

**girls  
inc.**

Inspiring all girls to be  
strong, smart, and bold

# ANNUAL REPORT 2015



**WITH YOU IN HER CORNER,**  
SHE WILL SUCCEED.



# TABLE OF CONTENTS

**ANNUAL  
REPORT  
2015**

|                                    |    |
|------------------------------------|----|
| <b>LETTER FROM THE PRESIDENT</b>   | 1  |
| <b>LETTER FROM THE BOARD CHAIR</b> | 2  |
| <b>BOARD OF DIRECTORS</b>          | 3  |
| <b>OUR STORY</b>                   | 5  |
| <b>OUR YEAR</b>                    | 6  |
| <b>CHAMPIONS</b>                   | 9  |
| <b>DONORS</b>                      | 13 |
| <b>FINANCIALS</b>                  | 18 |
| <b>ABOUT US</b>                    | 20 |



Dear Friends,

I'm often asked if girls are faring better today than in decades past. After all, teenage pregnancy is down and high school graduation rates are up. Yet, the U.S. still has the highest teen pregnancy rate among developed nations, and the percentage of students entering college is the lowest we've seen in a decade. Today's girls are also facing complex challenges like poor body image, persistent stereotypes, and the pressure of perfection. But we are helping girls tackle these problems head on.

Girls Inc. is committed to creating positive change for girls throughout the U.S. and Canada. Our unique approach focuses on the whole girl and nurturing her inherent strengths. We are also committed to leading the very important conversation across the country about the barriers that exist for girls. The "With You in Her Corner" campaign allowed us to spotlight these issues and solutions. Thanks to the incredible work of MARC USA and in-kind support of our media partners, our campaign PSA generated 1.1 billion media impressions.

This was a year of tremendous growth for Girls Inc. We served 28 percent more girls with high-impact programming, exceeded fundraising goals by 22 percent, and grew our national revenue to a record \$10.2 million. Net assets for the organization increased by \$1.7 million.

Thank you to our generous donors and partners without whom none of this would be possible. Like us, you believe every girl deserves to grow up healthy, educated, and independent. With you in her corner, more girls will.

With gratitude,



**Judy Vredenburg**  
**President & CEO**



# LETTER FROM THE BOARD CHAIR

**ANNUAL  
REPORT  
2015**

Dear Partners,

As I complete the last year of my term as National Board Chair, I am honored to serve an organization that believes in the inherent strength of girls and instills in every girl that same belief in herself.

I stand with you as we celebrate the outstanding achievements of this past year. Girls Inc. grew its direct service impact and advocacy leadership, strengthening our position as a leader in the movement to educate and empower girls. We also increased resources to support our 80-plus affiliates, building their capacity to deliver the most comprehensive, life-changing experiences to girls year-round.

Dual national and local support from corporate partners increased by an additional \$1 million. Partnerships with companies like Benefit and Lockheed Martin also showed our girls career and life possibilities they never imagined, and extended our reach to bring awareness to the issues facing girls. This past year, we also continued to advocate nationally for the health, safety, and increased educational opportunities for girls.

As we wrap up the final year of our current strategic plan, Girls Inc. is already planning for the next five years – and beyond. In fact, the Board has taken on an ambitious “Bold Goal” – an inspiration to think big for the next generation of girls.

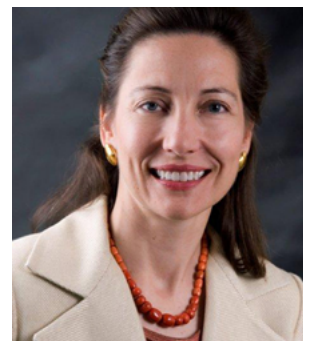
I want to express heartfelt appreciation to my colleagues, our incredible Board of Directors. It is an honor and a pleasure to serve with you. Thank you to the Girls Inc. staff. Your talents, expertise, and commitment to bettering the lives of girls is exemplary.

Girls Inc. is on the move. Together we will change the lives of girls, and in doing so, the communities in which we live.

