



Inspiring all girls to be
STRONG,
SMART,
and **BOLD**

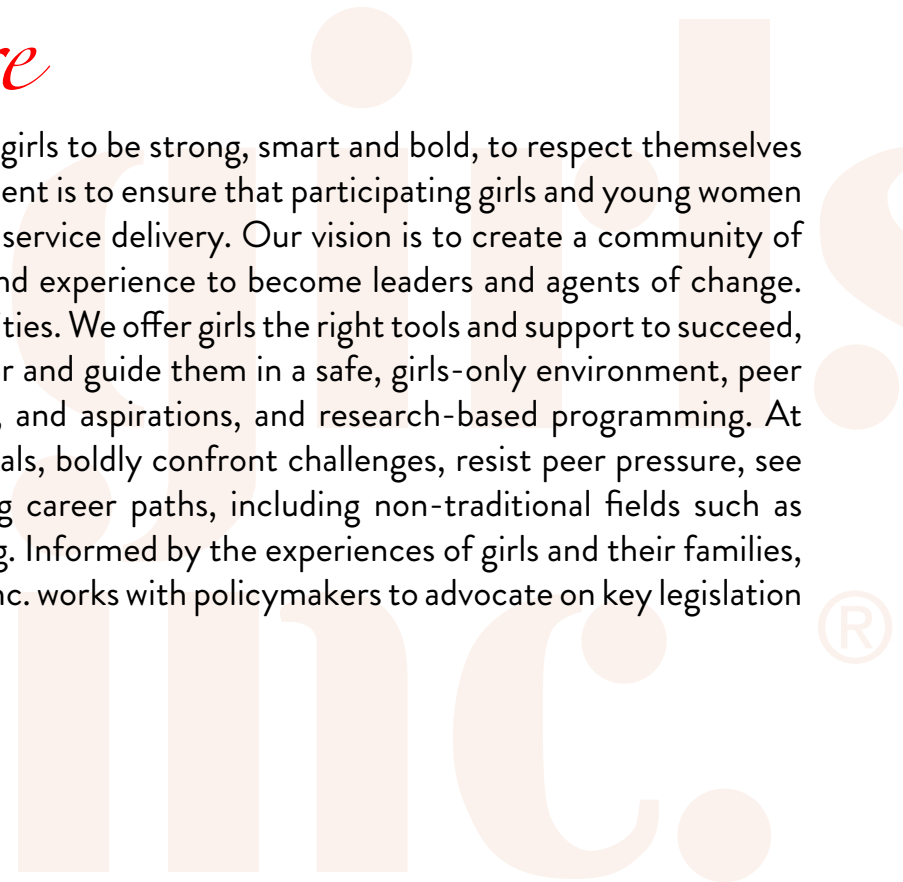


ANNUAL REPORT
OUR IMPACT IN 2019-2020



Who We Are

Girls Inc. of the Central Coast inspires all girls to be strong, smart and bold, to respect themselves and the world around them. Our commitment is to ensure that participating girls and young women are active partners in program design and service delivery. Our vision is to create a community of girls and women who have the strength and experience to become leaders and agents of change. Our role is to cultivate and grow those qualities. We offer girls the right tools and support to succeed, including trained professionals who mentor and guide them in a safe, girls-only environment, peer leaders who share their knowledge, drive, and aspirations, and research-based programming. At Girls Inc., girls learn to set and achieve goals, boldly confront challenges, resist peer pressure, see college as attainable, and explore exciting career paths, including non-traditional fields such as science, math, technology and engineering. Informed by the experiences of girls and their families, and local affiliates like ours, national Girls Inc. works with policymakers to advocate on key legislation and initiatives.



