



SOCIAL IMPACT REPORT

SEPTEMBER 1, 2015 - AUGUST 31, 2016



STRONG WOMEN
STRONG GIRLS

Did you know that
a girl's self-esteem
peaks when she is
only 9 years old?

75% of girls with low self-esteem reported engaging in negative activities like cutting, bullying, smoking, drinking, or disordered eating. This compares to 25% of girls with high self-esteem. (Dove Self-Esteem Fund 2008)

We work with girls
when they are strongest.

VISION

Every girl will realize her inner strengths to dream and do.

MISSION

Strong Women, Strong Girls empowers girls to imagine a broader future through a curriculum grounded on female role models delivered by college women mentors, who are themselves mentored by professional women.

CORE VALUES

BE ACCOUNTABLE:

SWSG operates with transparency & integrity.

EXPECT QUALITY:

SWSG pursues excellence & innovation.

FOSTER RESPECT:

SWSG honors & supports diversity & inclusion.

BUILD COMMUNITY:

SWSG values & promotes partnership and collaboration.

EMBRACE DISCOVERY:

SWSG nurtures learning, creativity, development & fun.



SWSG AT A GLANCE

Since being founded as a student group at Harvard University in 2000, Strong Women, Strong Girls (SWSG) has been unapologetically focused on the self-esteem, leadership, and empowerment of girls and women. SWSG addresses these areas in three main ways:

- 1) Girls in grades 3-5 engage in small-group, after-school mentoring using a preventative, skills-based, research-driven curriculum.
- 2) Undergraduate women are trained to mentor these girls. They are supported by the staff and their SWSG college chapter in how to best disseminate the material and build strong community.
- 3) Strong Leaders, professional women mentors, provide mentorship to the college women and help them explore their own possibilities and goals.

These activities create *cycles of mutual empowerment*. This Social Impact Report is a synopsis of our collective progress in the cities that we serve.

DEAR FRIENDS OF SWSG,

It has been an exciting year at Strong Women, Strong Girls. We are delighted to be able to share with you, in this report, some of our collective progress in Boston and Pittsburgh.

This past year, we started taking a closer look at who we serve and why we serve them. As you may know, the vast majority of the girls who participate in our program are girls of color (typically over 70%).

At a time when initiatives focused on boys and men of color are gaining momentum, we have often asked ourselves “what happens if our focus turns so much to boys that we don’t address the unique needs of girls?” Fortunately, we are not alone in asking this question and we have been delighted to see a growing movement of leaders coming together to challenge the assumption that girls of color are okay.

As the NoVo Foundation says, **“Despite a myth that girls of color are doing just fine, the basic facts of their lives tell a far different story.”** They go on to explain that girls of color live at the intersection of sexism, racism and other forms of oppression that impact the outcomes of their lives. NoVo, in partnership with The Ms. Foundation and a number of other leading organizations, has established the Grantmakers for Girls

of Color to bring more thought leadership to this critical area of need.

In the next year, we are focused on being as intentional as we can about truly understanding the experiences of the girls that participate in our program. **Knowing that the majority of girls in our program are girls of color, we are looking at research, mentor training, curriculum improvements, and best practices around diversity, inclusion, and cultural competency to ensure that our programming is as responsive to the needs of the girls we serve as possible.** We are also working to include their voices more prominently in our program evaluation. We believe that in highlighting the unique challenges of girls of color, we are strengthening our program to best serve all girls in SWSG.

Despite the challenges that lie ahead for young girls, our program focuses on a strengths-based approach. We do not begin our work with the assumption that girls need to be “fixed” in some way. Instead, **we are working with them when they are at their strongest**, supporting them in being able to navigate the obstacles in their lives more effectively. We believe in the tremendous potential of every girl, so are deeply optimistic about what they are able to achieve.

Special Advisor and Boston City Councilor Ayanna Pressley adds to the conversation by noting that often **“Boys act out while girls shut down.”** She advocates in her leadership role for policies and programming that are unabashedly girl focused to ensure that girls’ unique needs are addressed - even if girls may sometimes be more quiet about their trauma and experiences.

We love seeing women from all backgrounds and ages coming together in sisterhood to support our shared success. At the same time, we know that the more diverse and thoughtful our community is as a whole, the more we will all collectively benefit.

Thank you for being part of our journey thus far to support every girl in realizing their inner strengths to dream and do.

In strength,



Siiri Morley
Siiri Morley
Executive Director, Boston



Sabrina Saunders Mosby
Sabrina Saunders Mosby
Executive Director, Pittsburgh

OVERALL FIGURES FOR SWSG

1,492

Girls enrolled in SWSG

589

College Mentors

256

Strong Leaders

66,629

Undergraduate mentoring hours



We are committed
to helping *every*
girl realize her
inner strengths
to dream and do.