With gratitude,



**Ellen Stafford-Sigg**  
**Board Chair**





**First Lady Michelle Obama**

*Honorary Board Chair*

First Lady of the United States

**Donna Brace Ogilvie**

*Distinguished Board Chair*

**Ellen Stafford-Sigg**

*Board Chair*

Principal

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**Melanie Gray**

*Board Vice-Chair*

Partner

Winston & Strawn LLP

**Lori Dickerson Fouché**

*Board Treasurer*

CEO

Prudential Group Insurance

**Tony Bucci**

*Board Secretary*

Chairman & CEO

MARC USA

**Judy Vredenburgh**

President and CEO

Girls Inc.

**The Honorable Nicole Avant\***

Former U.S. Ambassador to the Bahamas

**Jill Bright**

Chief Administrative Officer

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*Region III Volunteer Representative*

Vice President, Strategic Analysis

Delaware Investments

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Chief Executive Officer

BeXchange

**Robin Khler Avia**

Chair of the Board

Regional Managing Principal

Gensler

**Gay Lane**

Principal

Chief Operating Officer

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**Bea Lurie\*\***

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Girls Inc. of Metropolitan Dallas

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*Region I Professional Representative*  
Executive Director  
Girls Inc. of Omaha

\* Board term began April 1, 2015

\*\* Board term began September 2014

# OUR STORY

ANNUAL  
REPORT  
2015

**78% OF GIRLS**  
are unhappy with their bodies

**1 IN 4 GIRLS**  
will not finish high school

**3 IN 10 GIRLS**  
will become pregnant by the  
age of 20

**1 IN 5 GIRLS**  
will be a victim of childhood  
sexual abuse

## THE GIRLS INC. EXPERIENCE

CONSISTS OF *PEOPLE*, AN *ENVIRONMENT*, AND *PROGRAMMING*  
THAT, TOGETHER, EMPOWER GIRLS TO SUCCEED.



### PEOPLE

TRAINED STAFF AND VOLUNTEERS WHO BUILD  
LASTING, MENTORING RELATIONSHIPS



### ENVIRONMENT

GIRLS-ONLY, SAFE SPACE WHERE THERE IS A  
SISTERHOOD OF SUPPORT, SHARED DRIVE  
AND ASPIRATIONS



### PROGRAMMING

RESEARCH-BASED, HANDS-ON, MINDS-ON, MEETING  
THE NEEDS OF TODAY'S GIRLS

**GIRLS GROW UP HEALTHY,  
EDUCATED, AND INDEPENDENT**



# OUR YEAR

ANNUAL  
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2015

28%

INCREASE IN NUMBER  
OF GIRLS SERVED IN A  
HIGH-IMPACT WAY

\$10.2 M

OPERATING REVENUE,  
AN INCREASE OF 17%

\$1.7 M

INCREASE IN NET  
ASSETS

GIRLS INC. PARTNERS WITH STARBUCKS,  
TEAVANA, AND OPRAH WINFREY IN  
SUPPORT OF YOUTH EDUCATION





## GIRLS INC. MADE WITH CODE PARTICIPANTS ATTEND NATIONAL TREE LIGHTING



## FEATURED ARTICLES

A PLEA FROM GLORIA STEINEM,  
PAMELA SHIFMAN, AND GIRLS INC.

LETTER FROM JUDY VREDENBURGH  
ADDRESSES TEENAGE PREGNANCY

LETTER FROM JUDY VREDENBURGH  
ON ENDING GENDER VIOLENCE

GIRLS INC. "WITH YOU IN HER CORNER"  
CAMPAIGN: RAISING AWARENESS  
ABOUT GIRLS' STRUGGLES



## ADVOCATING FOR GIRLS

Girls Inc. led efforts to introduce the **STEM Gateways Act** to increase the number of women, girls, and minorities in STEM fields.

Girls Inc. plays major role in ensuring the **Every Child Achieves Act (ECAA)** now includes education on healthy relationships to help prevent sexual abuse.