Our Year in Review

- From July 2019 to June 2020 we served 1,304 girls, ages 8 to 18.
- Worked at 32 school sites in 10 cities: Salinas, King City, Castroville, Seaside, Monterey, Soledad, Greenfield, Hollister, Watsonville and Aptos.
- We **hired and trained 41 high school girls** as Youth Leaders to facilitate the high school, middle school and summer programs.
- We added a new high school – Monterey.
- **281 girls, at 9 high schools** participated in a yearlong leadership/mentoring program.
- **111 elementary school girls** participated in a two-week day camp, developed knowledge and skills in media literacy, learned about building a positive body image, and engaged in nontraditional activities and adventures, including hands-on science activities.
- **240 8th grade girls** participated in a series of workshops on communication, teen health, healthy relationships, and avoiding risky situations.
- **346 elementary school girls and their mothers/fathers** participated in the Growing Together program.
- **285 7th grade girls** participated in a unique program that approaches substance-abuse prevention as a peer issue, using the positive influence of young people modeling healthy behaviors.
- **Four young women** were awarded the first Girls Inc. of the Central Coast Scholarships in Memory of Jackie McManus.
- Despite school closures, we were able to offer virtual programming to both ECHO and Friendly PEERsuation participants, allowing them to complete the programs online.
- We were not able to offer Smart Choices in June this year. The U.C. Santa Cruz campus is closed, and the unique experience for the girls of living together in the dorms for a week to experience college life was not possible.

Youth Leaders

The Youth Leaders program is unique to Girls Inc. of the Central Coast. Youth Leaders are graduates of ECHO who continue their leadership development by delivering programs to girls in elementary, middle and high schools, in their home communities.

Youth Leaders receive extensive training in decision-making, goal setting, facilitation, public speaking and program planning. They learn job-interviewing skills (both as applicants and interviewers), how to read and present a curriculum to others, how to work as a member of a team and how to manage a group of 25-35 girls.

In addition, they are required to learn the informational content of each program: pregnancy and substance abuse prevention, preparing for high school and college, media and financial literacy, stress reduction, assertive communication, bullying prevention, female health and wellness, developing healthy relationships, sports activities and hands-on science.

The program develops life skills as well as practical employment attitudes and skills essential to academic achievement and economic self-sufficiency. Youth Leaders are caring and effective role models for the younger girls.

- We hired and trained 41 high school girls.

OUTCOMES

- 100% demonstrated facilitation and public speaking skills
- 95% demonstrated skills in team building and decision-making
- 95% demonstrated skills in working in partnership with others
- 100% articulated the value of being role models to other girls and of giving back to their communities



ECHO Leadership Mentoring

The purpose of ECHO (Education, Careers, Health, and Opportunities) Leadership Mentoring program is to encourage girls to pursue post-secondary education and plan for future careers. The sessions are designed to inspire girls to value themselves, reach for their dreams, develop an action plan to achieve their goals, and see themselves as leaders.

- We implemented ECHO at 9 high schools: Alisal in E. Salinas; Salinas High in S. Salinas; King City; Pajaro Valley in Watsonville; N. Monterey County in Castroville; Monterey; Soledad; Greenfield; and San Benito in Hollister.
- We served 281 girls.
- The high school girls participated in 16 interactive workshops (July-May) that included: goal setting, celebrating our cultures and families, honoring the women who inspire us, basic health care, healthy relationships, requirements for college, nutrition, public speaking, civic engagement, career readiness and resume writing.
- Three of these workshops were implemented virtually after schools were closed and included budgeting, public speaking, and a closing ceremony. The girls also participated in 4 career days and 3 physical activity sessions.
- Through field trips the young women visited 3 colleges and met with their local legislators at the State Capitol in Sacramento.



OUTCOMES

- 100% of participants understood the importance of attending college
- 99% feel comfortable giving a talk or a speech in front of people
- 96% feel their self-confidence has increased
- 90% consider themselves leaders
- 85% demonstrated increased knowledge of budgeting, earning an income, managing money, investing and using credit
- 99% report increased self-confidence to voice concerns to legislators

Strong, Smart and Bold Summer Camp

Strong, Smart and Bold is a two-week camp composed of a combination of research-based programs and exciting field trips. **Girls Take Another Look** and **Media and Me/Media Smarts** increased their awareness of the scope and power of the media as well as the effects media messages have on girls and women. **Girls enCourage** is a program designed to sustain girls' interest in sports through adolescence by introducing them to nontraditional activities and adventures. In **Operation SMART** we focused on engaging the girls in science, engineering, math and technology through hands-on STEM activities.

- The Strong, Smart, and Bold Summer Camp was implemented at McKinnon Elementary School in Salinas.
- We served a total of 111 girls, 39 of which were between the ages of 8-9, and 72 between the ages of 10-11.
- Topics Included: career exploration, college, bullying, peer and media pressure, STEM activities such as astronomy and engineering, physical fitness, dance, health, nutrition and fun trips!
- We had 11 Summer Counselors (Current Youth Leaders and Girls Inc. Alumnae) facilitate the program.



