

SOCIAL IMPACT REPORT

SEPTEMBER 2016—AUGUST 2017 PITTSBURGH



STRONG WOMEN
STRONG GIRLS

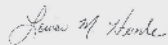
Dear Friends and Supporters,

At Strong Women, Strong Girls, we believe in the power of every woman and girl to realize her inner strengths **to dream and do**. Our work is rooted in the promise of mentorship as a tool to combat social and environmental pressures and unlock hidden potential. Mentoring allows us to both give and grow, nurturing the gifts of others while also awakening our own unique capacities. SWSG champions mentors of all ages and stages of life.

We have much to celebrate as a multi-generational mentoring community. In the 2016-2017 program year, SWSG expanded its reach to serve over 700 elementary school girls at 40 program sites throughout the region. We engaged more than 220 college women mentors across six college campuses to deliver high-quality programming to these girls. We also connected our college women mentors with over 100 professional women, known as our Strong Leaders, who provided guidance on academic success and career development.

This year, we are excited to welcome Jocelyn Horner, PhD, as Pittsburgh's Executive Director and Laura Freedman as Chair of SWSG's Pittsburgh Board. Under their leadership, we are expanding our Strong Leaders program, enhancing our core curriculum, and featuring groundbreaking female role models from the Pittsburgh community, such as Marita Garrett who was recently elected the first black woman mayor of Wilkinsburg, PA. We are also piloting new program initiatives to increase our diversity and impact across age cohorts.

Thank you to our broad community of donors, volunteers, staff, supporters, and all the strong women and strong girls out there who inspire and enliven us. We hope that you will join us as we forge new paths of collective impact with and on behalf of women and girls throughout southwestern Pennsylvania.



Louise Herrle
Executive Board Chair



Laura Freedman
Pittsburgh Board Chair



Jocelyn Horner, PhD
Executive Director, Pittsburgh



While more women than ever before are speaking up and changing the world, it is projected that 8 million girls in the United States will reach adulthood without exposure to or interaction with a mentor.

Research indicates that even one positive role model in a young person's life can foster healthy development, social and emotional skills, and academic achievement, providing a protective barrier from negative influences. Girls face distinct stereotypes, biases, and other personal and systemic challenges that can limit their ambition and the realization of their potential. These challenges are most acutely felt by girls who face increased adversity by virtue of their race, ethnicity, family income, geographic location, and many other factors.

At Strong Women, Strong Girls, we believe that every girl deserves access to diverse and inspiring role models and a caring mentor who champions her strengths and success.

Sources:

"The Mentoring Effect." Go to MENTOR., www.mentoring.org/program-resources/mentor-resources-and-publications/the-mentoring-effect.

Hurd, Noelle M., et al. "Negative Adult Influences and the Protective Effects of Role Models: A Study with Urban Adolescents." *Journal of Youth and Adolescence*, vol. 38, no. 6, Mar. 2008, pp. 777-789.

ABOUT SWSG PITTSBURGH

Who We Are Strong Women, Strong Girls (SWSG) is a multi-generational mentorship organization that connects professional women, college women, and elementary school girls. We champion the aspirations and promote the potential of girls from under-resourced communities through innovative mentorship programming.

What We Do Every week, we bring college women mentors together with girls in grades 3-5 at program sites around the Pittsburgh area. Using our unique, skill-building curriculum, mentors and mentees explore the stories of strong female role models and engage in growth-fostering activities and discussions. Our college women also build strong mentoring relationships with professional women, known as Strong Leaders, through one-on-one matches and Group Mentoring events.

Our History Harvard University freshman Lindsay Hyde founded SWSG in Boston in 2000. The organization expanded to Pittsburgh in 2006, with Carnegie Mellon University as the only area college chapter and just two program sites. Today, SWSG Pittsburgh has grown to include six college chapters and operates in 40 sites across the region, serving more than 700 girls annually.



VISION

Every girl and woman 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.

Our mentorship model fosters a supportive, diverse, and inclusive community of strong, confident women and girls. Through the connections they form, young women and girls have space to explore and pursue their unique dreams and aspirations.

