

**girls
inc.**
of San Diego County

2021 ANNUAL REPORT

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inc.**
of San Diego County

MESSAGE FROM THE CHIEF EXECUTIVE OFFICER



Dear Friends,

These last two years have been a roller coaster for all of us. Despite the challenges, we've persevered and even exceeded our goals. **In 2021 we increased the number of girls served by 56% from the previous year.** Our girls participated in STEM programs, focused on self-esteem, healthy living, leadership, academic success, and led social justice movements! GISD also held its inaugural annual fundraiser She Leads: Strong, Smart, and Bold women of San Diego, honoring three trailblazing women in our community. We were able to accomplish all of these with your support, thank you!

Our work is only beginning, and we have set ambitious goals for the year ahead. Naming and overcoming gender inequity is front-and-center as one of the most critical issues of our time. Girls today face intersecting barriers to academic and career success. Many promising young women, especially those growing up in poverty, are still at risk of being left out of critical opportunities in education and employment. This makes GISD's unique whole-girl approach more necessary than ever before.

With our core values in mind, we will be embarking on many ambitious projects in the year ahead: serving even more girls in STEM, building an alumni program, launching our annual All-Girl Conference, deepening our social justice work and hosting our second annual She Leads event in person! The "future is female" rings more true than ever and we are preparing girls across San Diego County to take their seats as leaders, to achieve economic independence and to rise above socio-economic, racial, and gender barriers.

Thank you for standing with Girls throughout San Diego County, with you in her corner, she will succeed!

Sincerely,

A handwritten signature in black ink, appearing to read 'Sandra Ainslie', with a long horizontal flourish extending to the right.

Sandra Ainslie
Chief Executive Officer

MISSION

Girls Inc. inspires all girls to be strong, smart, and bold. Our comprehensive approach to whole-girl development equips girls to navigate gender, economic, and social barriers to grow up healthy, educated, and independent.

TABLE OF CONTENTS

02 Message from the Executive Director

04 Programs

05 By the Numbers

06 Impact Stories

11 Staff & Board

12 Donors

14 Financials

PROGRAMS

Girls Inc. of San Diego County (GISD) takes a holistic approach to whole-girl health and wellness. Since 1967, we have inspired girls throughout San Diego County to be STRONG, SMART, and BOLD by providing life-changing, no-cost, research-based programming.

STRONG EmpowerHER

STRONG programs focus on Mind + Body wellness, positive body image, stress management, and resisting peer pressure - we lay a foundation of physical, mental, and emotional wellbeing.

The EmpowerHER program is a comprehensive program model that incorporates lessons from across our STRONG, SMART, and BOLD program categories. EmpowerHER equips girls with the tools to improve their physical and mental health, increase their academic success, successfully transition to college, become civically engaged, and develop their leadership so that they may take their place at the table as tomorrow's decision makers.

77% report having a healthy diet

55% are happy with their bodies

80% of girls can identify an unhealthy relationship

SMART Future STEMinists

SMART programs support girls' academic success. Girls Inc.'s Future STEMinists program develops girls' enthusiasm and skills in science, technology, engineering, and mathematics (STEM). Future STEMinists is designed to engage girls in STEM, through a holistic, project-based approach that connects STEM concepts to whole-girl themes.

79% care about doing well in school

59% want to learn more about STEM topics

64% plan on attending and finishing college

BOLD Seeds of Change

BOLD programs empower girls to become leaders and enact positive change through civic engagement and social justice. Seeds of Change introduces girls to issues of gender and racial inequity that affect them and their communities. Girls will critically analyze social justice movements related to race, ethnicity, gender, sexual orientation, and learn about community organizing and grassroots change.

