

**girls
inc.**

of Santa Fe

2016 Annual Report



Inspiring all girls to be strong, smart, and bold.



of Santa Fe

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DEAR FRIENDS

On behalf of our girls, THANK YOU!

Because of you, we served 497 girls for a total of 112,045 hours of programming. Our programs were offered at our center, six Santa Fe Public Schools, the Santa Fe Indian School, and the Youth Development Program.

Your support has made it possible for us to look to the future and create a bold goal to guide us in our mission to improve girls' lives while also making a larger community impact.

Throughout 2016, we met with stakeholders, weighed our options and determined how we can make Santa Fe a great place to Grow Up Girl. Our plans are bold, and we are determined.

You are the key that will unlock so many doors to so many futures. I look forward to our continued partnership.

Thank you for being in her corner.

A handwritten signature in blue ink that reads "Kim".

Kim Brown, President & CEO



*“Because of you, I have
CONFIDENCE.”*

Madonna Hernandez, Director of Programs

Personal Thanks

What does it mean to be strong, smart, and bold? I ask our girls this often. I get the usual responses “it means to stand up for myself,” “it means that I can do anything,” “it means that I can be whatever I want to be.” Every time I hear these responses, I am proud to know that our girls are getting the messages that we work so hard to communicate. At Girls Inc., we have always known that we have a big job, but now more than ever, we have a responsibility to show all girls that they have the courage and resilience to be whoever they want to be. Girls must understand that they are equal, they deserve all opportunities, and they can stand up for what they believe in no matter how daunting life may seem.

Thank you for your support in empowering all of our girls to be the strongest, smartest, and boldest young women they can be.



She Votes

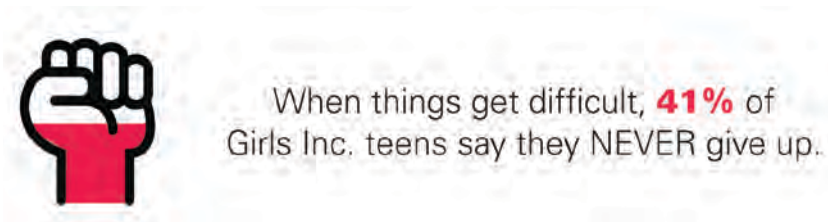
Democracy in Action

The world of politics is filled with rich opportunities for girls to become engaged with how decisions are made at all levels of government, as well as learn about the impact these decisions have on our lives. Yet, even as we see increasing numbers of women entering law, business, and medicine, we don't find the same trends in the political realm.

This year our She Votes! Curriculum culminated with a national mock presidential election where our girls cast their votes for President of the United States alongside other girls from across the nation. The She Votes! Curriculum was supplemented by visits to the Roundhouse where they were able to learn more about state government. In preparation for the mock election, girls learned

about voter registration and each completed a voter registration card.

Girls Inc. National tallied the results of the mock election and provided us with the election results broken down by Girls Inc. affiliate, state, and national aggregate results the following week. Our girls cast a total of 50 votes!

