

# About Girls Inc. of the Central Coast



**Our Mission:** To inspire all girls to be strong, smart, and bold™ and to respect themselves and the world around them.

**Our Vision:** Empowered girls achieving success in a complex and diverse world.

Girls Inc. of the Central Coast® is an affiliate of Girls Incorporated, a national organization that has been providing programs for girls since 1864 in the United States and Canada. We deliver innovative, research-based programs designed specifically to address the strengths and needs of girls ages 8 to 18. Our programs focus on empowerment, health and leadership, preparing girls for economic independence and confident adulthood.

Founded in 1999, Girls Inc. of the Central Coast (Monterey, San Benito and Santa Cruz Counties) is a 501(c)(3) organization.

**Over the past eight years we have worked with over 894 girls from San Benito High School, Rancho San Justo Middle School, Ladd Lane Elementary School, Calaveras Elementary School, Spring Grove School and Willow Grove School. All programs are conducted after school at school sites.**

- 90% of girls who participated who graduated from the ECHO Leadership program since 2014 attending Community College, UC, CSU, or private university.
- 93% of girls who participated in the Will Power/Won't Power Program feel more confident about making good choices for themselves.
- 88% of girls who participated in the Friendly PEERsuasion Program feel more confident with public speaking and leading activities to younger girls.
- 90% of the girls who participated in the Smart Choices program feel that this program helped see themselves in college.
- 100% of parents who have participated in Growing Together, feel comfortable talking to their daughters about health and hygiene without embarrassment.

## Programs

**1. ECHO Leadership Program:** Works with young women in high school ages 15 to 17, to encourage them to pursue post-secondary education, and plan for future careers. Meet once every other week after school on school grounds.

**2. Youth Leaders Program:** Provides opportunities for the ECHO graduates to continue their leadership development by delivering programs to girls in high school and middle school as youth leaders and teen teachers. GICC hires youth leaders to facilitate the high school program and teen teachers to facilitate the middle school programs. They both receive training on their respective curriculums and on-going support throughout the year.

**3. Smart Choices Summer Program:** This week-long summer program takes place on a local college campus and inspires girls entering high school to make positive life choices about health, relationships and school. Girls explore their potential for leadership, examine myths about cultural and sexual stereotypes, critically examine the influence of the media, and determine classes they should take to get into college.

**4. Will Power/Won't Power:** A series of workshops for girls 12 to 14 years old teaching assertive communication, forming healthy relationships, avoiding risky situations, and learning about teen health. Meets once a week after school on school grounds.

**5. Friendly PEERsuasion:** A substance abuse education program for middle school girls, which also prepares them to become facilitators of workshops on this subject for elementary school children. This program approaches drug abuse prevention as a peer issue, using the positive influence of young people modeling healthy behaviors. Meets once a week, after school on school grounds.

**6. Growing Together:** Designed to increase positive communication between mothers (or other significant female adult) and their 10 to 12 year old daughters. It helps them discuss questions about sexual behavior and puberty without embarrassment. Growing Together meets once a week in the evenings.

# THE GIRLS INC. DIFFERENCE



Today in the United States, girls continue to encounter significant obstacles to their well-being and success.

**1 IN 4 GIRLS** will not finish high school.

**78% OF GIRLS** are unhappy with their bodies by age 17.

**3 IN 10 GIRLS** will become pregnant before the age of 20.

**1 IN 5 GIRLS** will be a victim of childhood sexual abuse.

Girls Inc. meets these challenges by helping girls explore and celebrate their strengths, their voices, who they are today, and who they will become.

Girls Inc. equips girls to navigate gender, economic, and social barriers and grow up healthy, educated, and independent. Girls build confidence and embrace positive decision-making to take charge of their health and wellbeing, and achieve academic, personal and career goals.

## THE GIRLS INC. EXPERIENCE HELPS GIRLS TO GROW UP:



**Strong (Healthy):** Girls gain knowledge to embrace physical activity, positive body image, and nutrition while decreasing or delaying substance use and risky sexual activity.

**Smart (Educated):** Girls increase their love of learning, improve performance in school, explore STEM and non-traditional careers, and aspire to and plan for education beyond high school.

**Bold (Independent):** Girls build life skills to set and achieve goals, have healthy relationships, and increase resilience in the face of obstacles to live productive and fulfilling lives.