66% view themselves as hard workers

88% report they can research an issue to learn more about it

90% say it is important to be an active and informed citizen



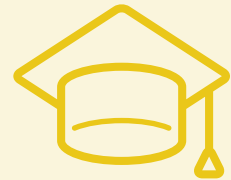
2021 BY THE NUMBERS



544

Total Girls Served

2021 - 2022 Academic Year
A 56% Increase from Previous Year



15 Schools across 4 Districts

San Diego Unified
Vista Unified
Fallbrook Unified
Escondido Unified

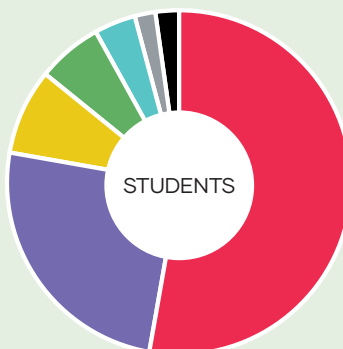
She **LEADS**

First Annual Event Honoring Female Trailblazers
Donna DeBerry • Sandra Pelletier • Nora Vargas



49%

of Girls Live in
Households Earning
\$30,000 a Year or Less



Demographics

- Hispanic or Latinx - 53%
- Black or African American - 25%
- Caucasian - 8%
- Asian American - 6%
- Multi-Racial - 4%
- Middle Eastern - 2%
- Native American, Alaska Native or Indigenous - 2%



IMPACT STORIES

STRONG

Araceli, 11th Grade

Araceli, 16 years old, first joined Girls Inc. in the spring of 2020. Araceli was drawn to Girls Inc. because, "it seemed like a place where girls could be leaders, meet other girls and feel empowered."

As a little girl Araceli experienced a traumatic event - her dad was deported when she was just four years old- it was the first time she vividly remembers experiencing discrimination, insecurity and depression. She was able to relate with other girls on this particular topic during a Girls Inc. activity that she said was one of the most impactful moments in the group.

"I remember during that activity we were all very vulnerable, but in a safe space, I could see that a lot of us had the same experiences and we could easily relate to each other."

Araceli shared that she learned a lot about herself, her goals and leadership, through her Girls Inc. experience and that despite the challenges of the pandemic she is pushing through all of her classes and getting great grades! Araceli is determined to be

a role model to young girls and teens that come from undocumented or immigrant households to show them that regardless of citizenship status "any woman can take any leadership role and overcome obstacles."

Through Empower Her, girls are given the tools to build self-confidence and a strong set of skills that she can use in an interview, internship and outside of the school setting. Araceli will be using all she has learned now and in the future, "in ten years I see myself [belonging] in ANY space, where I am kind to others and to myself."

One of her first goals is to travel the world, more specifically, New York. She is also planning to attend the John Jay College of Criminal Justice, one of the senior colleges of City University of New York. She is fascinated by forensic psychology and finding justice and answers for unsolved crimes.

Araceli plans to continue participating in Girls Inc. until she graduates out of high school and is committed to serving as a mentor to young Girls Inc. girls. She will be part of the upcoming Latinas Y Que! Program for Spring 2022 and is looking forward to networking with strong Latina role models from her community.

”

In ten years
I see myself
[belonging] in
ANY space,
where I am
kind to others
and to myself.



SMART

Maria, 7th Grade

Finding connections has always been important to Maria. Maria wanted to find a non-judgmental place where she could relate to girls her age and to talk about topics that impact young women.

When Maria joined Girls Inc. in the fall of 2021, she was apprehensive about exploring STEM and interacting with classmates she didn't have a relationship with. "In the past, I haven't enjoyed STEM, I've found it boring and confusing." As Maria continued to attend programming sessions, she soon found an accepting pro-girl community through Girls Inc. From Maria's perspective "I like math but when we [girls] are mixed with boys during school and I don't understand a Math problem, I feel frustrated." She shares "because of Girls Inc. I can have a safe space to make mistakes."

With Girls Inc. of San Diego Future STEMinists, Maria has been able to holistically explore how STEM connects to her life. During a favorite Girls Inc. activity of hers, Real World vs. Media World, Maria learned how harmful false advertising



can affect a young girls' thinking and perceptions. "We were able to have discussions about how to tell the real from the fake when it comes to pictures on social media and in magazines. Girls Inc. really helped me to make bonds with girl classmates, especially when it comes to topics like this."

Maria's future career aspirations include engineering. Interested in pursuing interior design and construction, Maria enjoys understanding how things work together.



