



2018 Report to the Community

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



“The teachers are the real reason we learn. They are so fun to be around, and they take the time to understand us.”

- Kaleigh M., 11-years-old, 6th grade

CEO Letter

Girls Incorporated of St. Louis continues to encourage girls to soar to new heights and come daily to learn new skills. During their interactions they learn their strengths, how to work in teams, and to think critically.

It is through the eyes of the youngest child that I reflect on 2018. Just imagine, a five-year-old learning how to code a robot, build a computer, or play the drums. All of this and more happens at Girls Incorporated of St. Louis daily. Despite the many distractions that are happening in this world today, our girls continue to learn the importance of making good choices, and how to be a good citizen and friend. So why is this important for a five-year-old? Fast forward twelve years later and you get 25 seniors graduating from Girls Incorporated. What we are doing is preparing the next generation of leaders today.

The generous support from our donors and partners continues to uphold our mission of inspiring all girls to be strong, smart and bold. It is important to keep the vision of the very courageous founders that worked so hard to make Girls Incorporated of St. Louis one of the leading affiliates.

2018 was phenomenal—but the work is not over. In the hopes and dreams of the five-year-old, we hope that you continue to support our journey and the 8000+ girls at Girls Inc. With your continued collaboration, all girls will continue to WIN!

Thank you for your steadfast support of making a difference in the lives of girls!

Forever grateful,



Cheryl Jones
President & CEO





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.

2018 By the Numbers

8,801 girls in K - 12 participated in Girls Inc. programming in 2018, representing a

10% increase over 2017

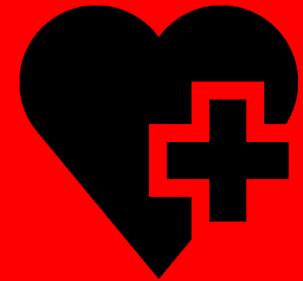


100%

of girls graduate to the next grade level



3,300+ hours of literacy



395,000+

hours of violence prevention/
health relationship



Donations from corporations increased by over

20%

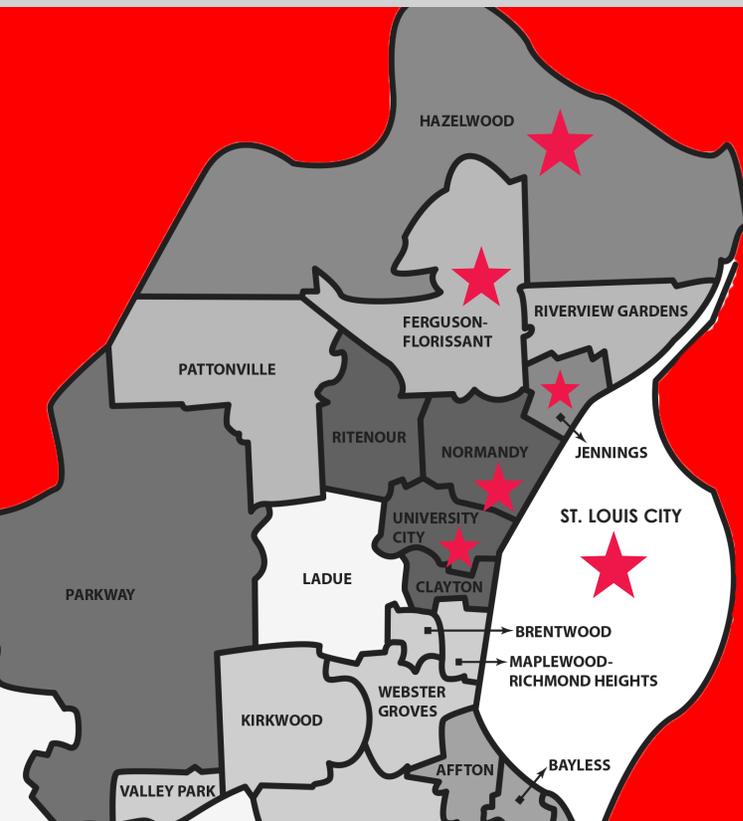
We Serve **52** Schools in These School Districts:

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

21,300+

hours of STEM

(Science, Technology,
Engineering and Math)



Eureka!® STEM Program Graduates First Class

2018 marked the celebration of the first graduating cohort of the Eureka! STEM program at Girls Inc. Since 2013, the cohort of 31 girls has devoted part of their summers to learning Science, Technology, Engineering, and Mathematics (STEM) – fields with a notably vast underrepresentation of African American females.

