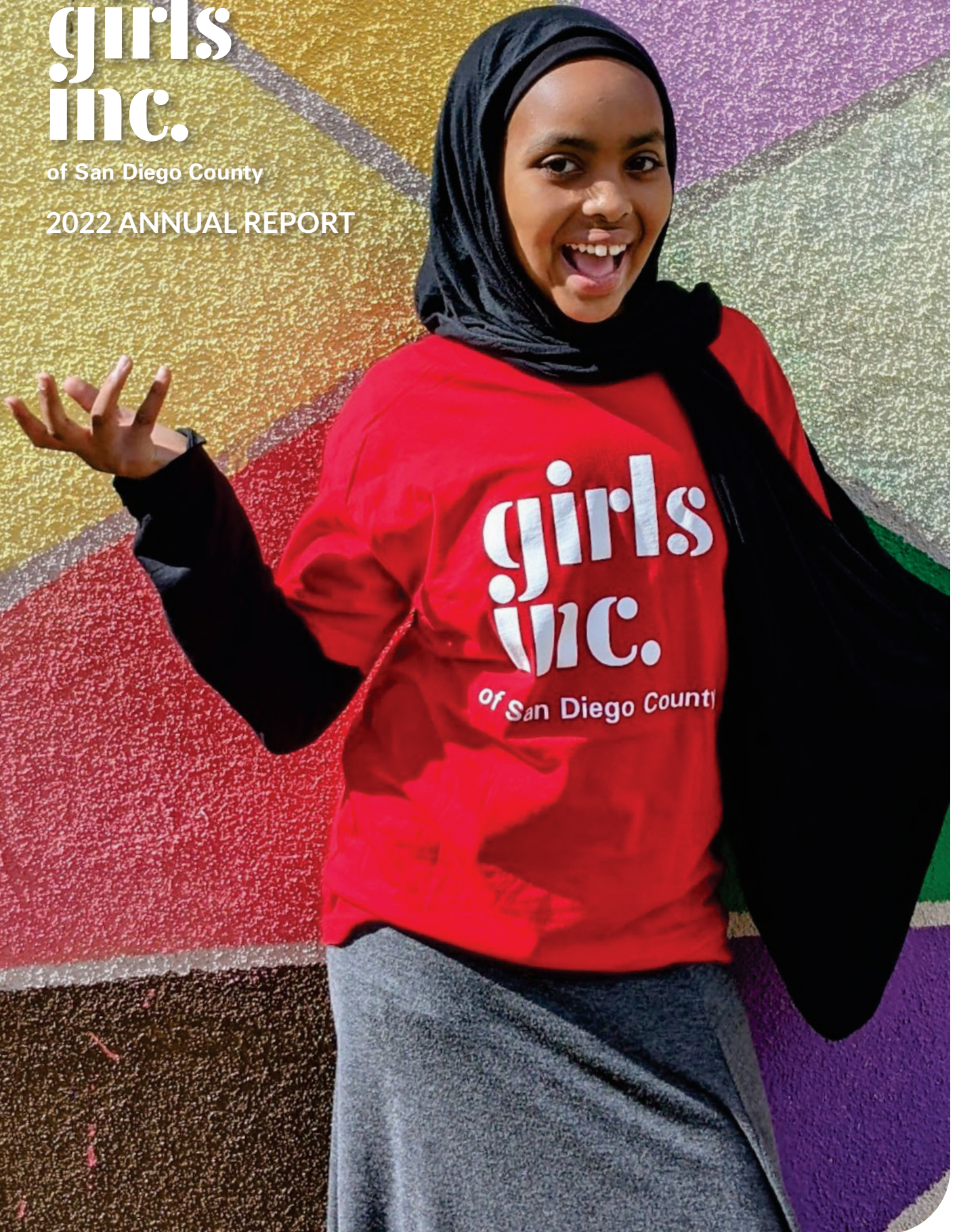


# girls inc.

of San Diego County

2022 ANNUAL REPORT





## MESSAGE FROM THE CEO

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



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### 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 and grow up healthy, educated, and independent.*

# 2022

## BY THE NUMBERS



**545**  
**Total Girls Served**  
2021 - 2022 Academic Year



**9 Schools**  
across  
**4 Districts**

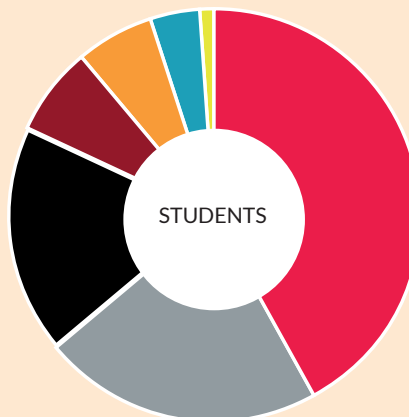
San Diego Unified  
Vista Unified  
Fallbrook Unified  
Escondido Unified

*She*  
**LEADS**

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

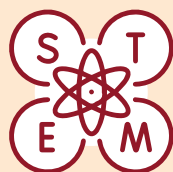


**28%**  
of Girls Live in  
Households Earning  
\$30,000 a Year or Less



### 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

## 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

**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 Eureka's who  
will begin their journey  
summer of 2023  
at University of  
California San Diego!*







