

SOCIAL IMPACT REPORT

SEPTEMBER 2016—AUGUST 2017 **BOSTON**



**STRONG WOMEN
STRONG GIRLS**

BUILDING RESILIENCE IN WOMEN & GIRLS

Dear Friends of SWSG Boston,

We are inspired by the work of the SWSG Boston team to change the course of women and girls' lives throughout the Boston area, and delighted to congratulate them on a full year of accomplishments.

This year, our Board, staff and mentors collaborated to make big improvements to our program. Our work ensured that all our girls receive a superior experience supported by a relevant, impactful curriculum and dedicated mentors.

We are also proud that SWSG was awarded the prestigious Advancement Award for diversity and inclusion by The Boston Club in April. Finally, this was a year of capacity building for the Boston team. SWSG Boston is now better poised for responsible growth.

We look forward to continuing our support of SWSG Boston in the years to come.

In sisterhood,



Louise Herrle
Executive Board Chair



Elaine Stokes
Boston Board Chair
& Executive Board
Member



Kait Rogers
Boston Board
Vice-Chair & Executive
Board Member

To say that our program year 2016-2017 was a time of change is an understatement. We welcomed new staff and Board members to SWSG, moved to our new office in Jamaica Plain, and worked relentlessly to improve program delivery and evaluation techniques. We also operated with a backdrop of unprecedented change on a national, social and political level.

As we strive to show young girls and women a glimpse of a world that is inclusive, diverse and tolerant, it is unfortunate that so much of what they see and hear today does not reflect that. The national political climate did not go unnoticed by the girls in our program. Our community is one that represents great diversity of backgrounds and many, if not all, were affected by these national changes in some way.

The biggest lesson we learned, and were able to impart to our mentors and mentees, was that despite

obstacles, we must stay true to our mission and vision.

This report highlights the important work that we are doing in Boston to build resilience in the girls that we serve. Jasmine, Brenda, Ashley, and Renata all share stories of how they overcame challenges to move forward in their lives. Our survey results tell a story about girls understanding how much they can do and achieve, even during times of uncertainty.

Thank you for your continued support of our work. We look forward to a fabulous 2017-2018 program year, where we continue to provide the strongest program possible for young girls—no matter what kind of new change is on the horizon.

With resilience,



Siiri Morley
Executive Director, Boston



SWSG AT A GLANCE

Strong Women, Strong Girls is a national organization focused on building self-esteem and agency in girls aged 8-11. We do this by focusing on 6 key outcomes for the girls in our program: Connection, Caring, Contribution, Character, Competence, and Confidence. We work with girls from 3rd through 5th grade in small group mentoring sessions to achieve these outcomes, utilizing a skill-based curriculum exhibiting empowering female role-models. Trained by our staff, undergraduate women facilitate these sessions utilizing a curriculum that builds connections and confidence. Our model promotes a pipeline of leadership that creates cycles of mutual empowerment. This Social Impact Report is a synopsis of our collective progress in SWSG Boston.

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.

VISION

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

CORE VALUES

BE ACCOUNTABLE

SWSG operates with transparency and integrity.

EXPECT QUALITY

SWSG pursues excellence and innovation.

FOSTER RESPECT

SWSG honors and supports diversity and inclusion.

BUILD COMMUNITY

SWSG values and promotes partnership and collaboration.

EMBRACE DISCOVERY

SWSG nurtures learning, creativity, development and fun.

CONFIDENCE

Strong girls realize their inner strengths to dream and do

COMPETENCE

Strong girls know how to get things done

CHARACTER

Strong girls embrace their individuality

CONTRIBUTION

Strong girls know how to make a positive difference

CARING

Strong girls show kindness and care for others

CONNECTION

Strong girls value community

THE 6C'S OF POSITIVE YOUTH DEVELOPMENT



BOSTON CONTEXT

SWSG Boston understands that there are multiple trends in our community that necessitate our work. Here are a few examples of why mentoring young girls from historically marginalized communities is important.

ACCESS & REPRESENTATION

(The 2015 Report on the Status of Women and Girls—Boston.)

70% of Boston's business management teams include one or no women, and women represent only **17%** of Boston's state delegation.

RACIAL & ETHNIC BREAKDOWN

(U.S. Census Bureau)

According to the 2010 Census, the racial background of Boston is **55.1% people of color.**

GENDER EQUITY

("Racial, gender wage gaps persist in U.S. despite some progress.")

