



Girls Incorporated® of the Island City
2011-2012 Annual Report

GROW WITH US!

Our mission is to inspire all girls to be ***strong, smart, and boldSM*** 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.



Grow With Us!

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.)

Grow With Us!

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 boldSM**. 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



GIRLS 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)

	2012		
	Unrestricted Funds	Total	2011
Support & Revenue			
Girls' Membership Dues	\$ 116,608	\$ 116,608	\$ 118,853
Fundraising	233,437	233,437	125,777
Parent Fees - Activity Centers	1,225,218	1,225,218	1,127,967
Interest Income	220	220	275
Meyers Center	39,654	39,654	26,562
Investment Income	28,563	28,563	24,640
Other Income	8,760	8,760	7,887
Edward Jones Change in Value	7,264	7,264	129,955
Realized Gain/Loss	35,821	35,821	9,843
Total Support & Revenue	1,695,545	1,695,545	1,571,759
Expenses			
Program Services	1,057,900	1,057,900	946,883
Fundraising	178,693	178,693	151,994
Management & General	274,276	274,276	320,997
Total Expenses	1,510,869	1,510,869	1,419,874
Changes in Net Assets	184,676	184,676	151,885
Net Assets, Beginning of Year	1,629,882	1,629,882	1,477,997
Net Assets, End of Year	\$ 1,814,558	\$ 1,814,558	\$ 1,629,882

Inspiring all girls to be STRONG

Providing the Tools for Girls to Lead Successful, Independent and Fulfilling Lives



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.

Inspiring all girls to be SMART

Providing the Tools for Girls to Lead Successful, Independent and Fulfilling Lives



STRONG, SMART, AND BOLD GIRL

Name: Gabriele

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, Gabriele 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 Gabriele 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.

Inspiring all girls to be BOLD

Providing the Tools for Girls to Lead Successful, Independent and Fulfilling Lives



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 BoldSM

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.

Tributes and Memorials

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:

Shirley Ann Blewer
Dr. Alice Challen

John F. Hanson
Marian Leslie Tummonds Roth

Vern Taddei
Arlene French Tennant

MEMORIALS

Gifts made in the memory of:

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Thank you to our Volunteers!

VOLUNTEER SPOTLIGHT NATASHA WALLS

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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GLIC Programs



School Year

Our mission is to inspire all girls to be **strong, smart, and boldSM** 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



Summer Programs



Alameda Island Kids



Meyers Camp

Special Events



girls
inc.®

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

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