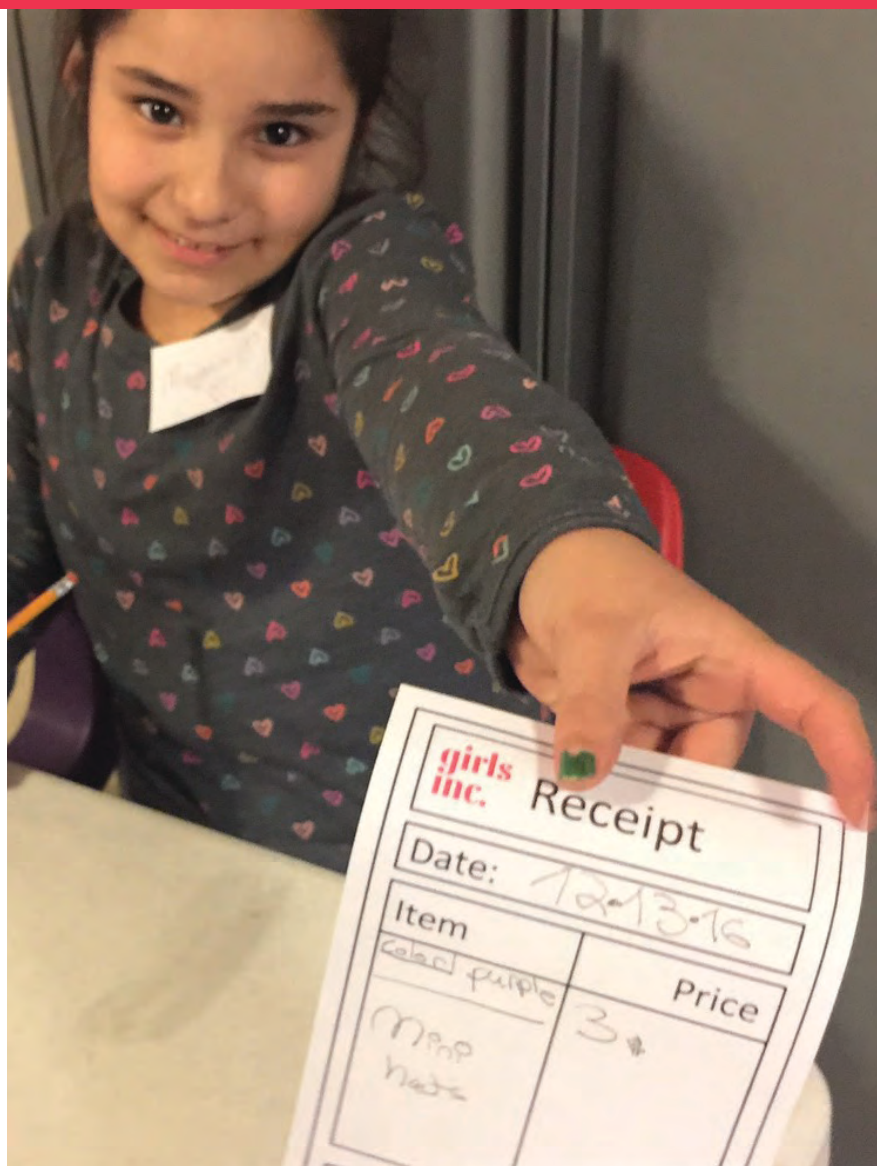


Economic Literacy

Learning about Money

Economic literacy is the ability to use basic economic concepts to make decisions about earning, saving, spending, and sharing money. As with reading and writing, a working knowledge of basic economic concepts is essential for a girl's future success.

At the end of the fall semester, our girls were given the opportunity to creatively demonstrate what they had learned about economic literacy. Group Tsunami (our 6-7 year olds) set up a pretend bank, assumed the roles of tellers and bankers, and hosted bank customers (parents, staff, and other GISF girls) with a variety of banking needs. As guests entered the bank, they were assigned a banking task and instructed to "please wait in line for the next available banker/teller." Their tenacity to work together as individuals, pairs, and a whole group to get the job done was inspiring. This creative demonstration of their ability to identify different amounts of money, count cash, subtract funds, discuss interest, write receipts, and process the needs of their customers was fun and built on their incredible ability learn through pretend play! We were so proud to see them learning, practicing skills, and sharing their knowledge with others.



THEY KNOW THAT THEIR FUTURES ARE IN THEIR HANDS.

91%

of Girls Inc. girls reported being
always or usually hopeful about
their futures.



Operation SMART

STEM Careers for Girls

Operation SMART is a philosophy and an approach to stimulate girls' interest in science, math, engineering, and technology (STEM). It gives girls hands-on activities that allow them to ask questions, explore, and solve problems.

Last year, our girls engaged in a variety of OpSMART programming. Our 10-11 year olds spent a week becoming CSI (crime scene investigation) agents solving a murder mystery. They matched hair samples, explored track marks found at the scene, used blood splatter marks to infer the weapon used, and were able to deduce who murdered the mayor successfully! These same girls also spent a week learning about the science of geology through collaborating with a

local female geologist, categorizing rocks, and visiting the Pecos National Historic Park and Ghost Ranch, which allowed them to explore some geologic wonders.

During our after school program, girls selected an OpSMART elective of their choice and spent each Thursday going in depth with a concept or topic. For example, we had a group of 5 year olds who built working pinhole cameras.

We wrapped up the year with coding and programming using SCRATCH, a programming language developed by MIT to foster creative thinking, systematic reasoning, and collaborative working in youth. Experiences like these get girls and their families excited about learning about science, math, and technology while opening their eyes to the reality that science is all around us in everyday life.



82%

of Girls Inc. girls plan to attend college.



69% of Girls Inc. teens reported, "When I have a lot to do, I make a plan to get it all done."