Strong, Smart and Bold Summer Camp continued

OUTCOMES

GIRLS ENCOURAGE

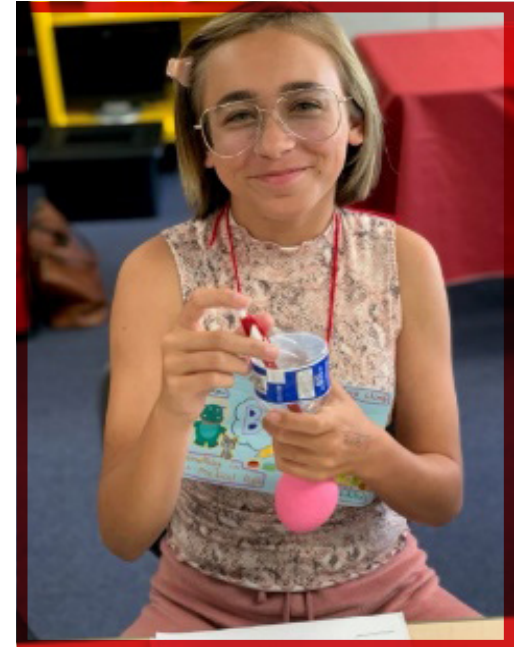
- 91% participated in a new physical activity
- 94% increased willingness to step outside comfort zone and take risks

MEDIA LITERACY

- 92% defined media and identified examples and purposes of different types of media
- 93% identified stereotypes about girls and women; create positive female characters
- 88% understand the difference between fiction and non-fiction
- 92% gained knowledge about the many careers available to them in the media
- 89% recognized advertising techniques and the hidden messages in ads

STEM

- 89% developed enthusiasm for a career in science, technology, engineering and math (STEM)
- 97% understand the importance of working as a team and communication skills when working as a team
- 100% completed 1 or 2 hands on science project



Will Power / Won't Power

The Will Power/Won't Power program is a series of interactive assertive communication workshops for 8th grade girls. The program focuses on values and healthy relationships, helps girls identify and avoid risky situations, provides factual information on female health and the reproductive system, and encourages girls to value and support each other.

- We implemented the program at 11 middle schools: Chalone Peaks in King City, Vista Verde in Greenfield, Main Street in Soledad, El Sausal in East Salinas, Washington in South Salinas, Seaside Middle School in Seaside, Walter Colton in Monterey, North Monterey County in Castroville, Rancho San Justo in Hollister, Aptos Jr. High in Aptos, and Cesar Chavez in Watsonville.
- We served 240 8th grade girls.
- The middle school girls participated in a series of 10 interactive workshops dedicated to empowering girls to communicate assertively. The program addresses a variety of topics including different types of relationships, reproductive health and values, the effects of media messages, their dreams and goals, the importance of voting, resisting negative peer pressure and avoiding risky situations. The meetings were held once a week, after school, from September – December.

OUTCOMES

- 96% Know how to communicate clearly and effectively
- 98% Feel like they have the ability to make good choices for themselves
- 99% Feel like they can stand up for themselves in an assertive way
- 94% Stated they were more confident
- 98% Feel more comfortable expressing themselves and opinions to others
- 97% Feel they would be confident and willing to stand up for others if they are being bullied
- 98% Know they can achieve their goals/dreams
- 99% Learned more information about women's health, hygiene and reproductive health
- 98% Learned the difference between healthy and unhealthy relationships, including romantic relationships



Growing Together

Growing Together is a program designed to increase positive communication between girls ages 9-12 years old and their mothers or another significant adult. The purpose of the Growing Together Program is to allow mothers and daughters to spend quality time together while learning about open communication, decision-making and physical life changes (i.e. puberty). In addition to creating a space of bonding, Growing Together creates opportunities to build healthy and safe spaces for mothers and daughters.

The Growing Together Program is a series of 5 interactive sessions, with meetings held once a week on Tuesdays or Thursdays, from 6:00pm-7:30pm. This fall we served girls from six different elementary schools in the counties of Monterey, San Benito and Santa Cruz.

- We implemented the Growing Together program at 11 school sites: Mary Chapa Academy in Greenfield, Martin Luther King Jr. School of the Arts in Seaside, Freedom Elementary School in Watsonville, Santa Lucia Elementary School in King City, Cesar Chavez Elementary School in E. Salinas, Misson Park Elementary in S. Salinas, Ladd Lane Elementary School, Spring Grove Elementary, Willow Grove Elementary in Hollister, and Jack Francioni Elementary in Soledad.
- We served a total of **346 participants**.

