

girls
inc.

of Greater Philadelphia
& Southern New Jersey

STRONGER SMARTER BOLDER

*Building Futures Full
of Possibility*





of Greater Philadelphia & Southern New Jersey

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Our mission is to inspire all girls to be strong, smart, and bold, through direct service and advocacy. In partnership with schools and at our Girls Inc. center, we focus on the development of the whole girl. She learns to value herself, take risks, and discover and develop her inherent strengths. The combination of long-lasting mentoring relationships, a pro-girl environment, and research-based programming equips girls to navigate gender, economic, and social barriers, and grow up healthy, educated, and independent. Girls Inc. of Greater Philadelphia and Southern New Jersey serves over 3,000 girls annually.

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“Girls Inc. has helped **empower** our girls and build their confidence by allowing them to **explore** STEM, build healthy relationships, and **lead** advocacy and change-making within the school and their community.”

Taylor Wegmann
Social Worker, KIPP Whittier
Middle School



STRONGER, SMARTER, BOLDER

OUR VISION

A WORLD WHERE BARRIERS ARE SHATTERED & POSSIBILITIES ARE REALIZED

In my role at Girls Inc. of Greater Philadelphia & Southern New Jersey, I am often overwhelmed by the team's unwavering dedication to ensuring girls grow up healthy, excel academically, and develop into successful, vibrant young women.

This important work is sustained by partners who share our commitment to inspire girls to be **strong, smart, and bold**.

Each year, our programs engage over 3,000 girls from more than 40 schools, juvenile justice facilities, and shelters for women and children. Girls Inc. focuses on developing the whole girl by combining three critical elements:

- **People:** Trained staff who build lasting mentor relationships, engage families, serve as role models, and encourage girls to lead;
- **Environment:** A safe, girls-only space and supportive sisterhood that emphasize high expectations and mutual respect; and
- **Research-based programs:** Hands-on, minds-on and age-appropriate programs that meet the needs of today's girls and introduce them to new experiences.

Girls who participate in our programs learn to value themselves, take positive risks, pursue their interests and develop their strengths.



of Greater Philadelphia
& Southern New Jersey

Girls Inc. programs range from leadership development and decision making to **early literacy and STEM**, from financial literacy and community action to **communication and digital media**. Through our programs, girls get support and resources to overcome barriers so that they can achieve, succeed, and thrive.

It is our job to support and encourage girls, be in their corner and let them know that they can – and should – make a mark on the world. We know that, when given the resources and opportunities, girls and young women change their own circumstances and transform their communities.

I hope you are inspired to join us, and I invite you to learn how you can be a part of our vision. **Together, we can navigate future challenges and seize opportunities so that girls are prepared to take the lead now and in the future.**

Sincerely,

Dena Herrin
Executive Director



GIRLS *STILL* FACE BARRIERS TO SUCCESS.



**ACROSS THE
UNITED STATES**

***1 in 5*
GIRLS LIVE
IN POVERTY**

***1 in 6*
WILL NOT FINISH
HIGH SCHOOL**

***1 in 20*
TEENS BECOME
PREGNANT
EACH YEAR**

Poverty and the obstacles it causes — sub-par educational opportunities, limited access to extracurricular activities, poor health and wellness — keep girls and young women from attaining the futures they want and deserve.

We support the girls who need us most: girls from low-income and under-resourced communities in Greater Philadelphia and Southern New Jersey.

Our programs provide these girls and young women with resources, experiences, and mentors that they simply would not have access to otherwise.

The girls we serve face especially challenging obstacles.

SIGNIFICANT ECONOMIC DISADVANTAGES

The median income in Philadelphia is **39.9% less** than the median income for all of Pennsylvania.^{1, 2}

A DIGITAL DIVIDE

Twenty-two percent of Latinx and 15% of Black Philadelphians have internet access **solely** through a smartphone, compared to 9% of their white peers.³

LOW GRADUATION RATES

Eighty-six percent of Pennsylvania's high school students graduate within four years, yet Philadelphia's graduation rate is **just 69%**.^{4, 5}

New Jersey's high school graduation rate is 90%, compared to **just 66%** in Camden.^{6, 7}

THE GIRLS WE SERVE

Of our program
participants:

50% are
**AFRICAN-
AMERICAN**

28% are
LATINA

6% are
WHITE

38% live in
**SINGLE-PARENT
HOUSEHOLDS**

27% have
**HOUSEHOLD
INCOMES
UNDER \$30,000**

OUR IMPACT

Girls in our programs thrive and are more likely to see themselves as leaders with the skills and capabilities to improve their communities.