CORE VALUES

BE ACCOUNTABLE

EXPECT QUALITY

FOSTER RESPECT

BUILD COMMUNITY

EMBRACE DISCOVERY



PITTSBURGH CONTEXT

From the classroom to the boardroom, girls and women in our region continue to confront opportunity gaps that limit their achievements and leadership. At SWSG, we view these challenges as a call to action. Girls and young women must have exposure to strong role models and access to meaningful mentoring relationships so they can dream big and boldly achieve success at all levels of leadership.

Pennsylvania is **ranked in the bottom five states** for gender equality in government representation.

Pennsylvania Center for Women & Politics,
Chatham University, 2017

Under 20% of corporate board members in Pittsburgh are women, and under 5% are African American.

Pittsburgh Business Times, 2017

African American girls in Allegheny County are referred to juvenile court **at a rate 11 times** that of their white peers.

Inequities Affecting Black Girls in Pittsburgh
and Allegheny County, 2016

In its 200-year history, Pittsburgh has had only **one woman mayor**.

New York Times, 2014

Within Pennsylvania's 100 largest public companies, **women hold only 13% of executive positions** and 17% of board seats.

GIS Associates, LinkedIn, 2017

Girls are less likely than boys to have access to athletic opportunities.

Inequities Affecting Black Girls in Pittsburgh
and Allegheny County, 2016

SWSG cheers the 2017 election of Marita Garrett, the first black woman mayor of Wilkinsburg, Pa. We are proud to feature Marita as a Strong Woman role model in our 2018 curriculum.

OUR SOLUTION

The 6 Cs of Positive Youth Development is a nationally recognized framework for understanding and fostering healthy outcomes among young people. At SWSG, we apply the 6 Cs to promote positive self-identity and leadership capability. Participants in SWSG gain skills in:

CONFIDENCE

Strong girls recognize 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.



ACH Clear Pathways
 Aliquippa Elementary
 Allentown Learning & Engagement Center
 Avalon Elementary
 Barrett Elementary
 Bellevue Elementary
 BJWL East Hills
 BJWL Hamilton-Larimer
 BJWL Oak Hill
 Center of Life - Fusion
 Cornell Elementary
 Lawrenceville Boys and Girls Club
 Magee Recreation Center
 Manchester Youth Development Center
 MUSA at Park Elementary School
 Pittsburgh Arlington Elementary

Pittsburgh Arsenal Elementary
 Pittsburgh Brookline K-8
 Pittsburgh Carmalt PreK-8
 Pittsburgh Colfax Elementary
 Pittsburgh Dilworth PreK-5
 Pittsburgh Faison K-5
 Pittsburgh Grandview K-5
 Pittsburgh Liberty K-5
 Pittsburgh Linden K-5
 Pittsburgh Montessori PreK-5
 Pittsburgh Phillips K-5
 Pittsburgh Roosevelt PreK-5
 Pittsburgh Spring Hill K-5
 Pittsburgh West Liberty K-5
 Pittsburgh Westwood K-5
 Pittsburgh Whittier K-5

Propel Hazelwood
 Propel Homestead
 Providence Family Support Center
 Sarah Heinz House
 Shadyside Boys and Girls Club
 Sto-Rox Elementary
 Urban Pathways Charter School
 Wesley Center

OUR REACH



24-week
 After-school curriculum

27,000+
 Undergraduate mentoring hours

1,500+
 Strong Leaders mentoring hours

OUR COLLEGE CHAPTERS



Carnegie Mellon University

POINT PARK UNIVERSITY





“One thing I’ve learned from my mentors is self-empowerment.”

TAKARA AND TACIA’S STORY

“Why are you playing basketball? You’re a girl.” “Why are you wearing joggers? You’re not a boy.” “Why are you playing Minecraft? You must be a tomboy!”

These are the questions that twins Takara and Tacia Pack face in their fifth-grade class at Pittsburgh Faison, a local public school. The questions don’t bother them—they know that girls don’t have to play with dolls or wear dresses. They can join the basketball team if they want. And they’re quick to explain this to other kids, because they know how important it is to speak up.