Growing Together

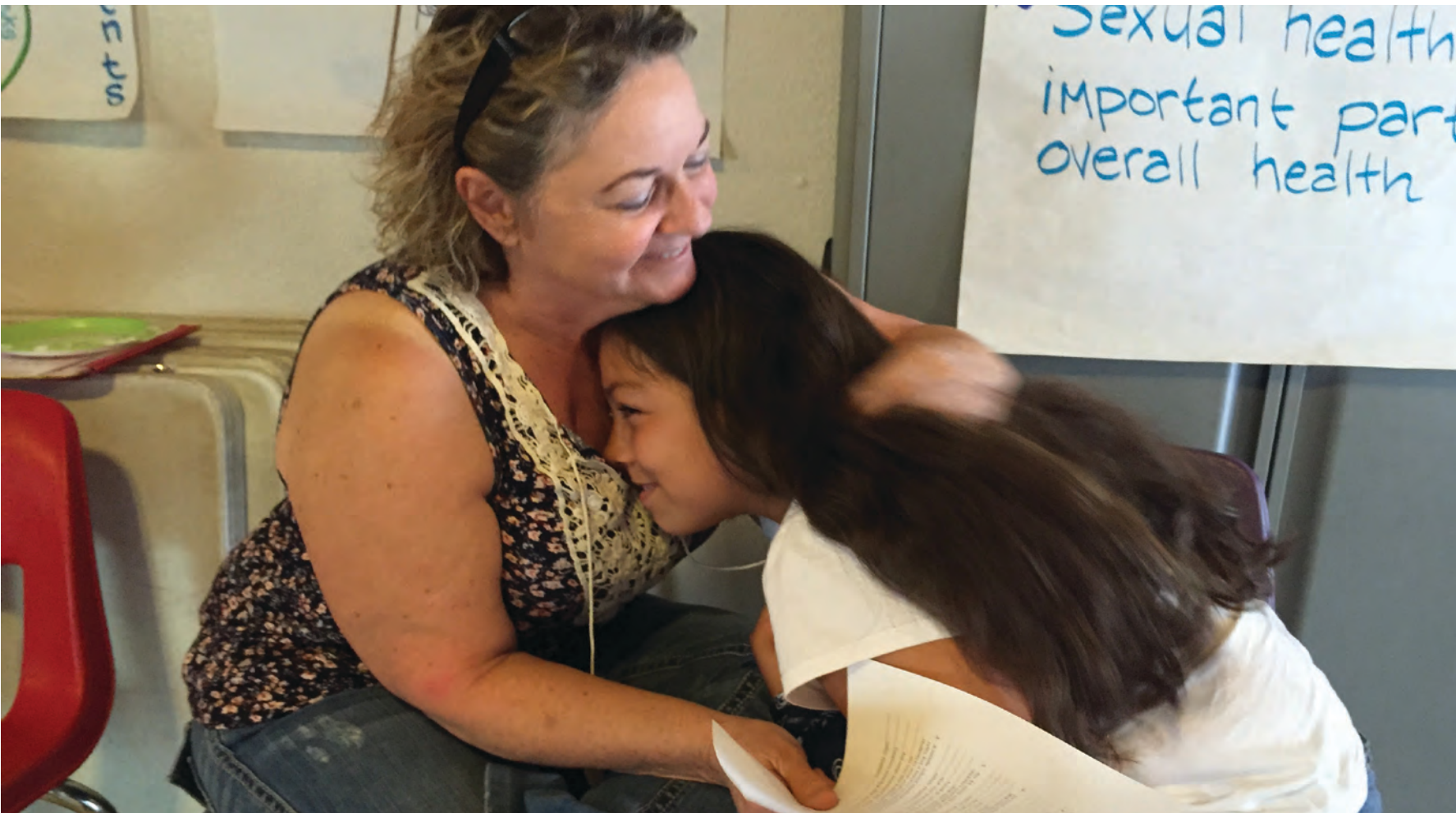
Opening Lines of Communication

The Girls Inc. mission is to inspire all girls to be strong, smart, and bold. In order for girls to achieve their dreams, we provide them with the tools they need to take charge of their sexuality, prevent pregnancy and stay STD-free. Central to our efforts is our belief that girls are entitled to truth, trust, and technology.

Growing Together is comprised of a series of workshops designed to increase positive communication between parents and daughters (ages 9–11) about information and values related

to sexuality and relationships. This year, we implemented Growing Together with ten girls and ten trusted adults over two weekends. The families participated in activities around communication, values, puberty and anatomy, being safe on social media, and diversity and inclusion.

In the beginning of the workshop, many parents expressed anxiety over having the “puberty conversation” and were pleased to participate in a program where they were able to see that all families struggle in some way with their girls growing up. By the end of the program, parents said they felt more informed and prepared to support their girls while also having better communication.