STRONGER, SMARTER, BOLDER GIRLS⁸

- 96% have never smoked a cigarette
- 92% have never smoked marijuana
- 84-87% get mostly A's and B's in English, Reading, & Science
- 86% visited or plan to visit a college
- 95% say an adult at Girls Inc. helps them think about their future
- 96% say they learn to make a difference in the world at Girls Inc.
- 90% report that, at Girls Inc., they learn they can do anything boys can do

In a rigorous comparison study by the American Institutes for Research, Girls Inc. participants “demonstrated improved academic performance, school-related behaviors, physical activity, and leadership outcomes.”⁹

STRONGER, SMARTER, BOLDER

THE CAPITAL+ CAMPAIGN FOR GIRLS INC. OF GREATER PHILADELPHIA & SOUTHERN NEW JERSEY

Our capital+ campaign, *Stronger, Smarter, Bolder*, will raise \$1.5 million in essential funds to ensure Girls Inc. will continue to serve girls from low-income communities for years to come. This ambitious effort is a first for Girls Inc. of Greater Philadelphia & Southern New Jersey. The campaign focuses on securing multi-year pledges to fund four critical initiatives:

- Building a Home with Room to Grow
- Bridging the Digital Divide
- Investing in Our Greatest Resource
- Developing the STEM Workforce of the Future

Stronger, Smarter, Bolder is an opportunity for individuals, families, businesses, local and state government, and private foundations to have **a lasting, positive impact on thousands of girls** in the Greater Philadelphia and Southern New Jersey region.



STRONGER, SMARTER, BOLDER



*Rendering of the Girls Inc. suite inside
the Bok building.*

Opposite: Rendering of the Literacy Lab

BUILDING A HOME WITH ROOM TO GROW

Girls Inc. is moving! In 2021, we will enter a five-year lease for a 3,700 square-foot space located in south Philadelphia's iconic Bok building. This exciting location positions Girls Inc. in the middle of a flourishing community including women entrepreneurs, nonprofits and schools.

For the first time, we will have a warm, welcoming, and fully branded Girls Inc. space specifically designed to support girls as they learn, grow, and explore all the possibilities their futures hold.

Importantly, the space will be customized with our staff, programs, and girls in mind.

A brand-new **Literacy Lab** will support young readers and emerging scientists. Girls will also have access to state-of-the-art technology and media resources in a large multi-use space.

In this enriching setting, girls will have **resources** to develop community-improvement projects, **support** to explore all the opportunities Philadelphia has to offer, and **mentors** to help girls identify educational goals and plan for their post-secondary success.



BRIDGING THE DIGITAL DIVIDE

Meeting girls and their families where they are has never been more important. In-person-only program models are a thing of the past.

During the initial COVID-19 outbreak, Girls Inc. of Greater Philadelphia & Southern New Jersey pivoted our program model to create an expansive digital footprint to reach and engage girls at home.

However, effectively engaging girls and young women means addressing the digital divide across Greater Philadelphia and Southern New Jersey. **Increasing digital literacy and access must be a key strategic focus if we want girls to get the most from our life-changing programs.**

That means we need to expand our digital model while also maintaining high-quality programming.

Investing in **equipment, video production** and **staff training** will extend our impact and ensure the girls we serve have the resources, devices and **digital skills** to fully participate in and benefit from all Girls Inc. programs.



INVESTING IN OUR GREATEST RESOURCE

Girls Inc. has always implemented responsible financial policies and maintained strong fiscal discipline. Now, we seek to establish a safety net — a reserve to insulate our programs and staff from short-term revenue shifts and extenuating circumstances such as those of 2020 and 2021.

Our expert staff are essential to the success and well-being of the girls in our programs. We want to invest in their expertise by providing training, professional development, and competitive pay and benefits.

This campaign initiative funds a board-restricted **Development and Emergency Fund focused on staff retention, professional development and training, and essential emergency funds.**

This fund would provide training in program facilitation and trauma-informed mentoring, management and leadership development, and equip staff to supervise 60 Girls Inc. interns each year.



BUILDING THE STEM WORKFORCE OF THE FUTURE

In 2019, we launched Eureka!, a free five-year immersive STEM and career training program for girls in grades 8-12 in Philadelphia.