## GIRLS INC. PARTNERS WITH GLAMOUR'S THE GIRL PROJECT

FARGANA, GIRLS INC. GIRL, HONORED AS ONE OF "THE BRAVEST GIRLS IN THE WORLD"

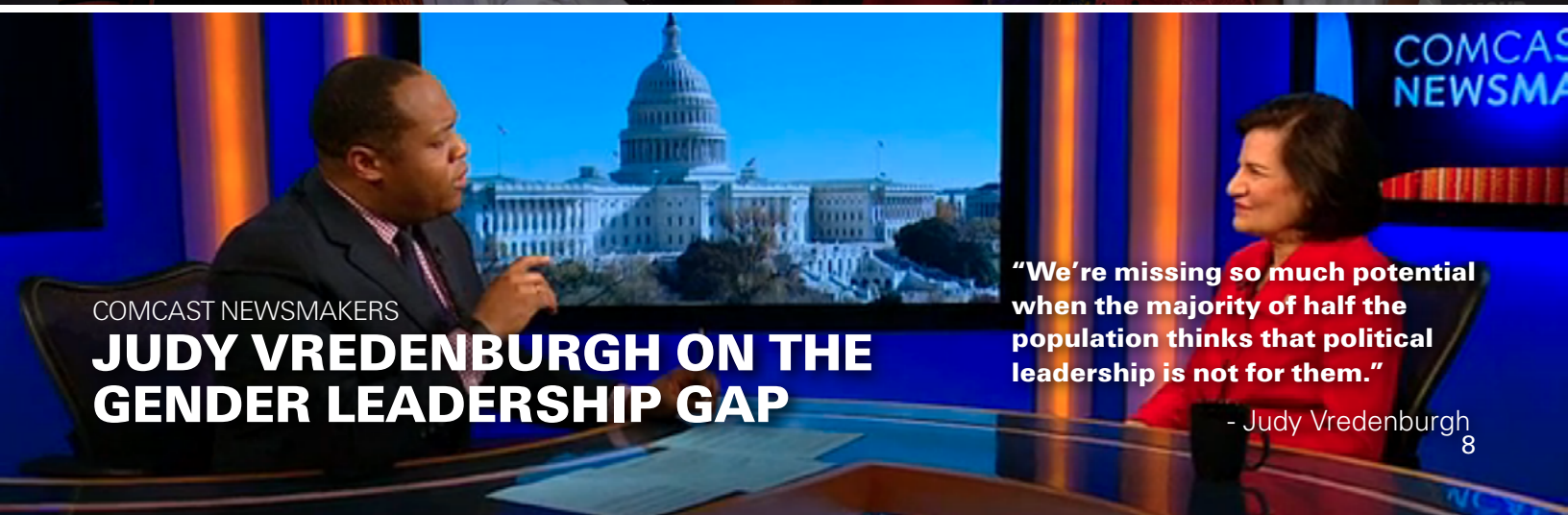


COMCAST NEWSMAKERS

## JUDY VREDENBURGH ON THE GENDER LEADERSHIP GAP

"We're missing so much potential when the majority of half the population thinks that political leadership is not for them."