44.8% of all girls in the
U.S. are girls of color

SOCIETAL OBSTACLES

7 in 10 girls believe that they are not good enough or don't measure up in some way, including their looks, performance in school and relationships with friends and family members.

(Dove's Campaign for Real Beauty, Hannah Shapiro 2014)*

60% of girls of color are born to families living on low incomes or below the poverty line. (NoVo Foundation 2016)

29-49% of girls of color don't graduate high school, with suspension rates 2-6x higher than white girls.

(NoVo Foundation 2016)

There is a weak **leadership pipeline** for women of color with few women of color rising to top leadership positions. (Center for Gender in Organizations (CGO) 2015)

*<https://www.dosomething.org/us/facts/11-facts-about-teens-and-self-esteem>

OPPORTUNITIES

Middle school girls are more ambitious and more likely to be leading than boys their same age. (CGO 2015)

53% of African American girls and 50% of Latina girls said, "I want to be a leader!," compared to 34% of girls who are white.

(Girl Scouts, 2008)

Girls of color have higher confidence than boys, and girls who participate in multiple Girl Serving Organizations, whether over time or at the same time, have the highest confidence. (CGO 2015)

STRENGTHENING OUR CURRICULUM

SPOTLIGHT: DR. AAMINAH NORRIS



“You are creating space for the girls you mentor to develop healthy self-concepts and more positive identities. This begins with an understanding that the relationships that you build are lifelong.”

Dr. Aaminah Norris has joined the Strong Women, Strong Girls team as our curriculum development consultant. We are extremely thrilled to have a tremendous 3-year research-based curriculum for the pre-adolescent girls in our mentoring program. Dr. Norris’

background as an educator, principal, curriculum-developer and advocate for representation and equality in the media has allowed her to write a curriculum that is designed to support girls as they build community with mentors and other female leaders.

BOSTON MENTORING SITES

MENTORING SITES

Benjamin G. Brown School
 Boston ABCD
 Boston Teachers' Union (BTU)
 BRYE
 Charlestown Boys & Girls Club
 Charlesview Community Center
 Chittick School
 Curley K-8 School
 Condon Boys & Girls Club
 Dudley Street Neighborhood Charter School
 East End House
 East Somerville Community School
 Edward Everett Elementary School
 Eliot School
 Elizabeth Peabody House
 Epiphany School
 Gardner Pilot Academy (2 Groups)
 Holmes Elementary School
 Hurley K-8 School - JUMP
 Jackson Mann K-8 School
 James W. Hennigan Boys & Girls Club
 John F. Kennedy Elementary School
 Josiah Quincy Elementary School
 King YMCA (Martin Luther King Jr. K-8 School*)
 Margaret Fuller Neighborhood House
 Mary Lyon School
 Mather Elementary School
 Mendell Elementary School
 Mission Hill School*
 OLP Mission Grammar School
 Orchard Gardens K-8 School
 Patrick J. Kennedy PK-5 School
 Paul Revere School
 Phineas Bates Elementary School
 Prospect Hill Academy
 Rafael Hernandez School
 Red Oak (Boston Chinatown Neighborhood Center)
 Roger Clap Innovation School
 St. Clement School
 St. Columbkille (2 Groups)
 Saint John Paul II Catholic Academy: Columbia
 Saint John Paul II Catholic Academy: Neponset

St. Joseph School
 St. Stephen's
 Samuel W. Mason Elementary School
 Sarah Greenwood School
 Somerville YMCA
 South Boston Boys & Girls Club - JUMP
 UP Academy Dorchester
 UP Academy: Holland School
 VietAid
 Warren Prescott Elementary School
 West Somerville Neighborhood School
 William M. Trotter Elementary School
 William W. Henderson Elementary School
 Winship Elementary School
 Winthrop School
 Yawkey Boys & Girls Club

PITTSBURGH MENTORING SITES

MENTORING SITES

Allentown Learning and Engagement Center
 Pittsburgh Arlington
 Pittsburgh Arsenal
 Avalon Elementary
 Barrett Elementary
 Bellevue Elementary
 BJWL- East Hills
 BJWL- East Liberty Gardens
 BJWL- Oakhill Terrace
 Brookline Elementary
 Carmalt Elementary
 Cornell Elementary

Dilworth Elementary
 Faison Elementary
 Grandview Elementary
 Gwen's Girls- Northside
 Hazelwood YMCA
 Liberty Elementary
 Lighthouse Cathedral
 Linden Elementary
 Magee Recreation Center
 Montesorri Elementary
 Phillips Elementary

