girls inc.

Inspiring all girls to be strong, smart, and bold

Girls Inc. of Greater Santa Barbara
2016 annual report
Our mission is to inspire all girls to be strong, smart, and bold.

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Welcome

We celebrate 2016 as a year of collaboration that brought new community and program partners to advance our mission of inspiring all girls to be strong, smart, and bold. These alliances support our vision for all girls in our community: a future where girls use their voices to confidently overcome the challenges of gender bias and stereotypes so they may grow up healthy, educated, and economically independent leaders in our community, free from gender inequity, harassment, and violence.

Every day, Girls Inc. works to make this vision a reality, offering empowering messages to counteract the hundreds of negative messages that overwhelm girls. In 2016, we served nearly 1,500 girls in our center-based after-school and summer camp programs, through community outreach, and in our gymnastics programs.

Many of our girls participated in Girls Inc.’s 2016 National Outcomes Survey. From these results, we know that:

• 75% of Girls Inc. high school aged girls say they are happy with their bodies. Well above the national average of only 22%.

• 9 out of 10 Girls Inc. girls care about doing well in school, are curious to find out more about things that interest them, and like to learn.

• 91% of Girls Inc. girls reported being hopeful about their futures.

Continuing to serve the critical needs of girls in 2016 was not without its challenges, including: meeting the demand for scholarship assistance, recurring service disruptions caused by an outdated technology infrastructure, and increasing our efficacy in advocating for girls’ rights and issues.

Girls Inc. has existed for over 100 years because its programming has evolved hand-in-hand with the new obstacles and pressures that come with each generation. We passionately carry this legacy into 2018, when we will celebrate 60 years of Girls Inc. in Santa Barbara. If you are a Girls Inc. alumna, we’d love to hear from you!

The need to advocate for and support girls is real and present. Investing in their success strengthens the success of our community. Together, we can achieve our vision of all girls growing up safe and confidently equipped to lead thriving, independent, and fulfilling lives.

With you in her corner, she will succeed!
What We Do

Girls Inc. of Greater Santa Barbara believes that every girl has the power to change the world. To fully realize her potential, every girl deserves a physically and emotionally safe environment in which she is taken seriously for who she is, what she does, and how she thinks and feels.

Girls Inc. girls are surrounded by a sisterhood of support, with high expectations, shared drive, and a solid foundation of mutual respect. Through comprehensive, age-specific, and interactive curriculum girls are encouraged to take risks, experiment, and practice the skills they learn to master physical, intellectual, and emotional challenges at their own pace. Girls Inc. girls are empowered to grow up:

**STRONG:** embracing physical activity, a positive body image, and healthy nutrition, while decreasing or delaying substance use and risky sexual activity.

**SMART:** increasing their love of learning, improving academic performance, and aspiring to and planning for education and career paths beyond high school.

**BOLD:** building life skills to set and achieve goals, and increasing resilience and perseverance to lead productive and fulfilling lives.

**GIRLS INC. EXPERIENCE**

The Girls Inc. Experience consists of an environment, people, and programming that, together, empower girls to succeed. The six essential elements provide a holistic approach that is grounded in a belief in girls’ rights and abilities.

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**AFTER-SCHOOL PROGRAM**

At the core of Girls Inc. programs is the after-school education and enrichment curriculum for girls beginning in Kindergarten, offered at both the Santa Barbara and Goleta Valley Center locations. Each girl, with the guidance of her parent(s) and staff, chooses from a variety of classes that support Strong, Smart, and Bold outcomes, including classes from the Girls Inc. National Identity programs: Operation SMART, Economic and Media Literacy, Preventing Adolescent Pregnancy, Friendly PEERSuasion, Project Bold, Sporting Chance, and more. With a 14:1 girl-to-facilitator ratio, girls enjoy mentoring relationships as they focus on the attitudes, skills, knowledge, and experiences that they need to thrive socially, emotionally, and academically today and tomorrow.
“I am strong with my mind and in my body. I grew up in the gym, and it gave me an independent work ethic while still being a part of a team. Girls Inc. is the only place I can be myself.”

Lauren, age 17, Gymnastics

What We Do

GYMNASTICS
Girls Inc. Gymnastics provides opportunities for girls to become physically active, learn about coordination and body awareness, gain strength and increase flexibility, work on social skills, and develop discipline and a work ethic that can be carried into life outside of the gym. Gymnastics classes are for girls and boys ages 18 months to 18 years, and range from beginner, to recreational, to a successful competitive level program that grows and inspires gymnasts to be more determined, build their confidence, and aspire to be leaders.

SUMMER CAMP PROGRAM
Girls Inc. offers a nine-week Summer Day Camp Program at both Centers that offers educational programming and opportunities for girls in age-appropriate cohorts to actively participate in meaningful and fun experiences. At Summer Camp, girls are encouraged—and given the opportunities—to try new things. Girls enjoy weekly themed activities and field trips, while taking full advantage of Girls Inc. enrichment amenities such as kitchens, computer labs, gardens, a dance studio, science labs, outdoor fields, and theaters. Girls engage in experiences that promote self-confidence, communication skills, leadership, and team-building.