## ORGANIZATIONAL HIGHLIGHTS

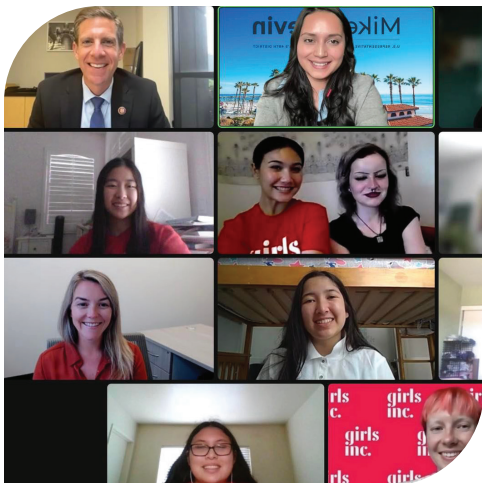
### NATIONAL SCHOLARS

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.



### BRAND AMBASSADOR

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.



### TEEN ADVISORY COUNCIL (TAC)

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.



# ORGANIZATIONAL HIGHLIGHTS

## 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





## GIRL STORIES

### 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”.

**96.2%**  
of girls feel safe at Girls Inc.

THE GIRLS INC. EXPERIENCE

“

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

ADIANI



## 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 Yisehak**  
Cradle Genomics

### Advisory Council

**Sandra 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



## COMMUNITY PARTNERS

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**



Thermo Fisher

### Corporations



**BrOSERO**   
A BICO COMPANY



**CHUBB**

**dexcom**  
CONTINUOUS GLUCOSE MONITORING



**SheppardMullin**



# She LEADS

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.





# FINANCIALS

## REVENUE

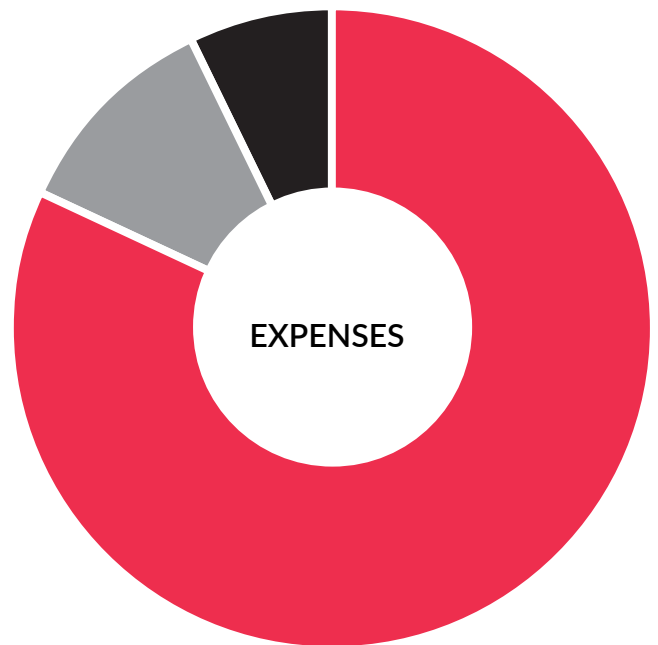
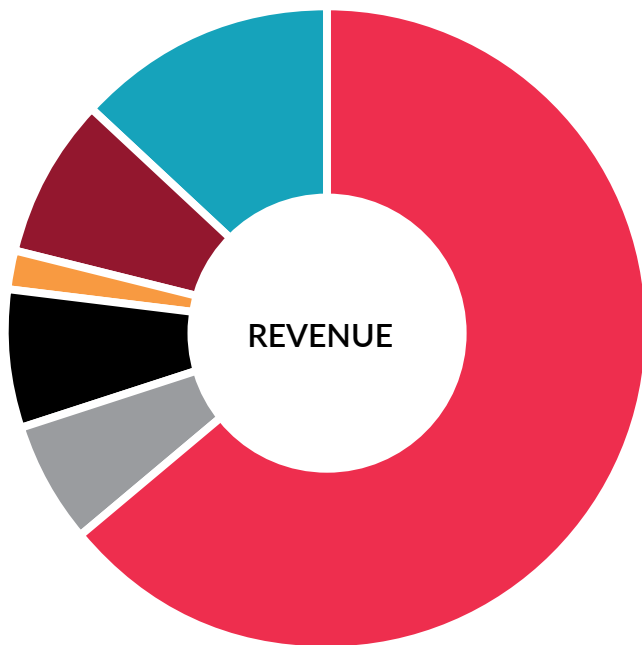
Grants	\$281,907
Individuals	\$24,947
Corporate	\$33,500
Program	\$8,527
Events	\$38,159
National	\$60,000

<b>Total Revenue</b>	<b>\$447,040</b>
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## EXPENSES

Programs	\$290,133
Management & General	\$39,859
Fundraising	\$22,703

<b>Total Expenses</b>	<b>\$352,695</b>
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“

*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



# girls inc.

of San Diego County

Inspiring all girls to be strong, smart and bold

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[info@girlsincsd.org](mailto:info@girlsincsd.org)

