

girls inc.

of Santa Fe

2022

ANNUAL REPORT



### Girls' Bill of Rights

### Girls have the right to

be themselves and resist gender stereotypes.

### Girls have the right to

express themselves with originality and enthusiasm.

### Girls have the right to

take risks, to strive freely, and to take pride in success.

### Girls have the right to

accept and appreciate their bodies.

### Girls have the right to

have confidence in themselves and be safe in the world.

### Girls have the right to

prepare for interesting work and economic independence.

# Declaración De Derechos De Las Niñas.

Las niñas tienen el derecho a ser ellas mismas y a contrarrestar estereotipos de género.

Las niñas tienen el derecho a expresarse con originalidad y entusiasmo.

### Las niñas tienen el derecho a tomar riesgos, a libremente esforzarse, y

tomar riesgos, a libremente esforzarse, y a sentir orgullo de su éxito.

# Las niñas tienen el derecho a aceptar y apreciar sus cuerpos.

Las niñas tienen el derecho a tener confianza en sí mismas y a sentirse seguras en el mundo.

### Las niñas tienen el derecho a

capacitarse para realizar trabajos interesantes e independencia económica.

# **Equity and Inclusion**

Girls Inc. of Santa Fe acknowledges the beautiful land on which we reside is still recognized as Oga Po'geh and is a part of the ancestral lands of the Northern and Southern Tewa. It is also included in the lands and stories of Taytsúgeh Oweengeh (Tesuque), the Nambe Pueblo, the Tewa and the Jicarilla Apache. Interwoven into the history, ancestry, and stories of this land are the Diné (Navajo), Cochiti, Taos, and Hopi. We acknowledge and honor the many native nations and peoples. We acknowledge the violence, colonization, and displacement that took place. While this acknowledgment does not rectify the pain, we hope to begin a relationship of healing and promise to work towards a more equitable world and community.

Girls Inc. of Santa Fe's (GISF) mission to inspire all girls to be strong, smart, and bold hinges on our vision for an equitable society of empowered girls and women. As stewards of the public good, GISF embraces and celebrates the common humanity and the inherent worth of all people.

We believe a commitment to equity, and inclusion will make this vision a reality. We celebrate the similarities and differences, embrace all backgrounds and abilities, and are enriched by each other's lived experiences and perspectives. Girls with different lived experiences are a core ingredient in our programs.

GISF is committed to equity and inclusion in principle and practice from the Board of Directors to programming.

#### Some achievements in 2022 are:

- Staff embodied our equity and inclusion values, while continuing to grow in their ability to adapt to cultural differences and identities.
- We strived to ensure participants from diverse communities had/have access to GISF programs by placing this focus at the center of our strategic planning process and facilities needs assessment.
- We recruited and retained staff, board members, and volunteers from BIPOC and underrepresented communities to reflect the community GISF serves.
- · We used our communication channels to uplift the full spectrum of girls' voices and to honor their lived experiences.
- Advocacy work reflected participants resiliency in living in a dynamic world where multiple systemic challenges are unfolding simultaneously.

As a youth serving nonprofit, GISF plays a unique role in bridging divides and shifting attitudes. As a sector, we have the power to bring together communities and change longstanding systems and policies designed to benefit some groups while marginalizing, excluding, or harming others.

Together, we can create a more just future for girls and women and ensure girls can grow up to be their best selves.

## Letter from the CEO



Like the last several years, 2022 was intense. There has been a lot of violence, inflation, sickness, war in Europe, and questioning who we are as a nation and a people. I think during these times it is easy to stick to what we know and try to remain consistent. We don't want to shake the tree more than we have to. Yet, marking what the world has gone through and how much is still possible, provides exciting opportunities for Girls Inc. of Santa Fe to adapt, grow, and change.

I was deeply concerned when I read the latest report from the Centers for Disease Control and Prevention (CDC) on the Youth Risk Behavior Survey (YRBS). The report reveals that teen girls face a crisis of violence and trauma, leading to record levels of sadness, suicide risk, and other alarming behaviors. The situation is dire, and it is clear that our schools and community services are currently overburdened, and the challenges that girls face have only been exacerbated by the pandemic. During this challenging time, the need for youth support in New Mexico is particularly acute as our public schools request programming from Girls Inc. to meet the needs they see in their students.

