



**girls
inc.**

of San Diego County

**2023-24
ANNUAL
REPORT**

*Building a new generation
of Strong, Smart, and Bold Leaders*

Message From the CEO

Dear Friends,

Over the past three years, Girls Inc. of San Diego County has not only achieved but exceeded the strategic goals we set for ourselves in 2020-2021. We have experienced more than a fivefold growth across all aspects of our organization, including the number of girls served, our staffing, and our overall impact. We are incredibly proud of these accomplishments!

I want to extend my sincere gratitude to all of our supporters who have generously invested in creating a more equitable world for women and girls. Your unwavering support has been instrumental in helping us reach our goals and make a meaningful impact in the community.

As we look ahead to the next three years, many exciting developments are on the horizon! Girls Inc. of San Diego County remains committed to delivering high-impact programming. Our focus will be on deepening the impact of our programs and ensuring we play a lasting role in a girl's life by offering multi-year programs, such as Eureka, and addressing key transitions like the move from high school to college and early career development.

This will be achieved through both existing and new initiatives, including Project Accelerate, which tackles workplace inequality, particularly the underrepresentation of women of color in leadership and positions of influence. The program aims to accelerate young women's progress through college and into their careers. You can learn more about Project Accelerate in the report.

Additionally, our comprehensive, evidence-based programs will continue to provide early mental health support. All of our programs will be grounded in a mental health framework that fosters the self-efficacy and agency needed for long-term mental and behavioral health development, including physical and emotional wellness, body image, stress management, and academic success.

We look forward to your continued partnership in helping achieve our vision of powerful girls in an equitable society!



Sandra Ainslie
Chief Executive Officer



VISION

We are guided by the vision of powerful girls in an equitable society.

STAFF

Sandra Ainslie
CEO

Becky Espinoza
STRONG Program Coordinator

Olivia Kasik
SMART Program Coordinator

Esmeralda Landi
Lead Facilitator

Maulalo Pasefika
Lead Facilitator

Ericka Wells
Operations Manager

BOARD OF TRUSTEES

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Aya Healthcare

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Blockchains Inc.

Melissa Seipel
MS Leadership Consulting
& Coaching

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Tiled

Leigh Vosseller
Tandem Diabetes

Lina Yisehak
Cradle Genomic

ADVISORY COUNCIL

Sandra Pelletier
Evofem Biosciences

Nora Vargas
Vice Chair, County Board
of Supervisors District 1

Shirley Yager
Qualcomm

BY THE NUMBERS



13 Schools

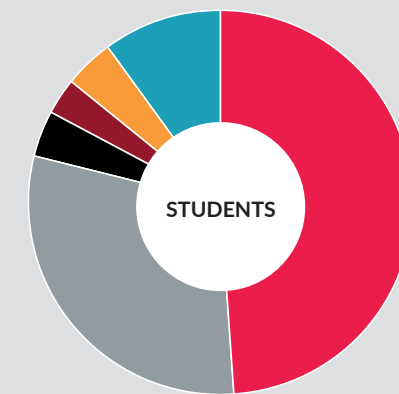
across

4 Districts

San Diego Unified
Vista Unified
Oceanside Unified
Escondido Unified

731
Total Girls Served

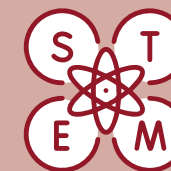
2023 - 2024 Academic Year



Demographics

- Hispanic or Latinx - 49%
- Black or African American - 30%
- Asian/Pacific Islander - 4%
- Middle Eastern or North Africa - 3%
- White Caucasian - 4%
- Multi Racial - 10%

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.



61 Individuals
across
7 Corporate
Partners

Participated in our
STEM Classrooms

28%

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



She
LEADS

Third Annual Event Honoring Female Trailblazers
Amy Dobecki, Ellen Nash, Sylvia Mah

PROGRAMS

For over 50 years, Girls Inc. of San Diego County (GISD) has taken a holistic approach to whole-girl health and wellness by providing life-changing, no-cost, research-based programming.

GISD's three pillars of work along with a combination of skill development in a pro-girl environment equips girls to reimagine their futures; believe in themselves; pursue higher education and take their seat as tomorrow's decision makers. Our curriculum aligns all three areas of our program model of **STRONG**, **SMART** and **BOLD**.

STRONG

508
GIRLS

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.