Eureka! exposes participants to how STEM applies to everyday life and to career opportunities in STEM. Not only do girls gain hands-on STEM experience, but they also get to strengthen their critical learning and problem-solving skills in a space that fosters self-confidence, leadership, and empowerment. Sydney Mitchell, Eureka! graduate and Architectural Studies major at SIU-Carbondale, shares how her introduction to STEM during the program led to her chosen career path. “At first, I didn’t seem interested because I didn’t think I would enjoy something that involved math,” said Mitchell. “But after the first few weeks, I understood that there was more to STEM than I figured. The Eureka! program exposed me to the Architecture Discovery program at Washington University, which was one of the colleges we visited. I was exposed to what I would experience at an actual studio class for architecture and I loved it! I knew after this program that I wanted to major in architecture and achieve my career goals and aspirations.”

While the program takes place over the course of five consecutive summers, the first three are spent on the campuses of University of Missouri-St. Louis, Maryville University, and Washington University in St. Louis, respectively. Girls first spend two hours each day for six weeks focused on STEM activities and learning before participating in their regular Girls Inc. summer programming. The last two summers are spent putting what they’ve learned into action at STEM-related internships across the region, including CORTEX, Venture Café, The Magic House, St. Louis County Courthouse, BJC, and the St. Louis Art Museum. Kel Ward, Senior Manager of Community Relations at St. Louis Children’s Hospital and Christian Hospital, has hosted Eureka! interns with an interest in the health field for the past two summers, and continues to be blown away by their level of engagement. Girls were exposed



to various positions throughout the hospital including the emergency room department, helicopter trauma response, radiology, surgery observation, and organizational management settings. Ward ensured that the girls left the internship with purposeful connections and new mentors. “They were more than just interns, they were part of the team,” said Ward.

President & CEO Cheryl Jones says, “because there’s not enough women in STEM careers, we’re hoping to spark an interest where girls can say, ‘yeah, this is something that I would like to be.’” As the 14 inaugural Eureka! graduates headed off to college this fall, 90% of them are now majoring in STEM-related fields at Dillard University, Prairie View A&M, Southern Illinois University, and Fontbonne University.

Eureka! is made possible through generous funders including MasterCard, the Mallinckrodt Foundation, Boeing, Express Scripts, the Crawford Taylor Foundation, and the Clinton Foundation, which inspired former President Bill Clinton to pay a visit to the Eureka! cohort in November 2017.



Girls Inc. Adds Fontbonne University as Partner

“Expanding Partnerships, Expanding Opportunity”

In 2018, Girls Inc. proudly added Fontbonne University as a collegiate partner to their on-site summer programming. Fontbonne joined the University of Missouri- St. Louis, Maryville University, and Washington University in St. Louis in providing a unique six-week cybersecurity course to Girls Inc. participants. Here, girls received hands-on exposure to the basics of wireless security, cryptography, server security, and digital and mobile forensics. With women of color making up less than 10% of the STEM workforce, Girls Inc. and university partners are expanding possibilities for the future of females. By exploring a professional field that is projected to grow by 22% by 2020, Girls Inc. participants are now ahead of the game in a city with a rapidly rising innovation and technology environment.

Seniors and College Selection

Colleges Include:

- o Missouri Western State University
- o Hampton University (Hampton, VA)
- o DePaul University
- o Prairie View A&M
- o Alabama A&M
- o Jackson State University
- o Lindenwood University
- o Southeast Missouri State
- o Harris Stowe State University
- o Alabama State University
- o Dillard University
- o St. Charles Community College
- o Florissant Valley Community College

Girls Inc. Graduating Seniors are now pursuing the following majors:

- o Psychology
- o Early Childhood Education
- o Criminal Justice
- o Urban Ecology
- o Forensic Science
- o Chemistry
- o Biology
- o Nursing
- o Mechanical Engineering
- o Pre-Medicine
- o Architecture
- o Graphic Design



Scholarship Amounts for Graduating Seniors range from:

\$1,000 - \$50,000 (per girl)

Number of Girls Inc.
Graduating Seniors:

25

Summer Program

“Avoiding Summer Slump Through Extended Learning”

Research shows that it takes two months for students to get back on track academically after returning from summer break, but the Girls Inc. Summer Program aims to prevent that—all while having a little fun!