Fortunately, Girls Inc. of Santa Fe is well-positioned to respond to this crisis and provide girls with the resources and support they need to thrive. Girls Inc. of Santa Fe offers a much-needed focus and resources to these challenges. We are part of a network of local and national organizations that ensure a web of support for young people. The comprehensive Girls Inc. Experience offers a proven set of solutions to these complex challenges, and we stand ready to work with our partners to ensure that every girl in Santa Fe has the access and the opportunity she needs to grow and flourish. Social-emotional learning, navigating conflict, stress management, and learning how to contribute positively to our community are key aspects of our programming at this time. Additionally, we offer a range of pro-girl resources in and beyond schools, including peer engagement and adult mentoring.

Over the 2022 school year, we continued to provide youth in Santa Fe with opportunities and hope. Through our programs, GISF increased access to mental health and wellness support for students in underserved communities, and continued combatting the persistent stigma surrounding mental health issues and treatment. Led by girls, GISF continues to advocate for affirmative consent.

As you can see in this annual report, the programming provided by GISF works! However, we cannot do it alone. We need your help to continue our vital work and expand our reach to even more girls in need. By supporting Girls Inc. of Santa Fe, you can help make a real difference in the lives of young people and build a brighter future for our community.

Girls Inc. of Santa Fe participants live healthy and active lifestyles. They are eager to learn, are successful in school, and more likely to graduate from post-secondary education, employing diligence, perseverance and resilience in all that they do.

Thank you for your continued generous support.

With Sincere Gratitude,

Kin Brown



### In 2022 Girls Said:

# **Impact**



of girls say when they fail, they try again.



of girls want to attend college.



of girls say they learn to make a difference in the world when they participate in our program



of girls believe girls can be leaders.

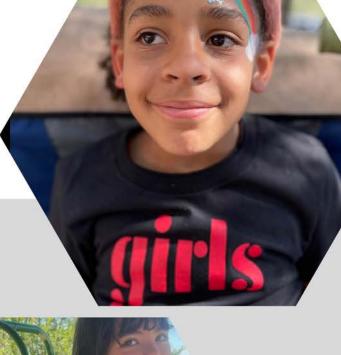
Measuring the impact of our programs is essential.
The Girls Inc. Strong,
Smart, and Bold
Outcomes Survey is designed to help us understand and showcase the measurable difference we make in the lives of Girls Inc. youth.



of girls believe they have a great future ahead of themselves.

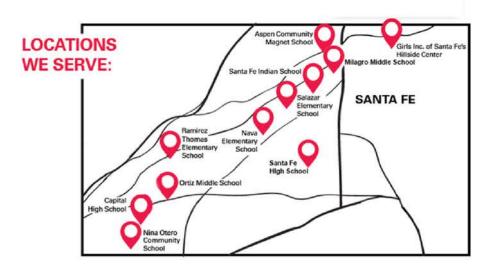


of girls report doing their best, even when things get tough.





# Who We Serve



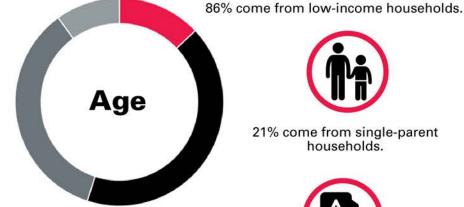


Girls served across 25 school-based programs at 10 community-based locations and our Hillside Center

### **Participant Demographics**









21% come from single-parent households.

