



ANNUAL REPORT

Our Impact in 2019

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.

As we head into our 65th year of serving girls in New Mexico, I can't help but to reflect on how far we've come. This year, we served 1,236 girls across 26 locations in the Santa Fe Public Schools, Santa Fe Indian School, on Cochiti and Tesuque Pueblos and for the first time - Española.

I'm very proud of the work we do in the community, as it is often where we get to serve some of the most vulnerable populations in New Mexico.

This year, we reached out to the Española School District. At the time, a five-year-old girl from Española had recently been killed. This tragedy rocked the Española community and caused the administration to question students' environments. The administration gave us approval to work in two of their elementary schools – one of which was the very school the five-year-old girl had attended.

Already, we're seeing the positive impact of our work with girls in Española and we look forward to continuing programs there.

2019 also saw an explosion of advocacy work with the teens. From petitioning the City of Santa Fe to address a dangerous crosswalk in front of our Hillside Center to hosting a candidate forum in early 2020, it was amazing to see the girls using their voices and investing in the future of their community.

For the first time in history, we strongly believe the next generation of leaders will be a generation of female leaders – particularly women of color, many of whom will start off with a socioeconomic disadvantage.



LETTER FROM OUR CEO

In truth, the work that best supports girls is providing them with an opportunity to be leaders. Many people say today's youth are the leaders of tomorrow, but if you give them the opportunity they will show you **they are already leaders. They are powerful. They are strong, smart and bold.**

Poverty, prejudice, and inequity continue to hold girls back, but we can and must invest in their promise, so that they can make a difference in their lives. **When we give girls opportunities, not only do they change their own circumstances, they also change the circumstances of others around them. They change the world.**

Even if the girls in your life cannot attend Girls Inc., empower them by giving them the crucial supports listed on the next page. After all, the future is female.

Thank you for changing the world by supporting Girls Inc. of Santa Fe.

Kim Brown
CEO, Girls Inc. of Santa Fe

The **FOUR SUPPORTS** girls need to realize their potential:

THE RIGHT RELATIONSHIPS: When girls have models of success and the perspectives of strong women, they thrive. Robust peer networks and safe environments also help them create positive relationships with others. Compared to other girls in their communities, girls who have had mentoring relationships and the all-girl, pro-girl environment that Girls Inc. offers are **more likely to have positive relationships with adults and see them as allies, as well as see themselves as leaders.**

ENCOURAGEMENT TO USE THEIR VOICE: Girls' thoughts and opinions matter. They are amazing advocates for themselves, for each other, and for important causes when they know how, when, and where to get their point across. Girls Inc. engages girls in externships and advocacy work, enabling them to develop their voices and build self-confidence. They are **more likely to stand up for their beliefs and for fairness, and they are also more likely to believe that they can influence and improve their local communities.**

POSITIVE SELF-IMAGE: Successful girls appreciate their bodies (and all kinds of bodies), and they make choices that keep them healthy and allow them to manage stress. They experience the sheer joy that comes from being comfortable with themselves, both physically and emotionally. They are thoughtful and careful in taking ownership of their sexuality, and in making choices that will help them lead satisfying, safe, and healthy lives. The opportunities that Girls Inc. girls receive – whether learning about nutrition and exercise or simply developing a stronger self-image – make them **more likely to participate in sports teams and exercise regularly.**

INTELLECTUAL CONFIDENCE: For these girls who are ready to lead, education is not just preparation for the next milestone in life. It is a habit of mind that will allow them to learn all their lives, across all fields. Girls Inc. girls are **more likely to attend school and be positively engaged in school.**

HIGHLIGHTS OF 2019



Girls Inc. of Santa Fe participated in the 2019 Northern New Mexico Women's March. CEO Kim Brown spoke about the importance of uplifting girls' voices when talking about sexual harassment and violence.



