

girls
inc.[®]
of the Central Coast



Inspiring all girls to be
STRONG SMART BOLD



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 nontraditional 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.

STRONG SMART BOLD

*Strength and experience
to become leaders and
agents of change*

*Active partners in
program design and
service delivery*

*Respect themselves
and the world
around them*

THE GIRLS INC. EXPERIENCE HAS PROVEN RESULTS. GIRLS INC. GIRLS OUTPERFORM THEIR PEERS.

Our national Girls Inc. organization commissioned a two-year study* to examine the impact of the “Girls Inc. Experience” on the girls served by their affiliates, including Girls Inc. of the Central Coast. This study concluded that Girls Inc. girls achieve proven outcomes, stand out as leaders across multiple indicators, and demonstrate the Strong, Smart, and Bold skills, attitudes, and capabilities to influence their communities.

Their conclusions clearly mirror our experiences with the girls and young women we serve.

Girls Inc. changes the trajectory of girls’ lives and set them up for lifelong success. They change the world.

LEADERSHIP

Girls Inc. prepares girls with the opportunities they need to see themselves as leaders of positive change in their own lives, and in their communities. The study showed girls outpacing their peers in both their self-perception of leadership skills, “I am good at leading others to reach a goal,” and their concept of how others perceive their leadership, “My peers see me as a leader.”

ADVOCACY

Girls Inc. recognizes the importance of self-advocacy and supports each girl as she discovers her voice, grows to understand her power, and practices her ability to stand up for herself and others. Measured by four items that speak to the ability to stand up for self, others, fairness and what is right, the study shows Girls Inc. girls possessing significant advantages over their peers who are less likely to see themselves as advocates or to stand up for others and what they believe in.



Stand up for self, others, fairness and what is right

SELF-EFFICACY

Girls Inc. girls believe in their own ability to affect change. They understand they have an important role to play as young leaders— using their voices to make a difference in their schools and communities. And more importantly, they believe they can be part of the solution, as changemakers in their society. The study showed strong positive differences in outcomes related to their ability to affect change between Girls Inc. girls and the control groups: Girls Inc. girls more readily believe they can “make a positive difference in my community,” “get involved in my community,” and “solve real-life problems in my community.”

ADULT PARTNERSHIP

Adults at Girls Inc. play an important role in the lives of girls as trusted, caring mentors trained in an approach that is grounded in the belief in girls’ rights and abilities. These trusting relationships allow for Girls Inc. girls to partner more readily with adults than their peers do, and Girls Inc. girls stated that they have adults in their lives “they can trust,” “who want them to do their best,” “who care about them,” and “who believe they will be successful” more frequently than the comparison group.

** The American Institutes for Research, one of the world’s most respected behavioral and social science research and evaluation organizations, conducted the study.*



**(Girls Inc. girls) believe they can be part of the SOLUTION,
as CHANGEMAKERS in their society.**

HIGHLIGHTS



We are pleased to share with you our progress during our recently completed fiscal year.

Your support and generosity made it possible for us to help girls excel and grow.

- ★ From July 2022 to June 30, 2023, we served **1,285** girls, ages 8 to 18.
- ★ Worked with girls from **36 school sites in 9 cities: Salinas, King City, Castroville, Seaside, Monterey, Soledad, Greenfield, Hollister, and Watsonville.**
- ★ We **hired and trained 26 high school girls** as Youth Leaders to facilitate the high school, middle school and summer programs.
- ★ In July 2022, **60 elementary school girls** participated in a two-week summer 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.
- ★ **210 high school girls** participated in a yearlong leadership/mentoring program.
- ★ **176 8th grade girls** participated in a series of 10 workshops on communication, teen health, healthy relationships, and avoiding risky situations.
- ★ **231 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.
- ★ **354 4th and 5th grade girls** participated in the second phase of the substance abuse prevention program, facilitated by 7th grade girls who had gained skills in leadership and public speaking.
- ★ **176 elementary school girls and their mothers/ fathers or adult guardian** participated in workshops focused on positive communication, problem solving, and changes that occur for girls during puberty.
- ★ **52 incoming high school girls** spent a week at UC Santa Cruz, experiencing college life and planning for their educational future.
- ★ **Three Youth Leaders** were each awarded national and local Girls Inc. scholarships totaling \$50,500.

YOUTH LEADERS

Youth Leaders are unique to Girls Inc. of the Central Coast. Youth Leaders are graduates of our ECHO Leadership and Mentoring program who continue their leadership development by delivering programs to girls from elementary, middle, and high schools in their home communities. The Youth Leaders program provides young women access to employment, skills training, internships, community service opportunities and life skills essential to academic achievement, career success, and self-sufficiency.