Propel Hazelwood
 Propel Homestead
 Providence Family Support Center
 Roosevelt Elementary
 Spring Hill Elementary
 Shadyside Boys and Girls Club
 Sto-Rox Elementary
 Wesley Center
 West Liberty Elementary
 Whittier Elementary
 Wilkinsburg Boys and Girls Club

BOSTON AT-A-GLANCE



Girls enrolled



Middle School Girls
enrolled in Jump



Professional
Mentors



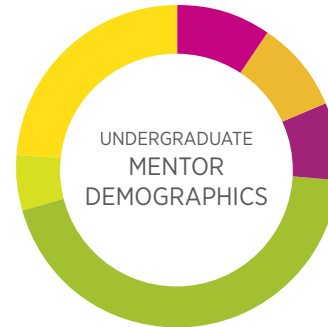
College Mentors



Sites



Undergraduate
Mentoring Hours



- African American/Black
- Asian
- Latin American/Latinx/Hispanic
- White
- Other
- Did Not Respond

92% of mentors report at the end of the year that they feel uplifted and energized by interactions with their mentees

92% of participant girls report at the end of the program that they like being a part of SWSG; Only 2% of participants Strongly Disagree with this statement.

COLLEGE
CHAPTERS



Northeastern



Girls pointed to physical factors as markers of beauty as well as qualities like caring and intelligence.

“I’d say their heart is more beautiful.”

My Health, My Story

A COMMUNITY-BASED PARTICIPATORY RESEARCH PROJECT

Community-based participatory research (CBPR) is an approach that equitably allows all stakeholders, including community members and academic researchers, to contribute expertise, participate in decision-making, and share in the ownership of the research. In 2015, Strong Women, Strong Girls (SWSG) and the Harvard T.H. Chan School of Public Health (HSPH) joined forces to design and implement a CBPR project, My Health, My Story, that seeks to understand the body image experiences and concerns of girls from diverse racial/ethnic and socioeconomic backgrounds in order to inform programming that promotes their health and well-being. The CBPR team, which includes SWSG staff members and HSPH researchers and was co-led by Kenyora Johnson (SWSG) and Dr. Madina Agénor (HSPH), is actively analyzing data from focus groups they conducted with SWSG girls in Spring 2016. Their preliminary findings, which will help inform SWSG programming, shed light on the types of role models girls have, their sources of strength and insecurity, how and with whom they talked about their body, and what markers of beauty are most important to them.



BIOGRAPHY OF MADINA AGÉNOR

Madina Agénor, ScD, MPH is an Assistant Professor of Social and Behavioral Sciences at the Harvard T.H. Chan School of Public Health. In her scholarship, Dr. Agénor uses quantitative and qualitative research methods to investigate how social inequalities influence the health and health care experiences of women and girls from socially and economically marginalized backgrounds.

PITTSBURGH AT-A-GLANCE



Girls enrolled



Sites



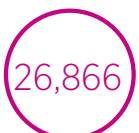
Strong Leaders



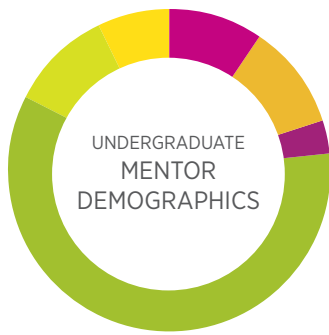
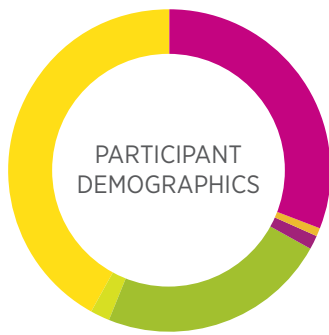
College Mentors



Strong Leaders
Mentoring Hours



Undergraduate
Mentoring Hours



- African American/Black
- Asian
- Latin American/Latinx/Hispanic
- White
- Other
- Did Not Respond

94% of participant girls report at the end of their participation that they like being a part of SWSG

100% of mentors report at the end of the year that they are Extremely Satisfied or Satisfied with their overall SWSG experience

COLLEGE
CHAPTERS





Strong Women, Strong Girls Pittsburgh is now 10 years old.