Black and Hispanic women with a college degree **earn only about 70%** the hourly wages of similarly educated white men.

When we mentor young girls, we also empower them and allow them to embrace their self-confidence, which enables them to break through the barriers that statistically weigh them down.

▶ **2004**

Thanks to overwhelming support, SWSG becomes a non-profit.

▶ **2009**

Natixis Investment Managers joins SWSG as a major partner.

▶ **2015**

JUMP Program launches, successfully adding another layer to SWSG's multi-generational mentoring.

▶ **2000**

Lyndsay Hyde founds SWSG as a Harvard student group.

▶ **2008**

First Annual Jump Into Spring featuring John Kerry as our Keynote Speaker.

▶ **2011**

The SWSG Strong Leaders Network is launched, allowing our college mentors to be mentored by professional women.

▶ **2017**

First annual Women's Leadership Breakfast.

TODAY

SWSG Boston now works with 764 girls, 232 mentors, at 56 sites!

BOSTON SITES

ALLSTON

Charlesview Community Center
Gardner Pilot Academy
Jackson Mann K-8 School
West End House Boys & Girls Club

BOSTON

Condon Boys & Girls Club
Josiah Quincy Elementary School
Red Oak
Orchard Gardens K-8 School
Prospect Hill Academy
St. Stephen's
ML King Community School

BRIGHTON

Winship Elementary School
Mary Lyon School
St. Columbkille
Thomas Edison K-8 School

CAMBRIDGE

Margaret Fuller Neighborhood House
East End House

CHARLESTOWN

Charlestown Boys & Girls Club
Warren Prescott Elementary School

DORCHESTER

BRYE
UP Academy Dorchester
Boston Teachers' Union
Martin Luther King Jr. K-8 School
Sarah Greenwood School
Winthrop School
Edward Everett Elementary School
Saint John Paul II Catholic Academy: Columbia
Saint John Paul II Catholic Academy: Neponset
William W. Henderson Elementary School

EAST BOSTON

Patrick J. Kennedy PK-5 School (Group A)

MATCH COMMUNITY DAY SCHOOL

Match Community Day School

JAMAICA PLAIN

Mendell Elementary School
Mission Hill School
John F. Kennedy Elementary School

MATTAPAN

Saint John Paul II Catholic Academy: Mattapan

MEDFORD

St. Joseph School

NORTH END

Elliot School

ROSLINDALE

Phineas Bates Elementary School

ROXBURY

Yawkey Boys & Girls Club
OLPH Mission Grammar School
Samuel W. Mason Elementary School
Rafael Hernandez School
William M. Trotter School
Dudley Street Neighborhood Charter School

SOMERVILLE

Elizabeth Peabody House
Somerville YMCA
West Somerville Neighborhood School
Benjamin G. Brown School
East Somerville Community School
Argenziano Community School

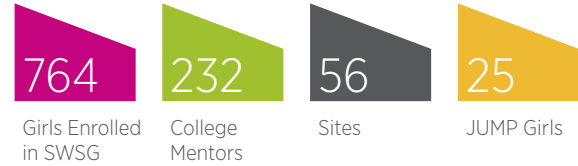
SOUTH END

Hurley K-8 School

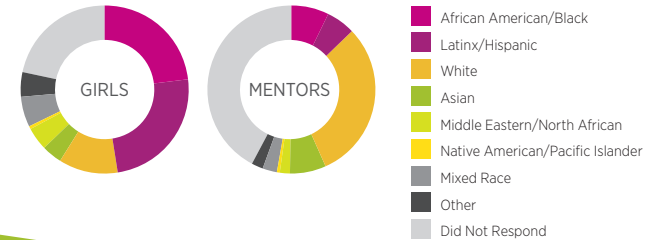
SOUTH BOSTON

South Boston Boys and Girls Club

FY17 BOSTON AT A GLANCE



DEMOGRAPHICS



Based on data from our pilot mentee survey conducted at 10 program sites, our program is of high quality and is positively impacting girl development.

