



ANNUAL REPORT

Our Impact in 2018

girls
inc.

of Santa Fe



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**girls
inc.**

of Santa Fe

The Girls Inc. Bill of Rights

GIRLS HAVE THE RIGHT...

To be themselves and to resist gender stereotypes.

To express themselves with originality and enthusiasm.

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

To accept and appreciate their bodies.

To have confidence in themselves and to be safe in the world.

To prepare for interesting work and economic independence.

HIGHLIGHTS OF 2018



In 2018, we hired an Indigenous Program Coordinator and focused our efforts to reach more Indigenous girls than ever! In 2018, we facilitated groups at Te Tsu Geh Oweenge Day School, Cochiti Elementary, and Santa Fe Indian School.



Girls Inc. of Santa Fe was named the #1 Youth Program in the Reporter's Best of Santa Fe 2018.



On August 4, 60 individuals rappelled down La Fonda on the Plaza to raise funds and awareness for Girls Inc. at our inaugural Conquer Heights, Empower Girls event.



This year, we expanded our Teen Summer Program, adding two additional groups to serve our oldest girls. The program was held on the campus of Desert Academy, giving the teens a space of their own while freeing up space at our Hillside Center to serve more girls.



We kicked off our advocacy work, beginning with a press conference about #GirlsToo, which seeks to combat sexual harassment and violence that girls face. Our work consists of helping elevate girls' voices on the issues they care about the most.



This year, we began our Bold Futures Mentoring Program. Mentors work in small groups of four girls, ages 9 to 11, and help them engage in school, build healthy relationships, and reduce risky behaviors.

On behalf of our girls, THANK YOU!

2018 was a monumental year for our program. We reached a record number of girls across the Santa Fe community – 1,013 to be exact!

Girls Inc. staff met the girls where they were, serving them at 17 locations across Santa Fe – in schools and local Pueblos.

This year, we made a goal to reach more Indigenous girls than ever before. We hired an Indigenous Program Coordinator and focused our efforts on building relationships with surrounding Native communities. We are now working with girls at Santa Fe Indian School, Cochiti Pueblo, and Tesuque Pueblo – serving 151 Indigenous girls.

To reach more teens, we established a Teen Summer Camp Program on the campus of Desert Academy. This enabled us to add two additional groups of teens and gave our oldest girls a space of their own to continue programming during a crucial time in their lives.

In turn, this expansion created more room at our Hillside Center to serve additional elementary and middle school age girls. Last summer we served 230 girls daily – 105 girls at our Hillside Center, 45 teens at Desert Academy, and 80 girls in partnership with the City of Santa Fe's Summer Program.



LETTER FROM OUR CEO

Because we grew in the number of girls we served, our organization also grew by six positions.

This year, we branched out into advocacy work. Girls Inc. of Santa Fe elevated the voice of girls on many issues impacting

New Mexico's girls and children. We are committed to advancing the rights and opportunities of girls and young women, with a particular focus on the needs of those from low-income communities and those who face multiple, intersectional challenges. Informed by the voices of girls themselves, we advocate breaking through the barriers girls face and reforming systems that impede their success. Be sure to check out #GirlsToo!

Because of you, 2018 was a record-breaking year! I ask that you continue to stand in her corner as we work to inspire even more girls in 2019. Together, we can make Santa Fe the best place to “grow up girl.”

Thank you for being in her corner,

Kim Brown

WHO WE SERVE



90%

come from low income households.



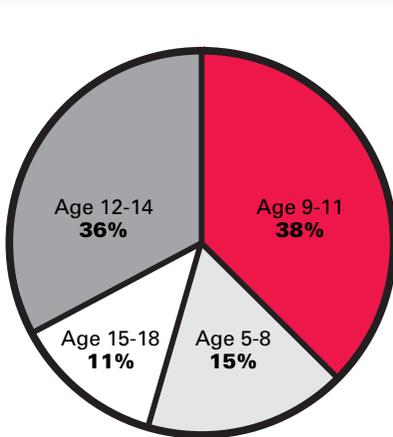
52%

speak a language other than English at home.