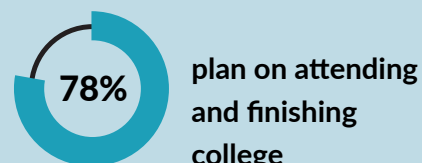
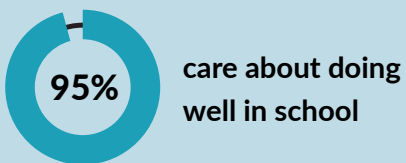


SMART

175
GIRLS

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.

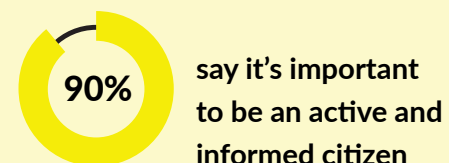
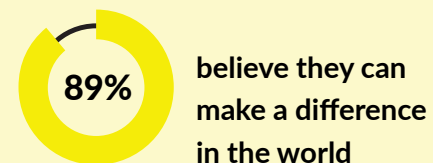


BOLD

22
GIRLS

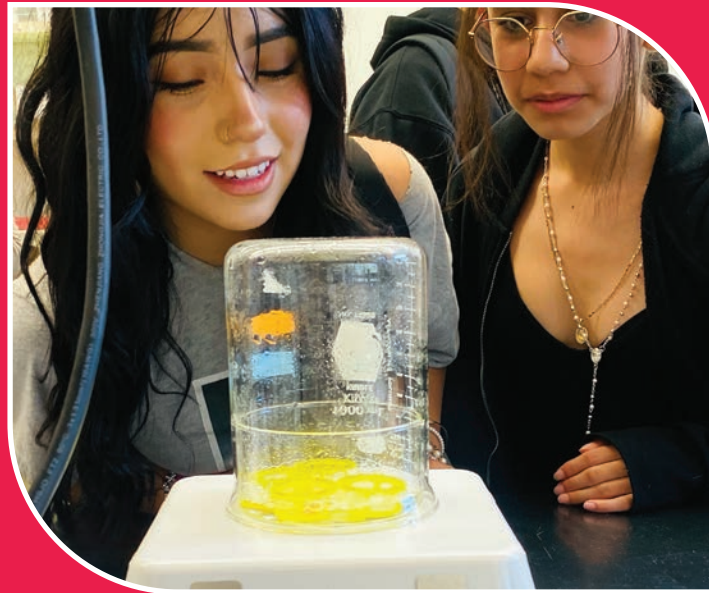
BOLD programs empower girls to become leaders and enact positive change through civic engagement, social justice and advocacy.

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.



EUREKA!

Eureka! is an intensive, five-year 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 and continue through high school graduation.



WELCOME COHORT 2
to their first year of Eureka
summer of 2024!

YEAR 1	YEAR 2	YEAR 3	YEAR 4-5
GIRLS' (8TH GRADE) SPEND FOUR WEEKS AT UCSD FOR A NON-RESIDENTIAL SUMMER CAMP THAT IMMERSSES PARTICIPANTS IN STEM LEARNING.	THE COHORT (9TH GRADERS) EXPERIENCE A SECOND FOUR WEEK ON-CAMPUS SUMMER LEARNING EXPERIENCE.	STUDENTS (10TH GRADERS) BEGIN THEIR PREPARATION FOR INTERNSHIPS.	DURING 11TH AND 12TH GRADE PARTICIPANTS FOCUS ON INTERNSHIPS, CAREER PATHWAYS AND COLLEGE PLANNING WITH THEIR ADULT MENTOR.



CONGRATULATIONS
to our first cohort of 25 Eureka's
who completed their second year at
University of California San Diego
summer of 2024!



THANK YOU TO OUR STEM CLASSROOM PARTNERS

- Tandem Diabetes: SWAGMIT
- Seismic
- Bristol Myers Squibb
- Biosero
- Thermofisher
- Dexcom
- Cox Communications



EUREKA SUMMER 2023

Along with their immersive STEM lessons, Eurekans get to experience many outdoor and physical activities including surfing!

"I see a noticeable difference in our participants' self-confidence, self-advocacy and ability to communicate effectively. I believe that our girls will have wonderful post-secondary outcomes as a result of Girls Inc. and Eureka!"

GLORIA, SCHOOL COUNSELOR

ALUMNA PROGRAM

Girls Inc. Alumna Program (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.