97%

of girls indicated that they feel both accepted and supported by their mentors

97%

of girls believe they can go to college if they choose

95%

of girls believe that they can make a difference in the world

99%

of girls believe that they can influence how their life will turn out

94%

of girls believe that they can make a difference in their community



JASMINE THOMPSON **GIRL PARTICIPANT ALUMNA, JUMP MENTOR**

It is easy to give in to societal pressures, especially when society tells you that if you are a girl, playing with boys is simply NOT an option. However, Jasmine Thompson, a 7th grade girl who participates in SWSG Boston as a Junior Mentor, decided that she loved basketball too much to simply not play. Jasmine overcame the negativity coming from her all male team and proved that she was a valuable player. When encountering this obstacle, she said she put into practice what she learned

“It helped me stay strong. I am a strong girl.”

in SWSG: “[the mentors] helped me be strong, being a Junior Mentor [helped] me brush it off my shoulder... It helped me stay strong. I am a strong girl.” Jasmine not only became the first girl on her middle school basketball team, but her bravery and courage landed her a win off the court when her story was chosen for the

Max Warburg Courage in My Life Contest. Jasmine is an example of how encouraging young girls can be a catalyst for something far greater.



ASHLEY TORRES **UNDERGRADUATE MENTOR**

Ashley Torres is a UMass Boston mentor who joined Strong Women, Strong Girls in the fall of 2016 after completing a project on the organization. Ashley is motivated to empower young girls because women have been so underrepresented in the media and in her own life.

“I wanted to be involved with girls in some type of way so they know that there are people who look like them doing things, getting things done and going to college. I never saw anyone who went to college who looked like me.” Ashley’s studies have taken her to Colombia where she spent her time mentoring young Afro-Colombian girls. While in Colombia, Ashley

discovered how strong people really are saying “I think we’re all resilient, but we show it in different ways. When you’re a person of color you have to be resilient. It’s our culture.” She believes that when it comes to mentoring young girls, it’s not about being a hero, it’s about investing in them when they need it most. “There are different expectations of each school and each girl. Let’s meet them where they’re at and empower them from there.”

“Let’s meet them where they’re at and empower them from there.”



BRENDA BATISTA **GIRL PARTICIPANT ALUMNA**

Brenda Batista was in the SWSG program while in elementary school. Now in college, Brenda reflects back on her experience as a young girl in SWSG, and she believes that the mentoring program taught her how to be strong and resilient. She says, “hearing stories about women who can be powerful, who can command a space; that’s what makes girls more resilient, and more powerful.”

Brenda was part of a panel about the recent decision to withdraw the Deferred Action for Childhood Arrivals (DACA) policy. In an interview following the event, Brenda shared how much it meant to her. “I’m an immigrant, and I’ve always felt excluded from the conversation.” By participating in a panel and explicitly talking about her experience, Brenda was able to reach people who are going through the same situation, people like the girls in our program. Brenda hopes to continue sharing her story to make sure young girls know that they are not alone.

“Hearing stories about women who can be powerful, who can command a space; that’s what makes girls more resilient, and more powerful.”

“...it’s much easier to recover from adversity when you’ve got a whole team of strong women and girls behind you.”

RENATA BULE **UNDERGRADUATE MENTOR ALUMNA, STAFF MEMBER**

Renata Bule is a former Simmons college mentor who now joined the SWSG Boston team as Program Assistant. Renata is deeply dedicated to community-based empowerment, which closely aligns with the SWSG mission. She emphasized the importance of representative role models for girls: “Representation matters—in media, in politics, in the workforce, and in daily life. I firmly believe in the saying ‘you can’t be what you can’t see.’ When girls see themselves in someone being highlighted as a role model, it gives them the space to imagine all the different possibilities for their lives.” At SWSG Renata helps craft and develop the curriculum, embedding powerful role model narratives into the program, helping to open up a whole new world for our girls. Renata affirms that SWSG nurtures resilience in girls. She says that this is done with “intentional focus on relationship building—it’s much easier to recover from adversity when you’ve got a whole team of strong women and girls behind you, consistently showing up and creating a community of support around each one.”



SWSG WINS THE BOSTON CLUB'S PRESTIGIOUS ADVANCEMENT AWARD — FOR THE 2ND TIME!

Strong Women, Strong Girls is committed to the advancement of girls and women. This commitment drives us to be properly equipped with the awareness and knowledge to effectively serve our girls. This is why SWSG Boston deepened its existing partnership with YW Boston to collaborate on building a Mentor Diversity and Inclusion Training program focused primarily on building cultural competency, racial awareness, and an appreciation of diversity and inclusion for our mentors.