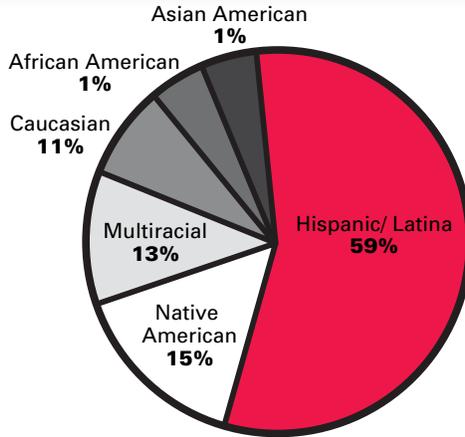


50%

live in a single-parent household.



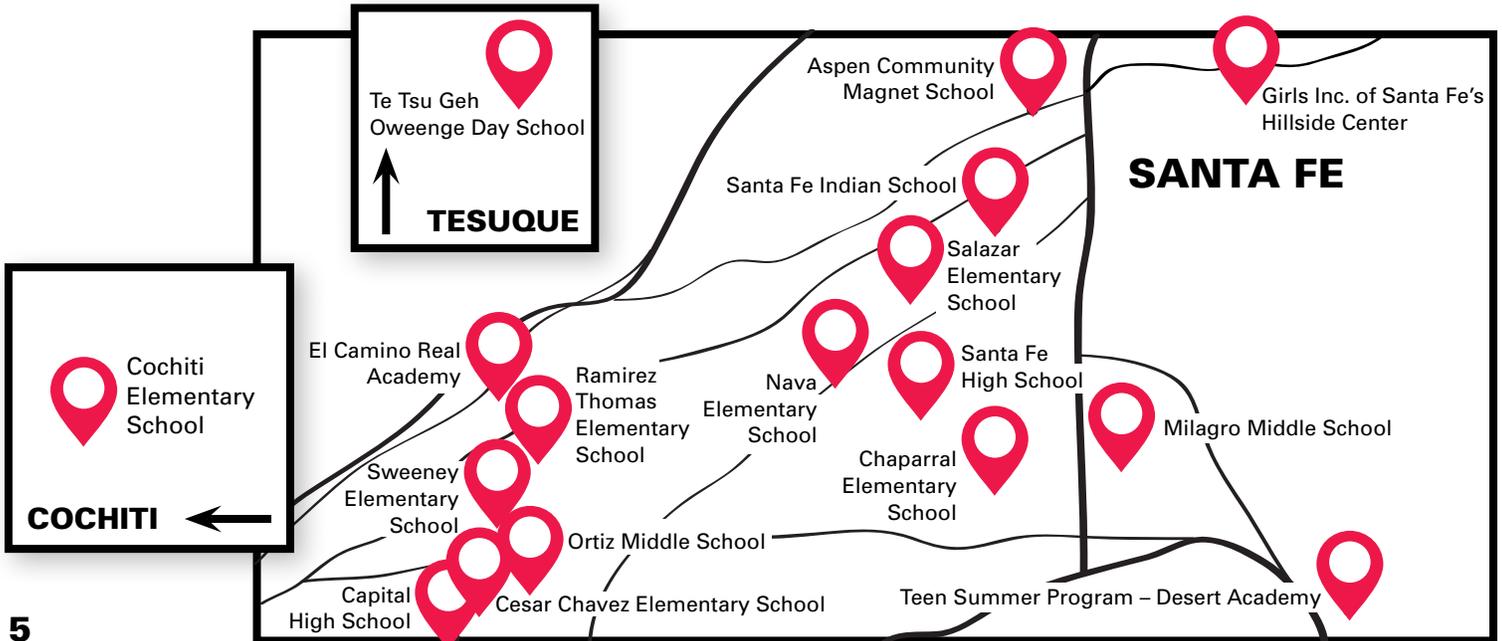
AGE



ETHNICITY

1,013
girls served
across 17
locations in
2018.