TEEN CENTER
In 2016, the Girls Inc. Teen Center at Goleta Valley experienced its first full year of operation. Girls in grades 7-9 learn in a dedicated facility that allows them to experience programs designed to meet the specific needs of teen girls. Girls focus on goal-setting, life-skills, financial literacy, job skills, community advocacy, assertiveness, and more. Thanks to its continued growth, the Teen Center will offer its first summer camp program in summer 2017.

PROGRAM PARTNERS IN 2016
Thank you to the following community program partners who helped deliver our strong, smart, and bold programming to girls in 2016:

CALM
Everybody Dance Now!
First Tee of the Central Coast
Girl Scouts of the Central Coast
Girls Who Code
Hearts Therapeutic Equestrian Center
Ice in Paradise
iSurf
Lockheed Martin
Santa Barbara Museum of Art
Santa Barbara Public Library
Santa Barbara Bicycle Coalition
Surf Happens and the Surf Happens Foundation
TV Santa Barbara (TVSB)
UCSB Engineering Department
UCSB Society of Women Engineers
USA Ultimate

In addition to center-based programs, Girls Inc. delivered programs offsite through the following partner organizations in 2016:

Isla Vista Youth Project (IVYP)
Santa Barbara Parks and Recreation RAP
Program Highlights

**STRONG**

She.IsBeautiful 5K Training & Race
September 2016

Girls from the Santa Barbara Center trained for their first 5K race, the She.Is.Beautiful Run. They learned about nutrition and the benefits of physical activity, and the importance of supporting each other through the challenges of trying something new. Several girls from the running club went on to sign up for additional races and have incorporated running into their lives.

“I am strong because I don’t get down on myself. I am smart because I know a lot of stuff. And I am bold because I don’t worry about what others say about me.”

Maria, age 11, Goleta Valley Center

**SMART**

We Are Money Wise
July 2016

Girls at both centers participated in a week-long program to learn about entrepreneurship, finances, and running a business. Girls worked in small groups with a facilitator to develop a product concept, manufacture that product, and market the product to their fellow entrepreneurs at the Girls Inc. Marketplace. Through this program, girls learned and practiced economic literacy skills, which are critical for financial independence.

**BOLD**

She Votes
October–November 2016

“She Votes” is a national Girls Inc. program designed to teach girls how to use their votes and voices to influence and advocate for their futures. Girls were excited to learn about our country’s electoral system, their voting rights, and how to actively participate in our democracy. The month-long program concluded with girls participating in a national mock election.
Who We Serve

FINANCIAL ASSISTANCE
We believe that every girl, no matter what her family’s financial situation, should have the opportunity to succeed. We are grateful that each year our generous donors provide financial assistance so that hundreds of girls may benefit from participating in the life-changing programming Girls Inc. provides. The total number of girls receiving assistance increased by 4% over 2015.

Number of Girls
Who Received Assistance in 2016
• Goleta Valley Center: 184
• Santa Barbara Center: 208

$560,612
Financial Assistance Awarded in 2016

GIRLS INC. GIRLS’ BILL OF RIGHTS
Girls have the right to be themselves and resist gender stereotypes.

Girls have the right to express themselves with originality and enthusiasm.

Girls have the right to take risks, to strive freely, and to take pride in success.

Girls have the right to accept and appreciate their bodies.

Girls have the right to have confidence in themselves and be safe in the world.

Girls have the right to prepare for interesting work and economic independence.

AGES
ALL PROGRAMS
• 5 – 8 (70%)
• 9 – 11 (24%)
• 12 – 14 (5%)
• 15 – 18 (1%)

ETHNICITY
ALL PROGRAMS
• White (44%)
• Hispanic (41%)
• Multiracial Multiple Heritage (7%)
• Asian American / Pacific Islander (3%)
• African American (1%)
• Native American (1%)
• Other (3%)

AFTER-SCHOOL AND SUMMER PROGRAMS
• 5 – 8 (71%)
• 9 – 11 (25%)
• 12 – 14 (4%)
• 15 – 18 (0%)

• White (26%)
• Hispanic (61%)
• Multiracial Multiple Heritage (6%)
• Asian American / Pacific Islander (5%)
• African American (1%)
• Native American (1%)

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AFTER-SCHOOL AND SUMMER PROGRAMS
5 – 8 (71%)
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**NUMBER OF GIRLS SERVED IN 2016 (unduplicated)**

- After-School and Summer Programs: 716
  - Goleta Valley & Teen Center: 453
  - Santa Barbara Center: 263
- Gymnastics: 676
- Outreach and Workshops: 85

**AVERAGE DAILY ATTENDANCE**

- **SUMMER CAMP PROGRAM**
  - Goleta Valley Center: 130
  - Santa Barbara Center: 90