I'm always reorganizing my room and finding new ways to design it. Someday I'd like to use my skills to help other people enjoy the home they live in." "Girls Inc. gives me the confidence to be myself, meet new people and make connections. Everyone should try Girls Inc. because this is a great place to learn and be yourself.

BOLD

Priscilla, 10th Grade

Priscilla is a natural born leader with the gift of lighting up a room with her contagious smile and laughter. Priscilla is a first generation American with roots in Sierra Leone, West Africa. During her time in the 2021 She Leads summer program she always uplifted her peers and brought critical insight in discussions about race and gender. She described her Girls Inc. summer as, "the best four weeks! We laughed, we danced, we told jokes, it could go from being super funny to talking about [serious topics]."

During the summer she received programming across - Strong, Smart, and Bold. Priscilla was able to build a roller coaster, sample plant-based meals. learn about carbon footprints as well as learn coping strategies for healthy mental and physical health. Over the course of four weeks she became a more confident public speaker with the Girl Boss! activity where she and her teammates had to create and present a business proposal for a new item on the market. The teens were assigned to create a marketing strategy, business plan and budgeting plan that would be presented to a panel of judges and their peers. Priscilla and her team learned what it takes to make a small business happen and it got them excited about being their own boss.

Priscilla dreams of pursuing a career where she can showcase her creativity and charisma - in the visual and performing arts. She wants to create visuals, performances and more that represent who she is, as a teen of color. In her free time Priscilla finds opportunities to get involved in her community and is working two part time jobs to save up for her future career plans.



In 2020, The American Institutes for Research Concluded a two-year study, which: "found that girls participating in Girls Inc. were more likely to engage in activities and express beliefs that lead to physical and mental well-being, academic achievement, and the development of leadership skills... [They] had consistently higher math test scores than the comparison group of girls...[and] reported more positive attitudes and behaviors than the comparison group."



STRONG, SMART, and BOLD

Ilwaad, 7th Grade

Growing up in a Somali household with 9 other siblings, Ilwaad didn't always have a space to speak up. "I was very shy and kept to myself because I didn't want to be judged or misunderstood." When schools went remote in spring of 2020 Ilwaad wanted to stay involved in extracurricular activities. With the support of her parents, Ilwaad was encouraged to try out Girls Inc. She recalls that time of her life as "stressful" but Girls Inc. gave her a space to connect with her peers. Ilwaad shares "Girls Inc. has given me the confidence to be open about myself." Because of Girls Inc., Ilwaad felt comfortable enough to talk and relate with other girls about menstruation without embarrassment.

Now, as a 7th grader, Ilwaad attends regular in-person Girls Inc. programming as part of Girls Inc. of San Diego's Future STEMinists, designed to equip girls with the confidence

“
Girls Inc. has helped me express myself more by speaking up and raising my hand in class, something I rarely did at the beginning of the year.

and curiosity to explore STEM in a non-judgmental environment. Ilwaad says her previous experience with STEM has been "difficult to learn from and intimidating." In the fall of 2021, Ilwaad conducted a chemistry experiment with her fellow Girls Inc. classmates. "I enjoyed having a messy, hands-on experiment that I had control over." Since that experiment, "Girls Inc. has helped me express myself more by speaking up and raising my hand in class, something I rarely did at the beginning of the year."

Ilwaad's future career aspirations include studying medical law. "Because of Girls Inc. I am more outgoing and less shy. I want to become a medical lawyer because I want to speak up for others." Ilwaad will continue in the spring of 2022 with Future STEMinists and "is really looking forward to doing more experiments."

2021

STAFF & BOARD

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Program Facilitator

Rosa Alvarado
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Cathy Cooper
STRONG Programs
Coordinator

Olivia Kasik
SMART Programs
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Vice Chair, County Board
of Supervisors District 1

Girls Inc SD Staff Photo



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We extend our sincere appreciation to the following individuals for their incredible generosity.

\$10,000 or more

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\$5,000 - \$9,999

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Leigh Vosseller

\$1,000 - \$4,999

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Thank you to the following foundations for supporting our Strong, Smart, and Bold programs.



