

STRONG SMART



BOLD

**girls
inc.**

2017 Report to the Community

Girls Incorporated of St. Louis | Inspiring all girls to be Strong, Smart and Bold

CEO Letter

Dear Friends:

In 2017, Girls Incorporated served close to 8,000 girls across 62 schools in the St. Louis region, and we could not have done it without generous donors and program partners like you!

We were honored to be visited by former President Bill Clinton, who viewed the Eureka! Program that meets all summer and every Saturday during the school year. Eureka! provides increased science, technology, engineering, and mathematics (STEM) education to underserved girls and young women in low income neighborhoods in St. Louis, enabling and empowering them to lead financially sound, productive lives and preparing them for the world of work. President Clinton met with program participants and viewed their various STEM projects.

Another upcoming STEM program about which we are very excited is the Imagine Science Program for girls ages three to eight. In addition, Girls Inc. of St. Louis recently signed an agreement to partner with the Urban League, and INROADS, Inc. to ensure that talented pre-collegiate underserved St. Louis high school scholars will have an opportunity to receive academic success with a focus on college and career-readiness.

This year we were thrilled to receive the Girls Inc. Growth grant for \$400,000! Girls Inc. of St. Louis continues to be one of the top affiliates in the nation, annually receiving accolades from our leaders at the national level.

As we pursue opportunities to expand our reach, we graciously accept the challenge and responsibility of educating the next generation of leaders. Thank you for helping us and our girls to become STRONG, SMART and BOLD.

Forever grateful for the opportunity to serve,



Cheryl L. Jones
President & CEO



"I like how at Girls Inc. I get to spend time with difference African American girls because there aren't many at my school. I also like all the classes like STEP, Dance, and Gym. This is a really good place to come for the summer."

- Micah, 5th Grade



Mission

Mission

The mission of Girls Incorporated of St. Louis is to provide educational, recreational, and cultural programs to girls in a safe environment; to enable them to raise their aspirations and realize their potential. Girls Inc. inspires all girls to be strong, smart and bold.



Six Essential Elements

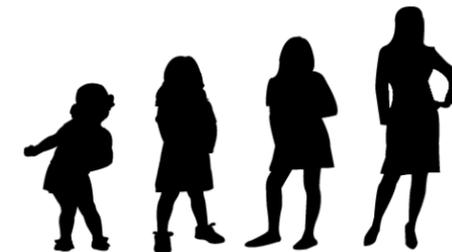
Our Girls Inc. Experience has six essential elements that equip girls to navigate gender, economic and social barriers and to grow into healthy, educated and independent adults:

- Girls-only environment
- Mentoring relationships
- Intentional programming
- Research-based curricula
- Interactive activities
- Sustained exposure

Together these elements provide a holistic approach grounded in a belief in girls' rights and abilities.

2017 by the Numbers

7,966



girls served in grades K-12

100%

girls graduate to next grade level



3,322

hours of literacy



395,686

hours of violence prevention/health relationship

97%

consider Girls Inc. a second home



We Serve **62** Schools in These School Districts:

- Ferguson-Florissant
- Hazelwood
- Jennings
- Normandy
- St. Louis Public
- University City
- Private Schools

21,346

hours of STEM

(Science, Technology, Engineering and Math)



The Beat Goes On!

Innovative Program Combines Music and Technology

If you visit Girls Inc. after school or during the summer, you're likely to hear the sounds of music – dozens of first through seventh graders producing music or singing songs. In the last five years since Demetrius Beverly has been the music teacher, the agency's program has reached a high note. When he started the girls were learning the basics of music, how to count and how to identify notes. Now the music production program teaches girls how to create music digitally on the computer and then how to play it on keyboards. Last year, girls in the summer program got a chance to write and record their own song. "A lot of the kids don't have music at school so it's up to me to provide a platform where they can express themselves through music," says Beverly. "Plus, music shows them how to stand up straight and how to project, two skills they can use in the real world."

Beverly has also added a choir to the agency's music program. Girls learn how to identify different vocal parts and how to count. Now the choir is performing at locations such as The Muny, America's oldest and largest outdoor musical theatre. For the last two years, the Girls Inc. Choir has been the opening act for the theatre's summer Broadway series. They have performed excerpts from the movie "Trolls" and "Lion King." Beverly says some of the testimonies he gets from parents brings him joy. "Just last year I had a girl that never participated in anything but then joined the choir. After a choir performance, her mother came up to me and said 'my child really doesn't do anything. She's an introvert. But the past few weeks choir is all she can talk about.'"

