Our mission is to inspire all girls to be strong, smart, and bold through innovative programs, activities, and advocacy.

Our vision for society is empowered girls and an equitable society.

Our institutional vision is to be recognized as the premier organization in Alameda that empowers all girls to realize their potential and exercise their rights.
Program Needs

Girls Incorporated of the Island City (GIIC) has researched the need for services in Alameda over the past year. Experts from the Taproot Foundation facilitated interviews and focus groups with local agencies providing services that are aligned with the goals of GIIC. We interviewed principals of elementary and middle schools to determine the program service needs and gathered information from parents and girls currently participating in GIIC’s programs and parents and girls from other programs.

Three under-served groups emerged from the market analysis.
- Middle school girls
- Girls living in the West End, East End and Bay Farm Island neighborhoods
- Girls from families with multiple stressors (low income; first generation college; single parent household; dual language learners)

Diversity at GIIC

GIIC has grown and supported more than 10,000 girls since 1964. We are committed to providing services that embrace the diversity of Alameda. Our intent is to reach girls who reflect the cultural, economic and educational characteristics of the families living in the City of Alameda. GIIC has one of the most diverse populations of the Girls Inc. affiliates across the United States. Seventy percent of the girls attending the programs at GIIC are girls of color. The following languages are represented in the program: English, Spanish, Cantonese, Mandarin, Vietnamese, Farsi, German, Portuguese, Hungarian, Turkish, French, Tagalog, Bengali, and Oromo. These languages represent the cultural heritages of more than 19 countries.

Socioeconomic Profile

- Forty-five percent of the girls come from families with single parents or parents who share custody.
- We estimate that 43% of the girls receiving services are living in or close to poverty. (Poverty level defined by HUD for Alameda County. The cost of living in the San Francisco Bay Area/Silicon Valley is so high that it is difficult to judge “poverty” by the Federal Poverty Rates. It is more accurate to use the poverty level, as defined by HUD for Alameda County.)
Plan for Growth

Our business plan describes the journey we will be taking through 2015. Our program services will expand and we will be inspiring more girls to be strong, smart, and bold\textsuperscript{SM}. GIIC has received recognition from Girls Inc. National as one of 13 out of 100 Girls Inc. affiliates with the most promising business plans to be executed.

Program Expansion Goals:

- Grow the number of girls and teens served by 39%
- Increase income to support the growth in number of girls served
- Broaden visibility and understanding of the organization
- Improve quantitative analysis

![Image of girls]

GIICs INCORPORATED OF THE ISLAND CITY
STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS
FOR THE YEAR ENDED JUNE 30, 2012
(With Summarized Totals for 2011)

<table>
<thead>
<tr>
<th></th>
<th>Unrestricted</th>
<th>Total</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Support &amp; Revenue</strong></td>
<td></td>
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<tr>
<td>Girls' Membership Dues</td>
<td>$116,608</td>
<td>$116,608</td>
<td>$118,853</td>
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<tr>
<td>Fundraising</td>
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<td>233,437</td>
<td>125,777</td>
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<td>Parent Fees - Activity Centers</td>
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<td>1,225,218</td>
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<tr>
<td>Interest Income</td>
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<td>275</td>
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<td>Meyers Center</td>
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<td>Investment Income</td>
<td>28,563</td>
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<td>24,640</td>
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<td>Other Income</td>
<td>8,760</td>
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<td>7,887</td>
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<tr>
<td>Edward Jones Change in Value</td>
<td>7,264</td>
<td>7,264</td>
<td>129,955</td>
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<td>Realized Gain/Loss</td>
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<td>9,843</td>
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<td>Total Support &amp; Revenue</td>
<td>1,695,545</td>
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<td>1,571,759</td>
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<table>
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<th><strong>Expenses</strong></th>
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<td>Program Services</td>
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<td>178,693</td>
<td>151,994</td>
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<td>Management &amp; General</td>
<td>274,276</td>
<td>274,276</td>
<td>320,997</td>
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<td>Total Expenses</td>
<td>1,510,869</td>
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<td>1,419,874</td>
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<td>Changes in Net Assets</td>
<td>184,676</td>
<td>184,676</td>
<td>151,885</td>
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<tr>
<td>Net Assets, Beginning of Year</td>
<td>1,629,882</td>
<td>1,629,882</td>
<td>1,477,997</td>
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<tr>
<td>Net Assets, End of Year</td>
<td>$1,814,558</td>
<td>$1,814,558</td>
<td>$1,629,882</td>
</tr>
</tbody>
</table>
STRONG, SMART, AND BOLD GIRL
Name: Abby
Age: 7