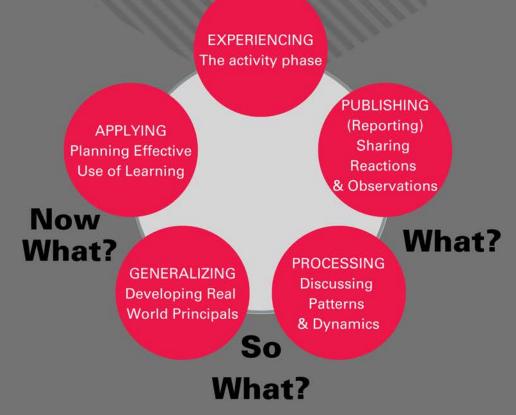
- 🛑 Latina/Hispanic 69%
- Anglo/White 13%
- Indigenous/Native 11%
- Multiracial 6%
- Other 1%

- 5 to 8 13%
- 9 to 11 42%
- 12 to 14 35%
- 15 to 18 10%



41% speak a language other than English at home.

# The Experiential Learning Cycle



The Experiential Learning Cycle (ELC) consists of five important stages that pave the way to meaningful learning:

1) Experience, 2) Reporting, 3) Processing, 4) Generalizing, and 5) Applying.

In the Experiencing phase, rather than lecturing and telling, GISF Facilitators participate along side youth in real-world experiences that enable youth to draw their own conclusions, get excited about a new idea, learn from other participants, and practice new ways of thinking or behaving. A common base of information aids the discussion that follows. Each participant may have a different experience, even though they all did the same activity, which builds an understanding that we each experience the world differently.

During the publishing and processing phases, youth share their reactions and observations (the What?) and discuss patterns and dynamics (So What?). Youth systematically examine what they experienced, how they felt about it, and identify patterns in the way people think, feel, and react.

Next, the generalizing phase asks youth to make connections between the activity and everyday life and in doing so develop real world principles. This step is what makes experiential learning so practical and what helps strengthen a girls' ability to apply this information in her real life.

The final stage of the ELC is the purpose for which the whole activity is designed or the "Now What?" in which youth apply their learning to real life and explore how they can do things differently in the future given what they've learned. By not stopping after the experiencing phase, the ELC model does not leave learning to chance, but rather intentionally ensures that girls engage in meaningful learning experiences, thereby fostering a growth mindset and development that leads them into adulthood.

# Community-Centric Strategic Planning



### Girls Inc. of Santa Fe Community-Centric Strategic Planning

In 2022, Girls Inc. of Santa Fe (GISF) partnered with Prospera Partners to undertake a whole systems thinking strategic planning process as a way to evaluate its current work, the transitions the organization has made because of COVID-19, facility needs assessment, and look to the future. The tenmonth community-centric process included conversation with board, staff, plus community convenings with participants, families, community organizations and other stakeholders. These facilitated discussions aimed to center the needs of and uplift the voices of youth in our community. With a long history and solid foundation of programs in place, GISF is well positioned to continue to build our programs and expand to serve more youth in the community.

For example, centering the youth means re-examining existing programs, offering new programs in alignment with our vision, and clear, consistent communication. The strategic planning process comes from a place of honoring the important decades-long work GISF has accomplished, our role in the community, and being leaders in the youth advocacy and program space, and are based in systems change, using an equity lens, and approach the work with interconnectedness.

# Madonna, Director of Programs



We have finished up 2022 and are well on our way to establishing a new normal. This has been the first full year of in-person programming since the start of the pandemic. If you asked prepandemic me how we would be doing three years later I would have responded optimistically that we would back to "normal" and making big changes in the world. However, that is not the case and current me is a new person all together who has a new found understanding of the importance of equity, community, and mental wellbeing. I must say that I struggle at times to find my optimism when we are living in a world that is in constant flux. The truth is, we are all a new version of our former selves, our girls included.

The "new" version of Girls Inc. created a learning organization with young people informing that learning. For example, we have learned that our girls and young people have to learn how to live in a world where violence is an everyday occurrence. Practicing active shooter drills is as common as their visits to the library to check out a new book.