Locations we serve:



THE GIRLS INC. EXPERIENCE

There are six essential elements of the Girls Inc. Experience:

- A pro-girl and girls-only environment
- Trusting, mentoring relationships
- Holistic, compensatory, and intentional programming
- Relevant, field-tested, and research-based curricula
- Girl-centered, motivating, deliberate, and interactive activities
- Sustained exposure to programming

“ I find that I can be myself easier, and I’m not afraid to talk, ask for help, or say no to people. ”



MEET ISABELLA

Isabella, a Girls Inc. of Santa Fe alumna, joined our program at age 10. Her time at Girls Inc. is something Isabella said she’ll never forget because it helped her become “the empowered girl she is today” and strengthened her relationship with her mom. Isabella said Girls Inc. equipped her and her younger sister with patience and perseverance. As she’s entering high school, Isabella said, “I find that I can be myself easier, and I’m not afraid to talk, ask for help, or say no to people.”

GIRLS ARE STRONG

Girls Inc. of Santa Fe provides girls with the knowledge, skills, and attitudes to develop and sustain a healthy lifestyle.



POSITIVE BODY ESTEEM

Body positivity is important for girls and allows them to live comfortably in their own bodies with confidence and self-esteem.



77%

of Girls Inc. of Santa Fe girls are happy with their bodies, compared to 48% of girls nationally.



MEET ALEXIS

Alexis is 6 years old and in her second year of programming with Girls Inc. of Santa Fe. Through the My Girlfriend Zelda program, Alexis has learned about her body, how to stay healthy and has been introduced to the roles and responsibilities of health care professionals.

GIRLS ARE SMART

Girls Inc. of Santa Fe expands on and supports girls' school-based learning and engagement.

CHANGING THE FACE OF STEM

Even though women are under-represented in STEM post-secondary programs and careers, Girls Inc. of Santa Fe girls have the potential to close this gap and change the face of STEM for the next generation.



89%

of Girls Inc. of Santa Fe girls find science or math interesting.



80%

believe they could handle a more difficult science or math.

“Something interesting I did with my robot was I programed it to go through a maze and change colors,” Julia said. “I think programming is really fun and a really good learning experience!”



MEET JULIA

Julia is 9 years old and in her fourth year of programming with Girls Inc. of Santa Fe. This year, Julia and her Girls Inc. friends have learned about programming and have been practicing their skills on Sphero robots. Girls Inc. of Santa Fe has exposed Julia to new concepts and careers in STEM.

GIRLS ARE BOLD

Girls Inc. of Santa Fe helps girls to build the knowledge, skills, and attitudes that enable girls to function independently and live productive and fulfilling lives.

LEADERS OF THE FUTURE

Girls Inc. prepares girls to challenge the status quo and close the gender leadership gap by encouraging girls to discover their leadership strengths and capabilities.



90%
of Girls Inc. of Santa Fe girls
are hopeful about their futures

“There are a lot of really smart girls that are also on the Teen Advocacy Council, who think a lot like me. It’s a lot of open-minded thoughts and inclusive vibes.”

MEET INDIRA

Indira (pictured on the right) is 15 years old and has attended Girls Inc. of Santa Fe for five years. Currently, Indira is one of the girls who sits on the Girls Inc. National Teen Advocacy Council, which meets monthly to inform Girls Inc. policy efforts and to enhance the girls’ skills to advocate for themselves and others. “It’s exciting,” Indira said. “There are a lot of really smart girls that are also on the Teen Advocacy Council, who think a lot like me. It’s a lot of open-minded thoughts and inclusive vibes.” Indira credits Girls Inc. of Santa Fe for helping her build confidence in herself and said she believes there should be more Girls Inc. programming available to more girls in New Mexico.



Message from our Director of Programs

What does it mean to be strong, smart, and bold? I ask our girls this question often. I get the usual responses, "It means I 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 they have the courage and resilience to be whoever and whatever 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.

Being with these girls each day, I can tell you it continues to be challenging to be a girl in this world. I often hear that if not for Girls Inc., these girls would have no one to talk to about the issues they are facing or the support they need to get through them. We are happy to fill that role, but we know there are many more girls out there who need us.



I am proud that this last year we have doubled the number of girls we serve annually but this success has come with even more need. More schools are reaching out for programming, saying their students are engaging in behaviors that are physically and emotionally unsafe and they need us to help. As well,

we have more girls wanting to attend summer camp and the wait list grows longer and longer.

In 2019, our goal is to serve an estimated 1,150 girls! We are ready, and the girls are waiting.

Thank you for your continued support in empowering all of our girls to be the strongest, smartest, and boldest young women they can be. You are the reason that I have the best job in the world, actively inspiring our future.