Youth Leaders offer guidance and knowledge to younger girls, while they are learning new skills and actively serving their communities. They are role models setting an example for the girls they mentor to follow in their footsteps, creating an on-going cycle of leadership and community service. Youth Leaders often return home from college breaks to assist in facilitating our summer programs.

Currently, 97% of our program staff are alumni!



*100% of our Youth Leaders
will be attending College!*

Hartnell College
UCLA
UC Davis
University of Santa Barbara
University of California Berkeley
University of California Irvine
Sacramento State University
Anglo-American University (Malá Strana, Czechia)

OUR PROGRAMS

STRONG, SMART, AND BOLD SUMMER CAMP

The two-week camp consisted 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 designed to sustain girls' interest in sports through adolescence by introducing them to nontraditional activities and adventures. In **Operation SMART**, girls were engaged in science, engineering, math and technology through hands-on STEM activities.

★ Served 60 girls, ages 8-11

- **96%** defined media and identified examples and purposes of different types of media
- **97%** identified stereotypes about girls and women; create positive female characters
- **99%** developed enthusiasm for a career in science, technology, engineering and math (STEM)
- **99%** of girls participated in new physical activity
- **100%** completed 2-3 hands-on science projects





ECHO LEADERSHIP AND MENTORING

The purpose of ECHO (Education, Careers, Health, and Opportunities) Leadership and 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.

★ Served 210 high school girls at 10 high schools

- **100%** understand the importance of post-secondary education
- **90%** feel comfortable giving a speech in front of people
- **96%** feel their self-confidence has increased
- **89%** know how to write a resume
- **89%** know how to prepare for a job interview
- **89%** demonstrated increased knowledge of budgeting, earning an income, managing money, investing and using credit
- **99%** report increased self-confidence to voice concerns to legislators
- **98%** consider themselves to be a leader



VOLUNTEER MENTORS



Mentoring for Girls Inc. has provided me with the opportunity to give back to my community and make a difference in the lives of young women. I provide opportunities for the girls to learn about careers, college, and positive life challenges. The girls give me hope and teach me that they are the future leaders."

Judith Lavoie, Girls Inc. Mentor

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Mentoring with the ECHO program, as part of Girls Inc., brings me so much personal joy and fulfillment every time I am with these remarkable ladies. I was fortunate to have strong women guide me during my youth, and it was always a goal to give that back to my community that I call home. My hopes are simple: show support, listen, laugh, educate on new topics, and show passion about what I do and hope they know they can (and will!) find the same thing."

Courtney Buckley, Girls Inc. Mentor

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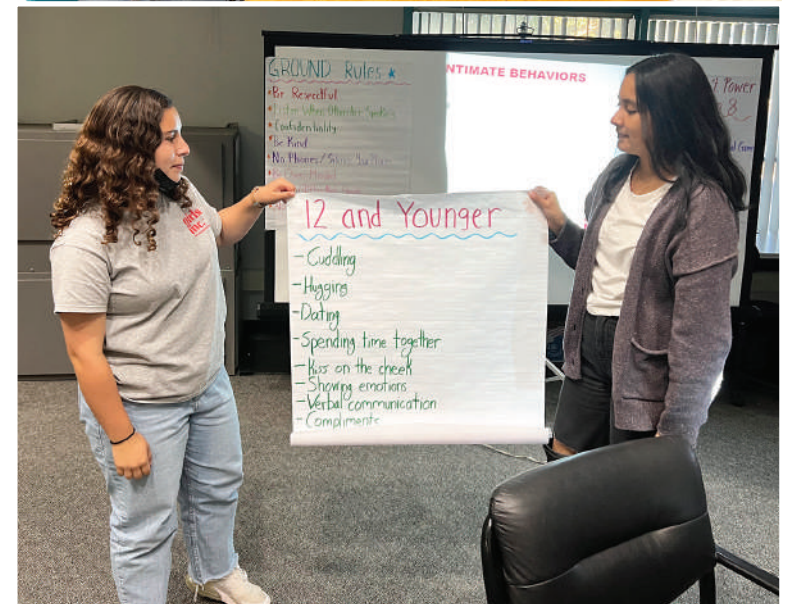
WILL POWER/WON'T POWER

Will Power/Won't Power is a series of assertive communication workshops that focus on learning age-appropriate information about their bodies and how to stay healthy, identifying sexual pressures and how to resist them, exploring personal values and their importance in decision-making, and avoiding risks.