- Judy Vredenburg

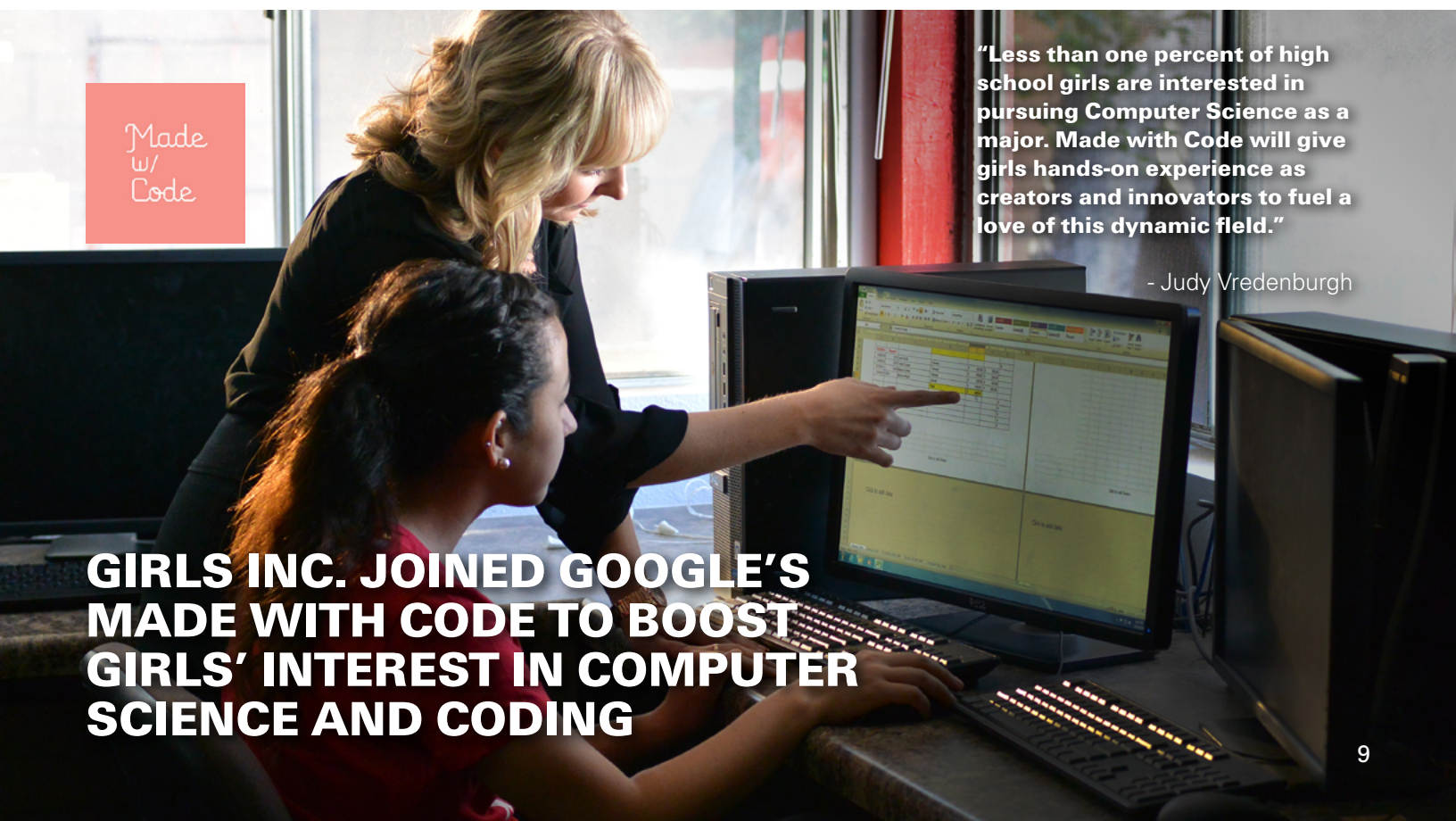






### ROBIN KLEHR AVIA

Robin Klehr Avia is a true Champion for Girls. Since 2011, she has raised over \$1 million and introduced more than 125 new companies to Girls Inc. She also gave of her time and talent to revitalize our Luncheons, creating what is now our signature look. A former Board Member, Luncheon Honoree and Chair, and longtime friend – Robin is one of our greatest Champions.



"Less than one percent of high school girls are interested in pursuing Computer Science as a major. Made with Code will give girls hands-on experience as creators and innovators to fuel a love of this dynamic field."

- Judy Vredenburg

### GIRLS INC. JOINED GOOGLE'S MADE WITH CODE TO BOOST GIRLS' INTEREST IN COMPUTER SCIENCE AND CODING



**"It is an honor to partner with Girls Inc. We are inspired by their mission to help girls reach their full potential and to ensure that all girls have equal opportunity to be who they are — strong, smart, and bold. We applaud the commitment and progress that Girls Inc. and their affiliates have made, and look forward to seeing the positive impact these young women make in their communities using the skills that they have acquired through Girls Inc."**

- Attica Jaques, VP, Global Marketing, Gap



A \$250,000 donation from GapKids x ED, Ellen DeGeneres' new lifestyle brand, will help Girls Inc. girls better understand economic and financial concepts like investing and entrepreneurship. GapKids is helping girls become financially savvy and economically independent adults.