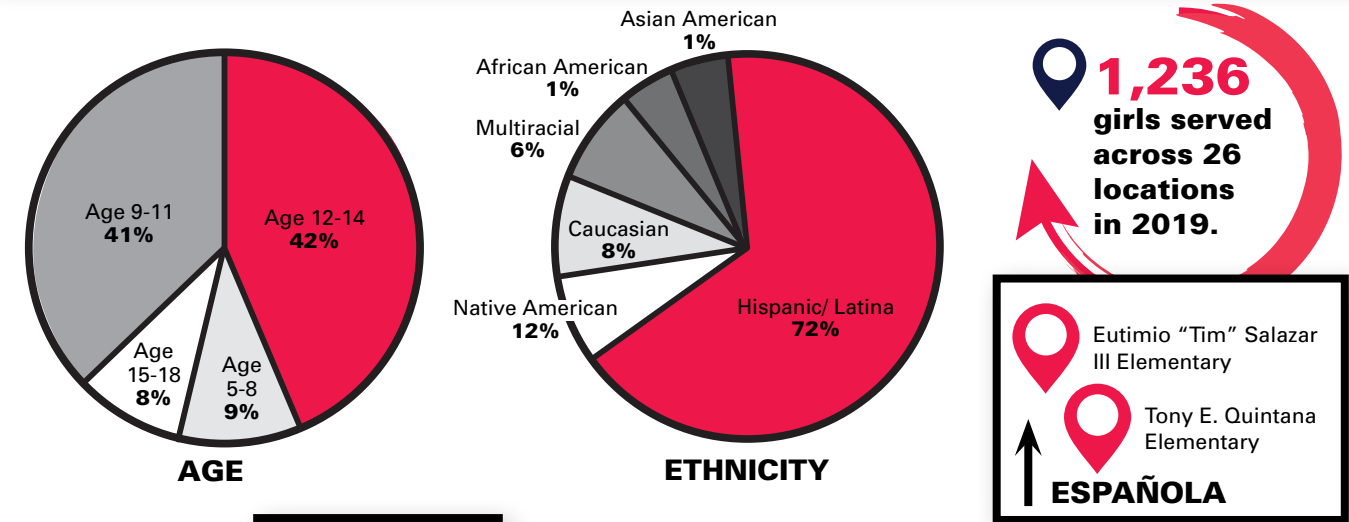
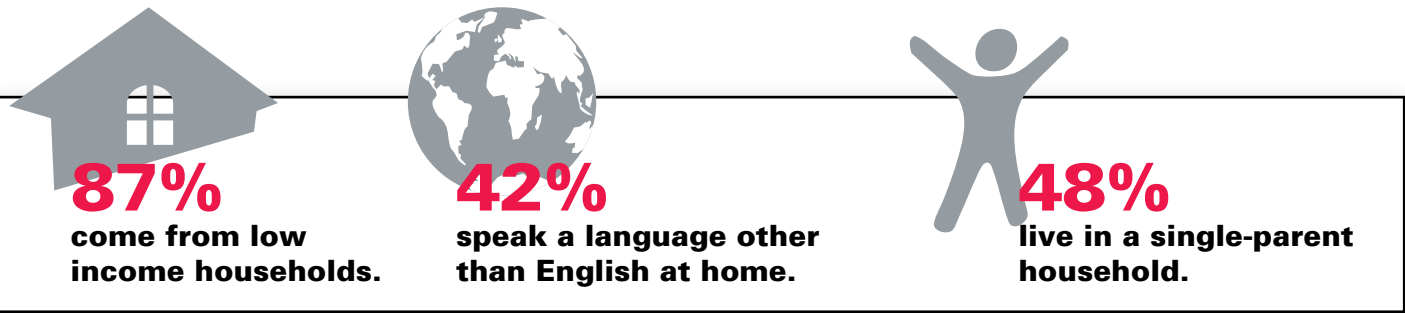
Girls Inc. of Santa Fe was voted #1 Non-Profit for Youth and Summer Camp in the Reporter's Best of Santa Fe 2019 contest.