THE CONRAD PREBYS FOUNDATION

Richard Siegel Foundation



CORPORATIONS

Thank you to our corporate partners.



FIRST REPUBLIC BANK





FINANCIALS

FY 2020-2021

REVENUE

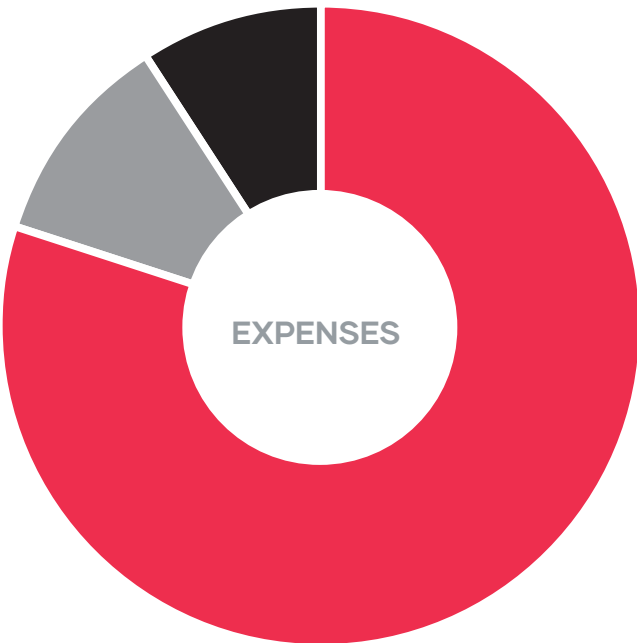
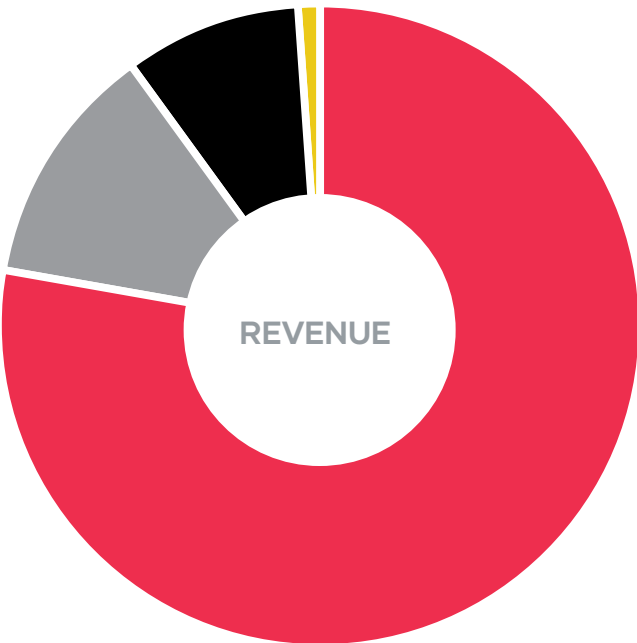
■ Grants	\$222,770
■ Individuals	\$33,646
■ Corporate	\$24,339
■ Program	\$4,500

Total Revenue	\$285,255
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EXPENSES

■ Programs	\$193,600
■ Management & General	\$26,620
■ Fundraising	\$21,780

Total Expenses	\$242,000
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She LEADS

In September 2021, Girls Inc. of San Diego hosted its first annual SHE LEADS: Strong, Smart, and Bold Women of San Diego event. Business and community leaders throughout San Diego County came together for this virtual event to honor three extraordinary women who have made standout contributions in the fields of health, technology, and government, as well as a commitment to making an impact on women and girls. Thank you to these trailblazers for their commitment to women and girls and for their participation:



Donna DeBerry

Vice President of Global Inclusion at Seismic Software, for her long commitment to social justice and diversity and inclusion.



Sandra Pelletier

CEO of Evofem Biosciences, for her work in revolutionizing women's healthcare. (Advisory Committee)



Nora Vargas

Supervisor District 1, for her incredible service to community and the first Latina, immigrant and woman of color in the history of the San Diego County Board of Supervisors. (Advisory Committee)



girls inc.

of San Diego County

Inspiring all girls to be strong, smart, and bold

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