YOUTH ADVOCATE

Areli began her Girls Inc. journey in Fall of 2020 as a high school sophomore. Areli’s compelling testimony captured the attention of Girls Inc. National and was awarded a \$20,000 college scholarship as well as a speaking engagement opportunity at a National Luncheon in Beverly Hills in the fall of 2023. Areli was also invited to join the Girls Inc. National Teen Advocacy Council (TAC) and had an opportunity to travel to Washington DC to meet with legislators and advocate for issues affecting youth, women and girls. Areli is on track to graduate high school in June 2024 and pursue an education in the medical field at the University of California San Diego.

“I want to thank you for always keeping me in the loop with these amazing opportunities! I wouldn’t know the world to the extent I do if it wasn’t for Girls Inc presenting these opportunities to me! I am thankful from the bottom of my heart” – ARELI

BRAND AMBASSADOR

Jessica graduated from Morse High school in 2024 and is starting her college career at San Diego State University where she will study Aerospace engineering. In 2024, Jessica was selected as a Girls Inc. National Brand Ambassador, where she will represent the Girls Inc. mission on a national scale



NATIONAL SCHOLAR

Fernanda Sebastian is a recent 2023 graduate and is currently attending California State Polytechnic University, Pomona. She was a dedicated member of the Teen Advocacy Council during her high school Girls Inc. participation, a recipient of the \$20,000 scholarship toward her University, and most recently selected as the Girls Inc. Brand Ambassador of 2023-2024.

PROJECT ACCELERATE

CONGRATULATIONS to Girls Inc. San Diego for Joining 26 other Girls Inc. affiliates as a recipient of the Equality Can’t wait Challenge in support of the Project Accelerate program.

In 2021, Girls Inc. National received funding as one of four awardees selected by the Equality Can’t Wait Challenge – hosted by Pivotal Ventures, MacKenzie Scott and Dan Jewett, and Charles and Lynn Schusterman Family Philanthropies.

The Equality Can’t Wait Challenge Supports Girls Inc’s Project Accelerate initiative an extension of the Girls Inc. Experience, designed to support

our young women through their next critical transitions—from high school through college and from college to career.

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.

Helping achieve our vision of **powerful girls in an equitable society.**



ALL GIRL CONFERENCE

Girls Inc. of San Diego's annual all girls conference brings together over 100 high school Girls Inc. participants from across all San Diego school districts. Girls come together to dive into powerful topics and immerse themselves in their Girls Inc. Network. The conference takes place over the course of a full school day, with support of school partners and administrators. Topics vary each year based on current events and focus areas.

In 2023, SHE SLAYS was centered around what it means to embrace your full authentic self.

Keynote speaker- Queen Harris-Claye, Olympian athlete.

2023: SHE SLAYS



2024: SHE SPEAKS

In 2024, SHE SPEAKS focused on representation and the importance of using your voice to affect change.

Keynote Speakers: Candace Reels, Founder of Female Collective and Geneviève Jones-Wright Attorney, Activist and Advocate.



INDIVIDUAL DONORS

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

\$10,000 - \$25,000

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Matthew Beckman

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Brenda Brown

Christine Chang

Jennifer El Aile

Lindsey & Isla Dressler

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Kim Martini

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Lina Yisehak

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Sabrina Ali

Ami Badani

Romish Badani

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

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PNC

VANGUARD
CLINICAL

SheppardMullin

EVOFEM
BIOSCIENCES

Northwest Asset Management
Ultra Advisory Group
Family Wealth Management



“Girls Inc. has helped me become more social in a positive way. I used to be very shy and now I feel through their help, I have a voice for myself.”

FUTURE STEMINIST
8TH GRADE

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 2023 She Leads: Strong Smart and Bold Women of San Diego was a huge success! Thank you to all who came out to recognize our Honorees.



Amy Dobecki

Vice President of Global Supply Viasat, Amy is a thought leader who leverages her passion of mentorship to elevate women in STEM and business.



Ellen Nash

A native of San Diego, Ellen spent 28 years in Higher Education. Ellen's extensive volunteer work speaks to her dedication to advancing the lives of low-income, underserved and under represented communities.