For 8 weeks during school break, girls from all over the St. Louis region come to participate in Girls Inc.’s Summer Program where they enjoy age-specific programs in dance, art, sports, music, math, literacy, and STEM activities from June through July. 13-year-old Adreana White shares how instead of spending her summer months at home, she’s been exposed to new opportunities while in a safe, welcoming atmosphere. “We’ve done a lot of coding with robots. One time we actually learned how to make the robot perform a dance! I love that it’s a warm environment, because you kind of just feel included already. You can be your own individual,” says White.

While they’re having fun building skills and trying new things, participants are also avoiding the summer slide that often takes place with students who have limited summer engagement opportunities. Girls Inc. examines the curriculums from participants’ school districts to form a better understanding of the girls’ academic expectations in the coming year, and to best prepare for their summer of extended learning.

With 100% of participants successfully moving into the next grade level each year, the Girls Inc. Summer Program continues to ensure that girls return to school ready to excel!



Participants by Program

Girls Inc. Center

250



Eureka! STEM

100



Jennings School District

200



Imagine Science

500



Facilitator Program

Through the Girls Inc. Facilitator Program, it's the organization's graduates that choose to return and educate the next generation of participants.

As President & CEO Cheryl Jones noticed recent Girls Inc. graduates returning home from college without summer jobs lined up, she realized she had found the perfect candidates to facilitate the organization's summer programs. "Those are the best ones to hire because they've been through the program," says Jones. "They're mentors, they're coaches, and they're the future. Now, the young girls see that this is something they could be as well." The group of 5 to 8 facilitators are responsible for teaching to their strengths, including dance, theater, science, and technology programming. Returning graduates are partnered with experienced educators so they gain classroom management skills and facilitation experience, all while earning a paycheck for their efforts. "It is my hope that the facilitators will utilize their earnings to go back to school and be able to just focus, without having to worry about working during the school year," says Jones.

For Facilitators, it's more than just a job; it's a way to give back. "I knew how much Girls Inc. had made an impact on my life, and I wanted to make sure that I continue on that legacy," says Science Facilitator and Jackson State University sophomore Kearstyn Richardson. After participating in the STEM-focused Girls Inc. programming, Richardson is now majoring in Chemistry/Pre-Medicine and hopes to inspire younger Girls Inc. participants to take advantage of all the opportunities offered at the center.

Emerson Electric's Global Leadership Program

Girls Inc. was invited to build a MakerBot robot with Emerson Electric's "Leading at Emerson" global leadership program members. Teams were split into multiple groups and tasked with building and programming the robot, as well as developing and presenting the marketing concept to judges. The hands-on mentorship experience encouraged girls to explore STEM-related activities while networking with individuals in the field.



Strong, Smart & Bold Luncheon

The 12th annual Strong, Smart, & Bold Luncheon in 2018 celebrated the “Past, Present, and Future” of Girls Inc. More than 450 attendees gathered at the Ritz-Carlton in Clayton, Missouri, where they enjoyed performances by the Girls Inc. Choir and a Girls Inc. musical production. The year’s largest fundraiser garnered \$240,000, a \$10,000 increase over the previous year. Funds raised at the Strong, Smart, & Bold Luncheon go directly toward providing scholarships to bring girls to the center for programming.

The event recognized Dr. William Danforth, former Washington University Chancellor, and U.S. Civil Rights Commissioner, the late Honorable Frankie Muse Freeman, both of whom personify the mission of Girls Inc. by having devoted countless amounts of time, treasure, and talents to the organization.



Dr. William Danforth



Hon. Frankie Muse Freeman



2018 - Year in Review

Holiday Happenings 2018

Over 250 families celebrated December holidays the Girls Inc. way at the annual Holiday Happenings celebration! During the “Toyland” themed event, families enjoyed breakfast and pictures with Santa, shopping at the holiday boutique, and making crafts to take home and spread holiday cheer.



