GIRLS LEADERSHIP

Annual Report 2017
DEAR FRIENDS,

We recently asked a room full of six to ten year old girls how they are supposed to look and act. Their top three answers?

“Polite.” “Pretty.” “Perfect.”

While the definition of gender might have evolved, our gender expectations remain stuck in generations past. Our girls are internalizing a set of rules that leads them to believe by age six that boys are smarter, and by middle school that boys make better leaders. The latest studies show a disturbing pattern: from 5th grade to 9th grade, the majority of girls learn to be dissatisfied with their bodies, and lose confidence in themselves.

In 2018, when girls have never had more opportunity—when we should be seeing a generation celebrate their limitless potential—we are instead in the midst of a growing mental health crisis. Never before have girls reported such high levels of feeling overwhelmed, stressed, sleep deprived, anxious, and depressed.

This is why Girls Leadership has never been more critical. We are the only organization addressing the internal and invisible skill set at the heart of girls’ sense of self-worth and voice. We teach girls the foundational practices that will take her into any field that she chooses: technology, business, government, the arts, sports, etc. It is vital for all girls to have the tools to make their own choices, and truly succeed.

In 2017 Girls Leadership focused our efforts on bringing our proven impact to new communities, especially those that are disadvantaged and marginalized. We:

• Piloted our first Teacher Training program in Oakland to serve educators working with girls in under-resourced communities, bringing our curriculum to 4,000 young people;
• Successfully tested Teaching Resilient Girls, a professional development talk addressing the unique needs of educators working in communities of color;
• Created a new program, “Artivism,” that brought together art and activism for our oldest participants in our overnight Summer Program;
• Expanded our beloved international Girl and Grown-Up Book Club to serve thousands of families in grades 2 through 8.

And we are just getting started! We have laid the foundation for powerful growth in the coming years. To prepare, we are:

• Intentionally building and refining our board, staff, and program design to engage a vastly more diverse audience of girls, families, and schools;
• Training teachers and sports coaches to exponentially increase our impact in every environment where girls spend time;
• Conducting unprecedented research to broaden our understanding of how race and income level impact girls’ leadership development as they go through adolescence.

This is a pivotal moment for our girls. Never before has public consciousness been so attuned to the voices of women and girls. Together we can give girls the ability to find and embrace their power as they approach adolescence—not give it up. This is how our girls, and truly, our society, will reach its full potential.

In partnership,

Simone Marean
CEO + Co-Founder

Together we’ll raise a generation of leaders ready to shape the world.
WE EQUIP GIRLS WITH THE SKILLS TO EXERCISE THE POWER OF THEIR VOICE.

WHY NOW?

As girls approach adolescence they experience a loss of confidence and a loss of voice. This decline occurs across every ethnic group and economic strata.

CONFIDENCE DECLINES AS GIRLS GET OLDER

Girls’ confidence drops by 30% between the ages 8 and 14, and that gap never closes.

THE GOOD NEWS

Every asset that a girl needs to prevent this trend – resilience, confidence, the ability to take risks, make mistakes, speak up, and navigate conflict – can be taught, practiced, and acquired. This is the social and emotional skill-set at the heart of Girls Leadership. These are the skills that will take our girls not only through the college application process, but will help them thrive through college and the inevitable opportunities and challenges that lie beyond.

### IN-PERSON PROGRAMS

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<thead>
<tr>
<th>Program</th>
<th>Grades</th>
<th>Participants</th>
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<tr>
<td>SUMMER PROGRAM RESIDENTIAL</td>
<td>6-12</td>
<td>250 girls/summer</td>
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<tr>
<td>SUMMER CAMP DAYTIME</td>
<td>4-5</td>
<td>220 girls/summer</td>
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<tr>
<td>GIRLS + GROWN-UP WORKSHOPS</td>
<td>K-8</td>
<td>2,500 girls + 2,500 grown-ups</td>
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<tr>
<td>PARENT EDUCATION PRESENTATION</td>
<td>K-12</td>
<td>3,200 grown-ups</td>
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<tr>
<td>PROFESSIONAL DEVELOPMENT TRAINING</td>
<td>Coaches, teachers, + youth professionals</td>
<td>90 teachers (reaching 10,000+ students)</td>
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### IMPACT

Our participants come away from our programs knowing the power of their voice:

- **92%** of our girls were able to identify healthy and unhealthy relationships.
- **82%** know and have practiced the four steps for direct and healthy conflict.
- **80%** improved in using eye contact when communicating, and 75% improved the confident body language — the foundational practices of powerful communication.