Dr. Sylvia Mah

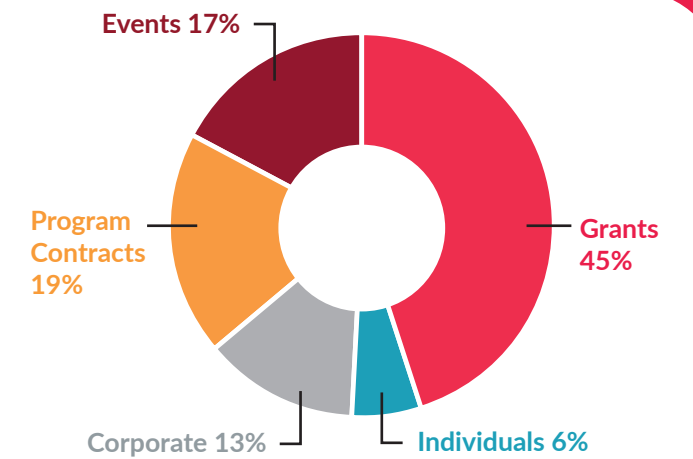
Dr. Silvia Mah is a trailblazer for women entrepreneurs, as founder & Chairwoman of Stella Labs, founding member of Stella Angels and President of Stella Foundation, Silvia has advanced hundreds of women business owners.



FINANCIALS

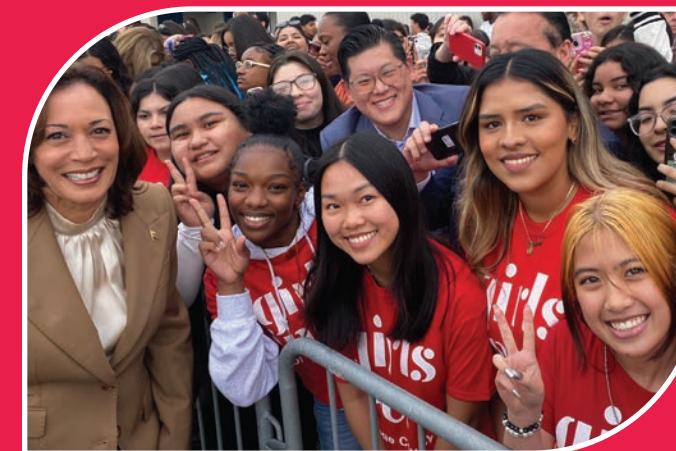
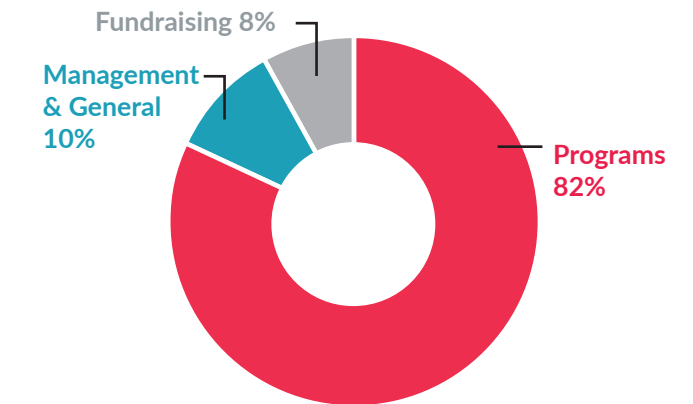
REVENUE

Grants	\$262,990
Individuals	\$23,262
Corporate	\$77,500
Program Contracts	\$109,480
Events	\$101,894
TOTAL REVENUE	\$575,126



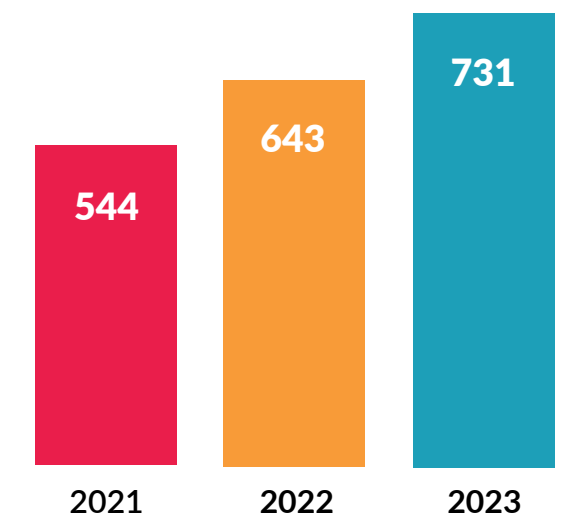
EXPENSES

Programs	\$471,535
Management & General	\$57,505
Fundraising	\$46,003
TOTAL EXPENSES	\$575,043



Girls Inc. of San Diego County had the honor of meeting Vice President and Presidential candidate Kamala Harris. Experiences like these make an impact. Seeing women in leadership roles, at the highest level sets the bar for what is possible. If they can see it, they can be it!

TOTAL NUMBER OF PARTICIPANTS





girls inc.

of San Diego County

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San Diego, CA 92123
info@girlsincsd.org