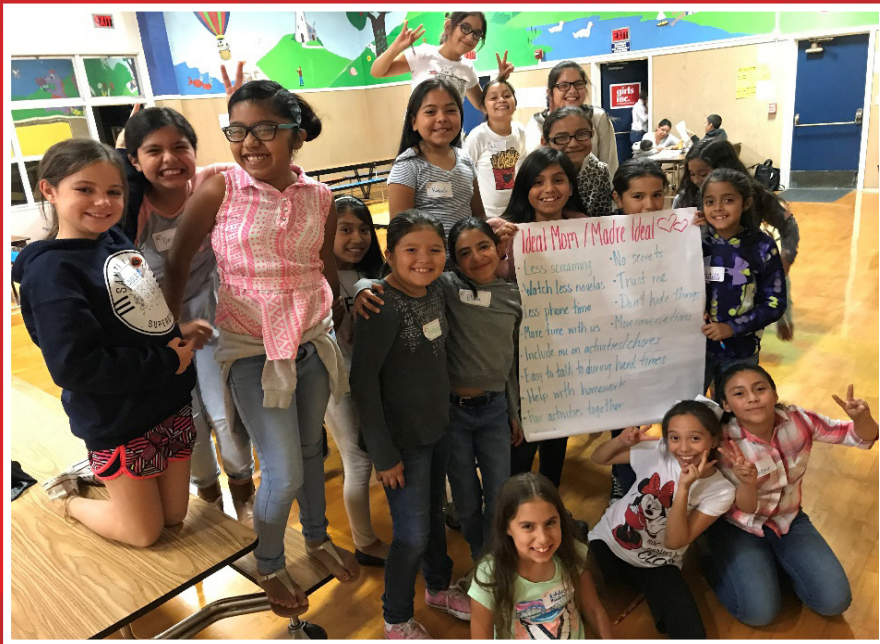
OUTCOMES

- 100% feel like Growing Together helped them increase positive communications between one another
- 100% feel more confident exploring their feelings and expectations with one another
- 100% feel more comfortable talking to each other about health and hygiene including the menstrual cycle
- 100% feel more confident using problem solving strategies
- 100% want to participate in more Girls Inc. activities



Growing Together Program

WHAT THE PARTICIPANTS ARE SAYING:



“My daughter and I learned how to understand each other better.”

“Growing Together helped me talk to my daughter about her period and body changes.”

“This program gave me ideas on how to talk to my daughter about important topics.”

“I loved how this program helped me understand the importance of having good communication with my daughter and giving her more quality time and attention.”

“Growing Together helped me realize that I need to get to know my daughter better because I don't know her as well as I thought I did, however she knows me very well.”

“What I liked the best about being in the program was all of the crafts and special things we made each other.”

“This program helped me spend more time with my daughter and put more effort into getting to understand them better, trust each other more, talk more and talk about our feelings.”

“This program was excellent! It felt like a welcoming environment.”

Friendly PEERsuasion

Friendly PEERsuasion is a unique response to girls' needs, approaching drug-abuse prevention as a peer issue, using the positive influence of young people modeling healthy behaviors.

This program provides 7th grade girls the skills and information to recognize and resist pressures from peers, advertisers, adults and others to use tobacco, alcohol or other drugs. Additional topics include modeling healthy behaviors, setting goals, combating bullying, the causes of stress and its impact on the body and safe ways to manage stress.

PHASE I: NOVEMBER - MAY Phase 1

- Friendly PEERsuasion was implemented at 11 middle schools: Chalone Peaks in King City, Vista Verde in Greenfield, Main Street in Soledad, El Sausal in East Salinas, Washington in South Salinas, Seaside Middle School in Seaside, Walter Colton in Monterey, North Monterey County in Castroville, Rancho San Justo in Hollister, Aptos Jr. High in Aptos, and Rolling Hills in Watsonville.
- We served a total of 285 girls.
- Due to the school closures at the onset of the pandemic, we were only able to complete 7 of the 12 Phase 1 sessions. By developing the expertise needed to provide programming online, we offered 5 virtual workshops to the girls, which included managing stress, depression and anxiety during the pandemic, self-esteem and confidence. We also offered 3 physical activity sessions to promote the value and fun of exercising.
- We did not provide training to the 6th & 7th graders on delivering the program to 4th & 5th graders because we were not able to set up virtual programming to the elementary school girls for Phase 2 of Friendly PEERsuasion.



