empower their peers by making signs to raise awareness and talking to family members and friends about the signs and issues.



"For a lot of our girls, a Girls Inc. program is the only time they feel safe and empowered. This allows us to reach them and educate them on a unique level, in a pro-girl and girls-only environment. We have a responsibility to our girls and the communities they come from to keep them safe, informed and educated," says Rosa Alvarado, Program Coordinator, Girls Inc. of San Diego County.

"Our trained facilitators now have the tools to identify risk factors, warning signs and resources needed to refer a girl that may be targeted or is being trafficked. Education is the best way that we can serve our girls. Their experiences on social media and outside of school serve as reminders of why this work is crucial to empower and educate girls on the consequences of human trafficking."

GISD is a firm believer in letting girls develop their leadership skills by advocating for themselves – but we also need the support from the San Diego community to end the trafficking of girls.

**Learn more about how you can support this initiative at: [www.girlsincsd.org/advocacy/](http://www.girlsincsd.org/advocacy/)**

# 2018 DONOR HIGHLIGHTS

As a volunteer-led organization, the time and patronage of generous individuals and organizations is crucial to serving our girls. Support from foundations and corporate donors in 2018 enabled Girls Inc. of San Diego County (GISD) to deliver quality, research-based programming across the county.



FOUNDATION



## JOIN US ON MAY 9, 2019!

Celebrate the graduating girls who have benefitted from our no-cost programming. Come hear their personal stories — filled with challenges, achievements and plans for the future. Purchase sponsorships and tickets at:

[www.girlsincsd.org/graduation-celebration/](http://www.girlsincsd.org/graduation-celebration/)

**2019  
GRADUATION**  **CELEBRATION**

Girls Inc. of San Diego County

