Dear Friends,

We are excited to share that Girls Inc. of San Diego County has had our most successful year yet! GISD continues to increase the number of girls we serve, deepen our impact and launch exciting new initiatives such as Eureka! and the Teen Advocacy Council.

That being said, the current climate for girls and young women remains dire. The Centers for Disease Control and Prevention (CDC) recently released the Youth Risk Behavior Survey (YRBS). As CEO, of Girls Inc. San Diego County and a fierce advocate for youth, I was deeply saddened by its findings. The report reveals that teen girls face a crisis of violence and trauma, leading to record levels of sadness, suicide risk and other alarming behaviors.

The report states that “...Across almost all measures of substance use, experiences of violence, mental health, and suicidal thoughts and behaviors, female students are faring more poorly than male students. These differences, and the rates at which female students are reporting such negative experiences, are stark.”

This is WHY girl specific pro-girl inclusive programs like Girls inc. are critical to the physical, emotional and academic health of girls. We must continue to take immediate action to support girls, protect their well-being and help them build the resilience they need to face life’s challenges. Every girl has the right to opportunities that will ensure her future health and success!

The comprehensive Girls Inc. Experience offers a proven set of solutions – that align with the CDC recommendations. Through our programs, Girls Inc. equips girls with the skills and knowledge they need to navigate barriers, address physical and mental wellness, body image, nutrition and stress management. In addition, our programs bolster school connectedness and academic success.

We want to thank all our partners in the mission to improve outcomes for girls in our community and we humbly request your continued support, because with you in her corner she will succeed!

Sincerely,

Sandra Ainslie
Chief Executive Officer
545 Total Girls Served
2021 - 2022 Academic Year

9 Schools across 4 Districts
San Diego Unified
Vista Unified
Fallbrook Unified
Escondido Unified

Second Annual Event Honoring Female Trailblazers
Maritza Diaz • Janessa Goldbeck • Kim Folsom

28% of Girls Live in Households Earning $30,000 a Year or Less

Demographics
- Hispanic or Latinx - 42%
- Black or African American - 22%
- Asian/Pacific Islander - 18%
- Middle Eastern North Africa - 7%
- White Caucasian - 6%
- Multi Racial - 4%
- Native American or Indigenous - 1%

61 individuals across 9 Corporate Partners participated in our STEM classrooms
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**
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.

- **85%** know what to do if they or someone they know is depressed
- **89%** believe they can make a difference in the world
- **80%** of girls can identify an unhealthy relationship

**SMART**
SMART programs support girls’ academic success by providing hands-on, mentor-driven explorations of STEM fields.

Future STEMinists 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.

- **81%** like to learn new things
- **62%** get excited about science
- **78%** plan on attending and finishing college

**BOLD**
BOLD programs empower girls to become leaders and enact positive change through civic engagement, social justice and advocacy.

Teen Advocacy Council
Participants complete a one year rotation covering topics such as: Understanding power structures and building and sustaining a movement. It also addresses issues such as: reproductive justice, Mental health legislation and racial inequity. Girls develop and lead a community action project and/or advocate for state or federal policy issues.

- **78%** see themselves as leaders
- **100%** consider the impact their decisions will have on their future
- **89%** agree they have a responsibility to improve their communities
BOLD NEW INITIATIVE

Eureka! is an intensive, long-term program that brings girls, including many who will be first-generation college applicants, onto local college/university campuses for a rigorous, STEM-based summer program. Girls begin the program as rising eighth graders (a time when many girls typically lose interest in STEM) and continue through high school graduation.

The Model:

Year 1: The Eureka! model begins with a cohort of 25 rising eighth graders. The girls’ high-touch experience takes place on a university campus over a four week non-residential summer camp that immerses participants in STEM learning.

Year 2: The cohort (now 9th graders) experience a second four week on-campus summer learning experience, building upon their first year learnings.

Year 3: Students (10th graders) begin mentoring (near-peer) the first-year girls as well as continuing STEM learning and beginning their preparation for internships.

Year 4-5: During 11th and 12th grade participants focus on internships career pathways and college planning with their adult mentor.

CONGRATULATIONS to our first cohort of 27 Eurekan’s who will begin their journey summer of 2023 at University of California San Diego!
This year we are honored to have two Girls Inc. girls be selected as recipients of the Girls Inc. National Scholarship. Areli and Araceli, both worked hard on their application and continue working hard towards their college dreams! Both students will be receiving $20,000 to the school of their choice.

Destiney has been a part of GISD since Spring 2022 and is now a Girls Inc. National Brand Ambassador! The Brand Ambassadors meet monthly with National CEO, Stephanie Hull and assist in the creation of media and marketing for Girls Inc. social media platforms. Brand Ambassadors learn about journalism, marketing and media - they represent Girls Inc. and promote the Girls Inc. mission on a national scale.

In 2022 GISD launched the first ever Teen Advocacy Council (TAC). Many of the TAC students came from our flagship social justice program Seeds of Change - all TAC students demonstrate that they are prepared to take on leadership roles when it comes to creating change in their schools, communities, state and national levels! To date our TAC has taken a localized approach to menstrual equity and are also tackling larger state-wide issues around youth mental health.
2022 Girl Conference

In 2022 Girls Inc. of San Diego County presented its second annual All Girl Conference: She Creates! She Creates brought together 100 middle and high school girls from across San Diego County for a full day of Strong, Smart & Bold themes including speakers, panel discussions, breakout sessions and speed mentoring. Our keynote speaker, Kat Voltage, the first Mexican-born woman to fly into space on Blue Origin, inspired our girls to pursue their wildest dreams!

94.4% of girls reported that they have the opportunity to be a leader at Girls Inc.