Girls can do anything. They just need to know they can.

Thank you!

Madonna Hernandez

2018 IMPACT

**1,013
girls
served**



**400
participants
in Operation
SMART
(STEM)
programming**

**600
participants
in She Votes!
programming**

**150,301 hours
of Girls Inc.
curriculum
delivered**



**68%
increase in
revenue**

**151 Native
American /
Indigenous girls
served**



**640
participants
in Healthy
Sexuality
programming**



**1,507
volunteer
hours**

**17
program
locations**

**598 Hispanic /
Latina girls
served**

**400
volunteers**



Our Supporters

Individual Giving FY18 (September 1, 2017 to August 31, 2018)

Every gift is important and appreciated. Thank you to all those who donated during FY18 (September 1, 2017- August 31, 2018.) Unfortunately, space limits our acknowledgments to those gifts of \$250 or more.



Champions for Girls
A giving society of philanthropists making annual gifts totaling \$1,000 or more.

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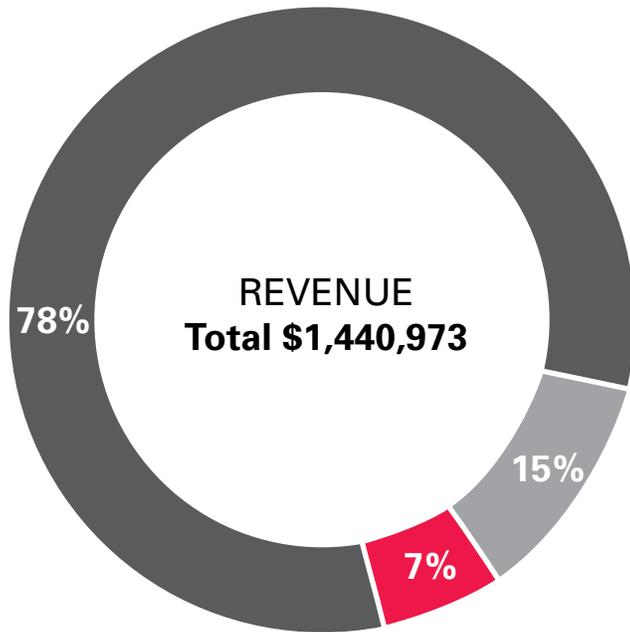
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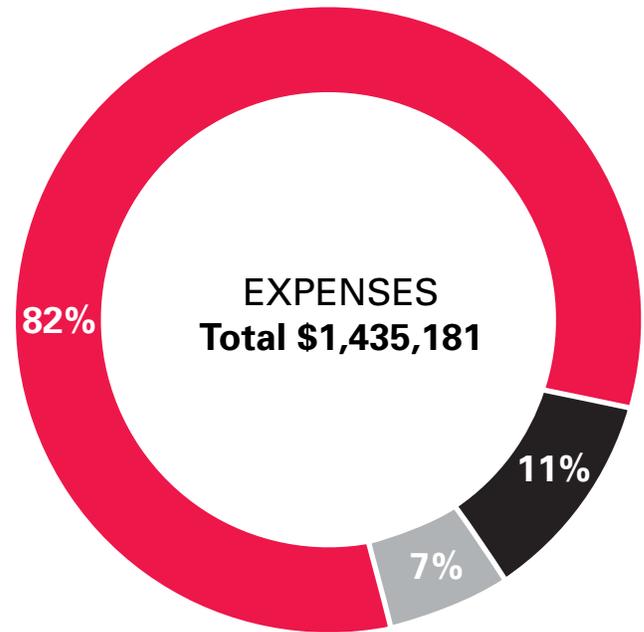
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OUR FINANCIALS



| | |
|-------------------------------------|-----|
| Contributions & Grants: \$1,123,831 | 78% |
| Program & Earned Income: \$211,193 | 15% |
| Events: \$105,568 | 7% |



| | |
|---------------------------------|-----|
| Program services: \$1,178,350 | 82% |
| Management & General: \$155,263 | 11% |
| Fundraising: \$101,568 | 7% |



THANK YOU FOR INVESTING IN GIRLS

Philanthropic support is essential to our ability to serve girls. 82 cents of every dollar donated goes directly to programs. Because of you, we're able to provide our community-based programs free of charge and the girls who attend programs at our Hillside Center pay tuition on a sliding scale. No girl is ever turned away due to her family's ability to pay and 98% receive some level of financial aid to be able to participate.