## TERESA WHITE

As President of Aflac U.S., Teresa has the opportunity to positively influence so many, including the next generation of women leaders. As a mentor to Vanessa, a Girls Inc. National Scholar, Teresa shared many of her lessons learned, including how to draw strength from your experiences, especially the difficult ones, and that your journey in life makes you stronger.

**"Girls Inc. has given me the self-acceptance that so many others tried to steal away. When I am successful, I will give back to Girls Inc., so that more girls can discover what makes them unique is also what makes them great."**

- Vanessa

## EMPOWERING GIRLS TO BE STRONG, **SMART**, AND BOLD

A three-year partnership with HSBC provides funding to strengthen our reading and math literacy programs for girls in elementary and middle school.

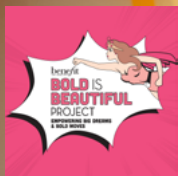
The W.K. Kellogg Foundation has helped us develop an intensive, national literacy program to ensure girls are reading at grade level by third grade.

To support college readiness, Coca-Cola, Capital One, and UPS partnered with Girls Inc. to ensure girls arrive at college with the skills they need to thrive.

**"Girls Inc. was the first time that I saw college as something for me. I know my dream of becoming a computer engineer is now achievable."**

- Diana, Girls Inc. Alumna and National Scholar





Girls Inc. was thrilled to be selected as one of Benefit's first ever global philanthropy partners for their **Bold is Beautiful Project** to inspire big dreams and bold moves. Partner organizations including Girls Inc. received 100% of the proceeds from brow waxes at Benefit Boutiques & Macy's BrowBars during the month of May. In addition, Girls Inc. girls were mentored by Benefit employees and received advice on topics ranging from prom to college and careers. Benefit's commitment to Girls Inc. makes it possible for our girls to set high expectations and see college attendance as an attainable goal.

**"The pink ladies [Benefit staff] told us all about the places they get to travel and their jobs – some of them are the boss! They told us that having smart minds and healthy bodies and happy hearts makes us pretty. They also brought us really yummy cupcakes."**

- Trinity, 8, Girls Inc. of Metropolitan Dallas



## GAY LANE

Former National Board member Gay Lane and her husband, Doug, give generously to support Girls Inc., introduced smart investment management policies and practices, and connected others to the organization they're so passionate about. Thanks to them, our financial performance is stronger than ever, ensuring a sustainable and growing future.

**"There are many charitable organizations in the U.S. to support. We chose Girls Inc. because of its strong leadership and management, which enables the majority of contributions to directly help girls become Strong, Smart, and Bold. We want our dollars to make a difference, and Girls Inc. does it as well as it can be done."**

- Gay Lane





**"We understand the importance of investing in programs that help instill confidence in STEM in girls at a young age – and inspire them to consider a STEM career. Our nation's future competitiveness depends on a highly diverse STEM workforce."**

- Sharon Watts, Vice President, Lockheed Martin

## GIRLS INC. PARTNERED WITH LOCKHEED MARTIN TO STRENGTHEN STEM PROGRAMMING

**"Champions for Girls has inspired our donors to increase their giving because they are joining a national movement of others who believe in Girls Inc. They are excited to be represented as leadership donors to Girls Inc."**

- Jennifer Limas, CEO, Girls Inc. of Tarrant County.

## CELEBRATING CHAMPIONS NETWORK-WIDE

Girls Inc. welcomed hundreds of leadership donors this year as affiliates joined together to roll out Champions for Girls, our new donor recognition society. From Sarasota to Santa Barbara, and from Fort Worth to Holyoke, donors became "champions" for the girls in their community, providing thousands more girls with the Girls Inc. experience.