THE GIRLS INC. EXPERIENCE
Adiani, 8th Grade

Adiani knows how important being a leader is. As the oldest sibling in her family, her youngest siblings look up to her. “Before Girls Inc., I felt more alone and I was more quiet”. Adiani participated in Future STEMinist her 8th grade year.

“Girls Inc. gave me strength and made me feel stronger because I see similar (issues) girls face. I have the strength to speak up because when we speak about things, things stop happening.”

Being in Girls Inc. helped Adiani with her confidence. “Girls Inc. helped me open up more”. When she participated in her school’s STEM week, she found a new interest in studying human anatomy. “I learned how blood cells turn into sickle shape and how it is hard for blood to flow, leading to respiratory issues”.

Her leadership started to show in the classroom as well. “Girls Inc. showed me how we can’t be silent when unfair treatment is happening. I noticed how girls were being treated worse than boys. I can’t be silent when I see inequity because it affects everyone in the world”.

Adiani has achieved her goals and has big dreams ahead of her. “I want to go to college, become a Navy Seal and achieve something great. “Girls Inc. helped me be powerful and know my worth”.

I can’t be silent when I see inequity because it affects everyone in the world.”

Adiani

96.2% of girls feel safe at Girls Inc.

96.2% of girls feel safe at Girls Inc.

GIRL STORIES
STAFF & BOARD

Staff
Sandra Ainslie  
CEO

Rosa Alvarado  
Program Director

Olivia Kasik  
SMART/STEM Program Coordinator

Becky Espinoza  
STRONG Program Coordinator

Stephanie Guizar  
Lead Program Facilitator

Jordan Woodland  
Program Facilitator

Ericka Wells  
Operations Manager

Board of Trustees
Lola Adeyemo  
EQI Mindset

Sheena Badani  
Gong

Lauren Betters  
San Diego State University

Alex Capritto  
PNC Private Banking

Cinammon Clark  
McLean and Company

Wynter Deagle  
Sheppard Mullin

Ambreen Farook  
Biotech Executive

Andrea Gilman  
Biosero Inc.

Jessie Kain  
Seismic

Lisa Park  
Aya Healthcare

Karla Pinckes  
Blockchains Inc.

Melissa Seipel  
MS Leadership Coaching & Consulting

Manaleage Tedemet  
Tiled

Leigh Vosseller  
Tandem Diabetes

Lina Yishehak  
Cradle Genomics

Advisory Council
Saundra Pelletier  
Evofem Biosciences

Nora Vargas  
Vice Chair, County Board of Supervisors District 1

Shirley Yager  
Advisory Board
INDIVIDUAL DONORS

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

$5,000 - $9,999
Wynter Deagle
Andrea Gilman
Amy Koman
John Sheridan
Leigh Vosseller
John Douglas Winter

$1,000 - $4,999
Lola Adeyemo
Sheena Badani
Lauren Betters
Alessandra Capritto
Cinnamon Clark
Craig Deagle
Ambreen Farook
Kim Folsom
Jessie Lindstrom
Melissa Marin
Lisa Park
Karla Pinckes

Luis Saenz
Melissa Seipel
Richard and Laura Shrager
Foundation
Manaleage Tedemet
Lina Yisehak

$100 - $999
Amaria Bradley
Maria Brambila
Maria Curry
Jamie DiCicco
Lindsey & Isla Dressler
Cynthia English
Dorothy English
Kristi Griffith
David Grimes
Lynda Hahnfeld
Kristin Housh
Jennifer Hyman
Kristen Linehan

Kim Martini
Gina Merchant
Katherine Mercier
Ileana Ovalle
Carmen Proctor
Dawn Quackenbush
Diane Retallack
Monica Saare
Carri Scuba
Patrice Smerdu
Gail Stevens
Lindsey Tod
Carla Vallone
Veronica Villasenor
Jennifer Waite
Vanessa Wallace
Peter & Rachel Zahn

88.4%

of girls reported that they are given a chance to help decide the programs and activities they do.

THE GIRLS INC. EXPERIENCE
Thank you to the following foundations and corporate partners for supporting our Strong, Smart and Bold programs.

**Foundations**
- COX Charities
- East County EDC
- Google Community Grants
- Matthews Foundation
- Qualcomm
- San Diego Foundation
- SDGE

**Corporations**
- Aya Healthcare
- BiOSERO
- Bristol Myers Squibb
- Chubb
- Dexcom
- HUB
- Planned Parenthood
- Seismic
- Sheppard Mullin
- TANDEM
- TILED

---

**COMMUNITY PARTNERS**

Thermo Fisher
Each year GISD honors three outstanding women for their contributions to our community and the impact they have on women and girls! The 2022 She Leads: Strong Smart and Bold Women of San Diego was a huge success! Thank you to all who came out to our Honorees:

**Maritza Diaz**
ITjuana
CEO of ITjuana, a private firm that creates software centers of excellence in Mexico. Maritza works to achieve gender parity in women’s leadership positions in IT.

**Janessa Goldbeck**
Vet Voice Foundation
Marine Corps Veteran, CEO of Vet Voice Foundation, Member of Mayor’s LGBT Advisory Council and fierce advocate for equity and justice.

**Kim Folsom**
Founders First Capital Partners
Founder of Founders First CDC, a not-for-profit with a mission to help underserved and underrepresented small business owners.
Girls Inc encourages girls to challenge stereotypes and think about how these thoughts affect their everyday lives. Every girl deserves to challenge ideas that might discourage their potential.

ANA, MISSION MIDDLE SCHOOL COUNSELOR
of San Diego County

Inspiring all girls to be strong, smart and bold

P.O. Box 300683
Escondido, CA 92027
info@girlsincsd.org