IMPACT
Despite Abby’s small stature, no challenge is too big for her. In the spring of 2012 she was honored as Girl of the Month because of her dedication and persistence in learning new things. Whether it was tennis, basketball, hula-hooping or playing team games with her peers, she gave 100% all of the time. When she first came to Girls Inc., she could not hula hoop. With encouragement from staff and peers, she practiced every chance she could. Today you can’t stop her. She is so proud of the skills she has developed and is very eager to show them. As Abby gets older, Girls Inc. continues to provide her with opportunities to develop athletic skills and confidence in her abilities.

SPORTS AND ADVENTURE PROGRAMS
When access to sports participation is limited, girls miss the chance to develop skills that will help them succeed and habits that can keep them healthy throughout their lives. Girls Inc. of the Island City recognizes that girls have much to gain by early and sustained participation in sports. Girls Inc. of the Island City’s programs are designed to provide the girls the tools they need to lead healthy lives. These programs include:

Girls Inc. Sporting Chance®
Girls learn to appreciate an active lifestyle as they develop movement and athletic skills, cooperative and competitive spirit, health awareness, and interest in sports and adventure. Girls also explore career opportunities related to sports and experience the benefits and excitement of taking healthy risks.

Mind+Body Toolkit℠
Girls learn about (1) regular physical activity; (2) nutrition and healthy eating; (3) healthy stress management; and (4) positive body image. Programming engages parents through focus groups, stand alone activities and events, and by sending educational health-related information home with their daughters. Mind+Body follows a targeted effort that addresses girls’ mental and physical issues in a comprehensive and interconnected way.
Providing the Tools for Girls to Lead Successful, Independent and Fulfilling Lives

STRONG, SMART, AND BOLD GIRL
Name: Gabrie
Age: 14

IMPACT
In the 3-year, year-round Eureka! program, girls are encouraged to learn through hands-on activities that allow them to explore, take risks, and learn from mistakes. This helps them increase their confidence in their abilities and builds their interest. During the first week of High School, Gabrie came home from school very excited about an assignment she had in Biology class. The assignment required her to work with a team to build the tallest tower possible using spaghetti and marshmallows. Feeling very confident after participating in her first Eureka! summer, she told her two male teammates, “ok, let’s win this”. They proceeded and succeeded in building the tallest tower in the class by applying concepts in physics and mathematics that Gabrie learned by designing and building bridges, domes, and structures in Girls Inc.’s Eureka!

CAREER AND LIFE PLANNING PROGRAMS
We believe that, by thinking with scientists, girls learn to think like scientists. By giving girls the opportunity to interact with professional women in a locally relevant field of science, technology, engineering, or mathematics (STEM), girls see firsthand that STEM careers are within reach for them. To help them achieve this, Girls Inc. of the Island City’s programs focus on career and life planning, educational enrichment, and financial skills; additional core areas identified as critical to addressing the challenges faced by all girls.

These programs include:

Operation SMART®
Girls develop enthusiasm for and skills in science, technology, engineering, and mathematics. Through hands-on activities, girls explore, ask questions, and solve problems. They also consider careers in these fields by interacting with women and men pursuing such careers. The curriculum is designed for girls ages 6 to 18, and includes field trips and experiments that give girls the opportunity to increase scientific literacy and numeric skills. Corporate and community volunteers who mentor the girls compliment the program by providing individualized support, guidance and role modeling.