## INDIVIDUALS, ESTATES, AND TRUSTS

### **PACESETTER (\$100,000-\$999,999)**

Anonymous  
Lucile Miller Wright Trust

### **VANGUARD (\$50,000-\$99,999)**

Jane Ballback  
Melanie Gray  
Saniah Johnson  
Gay Lane  
Frederick Masters  
Heather McGrath  
Gena H. Reed  
Suna Said-Maslin  
Sue Stern

### **LUMINARY (\$25,000-\$49,999)**

Ambassador Nicole Avant & Ted Sarandos  
Karen H. Bechtel  
Tony Bucci  
Janet Michels  
Julie Overbeck  
Cheryl Saban  
Ellen Stafford-Sigg  
Nancy Youngman

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The Daniel P. Amos and Kathelen V. Amos  
Fund, Community Foundation of the  
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Janet Dryden  
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 HBO  
 HDLC Architectural Lighting Design  
 IBM Employee Services Center  
 Imagine  
 Impact Consulting, LLC  
 J.T. Magen & Company Inc.  
 Jewish Communal Fund  
 JustGive  
 Katz, Sapper & Miller  
 Keilhauer  
 Kelly Family Foundation  
 The Jena and Michael King Foundation  
 Learning By Giving Foundation, Inc.  
 The Leibowitz and Greenway Family  
 Charitable Foundation  
 Lighthearted Entertainment  
 Lynch-Dyson Entertainment  
 Marriott Marquis New York

Meadows Office Interiors  
 Meyer Foundation  
 Mufson Family Foundation  
 Napier+Joseph+McNamara  
 The National Bank of Indianapolis  
 Network For Good  
 Win & Christie Neuger  
 Family Foundation  
 New Regency Productions  
 The New York Community Trust  
 Newmat  
 nFocus Solutions  
 Nordstrom, Inc.  
 Northern Trust Bank  
 Omnicom Group  
 One @@ Time Project Consulting  
 Paramount  
 Perry Clark Inc  
 PS 234 School Fund Store  
 Races for Awareness, LLC  
 RES.NET  
 The Rothman Brecher Agency  
 Saban Family Foundation  
 Sephora  
 Shore Z Productions  
 Skadden, Arps, Slate, Meagher &  
 Flom LLP  
 Spare the Rock Records LLC  
 Spectrum, A Certified Herman  
 Miller Dealer  
 T. Rowe Price Program for  
 Charitable Giving  
 Thornton Tomasetti  
 TisBest Philanthropy  
 The TJX Foundation  
 U.S. Bank Foundation  
 United Nations Foundation  
 Venable LLP  
 VISA U.S.A., Inc.  
 Vornado/Charles E. Smith  
 VVA Project Managers & Consultants  
 Zisson Foundation, Inc.

## **GIRLS INC.** **GRATEFULLY ACKNOWLEDGES**

### **GIFTS IN HONOR OF:**

Karen Buchholz  
Emily Richards  
Isabel Robbins  
Annamarie Tendler-Mulaney & John Mulaney

### **GIFTS IN MEMORY OF:**

Marcia Cohen  
James Depczynski  
Dianna Lynn Dixon  
Jane Gooch  
Liza Cozad Lauser  
Joan P. Stokes Memorial Fund

### **IN-KIND DONATIONS**

Alexis Bittar  
Breather Products  
Bright Ideas in Broad Ripple  
CBS  
COMCAST  
Compass  
Covington & Burling, LLP  
Curtis, Mallet-Prevost, Colt & Mosle, LLP  
Deloitte Consulting  
Discovery  
Disney  
Fox Broadcasting  
Hulu  
MARC USA  
Paul Hastings LLP (Cheryl Saban)  
Phenomenal Woman Mag  
Stella & Dot

### **MATCHING GIFT ORGANIZATIONS**

ADP  
Alfred Benesch & Company  
Ameriprise Financial, Inc.  
The Boeing Company  
Business Wire  
The Dyson Kissner Moran Corporation  
GE Foundation  
Global Impact  
Kate Spade & Company Foundation  
Macy's and Bloomingdale's  
Microsoft Matching Gifts Program  
The Moody's Foundation  
NICE Employee Matching Gift Program  
Pfizer Foundation Matching Gift Program  
The Toro Foundation  
U.S. Bank Foundation  
UnitedHealth Group  
The Walt Disney Company Foundation

Our thanks to networks and publications who donated airtime and ad pages for our Public Service Announcements.