Fall Festival 2018

The Girls Inc. center transformed into a spooky sight as over 150 families enjoyed crafts, games, and trick-or-treating throughout the decorated space during the Fall Festival held in October 2018. Girls had fun admiring the decked out door décor while seeing their favorite teachers and facilitators dressed as familiar characters.

International Day of the Girl

October 11, 2018 marked the International Day of the Girl, bringing awareness to gender inequality while promoting more opportunities for females. During the day of observance, young women of Girls Inc. observed a very special live broadcast of Former First Lady Michelle Obama as she addressed



the issues females around the world are facing. The girls also created their own “Super Girl” character poster, from looks and style to super powers and community involvement. For many, a Super Girl must be strong, smart, and bold!

#SheVotes

Aiming to empower females to be powerful, engaged citizens, Girls Inc. launched the #SheVotes campaign to encourage females in the community to exercise their right to vote and to be heard in the current political landscape. Through social media posts, activities, and discussions, Girls Inc. inspired their young participants to advocate for civic participation in their homes and communities.



College Tour

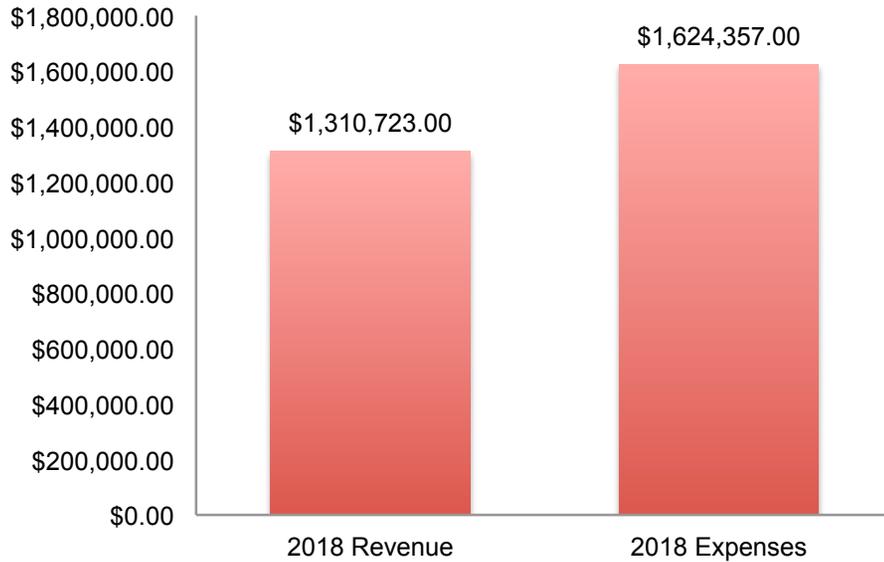
29 Girls Inc. participants had the opportunity to visit Central Methodist University in Fayette, Missouri to explore the campus and experience college life. Girls toured campus grounds, met with instructors and current students, learned of STEM-related majors, and even met a few new friends while visiting the Marine Biology department!