Just like many of the girls we serve, Strong Women, Strong Girls Pittsburgh is now 10 years old. In one decade, we've grown stronger in both numbers and impact, giving us plenty of reason to celebrate. Since 2006, beginning with our first chapter at Carnegie Mellon University, our unique, multi-generational program has gained traction, helping to markedly improve self-esteem in local girls, while also providing mentoring and leadership opportunities for women across Pittsburgh. We've facilitated more than 3,000 mentoring relationships between college women and girls from under-resourced neighborhoods. We know a perfect 10 is all about confidence, smarts, and strength. As the idea of a woman's worth continues to grow and evolve, so too does our organization. We're celebrating a perfect 10 years and looking forward to 10 more.

SPOTLIGHT ON A **GIRL**: AALIYAH HILL



Aaliyah Hill embodies what a strong girl is. Aaliyah has grown as a leader in SWSG, as well as in school at Pittsburgh Arlington Elementary. Aaliyah takes pride in her school community, passionately voices what she believes in, strives to achieve her goals, and especially acts as a role model in Strong Women, Strong Girls.

The girls write in a journal during each session and the first prompt was about bullying. Aaliyah asked to continue her writing on this topic over the next week and shocked mentors when she returned her journal completely full. Aaliyah was inspired to write a full story about the negative impacts of bullying in schools and included beautiful words of advice for those affected by this issue. Aaliyah, although very quiet, knows her true strength. She uses her writing and leadership skills to advocate for herself and her fellow strong girls.

As mentoring continues, she inspires others to challenge themselves, empower others around them, and work to be stronger mentors to each other. Aaliyah hopes to attend college, perhaps become a writer, and even serve her country in a branch of the armed forces.



SPOTLIGHT ON A **MENTOR:** FAKISHA FABRE

Fakisha Fabre served as a mentor during her time at UMass Boston. She passionately mentored her group of girls, promoting unapologetic female empowerment, a sense of purpose, and a celebration of girlhood. Fakisha takes pride in her girls and sees the incredible amount of potential they have. Her passion stems from being a powerful woman of color, proud of her accomplishments but deeply aware of the unique struggles she has faced. To Fakisha, mentoring is successful when young girls start to see just how much they can overcome and begin to honor their own self-worth. Fakisha has influenced girls and mentors alike to be proud of themselves and to flaunt their fabulous qualities and individuality every chance they get.



Fakisha joined the SWSG staff as an Americorps Highland Street Ambassador of Mentoring after completing her undergraduate degree because she felt that her work with the organization was not yet complete. She felt uniquely positioned to continue to spread SWSG's message. Fakisha is currently a candidate for a Masters in Public Administration at UMass Boston. She plans to work in policy and legislation that affects the girls that SWSG works with.



SPOTLIGHT ON A **STRONG LEADER:** TAMMY GRAYBILL



Tammy Graybill has been one of the biggest supporters of Pittsburgh's Strong Leaders program. Her 2-year match with Ashanti McCormick has been instrumental in supporting and shaping Ashanti's college career. In Ashanti's words, "I have never met a more dedicated, kind, and genuine role model. I know that she is always there for me, and I like that there are things that I can do for her as well. We compliment each other. Tammy makes University or Pittsburgh feel like

a home away from home, and that's honestly all I can ask from a mentor. She goes above and beyond for the people she cares for and I'm glad to call her my professional mentor."

As a Strong Leader, Tammy has offered her professional expertise to not only her mentee, but the entire group of volunteer professional mentors, by participating in Pittsburgh's Cohort Sessions and volunteering with Jump Into Spring. Tammy was born and raised in Eastern Pennsylvania and is a graduate of Penn State University. Tammy serves as an Associate Vice President, Assistant Complex Manager at RBC Wealth Management and is celebrating over 25 years of work. SWSG is proud to count Tammy as a supporter, mentor, and strong woman.



SPOTLIGHT ON A **BOARD MEMBER:** ELAINE STOKES

Elaine Stokes serves as a member of the SWSG Executive Board and is currently Chair of the Boston Regional Board. By day, she serves as a Vice President, Co-Head of the Full Discretion Team, and Portfolio Manager at Loomis, Sayles & Company L.P.

When hearing about SWSG, her heart was originally drawn to our work because of her 10-year old son. Being around children this age, she has seen the statistic of a girl's self-esteem peaking at age 9 in action. Amongst her son's peer group, she noticed that when girls were a few years younger they were unafraid to lead and outspoken. As they moved towards adolescence, she noticed their transformation. The girls have become quieter and less sure of themselves, while the boys continue to gain confidence. This first-hand observation sparked a motivation in her to do something for young girls.

Working in the financial sector - an industry typically led by men - has also offered Elaine insights on the challenges that exist for women. Elaine's professional journey is an inspiring one. Having grown up in a working class family, with economic struggles along the way, she attended Weymouth public schools and finished college. Soon after, she started working at Loomis Sayles in 1988 as an

administrative assistant. She moved steadily upwards at the firm, despite great odds for a woman of her background, into a very senior leadership role.