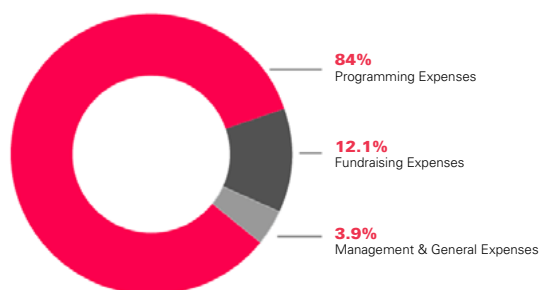


## STATEMENT OF ACTIVITIES

### TWELVE MONTHS ENDED MARCH 31, 2015

| OPERATING REVENUE, GAINS<br>AND OTHER SUPPORT  | UNRESTRICTED     | TEMPORARILY<br>RESTRICTED | PERMANENTLY<br>RESTRICTED | TOTAL            |
|--|------------------|---------------------------|---------------------------|------------------|
| Special events revenue   | \$ 1,830,263     |                           |                           | \$ 1,830,263     |
| Less: direct special event expenses  | (251,801)        |                           |                           | (251,801)        |
| Special events, net  | 1,578,462        |                           |                           | 1,578,462        |
| Contributions and private grants   | 2,235,136        | \$ 4,689,269              | \$ 4,501                  | 6,928,906        |
| In-kind contributions  | 524,881          |                           |                           | 524,881          |
| Government grants and contracts  |                  |                           |                           |                  |
| Program revenue  | 695,261          |                           |                           | 695,261          |
| Other income   | 62,201           |                           |                           | 62,201           |
|  | 5,095,941        | 4,689,269                 | 4,501                     | 9,789,711        |
| Net assets released from restrictions  | 3,847,021        | (3,847,021)               |                           |                  |
| <b>Total Operating Revenue, Gains<br/>and Other Support</b>                          | <b>8,942,962</b> | <b>842,248</b>            | <b>4,501</b>              | <b>9,789,711</b> |
| <b>EXPENSES:</b>   |                  |                           |                           |                  |
| Program Services:  |                  |                           |                           |                  |
| Affiliate services/growth  | 2,167,336        |                           |                           | 2,167,336        |
| Program, research and training   | 4,168,989        |                           |                           | 4,168,989        |
| Public education and advocacy  | 983,523          |                           |                           | 983,523          |
| <b>Total program services</b>  | <b>7,319,848</b> |                           |                           | <b>7,319,848</b> |
| Supporting services:   |                  |                           |                           |                  |
| Management and general   | 341,218          |                           |                           | 341,218          |
| Fundraising  | 1,061,724        |                           |                           | 1,061,724        |
| <b>Total supporting services</b>   | <b>1,402,942</b> |                           |                           | <b>1,402,942</b> |
| <b>Total Expenses</b>  | <b>8,722,790</b> |                           |                           | <b>8,722,790</b> |
| <b>CHANGE IN NET ASSETS BEFORE<br/>INVESTMENT RETURN</b>                             |                  |                           |                           |                  |
|  | <b>220,172</b>   | <b>842,248</b>            | <b>4,501</b>              | <b>1,066,921</b> |
| <b>INVESTMENT RETURN</b>   |                  |                           |                           |                  |
| Net appreciation (depreciation) on investments<br>and funds held by trustees         |                  |                           |                           |                  |
|  | 141,652          | 139,640                   | 105,111                   | 386,403          |
| Investment income, net   | 55,833           | 526,185                   |                           | 582,018          |
| <b>Total Investment Return</b>   | <b>197,485</b>   | <b>665,825</b>            | <b>105,111</b>            | <b>968,421</b>   |
| <b>CHANGE IN NET ASSETS BEFORE PENSION<br/>CHANGES OTHER THAN NET PERIODIC COSTS</b> |                  |                           |                           |                  |
|  | <b>417,657</b>   | <b>1,508,073</b>          | <b>109,612</b>            | <b>2,035,342</b> |
| Pension changes other than net periodic costs  | (318,485)        |                           |                           | (318,485)        |
| Change in Net Assets   | 99,172           | 1,508,073                 | 109,612                   | 1,716,857        |
| Net Assets - Beginning of year   | 5,159,362        | 3,227,571                 | 12,805,413                | 21,192,346       |
| Net Assets - End of year   | \$ 5,258,534     | \$ 4,735,644              | \$ 12,915,025             | \$ 22,909,203    |