During the training sessions, mentors are given the space to explore individual biases and experiences with injustice. They explore the dynamics at play that perpetuate inequality throughout society and in the communities we partner with. Mentors learn antiracist tools in order to effectively empower girls no matter their race or ethnicity. Given the fact that the majority of program participants in SWSG are girls of color in the Roxbury and Dorchester neighborhoods, equipping mentors with the knowledge and resources to effectively empower these girls is vital to the success of our program in Boston. The training program enables mentors to better understand issues of



power and privilege and works towards embedding these lessons into SWSG's program model. By joining forces with YW Boston to combat racism and empower women, SWSG Boston has begun to pave the way forward for a more inclusive future. All our mentors in the 2017-2018 program will receive this training from YW Boston.

It was because of this purposeful dedication to promote diversity and inclusion that SWSG Boston was honored with the Boston Club's 2017 Advancement Award. We first won the award in 2008 when we were a young organization with only eight years under our belt. At the time we were serving 250 girls and had 75 mentors. Today we have more than tripled in size with close to 800 girls and 230 mentors.

SPOTLIGHT ON THE CURRICULUM

LESSON 8: BRAVERY

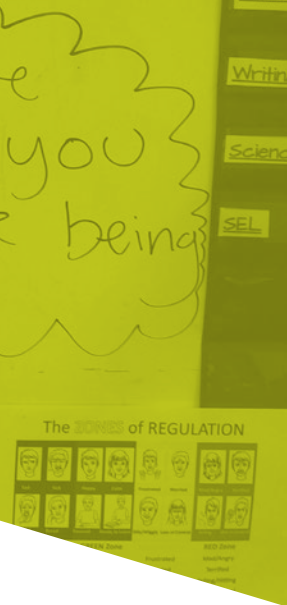
with Sophie Cruz

Bravery: Doing things that are important to us, even when we feel scared.



Sophie Cruz is a young, U.S. born, Latina immigration activist who teaches us the importance of being brave!

☑ Active/Share
☑ Bo's
☑ Activity
What are
Some ways
can practice
creative?



THE SIMMONS COLLEGE CHAPTER GOES ABOVE AND BEYOND

Every year Strong Women, Strong Girls hosts Strong Awards to honor the achievements of the mentors in SWSG. Mentors nominate their peers in categories such as Above and Beyond Mentor, Rising Star, and Above and Beyond Site. While these are some of the most coveted categories, the most prestigious award of the night is the **Above and Beyond Chapter**. This award recognizes the Chapter that succeeds in collecting valuable data on their local program. This year's winning Chapter was Simmons's College. The Simmons Chapter went above and beyond with data collection which is what granted them the award, Simmons also went home with an **Above and Beyond Mentor** award and the **Rising Star** award! Way to go Simmons!

COLLEGE CHAPTERS



Northeastern

COUNCILORS WU AND CAMPBELL SPEAK AT SWSG EVENTS

This year Strong Women, Strong Girls was incredibly fortunate to have Councilor Andrea Campbell and Councilor Michelle Wu speak at our Jump into Spring and Strong Awards events, respectively. Councilor Campbell spoke to the girls and mentors about her experiences as a young woman of color in the city of Boston and the importance of mentorship. As a prominent and powerful role model, Councilor Campbell's words resonated strongly with both women mentors and young girl mentees at SWSG. Councilor President Michelle Wu addressed the mentors on the subject of leadership and stepping up to take a seat at the table. She told the mentors that the world needs more leaders like them. A heartfelt thank you to both Councilors for showing all our girls what strong female leadership in action looks like!



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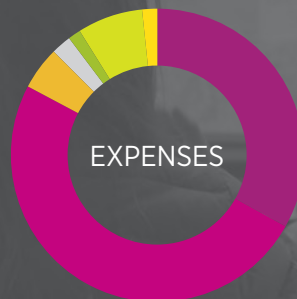
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FY17 FINANCIALS



Foundations	\$133,323
Corporate	\$188,022
Individuals	\$175,990
In Kind	\$393,772
Event	\$23,498
Other	\$5,016



Payroll & Staff	\$298,721
Program	\$445,163
Occupancy	\$42,580
Office Expenses	\$20,762
Travel & Meetings	\$11,832
Professional Services	\$64,361
Other	\$14,153

TOTAL REVENUE \$919,628

TOTAL EXPENSES \$897,573

NET INCOME \$22,056

* Audited financial statements can be provided upon request when available in early 2018

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