After participating in the Strong Women, Strong Girls after-school program for three years, they’ve both learned to be courageous, thanks to the college women who mentor them each week. It’s hard for Takara and Tacia to choose their favorite SWSG activity. They love it all: field trips to Carnegie Mellon University (CMU), dance parties at the end of their weekly session, conducting science experiments, reading about strong women. But the best part, both girls agree, is seeing their mentors.

“They’re nice, they’re funny, they’re smart, and also they’re very active!” Tacia says. “One thing I’ve learned from my mentors is self-empowerment—it means caring about yourself and being aware of others around you.”

Monica Rogers, the girls’ mother, says her daughters are more confident thanks to the influence of their mentors. “After a year in the program, the girls weren’t afraid to show you who they are,” Monica says. “The mentors show them: ‘hey it’s okay to be myself.’”

Takara and Tacia’s experiences in the SWSG program have inspired big dreams. Both ran for student government this year, and they’re already considering their college choices.

“We want to go to Carnegie Mellon now—we didn’t know we wanted to, but after visiting CMU with SWSG, we want to experience that,” Takara says.

Following college, Takara and Tacia are considering careers as scientists or writers or chefs—or even serving as U.S. President. With the support of a strong mentor in their lives, they know anything is possible.

“Empowering our strong girls ... and encouraging them to see their future options helps me reflect on how important it is to be a role model for them.”

LAUREN'S STORY

As a little girl, Lauren Nazzaro had two remarkable role models: her mother, a pediatric oncology nurse, and Rosalind Franklin, a chemist responsible for much of the research that led to understanding DNA. Lauren has long been frustrated that Rosalind never received the credit she was due—instead, a Nobel Prize for the accomplishment was awarded to three men years after Rosalind passed away.

Now a junior at Carnegie Mellon University (CMU), Lauren has spent five semesters as a mentor for Strong Women, Strong Girls, helping her mentees learn about strong, accomplished women like Rosalind. Lauren shares her passion for biology, which she studies at CMU, with the girls she mentors each week. Watching the girls' excitement when they try a new science experiment is fulfilling and joyous.

Some of Lauren's mentees have been with her for a few years, and seeing them grow and overcome challenges has opened her eyes to different backgrounds. She now recognizes her comparatively privileged upbringing—it was always assumed that Lauren would go to college. That's not the case for some of her mentees, but she helps them see college as a possibility.

“Empowering our strong girls by bringing them to CMU to experience a college campus, helping them to dream about going to college, and encouraging them to see their future options helps me reflect on how important it is to be a role model for them,” Lauren says.

Lauren understands that mentoring is a give-and-take relationship. While she inspires and empowers girls as an SWSG mentor, Lauren also expands and hones her own skills in delivering content from a curriculum, connecting individually with girls, and helping them overcome barriers. She values her experience as an SWSG mentor because she knows her service is helping strong girls grow into strong women.



OUR COMMITMENT TO CONTINUOUS IMPROVEMENT

To ensure that our girls and mentors are engaged, challenged, and flourishing, we are continuously improving our program. We are committed to delivering a program that reflects the ever-changing needs of our girls, mentors, and mentoring sites. We are excited to be introducing the following enhancements during the 2017-2018 programming year.

OUR GIRL PROGRAM WILL:

1. **Increase integration of 6 Cs of positive youth development.**

Each lesson now models and reinforces: confidence, competence, character, contribution, caring, or connection. Every girl will have the opportunity to reflect upon and discuss with her mentors and peers the value of each “C” in her life.

2. **Expand experiential activities.** Kids learn by doing. New lessons engage the girls through developmentally appropriate hands-on activities. For instance, the girls will practice working as a team to build straw bridges, teaching them the basic steps of planning, designing, and testing an idea.

3. **Focus on local role models.** We are connecting our girls—and mentors—with Pittsburgh-based role models who are breaking barriers and positively impacting their communities. Girls will have the opportunity to meet with these strong women and learn firsthand about their experiences.