- **AFTER-SCHOOL PROGRAM**
  - Goleta Valley Center: 153
  - Teen Center: 12
  - Santa Barbara Center: 107

**NUMBER OF HOURS GIRLS PARTICIPATED IN PROGRAMMING**

- After-School Program + Summer Camp + Outreach Programs: 267,370

**HOUSEHOLD DEMOGRAPHICS**

<table>
<thead>
<tr>
<th></th>
<th>Santa Barbara Center</th>
<th>Goleta Valley &amp; Teen Center</th>
<th>Gymnastics</th>
<th>Overall Served</th>
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<tbody>
<tr>
<td>Families earning &lt; $50,000</td>
<td>75%</td>
<td>48%</td>
<td>19%</td>
<td>58%</td>
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<tr>
<td>Single parent households</td>
<td>45%</td>
<td>36%</td>
<td>12%</td>
<td>26%</td>
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<tr>
<td>English = primary language</td>
<td>46%</td>
<td>80%</td>
<td>100%</td>
<td>83%</td>
</tr>
</tbody>
</table>

“

“I like Girls Inc. because I learn about being fair and treating others like I want to be treated. I feel welcomed at Girls Inc. I can be myself and not be shy.”

Abby, age 8, Santa Barbara Center

WWW.GIRLSINCSB.ORG
2016 Financials¹

OPERATING INCOME

- Program Service Fees: $1,650,313 (55%)
- Contributions & Grants: $976,418 (32%)
- Events (net): $329,174 (11%)
- Other*: $56,795 (2%)

Total Operating Income: $3,012,700

OPERATING EXPENSES

- Programs: $2,009,524 (72%)
- Fundraising: $396,042 (14%)
- Administration: $392,957 (14%)

Total Operating Expenses: $2,798,523

¹Unaudited

Make A Difference

Your financial contributions help ensure that Girls Inc. of Greater Santa Barbara can continue to equip girls to navigate gender, economic, and social barriers to grow into healthy, educated, and independent adults. Gifts of all amounts are needed and appreciated.

For information on making a tax-wise planned gift, or to learn about including Girls Inc. of Greater Santa Barbara in your estate plan, please contact us at 805-963-4757 or visit www.girlsincsb.org.

Girls Inc. of Greater Santa Barbara is an IRS-designated 501(c)(3) organization. Our tax ID is 95-6006417. Contributions are tax-deductible to the extent allowed by law.

"At Girls Inc. I learn how to be strong, smart, and bold. That means that I feel free, and I can be myself: smart, a good listener, and silly."

Alexandra, age 7, Goleta Valley Center

"For its commitment to accountability, transparency, and fiscal responsibility, Girls Inc. of Greater Santa Barbara has earned a 4-Star rating from Charity Navigator, and a Platinum ranking from GuideStar."

"At Girls Inc. I learn how to be strong, smart, and bold. That means that I feel free, and I can be myself: smart, a good listener, and silly."

Alexandra, age 7, Goleta Valley Center

For information on making a tax-wise planned gift, or to learn about including Girls Inc. of Greater Santa Barbara in your estate plan, please contact us at 805-963-4757 or visit www.girlsincsb.org.

Girls Inc. of Greater Santa Barbara is an IRS-designated 501(c)(3) organization. Our tax ID is 95-6006417. Contributions are tax-deductible to the extent allowed by law.
Thank you to our volunteers who inspire us all to be strong, smart, and bold. Your support is a big part of our success.
Girls Inc. of Greater Santa Barbara, established in 1958, is one of 85 Girls Inc. affiliates in the U.S. and Canada.

The Girls Inc. organization has roots dating back to 1864.
Champions for Girls

VANGUARD CIRCLE
$50,000 to $99,999
- Alice Tweed Tuohy Foundation
- R. Chad & Ginni Dreier Foundation
- Montecito Bank & Trust

LUMINARY CIRCLE
$25,000 to $49,000
- Mithun Family Foundation
- Jack Dimock Trust

ALLY CIRCLE
$5,000 to $9,999
- Anonymous

ADVOCATE CIRCLE
$10,000 to $24,999
- Ann Jackson Family Foundation

PARTNER CIRCLE
$1,000 to $2,499
- Anonymous (2)

HERO CIRCLE
$2,500 to $4,999
- Ares Operations, LLC

FIDELITY NATIONAL TITLE
- Fidelity National Title

This list represents cumulative gifts made from January 1–December 31, 2016. Every effort is made to ensure accuracy. Please bring any errors or omissions to our attention at info@girlsincsb.org or 805-963-4757. A complete list of our supporters, including in-kind donors, is available online at www.girlsincsb.org.
“Keep on trying! For me it’s easy because you keep on trying every day. They teach me to speak out loud and never be shy!

Girls Inc. is the only place I love to go.”

Kimberly, age 8, Santa Barbara Center