OUTCOMES FOR 6TH & 7TH GRADERS (PEERSUADERS):

- 89% Identified safe and unsafe practices for using over-the-counter drugs and dietary supplements, the effects of drugs and alcohol on the body
- 97% Were able to examine the messages in the media and are able to identify how ads influence behavior
- 90% Learned and understood effective communication skills and techniques
- 95% Recognized stress, its physical symptoms, and learned healthy stress management tools



Scholarships in Memory of

Jackie McManus

We are pleased to announce the 2020 recipients of the Girls Inc. of the Central Coast Scholarships in Memory of Jackie McManus. Ms. McManus was a prominent employment law attorney with the firm of Fenton & Keller for 20 years. Despite her busy professional schedule, she made time to be involved in local community organizations. She served on numerous boards including the initial Board of Girls Inc. of the Central Coast when Girls Inc. was under the oversight of The Action Council. She was the first recipient of the *Lady Justice Award for the Lifetime Achievement in Legal Advocacy and Community Service* awarded by the Monterey County Women's Lawyers Association.

Alexis Campos

Recipient of a \$2,000 Scholarship from Girls Inc. of the Central Coast Scholarships in Memory of Jackie McManus.

Alexis began her journey with Girls Inc. in middle school as a 7th grader. She credits the program with helping her deal with her anxiety, grow out of her shell, and gain the confidence she needed to stand up and lead her own group of participants as a Youth Leader. Alexis no longer hold back, but instead challenges herself to become the best example to her peers. She has a passion of helping others that has led her to pursue a career as a social worker and will be attending CSUMB in the Fall 2020.

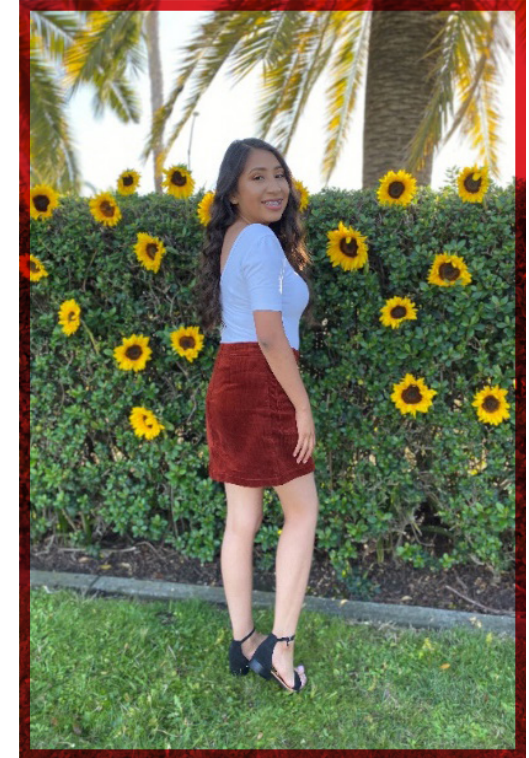


“Girls Inc. was a program I didn’t know I needed in my life. I loved how Girls Inc. taught me to step outside of my comfort zone. I was able to hone my public speaking skills by coming up with and delivering my own speech in front of the girls. It was encouraging to know that none of them were judging me. The program helped prepare us for interviews by teaching us about the power pose, what to wear, and what to say. We also talked about college, health, healthy and unhealthy relationships, careers, and how we can use our voices to affect change.”

Maria Chino

Recipient of a \$2,000 Scholarship from Girls Inc. of the Central Coast Scholarships in Memory of Jackie McManus.

Maria has participated in the Girls Inc. programs since she was in middle school and has been a Youth Leader for the past 2 years in the high school program. Maria found a support system at Girls Inc. She found a judgment free space where she could be herself and where she could grow and embrace her flaws, she has learned to love and accept herself for her who she is. When she became a Youth Leader for her peers in high school, she made it a goal to do the same for other girls and has worked so hard to make this a memorable and special program for her own participants. Maria plans to attend Sonoma State in the Fall of 2020 and further her education to become a child psychologist.