Recently, Girls Inc. received a grant to build a new music facility so it will have ten stations that include a computer and a keyboard. Participants will be able to record music, score, mix, master and produce their own compositions. Thanks to this grant, the beat will definitely go on at Girls Inc.!



"What I like about music class is we get to practice a lot, because when you practice you get better and better."

– Jaidyn, 4th Grade

Betty Sims “Wow” Scholarship Winner Wants to Pay it Forward

Deja Brown started attending Girls Inc. in St. Louis when she was six-years-old. Twelve years later, she graduated from Cardinal Ritter College Preparatory High School as valedictorian and winner of the 2017 Betty Sims “Wow” Scholarship.

“I met Betty Sims a few times personally before she passed away. She was a great person. I know a lot of people came together to put this scholarship in her name and I want to live up to that name. I know she did so much with her life, I want to pay it forward.”

Deja is pursuing a degree in pharmacy because her desire is to help people through healthcare. She doesn’t want to stop there though, and hopes to become a mentor doing bigger and better things for the community as a whole.

She started by giving back to her alma mater, Cardinal Ritter, where she volunteered as a dance coach over the summer. She also came back to Girls Inc. to help lead the younger students in the place that taught her to be herself and pursue her dreams.

“Once you go through Girls Inc., it is a family. They will never forget about you or give up on you. They don’t just show-up to Girls Inc. to work, they genuinely care about seeing you do better and it makes you care about doing better yourself.”

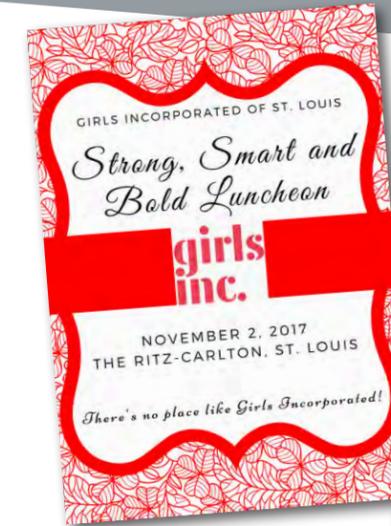
Now a college freshman at University of Missouri Kansas City, Deja wants to use her education to honor the women who came before her.

“All the women I know at Girls Inc. have done a lot for me. I am going to turn around and continue their legacy and be like them. I don’t have words to explain the emotions that I feel. It’s something that you have to experience to know and understand how Girls Inc. has shaped my life. Ms. Jones and the leaders there have 100% changed my life for the better.”



Strong, Smart & Bold Luncheon

More than 490 people attended our annual Strong, Smart & Bold luncheon on November 2, 2017 at the Ritz-Carlton in Clayton, Missouri. The annual luncheon, our largest fundraiser, recognizes outstanding Girls Inc. of St. Louis volunteers and strong, smart and bold girls. Scholarships were awarded to outstanding high school seniors. A special performance of excerpts from “The Wiz” was given by Girls Inc. members and the choir. The Bringing Girls to the Center program is funded by the more than \$230,000 that was raised during the event.





Visit by President Clinton

Girls Inc. Eureka! Stem program was selected by the Clinton Global Initiative to be observed by former President William Clinton. President William Clinton got a chance to see and assist the young ladies with programming robotics, making perfume, and creating video game avatars.

Travelers

Travelers diversity network conducted a leadership summit for over 70 of our Girls Inc. teens. The leadership summit focused on personal banking, student loans and credit, as well as college readiness.



Holiday Happenings

Over 250 families joined Girls Inc. for its annual Holiday Happenings celebration. This year's theme was "Walking in a Winter Wonderland." The families were able to spend the morning having breakfast with Santa, shopping at the Toyland Boutique, and to top it off, a show stopping performance by the Girls Inc. members.

McDonald's Event

Local McDonald's owner Ron Williams stopped by the center to talk to our girls and their parents, provide Happy Meals, and announce McDonald's new commitment to families. McDonald's is focusing on nutrition by promoting balanced meals and simplify ingredients, with more transparent nutrition information on containers.



St. Louis Fashion Fund

Girls Inc. partnered with the St. Louis Fashion Fund to expose our girls to the many careers in the fashion industry. St. Louis Fashion Fund brought their Fashion Truck and a designer to spend an afternoon with the girls. Designer Audra Nuyes shared her experience in the fashion industry designing, producing a collection, working at notable fashion houses, and dressing celebrity clients.



