Girls Incorporated® of the Island City was built on a firm foundation of support from every facet of our community. Representatives of the city, school persons, recreation workers, juvenile authorities, delegates from various churches, mothers and fathers, and other interested civic leaders met to discuss the formation of a girls only program. Through discussion, one pattern emerged: “There was no place to go, nothing to do for girls.”

Incorporated as Alameda Girls’ Club, Inc. for the charitable purpose “to foster the character development of all girls through a program of educational, vocational, health, social, and recreational activities; to help them become responsible citizens, homemakers, and mothers.”

The conference, entitled “My Favorite Things,” kicked off membership drive for new Alameda Girls Club. The conference featured workshops and discussions on cosmetics, teen grooming, decoration and remodeling. West Coast editor of Seventeen Magazine was present discussing “This is Seventeen.”

Attendance grew strong fast. There was a big response for opportunities for fun and exercise. The Alameda Times-Star reported, “In Alameda, and in countless other communities across the country, there [had] long been a highly effective, though somewhat unconscious, discrimination against girls and in favor of boys. ... girls [had] been considered as rather second class citizens when it came to laying out money to provide for physical training and recreation for the young.”

Doors Opened serving 5th through 8th grade girls at First Congregational Church. Months later, all ages were served.

Sue Negley became the first part-time program director. Many volunteers provided girls with guidance and counseling, as well as a program in homemaking skills, arts and crafts, physical training and citizenship.

Service to others was stressed through participation in community activities such as, entertaining at convalescent homes, knitting lap robes for Oak Knoll Hospital, volunteering for SPCA, and entertaining at the Christmas Decoration Show.

In New York, competing against girls from other Girls’ Clubs in the country, Susan Stallman placed second, with a special honorable mention for her handiwork in advanced sewing. For years, girls went to Olga Noren’s house to learn how to sew.

Girls Club Wins Fight For Union Street Home

Joyce Denyven began 22 year term as 5th Executive Director of the Alameda Girls’ Club.

Executive Order 11375 expanded President Lyndon Johnson’s affirmative action policy of 1965 to cover discrimination based on gender. As a result, federal agencies and contractors had to take active measures to ensure that women as well as minorities enjoyed the same educational and employment opportunities as white males.

Title IX of the Education Amendments banned sex discrimination in schools. It stated: “No person in the United States shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any educational program or activity receiving federal financial assistance.” As a result of Title IX, the enrollment of women in athletics programs and professional schools increased dramatically.

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