“Girls Inc. has been my biggest support system; I have met great mentors and friends along my journey. This journey started as a seventh grader from a flyer I saw during my English class. I was curious about what Girls Inc. was, since I did not have many friends and I saw this as an opportunity to meet new people. During the first few meetings, I realized Girls Inc. was a non-judgmental and safe place that felt like home. I participated in “Will Power/Won’t Power” and in “Friendly PEERsuasion”, these programs helped me find resources for bullying, depression, and sexual harassment. I was encouraged to speak up if I was ever in an unpleasant situation.”

Clarissa Medina

Recipient of a \$3,000 Scholarship from Girls Inc. of the Central Coast Scholarships in Memory of Jackie McManus.

Clarissa has been with Girls Inc. since middle school. When Clarissa began her journey, it was hard for her to open up and speak up for herself, she felt like she did not have a voice. When she was introduced to her Youth Leaders, she aspired to follow their example and to grow to be a confident leader to provide a safe space for other girls that felt just like her. Clarissa aspires to become a lawyer in the future and is currently selecting a college she will attend in the Fall of 2020.



“I didn’t like who I was and how I felt about myself, but I didn’t know how to go about changing myself until I saw the youth leaders from ECHO recruiting us freshmen girls for the sophomore program. These young girls were about my age, but they were wearing professional attire which gave them a completely different aura other than a typical teenager. My initial encounter with them showed me they were confident, enthusiastic, and comfortable speaking in front of a big group of people. That’s when I knew I wanted to be just like them: self-assured, passionate, and poised. These young women caught my attention and I could not wait to start the ECHO program. Girls Inc. has been my safe space for five years, this program has nurtured me during my caterpillar years and developed me into a strong, smart and bold young lady.”

Arianna Campos

Recipient of a \$1,500 Scholarship from Girls Inc. of the Central Coast Scholarships in Memory of Jackie McManus.

Arianna has been in Girls Inc. since she was in the 7th grade. At Girls Inc. she learned how to stand up for herself and not allow others to have power over her. As a youth Leader she finds comfort in knowing that she is doing the same for other girls in her community and because of her work as a youth leader, her goal is to become a social worker and continue to help others. She will be attending CSUMB in the Fall of 2020.



“Girls Inc. helped me discover more in depth what I wanted for myself, what my entire life would possibly be, and who I wanted to be. Through Girls Inc. I was able to grow and break through some tough times in my life. I am STRONG because I grew into the independent woman I am today. I am SMART because I won’t let what anyone says be held against me. I am BOLD because I inspire young girls to discover themselves into becoming STRONG, SMART, and BOLD girls.”



Alexis Campos—Will be attending CSUMB and studying Collaborative Health and Human Services to pursue a career in Social Work



Arianna Campos—Will be attending CSUMB and studying Social Work



Maria Chino—Will be attending Sonoma State and studying Psychological Sciences



Elvia Contreras—Will be attending Cabrillo College

SENIOR SPOTLIGHT! CLASS OF 2020



Janette Jimenez—Will be attending Hartnell College and studying Linguistics



Yesenia Leon—Will be attending Chico State and studying Business



Alondra Lomeli—Will be attending Sacramento State and studying Criminal Justice



Nathaly Lopez—Will be attending Hartnell College and studying Business



Jesebel Mamaclay—Will be attending MPC with plans of transferring to Washington to pursue a career in Nursing



Clarissa Medina—Will be attending Hartnell College and studying Business



Rita Morales—Will be attending CSUMB and studying Business



Esperanza Morales-Vaca—Will be attending Cabrillo College

THEY ARE STRONG, THEY ARE SMART, THEY CAN DO ANYTHING



Astryd Moran—Will be attending St. Mary's and studying Business



Yei Muñoz—Will be attending MPC and studying Biological Sciences to become a Veterinarian



Fatima Palomino—Will be attending Sacramento State and studying Criminal Justice



Lizeth Patena—Will be attending CSUMB and studying Liberal Studies



Camila Perez—Will be attending UC Santa Barbara and studying psychological and brain science to later become a physician assitant



Ivete Robledo—Will be attending CSU Channel Islands and studying pre-nursing



Natalie Rodas—Will be attending CSUMB and studying Cinematic Art and Technology



Karla Ruiz—Will be attending Fresno State

SENIOR SPOTLIGHT! CLASS OF 2020

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Thank You