4. **Engage college mentors in program development.** We are leveraging our mentors’ knowledge and feedback to enhance our impact. They are co-authoring lesson plans, piloting activities, and helping us adjust our approach to best meet the needs of the girls at each site.

OUR MENTOR PROGRAM WILL:

1. **Engage local experts and community leaders to serve as a resource for our mentors.** We are delivering new learning experiences that both deepen the mentoring relationship and equip mentors to effectively manage classroom behavior.

2. **Build social, cultural, and community awareness across our mentor community.** We are launching workshops that expand and deepen mentors’ understanding of the systemic challenges that impact our girls and the communities in which they live.

3. **Create increased opportunities to build relationships and learn from our professional Strong Leaders.** We are introducing Group Mentoring sessions where college women can engage in discussions and expand their network of quality relationships.

4. **Provide increased leadership opportunities.** In addition to leadership roles within their college chapters, mentors now serve on board committees, deliver training to peers, and lead quality improvement projects.

PROGRAM HIGHLIGHTS

Strong Awards Breakfast

In August 2017, we held our third annual Strong Awards breakfast. To celebrate strong leaders in our community, we honored four Pittsburgh-based women and girls. Among the honorees were Dr. Ria Davis, president and co-founder of Cybergenetics; Brettney Duck, founder and director of G.O. Girls, a nonprofit that supports girls transitioning from foster care to adulthood; Aya Shehata, a junior at the University of Pittsburgh who is active on campus and has served as an SWSG mentor her entire college career; and Jessica Garcia, a fifth-grader and SWSG participant who overcame a language barrier to succeed academically and who dreams of becoming a music teacher.

Every year, awardees are nominated by their peers and community members. Each awardee is selected based on a rubric of qualities, including: her accomplishments; community impact; and personal challenges she has overcome.

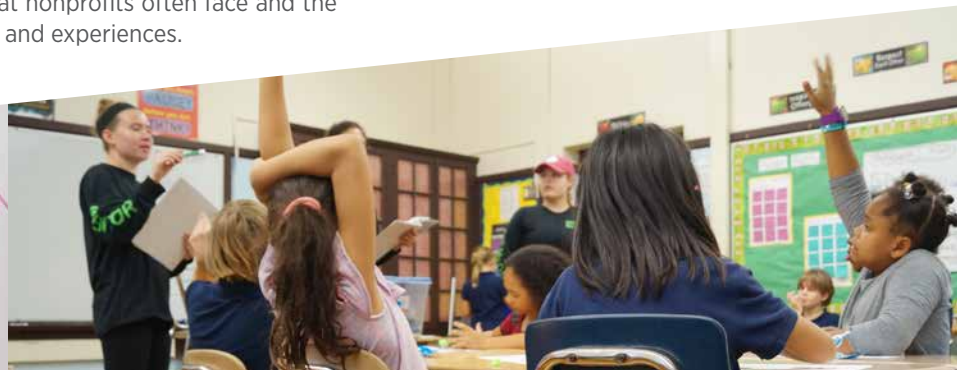


Nelson Mandela Fellows

In the summer of 2017, several of SWSG's college women mentors presented to visiting Nelson Mandela fellows. These fellows are recognized as outstanding young leaders from Sub-Saharan Africa and are given the opportunity to hone their skills at a U.S. college or university.

SWSG's mentors presented on our organizational structure, history, and goals. They discussed the importance of role models and mentorship for girls and explained some of the challenges that girls in our country face. Mentors also shared their firsthand experiences in the program.

After SWSG's presentation, the mentors and fellows broke out into small groups and discussed various topics, including the challenges that nonprofits often face and the fellows' goals and experiences.



Heinz History Field Trip

In November 2016, college women mentors took their girl mentees on a field trip to the Heinz History Center, located in the Strip District. There, the girls enjoyed a customized lesson and learned about strong, historical women from western Pennsylvania.

University of Pittsburgh 5K Fundraiser

In April 2017, SWSG mentors from the University of Pittsburgh organized their fourth annual 5K and one-mile fun run fundraiser. These college women raised nearly \$1,500 to support Strong Women, Strong Girls Pittsburgh.