I sometimes find myself discouraged. However, I think of the girls we interact with on a daily basis. Most have needed extra mental health supports and have struggled with re-entering the world after the pandemic. Yet, they are resilience at it's best. We have learned that we as adults need to listen and take a backseat. We need to allow for new thoughts and ideas to come forth through the young people and need to provide support for them to be the heroes in their own story. And when we do this, the girls have shown us that they can step into space and speak on behalf of themselves and their peers. We have had our girls testifying on behalf of bills at the legislative session, developing advocacy projects that focus on women's rights and sexual violence, giving speeches at events on racial injustices, and speaking on behalf of climate change, gun control and reproductive health.

Currently, we continue to work with as many girls as possible in the community through our relationship with the Santa Fe Public Schools. The need is great, and we keep striving to build our infrastructure, capacity, and knowledge. This year we developed a new high school program focused on advocacy and social justice, Leadership Out Loud; culminating in a youth facilitated panel discussion about issues that are important to the young people in New Mexico.

We couldn't be more proud of the direction our girls are leading us. From our elementary age girls writing letters about the pay gap to our teens pushing their schools to assess their attendance policies, we have learned to practice trusting a new way of thinking, share power, give support, and believe that the young people have the answers to help the mess that our world is in.

From one adult to another, I ask that we all listen a little harder and remember that our young people know more than we give them credit for.

With much love and hope for the future,

Madonna Hernandez

The Girls grown up

In 2022, seven program alumnae worked as Program Facilitators. Each of these powerful young women have come together to work as a team. With over 30 years of combined experience, they know first-hand the true impact GISF programming and what it means to grow up in New Mexico.



Jericha, Indira, Farrah, Izzy, Lila, and Jasmin



# Leadership Out Loud

Leadership Out Loud teaches girls to use their voices to advocate for themselves on issues that are important to them.

Each project developed in the Leadership Out Loud program follows the same steps:

- The girls choose a project by reaching consensus about the problem they want to address
- · They set a well-defined, reasonable goal or end-point
- They determine the steps necessary to reach that goal and then take those steps; troubleshoot;
   and after the endpoint, evaluate the success of the project.
- Implementation steps included arranging a panel of speakers, contacting legislators, recruiting
  participants for online or in-person activities, working with school administrators, or
  developing a social media campaign.

For 2023, our partners in the program, Capital High School, continue to request more GISF programming while Community in Schools, along with the school teachers and counselors, refer girls to our programs.

### Bound for the Future

Congratulations to Isabella Garcia and Eden Nelson, both grads were celebrated at the 2022 College Shower held at the Governor's Mansion in June.

Eden graduated from the Santa Fe Indian School. She was accepted into Lewis and Clark College and will pursue degrees in Biochemistry and Biomolecular Technology.

Girls Inc. allowed me to express myself, learn more about others, and showed me how to be patient with people and with nature.

~Eden Nelson



The activities I did at Girls Inc. ignited interests in me that set me on the path to getting a STEM degree.

~ Isabella Garcia

### School Year

GISF provides free programming at community schools, meeting girls where they are. In 2022, programs served girls aged 5 to 18 at their schools with healthy eating programs, access to mental-health services and educational activities. At our Hillside Center the girls receive an average of 400 hours of the Girls Inc. experience in a year.







# Summer Camp

Each summer GISF offers seven weeks of programming. All programs are research-based, age appropriate, and focus on a specific topic.

We welcomed back partnerships and field trips including: Hula & Lei making, Santa Fe Mountain Center, RESOLVE, Meow Wolf, and NM Wildlife Center.

Girls enCourage (for girls ages 12 to 14) is designed to sustain girls' interest in sports through adolescence by introducing them to nontraditional activities and adventures that go beyond stereotypes and challenge them to set their own personal goals and create their own definitions of success. Participation in program activities promotes movement skills, team cohesion, and health awareness to develop girls' sense of personal power and worth. As they master new physical techniques and learn to take calculated risks, girls build not only physical strength, but also courage, confidence, self-reliance, and other critical life skills.

Themes in 2022 included "I'm a:" Biologist Scientist Physicist Engineer Artist

# **Spring Celebration 2022**

After a few years off, 2022 gave us all a reason to celebrate the wonderful community of GISF.
Held at the Farmers' Market
Pavilion, over 250 attended, helping to raise vital funds and having fun!