Mind + Body

Supporting Whole Health

Girls today face a broad range of challenges to their physical, mental, social, and emotional health: a culture of high-fat and high sugar foods; too little physical activity; media and cultural messages overemphasizing the importance of physical appearance; and unrealistic expectations and pressures from a variety of sources (including family, teachers, and peers). These challenges and the unhealthy strategies that girls too often adopt to address or cope with them can prevent girls from reaching their full potential.

In response to our girls' growing needs surrounding their overall wellbeing, we offer the Mind+Body Initiative across our many programs. We believe that today girls face far too many challenges related to their physical, mental, social, and emotional health. The Girls Inc. Mind+Body Initiative has four focus areas including physical activity, body image, nutrition, and stress management.

Last summer, our group of 8-9 year old girls had a "Muscle Dance Party." The girls set out to learn the main muscle groups while moving their bodies and getting physical exercise in a non-traditional way. The girls were excited to dance around and focused on naming, moving, and learning the function of different muscle groups including their legs,



deltoids, chests, triceps, biceps, core muscles, and facial muscles. The girls learned how each of the those muscle groups are used individually and in conjunction with other muscles by inventing a dance move to go with each muscle group. At the end the girls could name several muscles/muscle groups and all agreed that having a dance party is a fun way to get exercise.

75% of Girls Inc. high schoolers say they are happy with their bodies.



The national average is **22%**.



In the past school year, the majority of Girls Inc. teens...



have remained free from disciplinary actions (suspension, expulsion, arrest).



have successfully avoided getting into fights.

Girls Inc. Gala 2016

A Celebration of Strong, Smart, and Bold

And what a celebration it was! The 2016 Gala far surpassed all of our expectations. Having been recently named “Affiliate of the Year” by Girls Inc. National, we wanted to celebrate with everyone who makes it possible for us to achieve and succeed as an organization.

Approximately 300 friends came together wearing their best red outfits. We built our appetites shopping at a silent auction with over 100 extraordinary items, all of which were donated by our amazing supporters.

While salad was served, we honored some friends who have been undeniably supportive over the years with three awards. The Strong Award was given to David and Jordan Smith, followed by the Smart Award given to Caroline Burnett, and ending with the Bold Award for Elizabeth Rice.

We enjoyed a delicious plated meal at the beautiful La Fonda’s Lumpkins Ballroom. Each table carried the name of a famous woman in history. What could make this any better than to have our girls visit each table and share facts about the spotlighted woman?

The evening wrapped up with the Mayor of Santa Fe, Javier Gonzales, assisting with our paddle



raiser. He had a huge role to play as either a comma or a decimal point.

We saw old friends and made new ones while the girls of Santa Fe benefitted with a record breaking profit that allowed us to expand programming and affect positive change.



“Because of you, we raised over \$100,000!”

FUEL HER FIRE,
AND SHE WILL CHANGE THE WORLD.



2016 Financial Highlights

Statement of Activities

REVENUE

Contribution & Grant Income	\$558,807
Program & Earned Income	\$194,199
Event Income	\$130,395
Total Revenue	\$883,401

EXPENSES

Program Services	\$668,439
Fundraising	\$70,712
Management & General	\$47,141
Total Expense	\$786,292

TOTAL NET OPERATING INCOME **\$97,109**

Statement of Position

ASSETS

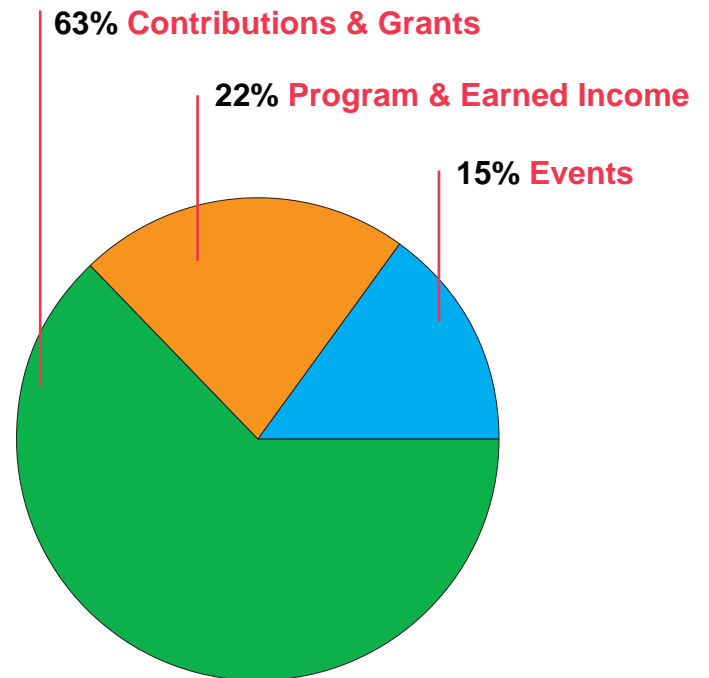
Total Cash Operating Accounts	\$303,285
Total Cash Reserves	\$100,000
Other Assets	\$191,966
Total Assets	\$595,251