Her humble roots and commitment to creating opportunity for all have led Elaine to focus on supporting other women along their journeys. She now looks for opportunities to support other women's growth and advancement at all stages. Elaine was instrumental in starting a women's leadership group at her firm in 2014. This initiative has also lead her to create Women @ Work, a group that offers professional development opportunities, a venue to share knowledge and ideas, and the means to promote learning from one another.. The mission of W@W is to develop a broad network of support and collaboration among its members ultimately leading to increased connection and communication among all employees.

We are grateful to have Elaine's insights and leadership on the SWSG Boards as she embodies so much about our vision for the girls that we serve.



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Thank you so much for all that you do for Strong Women, Strong Girls.
When you give to SWSG, you become part of our community,
empowering all of us to dream and do.

Richard Mullen
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Kenneth Musen
Mikaela Musman
Julianne Muszynski
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Helen Walsh
Jodi Weber
Amanda Wachenfeld
Kathryn Ward
Jennifer Ward
Brian Ward
Zachary Ward
Warren Warden
Cynthia Warsing
Michele Weatherly
Edward Weller
Kimberly Wells

Joshua Werns
Timothy & Maria Wesley
Brittany Whiteside
Jennifer Whiting
Claudia Willett
Marisa Williams
Kristina Williams
Catey Wilman
Mark Wilson
Diana Wilson
Latasha Wilson-Batch
Alyssa Wright
Rebecca Wyman
Sarah Yealy
Debra Young
Jessica Young
Jane Ypsilantis
Zhaohui Yu
Lesley Zafran



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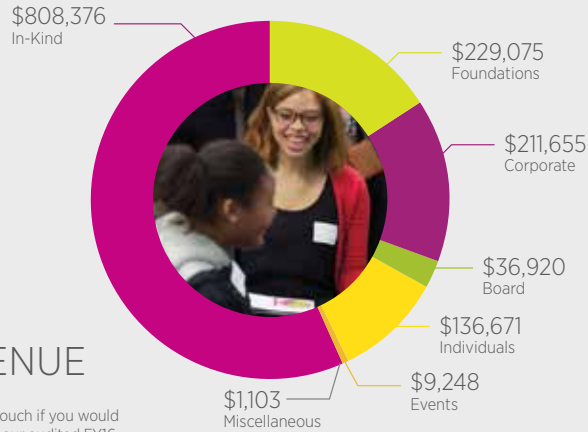


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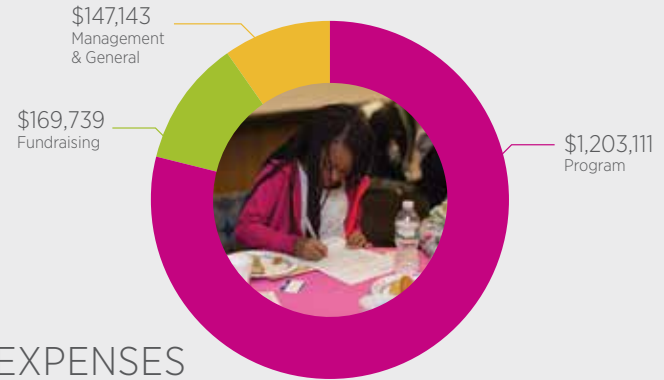


REVENUE

Please be in touch if you would like to review our audited FY16 financial statements when they are available.



EXPENSES



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Louise Herrle
Executive Board Chair & Treasurer, Incapital LLC

Beth Marcello
Pittsburgh Board Chair, PNC Bank

Tracy Fagan Duffy
Clerk & Boston Board Chair, Natixis Global Asset Management

Lesley Zafran
Strategic Consultant, Independent Consultant

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| Kay Lynch | Vice President, Human Resources, MaidPro |
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| Kait Rogers | Chief Financial & Admin Officer, Citizen Schools |
| Elaine Stokes | Vice President, Portfolio Manager, Loomis, Sayles & Company, L. P. |
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| Tracy Fagan Duffy | Senior Vice President, Natixis Global Asset Management |
| Marynee Pontes | Student Board Member & Girl Alumna, Tufts University |

PITTSBURGH REGIONAL BOARD

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| Brendan Surma | MBA Student, Community Member |
| Kara Tirimacco | Market Solutions Director, Dick's Sporting Goods |
| Tim Wesley | VP, Investor Relations & Corporate Comm. Wabtec Corporation |
| Taylor Wantz | University of Pittsburgh, Student Board Member |
| Latasha Wilson-Batch | Executive Director, Best of the Batch Foundation |



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