Girls Inc. Economic Literacy®
Girls learn to manage money, invest, and begin to develop an appreciation for global economics. Girls as young as six explore how the economy affects us locally and globally and develop skills needed to be economically independent.
STRONG, SMART, AND BOLD GIRL
Name: Kai
Age: 14

IMPACT
In the summer of 2012, Kai’s father, told Girls Inc. of the Island City’s President, Sue Bevins, how proud he was of his daughter. He told her about recent conversations (some as long as two hours) they had regarding women in power and about gender and body image. In Girls Inc.’s media literacy program, Kai felt safe sharing her opinions and ideas with her peers and was empowered to continue the conversation with others, including her dad.

SELF RELIANCE AND LIFE SKILLS PROGRAMS
We strive for our girls to be bold in action, to be aware of the world around them, to be fearless leaders, and to stand out because of their great ideas. To help them achieve these goals, Girls Inc. of the Island City offers programs that focus on self-reliance and life skills, a core area identified as critical to addressing the challenges faced by all girls. These programs include:

Project Bold℠
Through innovative programs in a non-threatening and supportive environment, girls learn to lead safer lives by developing skills and strategies for self-defense, including physical techniques and verbal assertiveness training. Girls build skills and personal power for avoiding or dealing with hurtful or dangerous situations. Caring staff assist them in identifying and acknowledging people and resources that contribute to their safety. Parents have a key role in supporting girls throughout the program.

Media Literacy®
Girls increase their awareness of the scope and power of the media and the effects of media messages on girls and women. They learn to analyze critically what they see and hear in the media, advocate for change in entertainment, news, and advertising media, and create images that are more realistic and reflective of their lives.
Girls Inc. Founders’ Legacies Live On

This year we lost six valued girls supporters. We will miss these tremendous leaders, generous supporters and ground breaking role models. Their legacy lives on through our girls today:

<table>
<thead>
<tr>
<th>Shirley Ann Blewer</th>
<th>John F. Hanson</th>
<th>Vern Taddei</th>
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<tr>
<td>Dr. Alice Challen</td>
<td>Marian Leslie Tummonds Roth</td>
<td>Arlene French Tennant</td>
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MEMORIALS

Gifts made in the memory of:

<table>
<thead>
<tr>
<th>Esther Alexander</th>
<th>Alice Manter Godfrey</th>
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<tbody>
<tr>
<td>By Linda M. Williams</td>
<td>By Diane Alexander</td>
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<td>Delores Andrade</td>
<td>Edythe Lubbock</td>
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<td>By Andy and Nadine Barbera</td>
<td>McKellar</td>
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<td></td>
<td>By Andy and Nadine Barbera</td>
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<td></td>
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<tr>
<td>Shirley Ann Blewer</td>
<td>Ruby Maladinich</td>
</tr>
<tr>
<td>By Mary and Howard Brownson</td>
<td>By Andy and Nadine Barbera</td>
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<td>Joyce and David Denyven</td>
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<td>Janice Ortner</td>
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<td>Dr. Alice Challen</td>
<td>Norman Morrison</td>
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<tr>
<td>By Andy and Nadine Barbera</td>
<td>By Gladys Rizzi</td>
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<td>Fides Cucich</td>
<td>Marion Nielson</td>
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<td>By Adriana Spinner</td>
<td>By Andy and Nadine Barbera</td>
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<td>Patricia Fong</td>
<td>Vern Taddei</td>
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<td>By Janice Lee</td>
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<td>JuelleAnn Boyer</td>
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<td>Karen and Gene Reinhardt</td>
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Gifts made in honor of:

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<tr>
<th>Dania Alvarez-Marroni</th>
<th>Dorie Guess Behrstock</th>
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<td>By Marilyn Appezzato</td>
<td>By Eileen Savel</td>
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<td>Mary Brownson</td>
<td>Karen Kenney</td>
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<td>By Beverly Moore</td>
<td>By Pamela Priest Naeve</td>
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<td>Phoebe Choate</td>
<td>Ingrid Lamirault</td>
</tr>
<tr>
<td>By Christine Bolts</td>
<td>By Medeanalytics, Inc.</td>
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<td>Sherry Taddei and</td>
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<td>Kathryn Taddei</td>
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<td>By Lillian and Vern Taddei</td>
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<td></td>
<td>Arlette Walls</td>
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<td></td>
<td>By Virginia Krutilek</td>
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INSPIRING ALL GIRLS TO BE STRONG, SMART, AND BOLD™
2011-2012 ANNUAL REPORT
In 2003 when her family was new to Alameda, Natasha Walls’ younger sister began attending Girls Inc. of the Island City. Because Natasha and her older sister were looking for an after school program as well, their mother inquired about enrolling her two teenage girls here. The eldest Walls sisters were the first teen program attendees of Girls Inc. of the Island City. They not only joined the organization, but helped to launch the collaboration known as Blueprint, a social action working group for local teens. That successful collaboration led to the first ever Girls Inc. of the Island City Teen Summit. Natasha and her older sister, Jasmine, also worked on OutLOUD, the annual magazine written by local teens that serves as a collaboration between Girls Inc. of the Island City and Alameda Boys and Girls Club.