★ Served 176 8th grade girls at 10 middle schools

- **96%** demonstrated the ability to communicate assertively
- **89%** learned factual information on women's health, hygiene and reproductive health
- **88%** can distinguish between safe and risky behaviors in relationships
- **93%** identified dreams and goals and how to achieve them
- **96%** understand and can identify bullying and how to handle bullying situations for themselves and others

Exploring personal values and their importance in decision-making, and avoiding risks



GROWING TOGETHER

Girls Inc. supports girls and their mothers/fathers or another significant adult by creating a safe space where they come together once a week for four weeks. This program is based on the belief that parents are their children's primary sexuality educators and helps establish the mutual trust to enable this to happen. Growing Together creates a safe space for bonding and allows parents and daughters to spend quality time together while learning about open communication, decision-making and physical life changes. Girls gain valuable experience through program activities: problem solving strategies, positive communication skills, knowledge on their reproductive health and changes in their bodies, importance of values and setting goals.

★ Served 176 girls and their mother/father or significant adult

- **100%** feel like Growing Together helped them increase positive communication 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



Creating a safe space for bonding and learning about open communication, decision-making and physical life changes.

FRIENDLY PEERSUASION – PHASES 1 & 2

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.

★ **In Phase 1 of the program, we served 231 7th grade girls at 10 middle schools.**

The 7th graders also trained to become facilitators of the program to elementary school girls in the spring, learning and practicing public speaking, program planning and leadership skills.

- **89%** identified safe and unsafe practices for using over-the-counter drugs and dietary supplements, the effects of drugs and alcohol on the body
- **92%** were able to identify how ads influence behavior after examining the messages in the media
- **98%** learned and understood effective communication skills and techniques
- **96%** recognized stress, its physical symptoms, and learned healthy stress management tools
- **90%** understood more about bullying and know what to do when they see it happening



★ **In Phase 2 of the program, we served 287 4th & 5th grade girls at 10 elementary schools.**

- **85%** learned to resist negative peer pressure by practicing friendly refusal skills
- **89%** recognized stress is unavoidable, but too much stress can lead to poor decisions
- **90%** described the harmful effects of bullying and what to do when someone is being bullied
- **82%** learned the effects of different substances and tips for staying healthy



SMART CHOICES

Smart Choices is a weeklong summer camp held at UC Santa Cruz. The program offers girls entering high school the opportunity to experience college life and participate in workshops/activities on educational and career planning, decision-making, goal setting, bullying, assertive refusal skills, media influences, exploding cultural myths and gender stereotypes, and strategies for optimal health and wellness. Girls gain information on meeting high school graduation requirements, applying to college and seeking financial aid, giving them a head start in planning for their futures.

★ We served 52 girls

- **97%** of our participants were away from home for the first time
- **100%** have selected or identified college prep courses they will take in high school
- **100%** reported the program helped them to see themselves in college
- **100%** learned that physical activity is important to stay healthy

Gives girls a head start in planning for their futures







PRESENTING OUR SCHOLARS

Kayla Salazar, was selected as a 2023 Girls Inc. National Scholar and awarded a \$25,000 Suzanne Patmore Gibbs Courage Scholarship. Kayla was one of only 3 young women from across the U.S.



Kayla Salazar

and Canada, who were awarded the Suzanne Patmore Gibbs Courage Scholarship, given only to girls who have the “courage to dream big and a character consistent with that of Suzanne Gibbs, who was a

fierce advocate for all that is right and good with the world. She fought for women’s voices.” Kayla was also chosen for our local Girls Inc. Jackie McManus Memorial Scholarship for \$5,000.

In 2022 Kayla was also a Girls Inc. National Scholar and awarded a \$5,000 Girls Inc. Lucile Miller Wright Scholarship.

Kayla will be attending UCLA in Fall of 2023.

Kayla credits Girls Inc. for helping her find a safe space where she could learn and be a leader, Kayla says,

‘Girls Inc. gave me the opportunity to become a youth leader where I facilitate workshops at the very same middle school I attended! It is fulfilling to help my community and younger peers avoid drug usage. Instead of falling into a statistic, Girls Inc. inspired me to make healthy choices, resist negative pressures, and aid others. Most importantly, I realized that I do not have to follow in other’s footsteps and that I can shape my own future.’

The Lucile Miller Wright Scholarship was created in 1992 when the female pilot and long-time supporter gave a bequest for scholarships for young women. **Jackie McManus** was a prominent employment local 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 including Girls Inc. We are honored to remember Ms. McManus with a scholarship program. The recipients exemplify Strong, Smart, and Bold young women. They credit Girls Inc. of the Central Coast for giving them self-confidence, poise, and leadership skills.