#### ALLOCATION OF EXPENSES



#### AT GIRLS INC. WE ARE COMMITTED TO USING FUNDS RESPONSIBLY.

FOR EVERY \$1.00 SPENT, .84  
CENTS GOES TO SUPPORTING  
GIRLS' DEVELOPMENT IN THE  
U.S. AND CANADA.

## BALANCE SHEET

TWELVE MONTHS ENDED MARCH 31, 2015

### ASSETS

|  |              |
|--|--------------|
| Cash and equivalents                                 | \$ 3,957,144 |
| Accrued investment income                            | 5,520        |
| Dues and other receivables                           | 30,232       |
| Grants, contracts, and contributions receivable, net | 3,188,106    |
| Investments - Current                                | 2,601,388    |
| Prepaid expenses and other                           | 151,171      |
| Note receivable from affiliate                       | 80,000       |
| Endowment - Cash and equivalents                     | 585,979      |
| Endowment - Investments                              | 4,427,509    |
| Property and equipment, net                          | 1,655,368    |
| Funds held by trustees                               | 9,283,524    |

**Total assets** \$ 25,965,941

### LIABILITIES

|                                       |            |
|---------------------------------------|------------|
| Accounts payable and accrued expenses | \$ 671,191 |
| Scholarships payable                  | 1,227,878  |
| Deferred revenue                      | 258,257    |
| Accrued pension cost                  | 827,242    |
| Deferred rent obligation              | 72,170     |

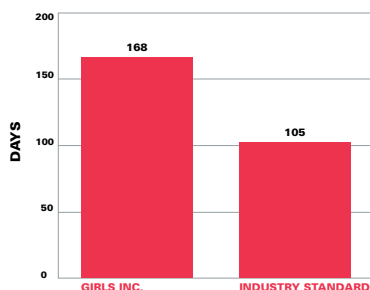
**Total liabilities** 3,056,738

### NET ASSETS

|                        |            |
|------------------------|------------|
| Unrestricted           | 5,258,534  |
| Temporarily restricted | 4,735,644  |
| Permanently restricted | 12,915,025 |

**Total net assets** 22,909,203

**Total liabilities and net assets** \$ 25,965,941



**GIRLS INC. CASH  
RESERVE IS 60%  
HIGHER THAN  
INDUSTRY  
STANDARD**

COMPARED TO OTHER YOUTH  
DEVELOPMENT PROGRAMS

Girls Inc. inspires all girls to be strong, smart, and bold, providing more than 140,000 girls across the U.S. and Canada with life-changing experiences and solutions to the unique challenges girls face.

The Girls Inc. Experience consists of *people*, an *environment*, and *programming* that, together, empower girls to succeed. Trained staff and volunteers build lasting, mentoring relationships in girls-only spaces that are physically and emotionally safe and where girls find a sisterhood of support with shared drive, mutual respect, and high expectations. Hands-on, research-based programs provide girls with the skills and knowledge to set goals, overcome obstacles, and improve academic performance. Informed by girls and their families, Girls Inc. also works with policymakers to advocate for legislation and initiatives that increase opportunities for girls.

At Girls Inc., girls grow up healthy, educated, and independent.  
Join us at [girlsinc.org](http://girlsinc.org)





**ANNUAL  
REPORT  
2015**

# girls inc.

Inspiring all girls  
to be strong,  
smart, and bold