OUR PEOPLE

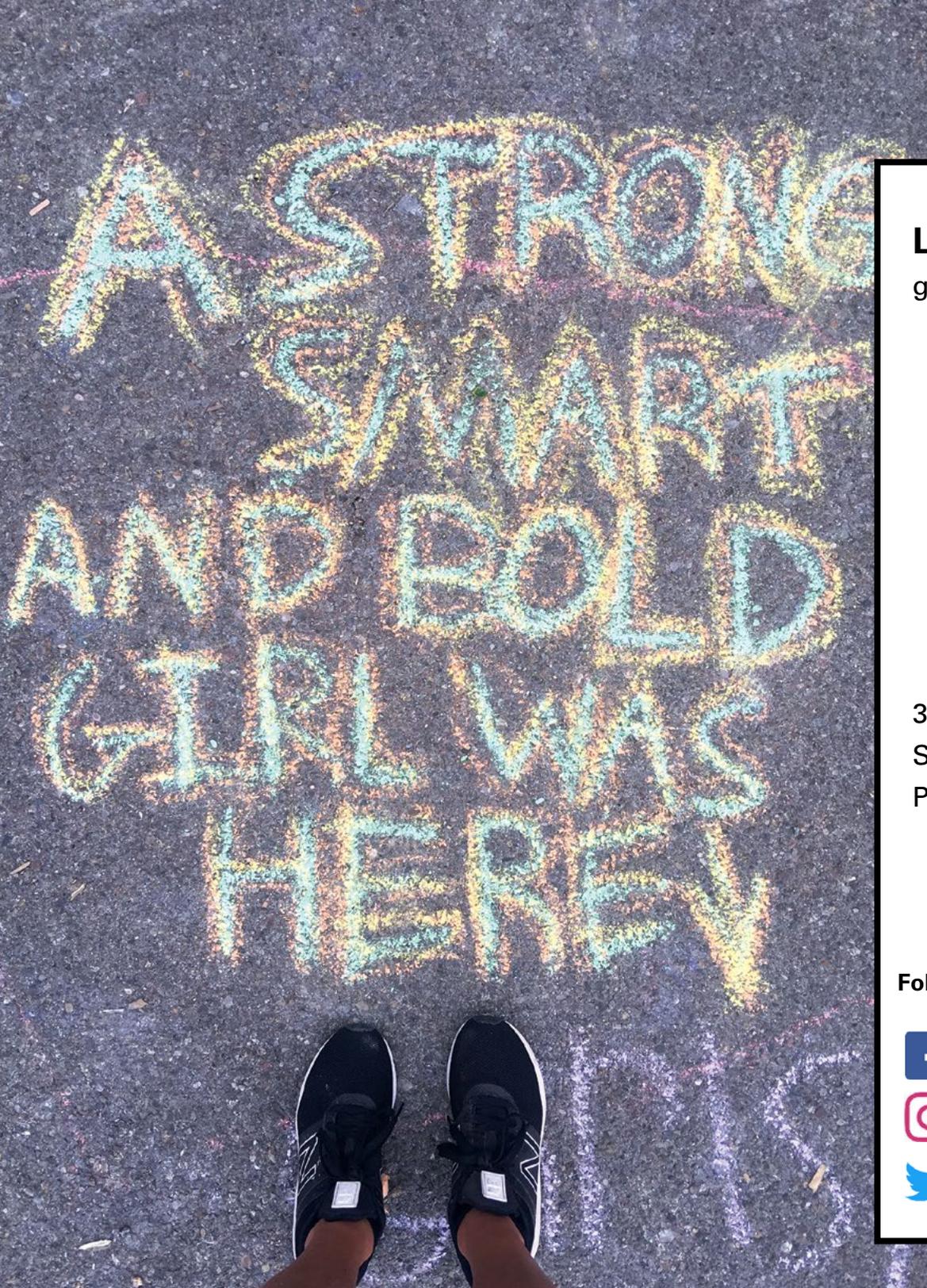
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