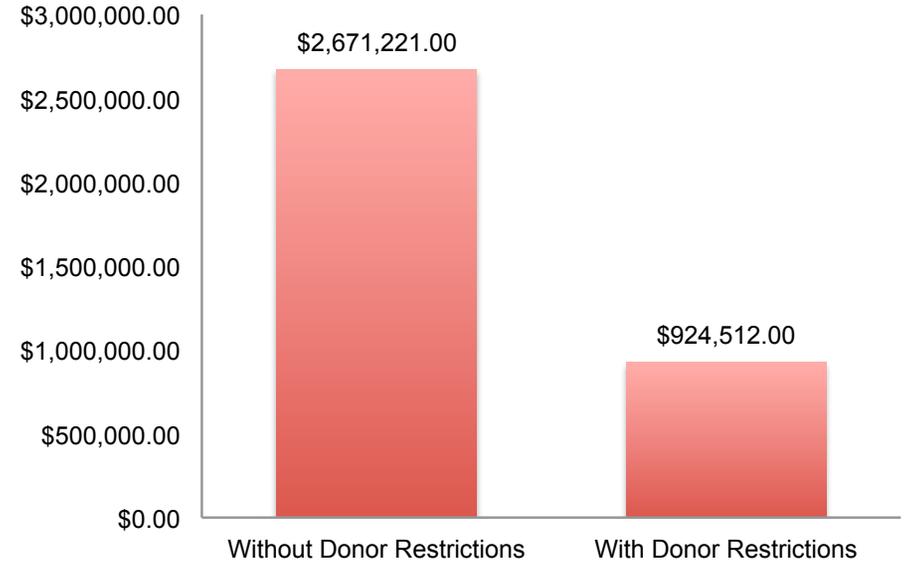
Our Financials

Year Ended December 31, 2018

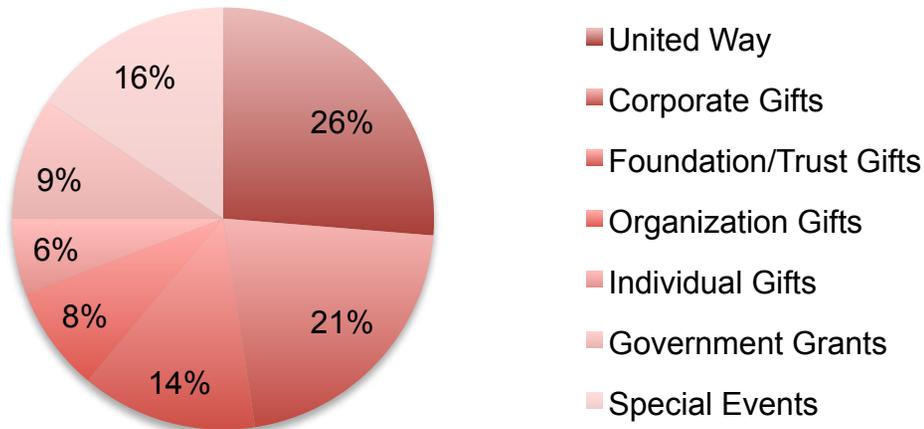
Financial Summary



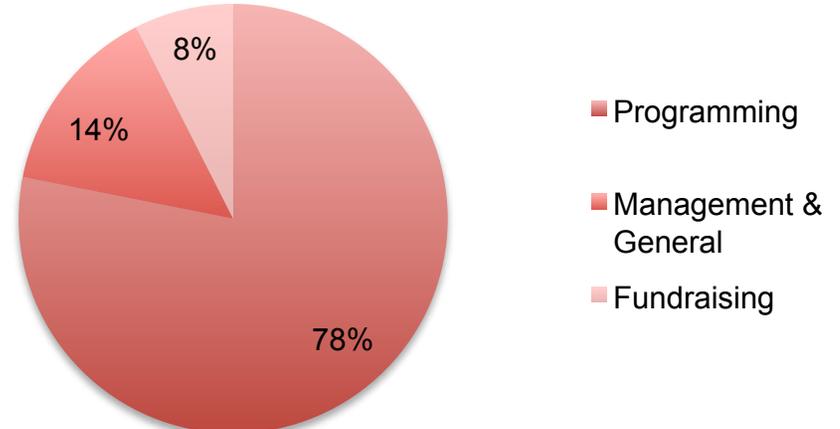
Ending Assets for FY 2018



2018 Revenue by Source



2018 Expenses by Source



*Information from RubinBrown LLP's Independent Auditor's Report dated June 27, 2019.

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Our Donors

January 1, 2018 – December 31, 2018

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 more than 8,000 girls become strong, smart and bold!

\$50,000+

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Express Scripts Foundation
Girls Incorporated
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Reno, Gloria
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Association
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Green, Connie S
Gregory, Kama Tate
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Hamilton, Melissa
Hardiman-North, Niazja
Hardiman-North, Zeniah
Hart, Theodora
Hopkins, Vicki
Huston, Cassandra
Johnson, Patrice
Jones, Moya
Jones, Valencia
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Langenberg, Mona
Lefler, Sally G.
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Mann, Marylen
Mitchell, Robert and Michelle
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Morrow, Karen
Moten, John
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Murdock, Sandra

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Odom, Amber
Packnett, Dr. Gwendolyn
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Patterson, Carla
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**girls
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