Each year, a new cohort of **25-30 girls** are selected to participate in *Eureka!* from 8th grade through high school graduation.

During their first two years, *Eurekans!* spend their summers exploring **science** and **technology** at Drexel University and receiving swimming, athletics and **health and wellness** instruction from Penn Athletics.

Older girls participate in **job shadowing and internships** with our corporate and university partners, in addition to continuing their STEM experience.

All participants attend **career exploration workshops**, develop their leadership skills and focus on post-secondary planning with Girls Inc. specialists.

Eureka! continues during the school year with monthly meetings and workshops.



We expect at least 90% of Eureka! to graduate with a high school diploma and a post-secondary career and education plan.

By 2024, we will have **125 girls** enrolled in the program in Greater Philadelphia and plan to launch *Eureka!* in Camden in 2022.

Contributions to the *Stronger, Smarter, Bolder* capital+ campaign will fund a full five-year Eureka! experience.



STRONGER, SMARTER, BOLDER

INVEST IN HER FUTURE

We are thrilled to invite you to be part of *Stronger, Smarter, Bolder: The Capital+ Campaign for Girls Inc. of Greater Philadelphia & Southern New Jersey*.

Interested individuals, families, corporations, and foundations can support Girls Inc.'s new home, programmatic expansion and innovation, and our expert staff.

We will proudly recognize your generosity and commitment to building better futures for girls.

Supporters who pledge multi-year gifts at one of the levels listed below will be acknowledged by name on a prominent donor wall in the new Girls Inc. space.

VISIONARY

\$100,000+

CHAMPION

\$50,000+

LUMINARY

\$25,000+

NAMING OPPORTUNITIES

WELCOME TO GIRLS INC.! (\$400,000)

The entrance will proudly acknowledge and thank this generous donor for funding and furnishing Girls Inc.'s new home, including a portion of the initial five-year lease.

***EUREKA!* FOUNDER (\$250,000)**

A gift of \$250,000 sponsors a cohort of 25-30 girls for the entire five-year *Eureka!* program. This generous sponsor will be prominently recognized on all program communications and materials, and engage in career exploration and professional development activities with the cohort.

LITERACY LAB (\$250,000)

The early grade literacy and STEM innovation lab will welcome young learners to expand their love of reading and science and access state-of-the-art technology.

PROGRAM AND CONFERENCE SPACE (\$200,000)

This large, inspiring space will host leadership and STEM programs, conferences, staff training, community discussions and board meetings and will feature modular furniture and high-tech, professional presentation equipment.

THE HIVE (\$150,000)

The Hive will be the heart of Girls Inc., where program specialists, facilitators, interns and participants will collaborate to create inspiring programs for girls and young women.

WAYS TO GIVE

All donations can be made over four years through gifts of cash or securities. Gifts may also be made as memorials or tributes to loved ones.

Thank you for helping girls and young women take the lead and build futures full of possibilities!

To learn more please contact Dena Herrin at dherrin@girlsincpa-nj.org.

The connections and mentoring that Girls Inc. provides for our young girls has had a positive influence on them academically and emotionally

*Lana L.P. Murray,
Principal, U.S. Wiggins
College Preparatory Lab
Family School*

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Your contribution should qualify as a charitable deduction for income tax purposes, but as with any donation, you should consult with your personal income tax advisor about your particular tax situation. Girls Inc. of Greater Philadelphia & Southern New Jersey is a non-profit 501(c)(3) corporation.

Sources

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- 2 <https://www.americashealthrankings.org/explore/annual/measure/Medianincome/state/PA>
- 3 <https://generocity.org/philly/2018/12/11/phillys-digital-divide-is-growing-but-at-least-we-got-some-free-wi-fi-kiosks/>
- 4 <https://www.nbcphiladelphia.com/news/local/pbj-pa-ranks-15th-in-us-for-high-school-graduation-rates-philly-still-lagging/1998377/>
- 5 <https://www.inquirer.com/news/hite-philadelphia-action-plan-progress-literacy-graduation-rate-20190326.html>
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- 7 http://camden.k12.nj.us/divisions/superintendent_s_office/c_c_s_d_facts_figures
- 8 2019 Strong, Smart, and Bold Outcomes Survey (SSBOS) for Girls Inc. of Greater Philadelphia & Southern New Jersey
- 9 *The Impact of Girls Inc. on Academic and Behavioral Outcomes*, The American Institutes for Research (AIR), <https://cutt.ly/xp4iuhZ>

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