LIABILITIES + EQUITY

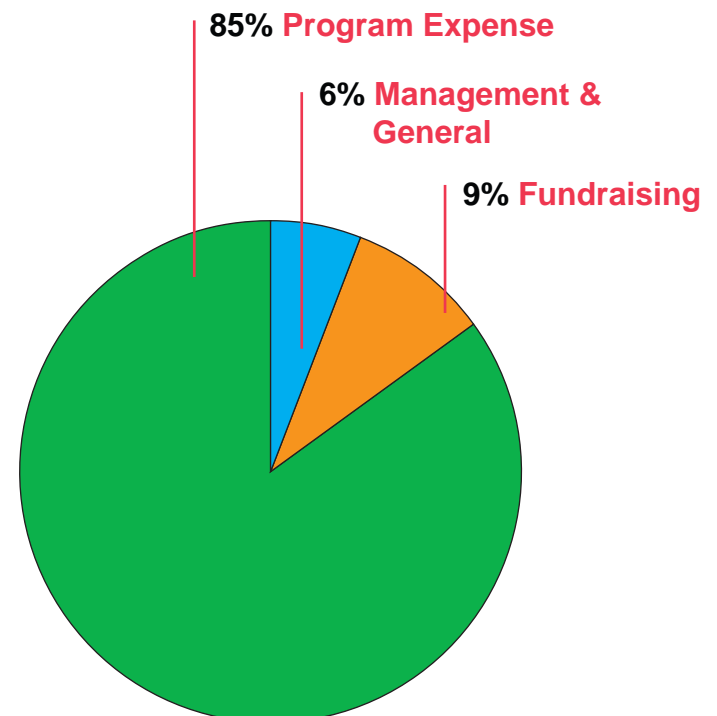
Total Liabilities	\$25,471
Total Equity	\$569,780

TOTAL LIABILITIES & EQUITY **\$595,251**

REVENUE



EXPENSES



Thank You to our Donors

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Jack Stamm Estate
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William T. and Amy J. Conway Fund

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*“Because of you, I get to
express my feelings.”*

A Thank You from Kris Michaelis

DEAR FRIENDS

It is with pleasure that I can report that 2016 was a banner year for Girls Inc. of Santa Fe in terms of our deeper connection with the Santa Fe Community and our reach to the girls we serve. It hasn't been an easy year for girls and women, with the often demeaning, demoralizing political talk. Thank goodness we have the many pro-women and pro-girl supporters in our very own community to keep such talk at bay locally.

At Girls Inc. of Santa Fe we teach our 5-18 year old girls about their inherent right to be strong, smart and bold. We teach appreciation for diversity in all its forms; we help them learn discernment and the value of making healthy life choices, and how to use their voice to be both heard and respected for their opinions. Our national organization and local affiliate embrace the "Girls Inc. Girls' Bill of Rights." These rights are embedded in our daily work with girls, as we instill in them confidence to succeed in living healthy, independent and educated lives.

I personally thank all of you volunteers, you consistent and reliable donors, and those of you who are new donors and supporters. I am also grateful for our City Council men and women, our youth-supporting Mayor Javier Gonzales, and the local business and community organizations that have contributed to our success.

Because we have been good stewards of our incoming philanthropic funds, and because we have a sustainable plan for growth to serve many more girls in our schools and at our Hillside location, we were awarded "Affiliate of the Year" in April 2016 by our national organization, headquartered in New York. We are proud of this achievement and know that it

was because of our committed and highly qualified staff and facilitators who make deep connections with each and every girl in our programs, because of our enthusiastic and hard-working now 16-member board, and because of the contributions of hundreds of people who gave their time, treasures, and talents to advance our work.

With your help we have been able to develop a robust, challenging, yet attainable 5-year Growth Plan to reach more than double the number of girls we now serve, with a minimum of 100 hours of connection each year. With even more financial support, we will serve 1500 girls with real impact by 2022. And that would mean so much for enhancing high school graduation rates, in reducing teen pregnancy and drug abuse and in providing real success for girls.

So thank you, one and all, and please continue to stand with, by, and for girls. Our girls!



Kris Michaelis, Board Chair





**girls
inc.**

Girls Inc. of Santa Fe
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