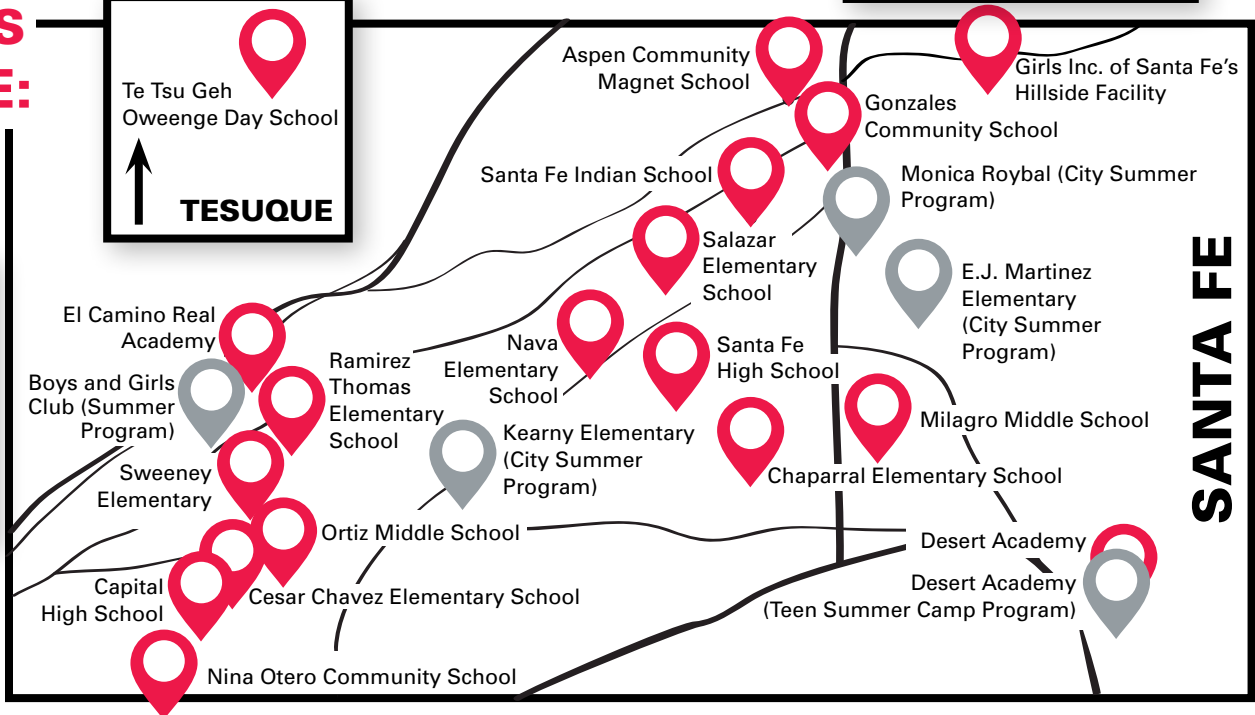
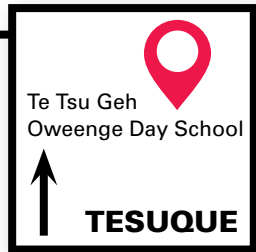
Community members and teens participated in Girls' Voices, Women's Voices, a day of cross-generational conversation.



Kim Brown, CEO of Girls Inc. of Santa Fe, was named Santa Fe Business Woman of 2019 by the Professional Business Women of NM, Santa Fe Chapter.



LOCATIONS WE SERVE:



THE GIRLS INC. EXPERIENCE

There are six essential elements to 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

MEET DANY

Dany has been a part of our community-based program at Ortiz Middle School for three years. Before Girls Inc. of Santa Fe, Dany was bullied simply for her ethnicity and being the child of immigrants.



"When I changed middle schools, I felt alone," Dany said. "Girls Inc. not only helped me see that I was worth so much more than I thought, they gave me the best gift of all: the ability to love myself unconditionally."

The Girls Inc. experience provided Dany with knowledge, encouragement, a support system, and opportunities she never expected as a Latina living in the United States.

"I have seen that I am not alone and that I can and will accomplish incredible things with encouragement, support, and the right mindset," Dany said. "I am part of a nation of girls who have the same drive that I do. Who have their own goals and struggles in life. I am Strong, Smart, and Bold. Soy segura, inteligente y decidida."

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.

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.



MEET TEO

Teo is eight years old and in her third year of programming with Girls Inc. of Santa Fe. Teo is learning to ask to touch things, to respect others property and physical space and to vocalize when her physical space isn't being respected by others.



MEET JENDAYA

Jendaya is seven years old and in her second year of programming with Girls Inc. of Santa Fe. This year, Jendaya and her Girls Inc. friends spent time looking at scales, pollen and wings under a microscope. Girls Inc. of Santa Fe exposed Jendaya 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.



MEET IZZY

Izzy volunteers her time, working with younger girls at GISF and is a part of our Teen Leadership Council. During her time with GISF, Izzy has grown into a confident and wise girl who is always willing to lend a helping hand.

During a very busy senior year, Izzy made time to help organize the Council's first candidate forum and advocated at her high school to replace wasteful plastic utensils with silverware and for more recycling bins to be added to the school.

Message from our Board Chair

We are feeling stronger, smarter and bolder than ever! Thanks to your support we have grown substantially and made huge strides toward our strategic bold goal of serving 1,500 girls by 2022.

Over the past couple of years, we have been able to grow our program from serving 516 girls in 2015 to 1,236 girls in 2019.