Girls Inc. Lucile Miller Wright & Jackie McManus MEMORIAL SCHOLARSHIP RECIPIENTS

Vanessa Campos and Chinemerem Elleleh, were chosen as 2023 Girls Inc. National Scholars and each awarded a \$5,000 Girls Inc. Lucile Miller Wright Scholarship.

Vanessa was also awarded a \$10,000 Jackie McManus Memorial Scholarship.

Vanessa shares,

'At Girls Inc. I was able to express my opinions and emotions without the pressure of people staring or making sarcastic, disparaging comments. The warm, welcoming energy of the Girls Inc. staff made me feel safe and willing to open up with my fellow peers. Through Girls Inc. I also gained new knowledge, and skills that helped me deepen my relationship with my mother, understand my father's situation and work better with my peers and those younger than I.'

Vanessa will be attending UC Davis in Fall of 2023.



Chinemerem was awarded the Girls Inc. Jackie McManus Memorial Scholarship of \$5,000.

Chinemerem shares,

'The benefits of Girls Inc. cannot be overemphasized. I grew and learned a lot with each of the Girls Inc. programs. Each program was an opportunity for me to improve my character, learn to work with others, and be more independent of my family. For those reasons, I wanted to become a youth leader to give back all that I gained from the Girls Inc. programs. I learned to be enthusiastic, lead by example, and contribute meaningfully to my community and the society at large. Girls Inc. encouraged me to step out of my comfort zone and experience that 'variety IS the spice of life.'

Chinemerem will be attending UC Davis in Fall of 2023.



Girls Inc. Lucile Miller Wright & Jackie McManus MEMORIAL SCHOLARSHIP RECIPIENTS, continued

Natalie Cerna received an \$8,000 Jackie McManus Scholarship

Natalie felt isolated and lonely as the only Czech-American student in her school. But after she got on the bus to go to our Girls Inc. Smart Choices Summer School at the University of California Santa Cruz, she discovered that she loves sharing ideas, being with other people and following her passions in every aspect of her life. Natalie joined the ECHO Leadership program and loves teaching other girls. Even as a little kid, Natalie would create lesson plans in her bedroom, and then she lined up her stuffed animals and taught them. Her goal now is to become an English teacher.



‘This organization has prepared me to change the world, and that is exactly what I plan to do. Girls Inc. encountered a timid girl, and because of the women I’ve met and the lessons I’ve learned, the world gets to see a resilient and passionate woman, the most authentic, true me.’

Natalie will be attending the Anglo-American University (Malá Strana, Czechia) in Fall of 2023.



ALUMNA



“Because of Girls Inc. I am a better woman and evolving. Since the first day I decided to join Girls Inc. as a participant up until today as part of the staff, I have been challenged to become a better version of myself. Girls Inc. has been part of my life and has made an impact on who I have become, who I will become, and the impact I will make in the lives of others. I have not just gained life skills throughout my Girls Inc. journey, but so much more. I have gained knowledge, strength and confidence to believe in myself.”

Lupita Bravo, Girls Inc. Alumna & Girls Inc. Program Coordinator



“Being involved in Girls Inc. school set a foundation for the rest of my life. At fifteen years old, with the help of Girls Inc., I set my goal to become an attorney. I am currently studying for the LSAT and will be applying for law school next fall to become an attorney in my community.”

Yajaira Garcia, Girls inc. Alumna & current Girls Inc. Volunteer



“Throughout my high school years, Girls Inc. provided me with many opportunities to develop professionally and personally. Girls Inc. allowed me to develop my self-confidence as a youth leader by giving me the opportunity to gain experience in a professional environment. They also allowed me to get involved in the WeShareSolar project in my community and globally. Girls Inc.’s biggest impact on my life has been giving me the opportunity to attend college by supporting me through the process and ultimately naming me a Girls Inc. National Scholar. Girls Inc. will always have a special place in my heart.”

Rosaisela Barroso, Girls Inc. Alumna

We are deeply grateful for our financial supporters

Thank You

for making our work possible

Strong, Smart & Bold (\$80,000+)

David & Lucile Packard Foundation

Promote Leadership (\$50,000+)

Community Foundation Monterey County

Chevron- Aces for Access AT&T PB Pro Am

Encourage Education and College Aspirations (\$20,000+)

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Santa Cruz County CORE Investments

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Sally Hughes Church Foundation

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Support Girls (\$5,000+)

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Barnet Segal Trust	Tonya Antle	City of Watsonville
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Inspire Mentoring (\$1,000+)

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