President and CEO Cheryl Jones was the recipient of the Impact Award at the Glynn Jackson Her Legacy - Golden Scissors Awards for her inspirational and dedicated commitment to girls in the St. Louis area. At this amazing event some of our stellar teen girls got a chance to model in the fashion show.

Golden Scissors Awards



United States of Women's Conference in DC

President and CEO Cheryl Jones and two of our graduating seniors, Sklyr S. and Kearstyn R., were invited to attend the United States of Women's Summit. The United States of Women is a national organization that promotes the need for all women to survive and thrive, and break down barriers that hold women back.

Veiled Prophet Volunteer Day

Throughout the year, more than 50 Veiled Prophet employees volunteer to help clean, paint, build, pack food and much more for their Saturday projects. Girls Inc. of St. Louis was chosen for the third year in a row to be a site for volunteers to come and be of service. Volunteers and the Girls Inc. staff helped to clean the building from top to bottom, as well as the paint the beautiful mural in the highway outside of the President and CEO's office.



Mind and Body Friday

Mind and Body Friday is a weekly event that provides participants with hands-on activities that empower girls to continue to succeed academically and physically.

Christmas Tea Party

Girls Inc. invited a group of our younger girls to a teddy bear tea party with Mrs. Jones. This is a fun event where the girls get a chance to dress-up, bring their favorite teddy bears or dolls, and have high tea. This event is held every year around Christmas break.



Rites of Passage

Girls Inc. of St. Louis held a Rites of Passage Ceremony for sixteen young women that completed the Girls Inc. Experience. This ceremony marked the important transitional period from girlhood to womanhood. These young women are marked as Girls Inc. of St. Louis' largest graduating class in history. All sixteen young women are currently enrolled in college and have completed their freshman years.