# Volunteers Rock!

Over 130 people volunteered with Girls Inc. of Santa Fe in 2022. From coding, gardening and golf, mentoring, homework help and STEM, these passionate individuals volunteered their time, experience, leadership and talents as experts in their field, allowing GISF to make a broader impact in the local community.

Volunteers supported the organization by sitting on committees, many working events, aiding administrative staff, helping with building and landscaping maintenance, and worked directly with the girls, supporting program staff in both center-based and community-based programs.

Because of volunteers, the girls had the opportunity to explore STEM through hands-on activities with Sandia and LANL researchers, attend a knitting session with the Fiber Arts Guild, and learned how to fence with Rich Strittmatter, of the New Mexico Fencing Foundation.

If you, or someone you know, would like to contribute their time and talents to Girls Inc. of Santa Fe, please email volunteer@girlsincofsantafe.org.



More than 50 monthly recurring donors provided over \$28,000 of support in 2022, which is enough to sponsor a classroom at Capital High School for the entire year.

Monthly SustainHer donors provide consistency to our efforts and are an essential part of our community.



I think about Girls Inc. a lot in many contexts. Most recently, when a niece of mine, a college senior, experienced bullying. Sometimes, I feel overwhelmed with the political winds and the amount of ugly behavior out there, but I trust the power of sincere, well-conceived actions...I fancy that those who experience the Girls Inc. programs and message would never be bullied and if bullied themselves, would have the wherewithal to stand up for themselves and/or seek help.

-Malissa Kullberg, monthly recurring SustainHer donor

Interested in learning more about being a SustainHer donor? Email development@girlsincofsantafe.org

## Letter From Board Chair

As I head into my third year as Board Chair for the Board of Directors at GISF, I continue to learn how the challenges that our girls face here in the Santa Fe community have changed, increased, and intensified since the start of the pandemic. Additionally, as referenced by the recent CDC Report on teenage girls these challenges have become a National Public Mental Health Crisis that requires a level of urgency to their responses from schools, other learning institutions, and communities at large. As a community we must care about the future of our girls. All girls.

There is an urgency surrounding our response in supporting them in this moment as nothing less than their future is at stake. The report found that nationally, girls were twice as likely as boys to feel persistent sadness and that one in three teenage girls had seriously considered suicide. The level of sexual violence experienced by girls is up by 27 percent over the last two years. How can girls who are dealing with these circumstances, some brought about by the isolation of the pandemic like family illness, parental job or housing insecurity, but others, like cyber-bullying and racism simply increasing year after year, become the Strong, Smart and Bold women we all need them to be?

These statistics are grim, alarming and beyond troubling and they are on the rise! As a nation, I believe we are failing our girls. However, we at GISF know that there are proven strategies and helpful resources designed to help teenage girls cope successfully with their increased challenges. The CDC report found that the most effective strategies in helping girls cope with the increasing pressures (many a result of the isolation and stress of the pandemic lockdown) are the exact strategies at play in the programming at GISF. We have been addressing the social isolation, online bullying, and the general disruption of the global pandemic. Our programming staff, led by twenty plus year leader, Madonna Hernandez, has stayed close to the girls we serve, from our kindergarteners in after school to teenagers in highschools where she takes our programs.

As a community supporting our research based programming at GISF is one of the very best investments we can make in the future of girls, for they deserve an aware and caring community that provides a safe space for them to learn and to grow. A healthy community needs Smart and educated women with a Strong sense of personal worth and agency who will be Bold about advocating for themselves and others when required.

Our skilled and dedicated program instructors, most who have been with. us since long before the pandemic, have provided a level of consistent support that went missing throughout the collective trauma of the past three years.