### ONLINE CONTENT

Our Girl and Grown-Up Book Club expanded in 2017 to serve girls in grades two through eight. Six times a year we announce a **Girls Leadership** curriculum aligned book, and publish a free discussion guide to support the small group conversation. Our evaluations show us that this free program creates the following impact:

- Stronger community among participating adults who want to raise strong girls;
- Stronger community among girls;
- Girls actively using their voices to speak up in group discussions; and
- Reading more!

Best of all, participants report that the skills they learn in **Book Club** are applicable to real life, and everyday relationships.
RESEARCH: GIRLS OF COLOR

Research shows that girls of color are the hungriest to lead — yet they are vastly underrepresented as women in managerial and professional positions. Until now there has been no major study on girls of color and leadership, including the barriers that prevent them from entering the pipeline, and the assets that help them become leaders.

Girls Leadership is partnering with the Billie Jean King Leadership Institute to design and field this study to explore how young women of color achieve their fullest potential as leaders.

We’ll share the findings with schools and organizations to help them serve girls across differences of race, culture, and socioeconomics. The study’s results will help corporations understand the leadership paths of all employees, assist girl-serving organizations in cultivating diverse approaches to leadership, and start a national conversation on girls of color and leadership.

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Nightline, ABC News

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Author and Chief Leadership Officer, Levo

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CMO, PopSugar

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Founder, Billie Jean King Leadership Initiative

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Anchor, ABC’s Good Morning America

Hilary Rosen
Managing Director, SKDKnickerbocker Communications Political Strategist

Jane Smith, Ph.D.
Vice President, College Relations and Executive Director, Center for Leadership and Civic Engagement, Spelman College

RESEARCH PARTNERS

[Logos of participating organizations]
### STAFF LEADERSHIP

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
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<tbody>
<tr>
<td>Simone Marean</td>
<td>Co-Founder, Chief Executive Officer</td>
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<tr>
<td>Cherie Graham</td>
<td>Chief Operating Officer</td>
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<td>Marissa Viray</td>
<td>Chief Partnership Officer</td>
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<td>Mia Arakaki</td>
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<td>Rachel Simmons</td>
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<tr>
<td>Cora Garner</td>
<td>Director of Summer Program</td>
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<tr>
<td>Lauren Wessler</td>
<td>New York Regional Director</td>
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### STAFF

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<tr>
<td>Marla Cole</td>
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<td>Patty Dow</td>
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<td>Janene Goodman</td>
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<td>Iris Perkins</td>
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<td>Maria Temporal</td>
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### EDUCATORS

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<td>Tiffany Zapico</td>
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Girls Leadership gave my daughter hands-on practice in speaking up, resolving conflict, and finding her voice — and taught me ways to help her continue to learn.

Girls Leadership provides content on LeanIn.org How To Be A Role Model for Girls.

Sheryl Sandberg
COO of Facebook and Co-Founder of LeanIn.org

Loren Pack and Rob Beyer Fund
Montag Family Foundation
Jane and Tad Shepard Family Foundation
Elliot K. Wolk Family Foundation
Leslie Family Foundation
The Peter and Amy Barry Family Gift Fund
R.P. Simmons Family Foundation
KPMG

UnitedHealthcare
Laura & Gary Lauder Family Venture Philanthropy Fund
The Horner Foundation
Facebook Followers

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Twitter Impressions

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<td>2015</td>
<td>93,300</td>
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<tr>
<td>2016</td>
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<tr>
<td>2017</td>
<td>1,286,500</td>
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**Girls Leadership by the Numbers**

In 2017 Girls Leadership taught more than 5,500 parents, 2,800 girls, and 80 educators, who taught another 16,000 girls.

**2017 Revenue and Support**

- 49% Program Fees $1,442,340
- 26% Contributions $771,254
- 23% Foundation Grants $691,800
- 2% In-Kind $41,240

**2017 Functional Expenses**

- 77% Programs
- 12% Fundraising
- 11% General and Administrative

<table>
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<th>2017 Functional Expenses</th>
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### A BIG THANK YOU TO OUR 2017 DONORS:

**$50,000 - $100,000**
- Joyce DeLuca
- Stephanie Golden
- Tanya Guadry
- Lisa and Paul Harter
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- Fredric Wessler
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- Kathleen Zeamer and Susan Moorman

**$250 - $499**
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- Mia Adorante
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- Lande Ajos
- Zachary Alinder
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- James Anderson
- Kimberly Andrade
- Nobuyuki Aoki
- Megan Armstrong
- Haley Arnow
- Gwn Arthurson
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- Cynthia Gneser
ALL KINDS OF POWERFUL.