Expanding our program into several pueblos and the Santa Fe Indian School allowed us to positively work with important cultures in our community. We're also very proud of our partnership with the Santa Fe Public Schools, which is stronger than ever as recognized by Superintendent, Dr. Veronica C. Garcia during our 2019 Girls Inc. Gala.

Girls Inc. of Santa Fe has made tremendous strides in advocacy, becoming a bolder ally to girls in the area. With the creation of the Teen Leadership Council, the girls have used their voices to advocate on issues



of bullying, women's rights and education. This year, the girls hosted Smart Girls, Bold Questions: NM 3rd Congressional District Candidate Forum and showed the community they're invested in Santa Fe's future and that we as a community need to select officials who have New Mexico's best interest in mind.

I want to personally thank all of you who volunteer, donate and advocate for Girls Inc. of Santa Fe. With your help, we hope to continue embracing new challenges

and supporting the next generation of girls in being strong, smart and bold.

With YOU in her corner, there is nothing that we can't achieve for the young women of New Mexico.

Sincerely,

Demi Malnar-Frye

Board Chair, Girls Inc. of Santa Fe

2019 IMPACT

1,236 girls served

**153 Native
American /
Indigenous girls
served**

**292
volunteers**

**100% of GISF girls
advanced to the
next grade**

**2,221
volunteer
hours**



**Over 61,000 hours
of Girls Inc.
curriculum
delivered**

**889 Hispanic /
Latina girls
served**



Our Supporters

Individual Giving FY19 (September 1, 2018 to August 31, 2019)

Every gift is important and appreciated. Thank you to all those who donated during FY19 (September 1, 2018 - August 31, 2019.) 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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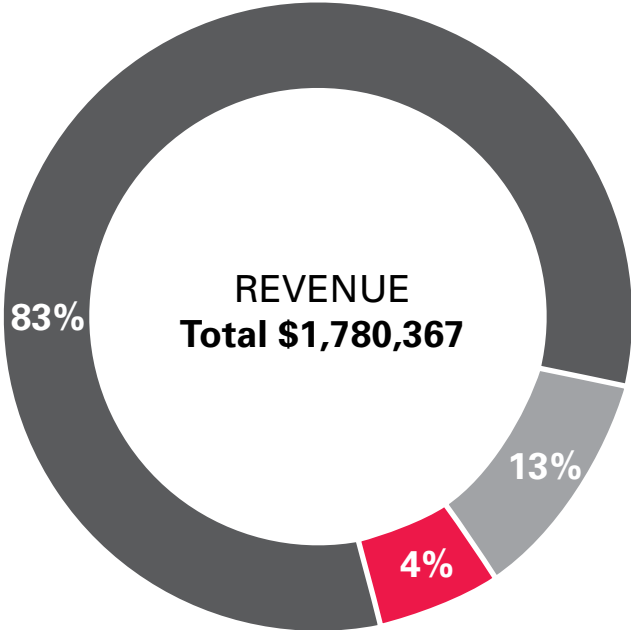
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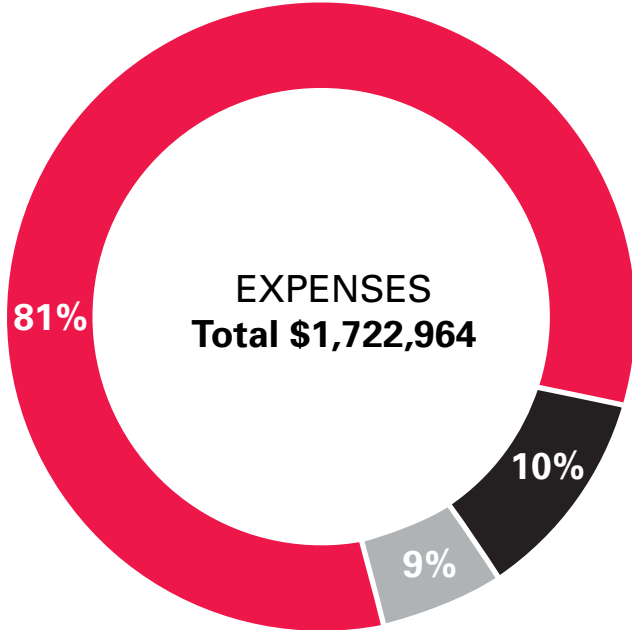
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OUR FINANCIALS



Contributions & Grants: \$1,472,569 83%
Program & Earned Income: \$229,953 13%
Events: \$77,845 4%



Program services: \$1,400,844 81%
Management & General: \$170,066 10%
Fundraising: \$152,054 9%

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.

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