"GISF is one of the very best investments we can make in the future of girls"



At GISF we know that we have Strong, experienced, and highly skilled programming staff who have faced the difficult task of supporting our girls through traumatic times, and have continued to build the trust of both our girls and their parents. We also have Smart and cohesive support and administrative staff. Finally, we have the Bold leadership of Program Director, Madonna Hernandez, and Executive Director, Kim Brown. The combination of these Strong, Smart, and Bold women have earned trust from so many generous donors and caring supporters over the years and thankfully, that group is growing! We know that GISF is effective in supporting our girls in facing the increased challenges our world has given them, and we know that, with your help we can help even more girls. But we need more staff, and more space to offer more services in order to do MORE for girls.

Seeing how resilient our girls can be when they get the attention and support they need is incredibly rewarding and uplifting too. The teenagers on the Advocacy Council have been learning how to identify and advocate for their causes at the Legislature. That kind of boldness and confidence comes through the care, support, and education from the adults in our community!

We are so thankful for our caring and committed community of donors!

Thank You for being a Champion for our girls! Please join me in your caring and become a proud ambassador for the organization by sharing that you care. Share that you care with your friends, your family members, and your co-worker! Share that you care on social media and in person at our community events - like our Annual Gala! It's urgent and the future is now. GISF knows how to support girls!

Thank you for sharing and thank you for caring!

ann Livingston

"GISF is
effective in
supporting our
girls in facing
the increased
challenges our
world has given
them, and we
know that, with
your help we
can help even
more girls."



# Our Supporters

#### Individual and Corporate Giving FY22 (September 1, 2021 to August 31, 2022)

Every gift is important and appreciated. Thank you to all those who donated during the FY22. Due to space limitations, our acknoledgments list gifts totaling \$250 or more.

Ann and Mark Livingston



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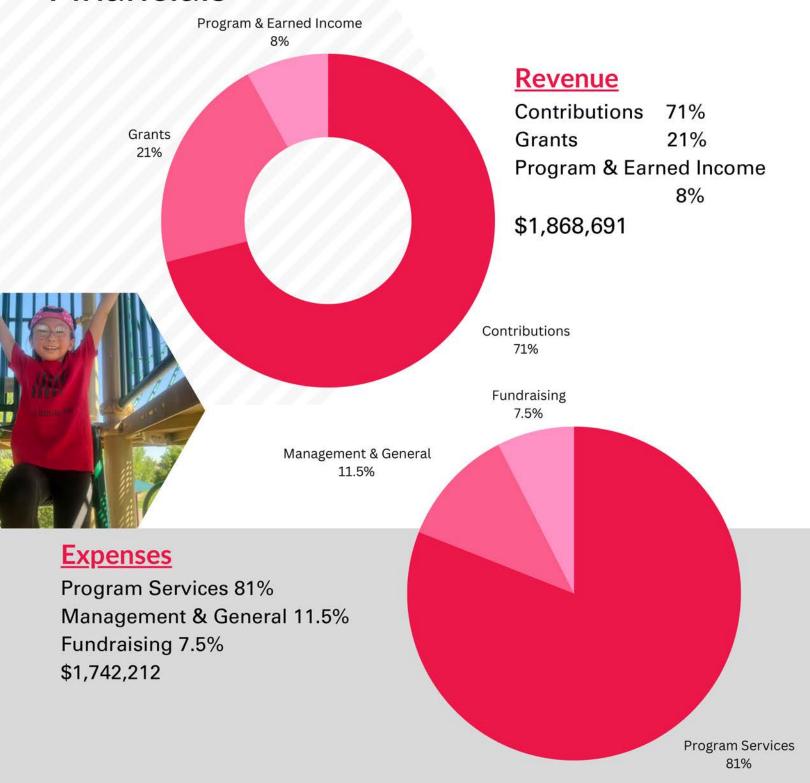
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Philanthropic support is essential to our ability to serve girls. 81% of every dollar donated goes directly to programs. Because of you, we are able to provide our community based programs free of charge. Girls who attend programming at our Hillside center pay tuition on a sliding scale. Families are not turned away due to ability to pay; 98% receive financial aid to participate.







### Our Staff

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Ginger Williams, Chief Philanthropy Officer

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- \* These staff members have moved on to other opportunities or board members terms have ended.
- + These staff or board members joined GISF in 2022/2023

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