Officers

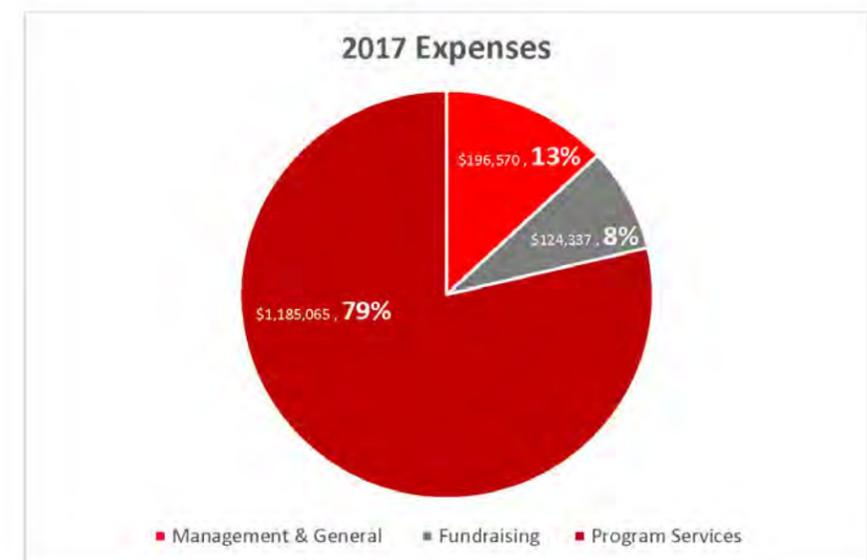
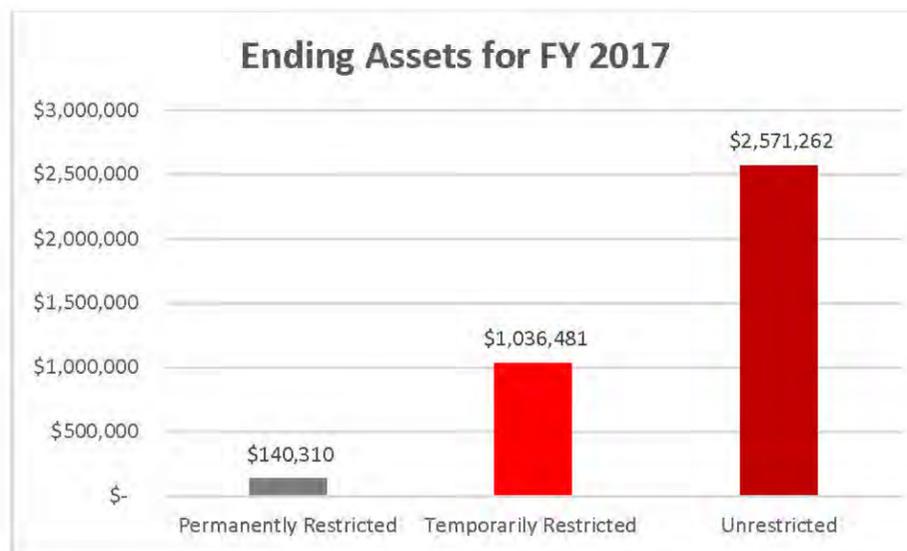
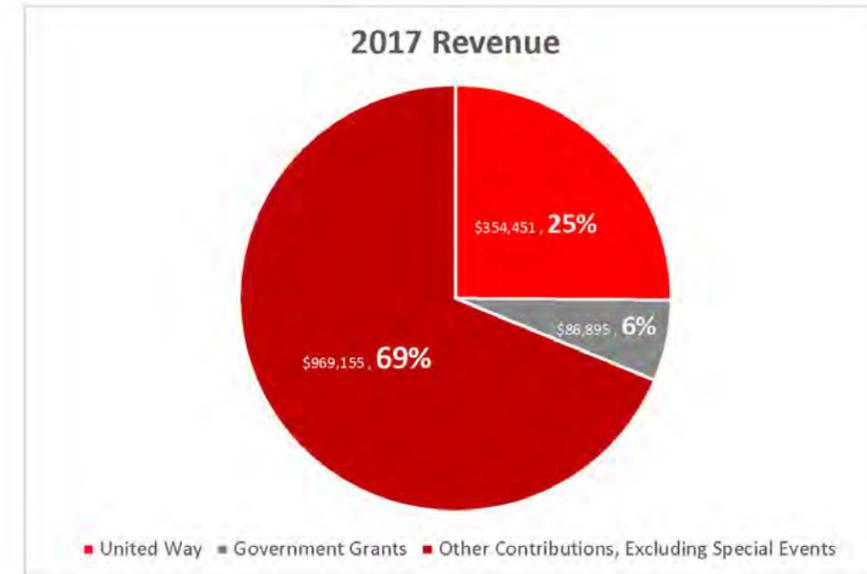
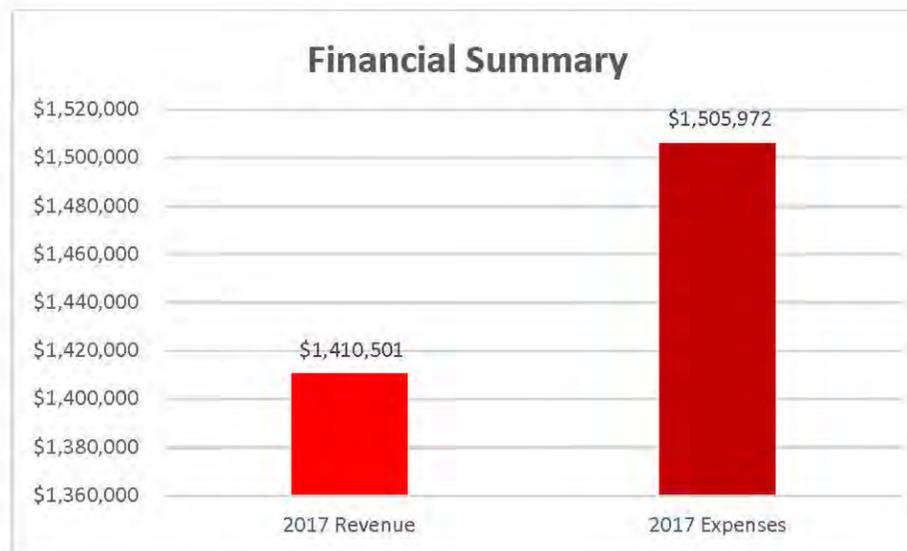
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*Information from RubinBrown LLP's Independent Auditor's Report 2018.

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The quality after school, summer and outreach programs we provide girls in K-12th grades would not be possible without the support of our partners and friends listed below. Thanks to them, we helped nearly 8,000 girls become strong, smart and bold!

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Saint Louis, Mo 63121
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