As a senior in high school, Natasha applied for and was awarded a Girls Inc. National Scholar Award. As a National Scholar honoree, Natasha was able to pay for college and she became the first in her family to attend college immediately following her graduation from high school. In March 2012, Natasha graduated from San Francisco City College and she is pursuing her interest in human resource management. She is currently working at Novartis and Tucker’s Ice Cream. She recently returned to Girls Inc. to volunteer with her employer, Novartis, as a participant in their Community Partnership Day activities.

Natasha pointed out that her young sister’s initial involvement in Girls Inc. programs began the family’s long and fruitful association with Girls Inc. The girls’ mother, Arlette Walls, joined the Board of Directors of Girls Inc. in 2006 and served as the President of the organization from 2009-2011.

Of her experiences with the teen program here, Natasha says she valued the “feeling of empowerment – of working on issues that are meaningful to you and your peers, promoting those ideas and being connected to adults who legitimize your ideas and projects”.

Thank you to our Volunteers!
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Girls Incorporated of the Island City
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Girls Inc. Teens!
Girls Inc Eureka! Participants
Novartis Employee Volunteers
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Crystal Wood
Dianne Woon
Serena Woon
Kimlan Wright
Jennifer Wu
Fouzia Yaaloub
Shashell Yates
Nancy Young
Girls Inc. makes every effort to acknowledge donors accurately; please accept our apologies and let us know if we have inadvertently made an error on this list by calling 510-521-1743 ext. 225.
Donations received July 1, 2011-June 30, 2012

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Panera Bread
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Pdq Quartet
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Jane Peterson
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Red Wagon Collectible
Rhythmix Cultural Works
Rich Ferris, Saga Musical Instruments
Patrice Ringo
Saint Joseph Notre Dame High School
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Maria Santos Paidillo
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Modern Mouse
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Nail Boutique
Christine Navarro
Jill Ottaviano
Pacific Pinball Museum
Panera Bread
Beverly Pangelinan
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Trader Joe's
Tucker's Ice Cream
Colleen Vermillion
Leilani Wagner
Arlette Walls
Jasmine Walls
Cynthia Wasko
Pamela Williams
Gina Woo
Our mission is to inspire all girls to be strong, smart, and bold through innovative programs, activities, and advocacy and to provide before and after school child care services supporting youth and their families through Alameda Island Kids.

Girls Inc. helps girls overcome economic, social and gender barriers to growing up strong (healthy), smart (educated) and bold (independent) by providing life-changing programs and experiences.
Girls Inc. of the Island City’s, Former Executive Director, Joyce Denevyn (pictured with family). Joyce was honored with 1964 Society Award at the 2012 Women Who Dare Awards.

McKenna, Girl of the Month, pictured with her mom, Mink, at 2012 Annual Awards.

Kiteboarding4Girls Event raises over $7,000 for Girls Inc. of the Island City Programs.

Special Events

Girls Inc. of the Island City Upcoming Events

February 7, 2013: Teen Workshop
     Making Smart Decisions - Healthy Relationships for Teens

February 8, 2013: Father Daughter Dance

March 16, 2013: 14th Annual Women Who Dare Awards

April 20 & 21, 2013: Kiteboarding4Girls
     benefitting Girls Inc. of the Island City

May 2, 2013: Teen Workshop
     Strong & Balanced - Finding Support for Depression