INDIVIDUAL DONORS

Rebecca Abrams
Daniel Adams
Katherine Altieri
Sharifa Anderson
Ashley Andrews
Sydney Bagovich
Mackenzie Baird
Candace Baranski
Nicole Bechtold
Rose Bell
Natalie Bell
Lori Benvenuto
Rhonda Bolding
Maris Bondi
Katie Boris
Traci Borsch
Pat Botula
David Brady
Kate Broad
Laura Butler
Connie Cesario
Christine Chaffee
Katie Chrobak
Alexis Clipper
Hank Cochran
Lisa Constantine
Cassandra Cooper
Mary Corcoran
Julia Costa
Molly Crooks
Sharon Czyzewski
Claudia Dancan
Elizabeth Datrindade
Christine Daub
Brian Defede
Christine Dockey
Kelly Donley
Julia Doveikis
Daniel Elegy
Erika Ettinger
Jordan Ferguson
Alabi Feyisola
Kathleen Fillnow
Kathryn Fine
Rachel Franzblau
Laura Freedman
Marita Garrett
Heather Gavlak
Emily Gelb
Gabriella Giaromita
Mary Kay Girimonti
Jeanne Givner

Caroline Goebel
Mary Graft
Catherine Grant
Kimberle Greene
Katherine Hancock
Laura Harrington
Christine Hebor
Louise Herrie
Catherine Hewlett
Jennifer Highfield
Caitlin Hoffmann
Clare Horner
Jennifer Hornyak
Pamela Jennings
Kristin Kanthak
Leah Keen
Alicia Finley Welsh Kemp
Heather Ketterer
Emma Kieran
Cheryl Kleiman
Amanda Kochirka
Susan Lemke
Anyia Lematovych
Arthur Levitt
Kathryn Lis
Kathleen Lovett
Sara Lowry
Gwynne Maiorana
Kathryn Malesic
Ben Mantica
Beth Marcello
Dayna Martin
Victoria Mattingly
Liz Mavero
Michele McGough
Brittany McGraw
Kelly Donley
Julia Doveikis
Daniel Elegy
Erika Ettinger
Jordan Ferguson
Alabi Feyisola
Kathleen Fillnow
Kathryn Fine
Rachel Franzblau
Laura Freedman
Marita Garrett
Heather Gavlak
Emily Gelb
Gabriella Giaromita
Mary Kay Girimonti
Jeanne Givner

Angela Myers
Nicole Norkin
Sheri Palumbo
Jan Pearson
Dominick Peluso
Avi Pempfer
John Petillo
Mary Poehlmann
Sandra Prusak
Beatriz Pujols
Emily Raitano
Lauren Rauscher
Virginia Rothschild
Cristina Ruggiero
Ellen Rubinsky
Peter Rubinsky
Katherine Sammon
Sabrina Saunders Mosby
Dawn Sauter
Dana Scarpino
Rochelle Seidenbeck
Yasmin Shaheed
Chris Siefert
Carrie Simpson
Linda Sirrianni
Allison Sizemore
Janel Skelley
Jennifer Smith
Anne Smith
Renee Snyder
Andrea Stanford
Laura Stember
Margaret Stemmler
Stacy Stowes
Mary Beth Stylingler
Brendan Surma
Kim Sypula
Diane Thomas
Suzette Van Benschoten
Karen VanderVen
Cass Vanglider
Jessica Watts
Brigitte Ways
Susan Weinzierl
Timothy Wesley
Avery White
Christina Wilds
Latasha Wilson-Batch
May Wong
Benjamin Yuan
Lesley Zafran

FOUNDATION FUNDERS

Birmingham Foundation
Comcast Foundation
Fisa Foundation
Grable Foundation
Heinz Endowments
Jack Buncher Foundation
Jackson Charitable Trust
Jewish Women's Foundation
Massey Foundation
McAuley Ministries
PNC Charitable Trust
Wabtec Foundation

CORPORATE SPONSORS

Comcast
Dr. Pepper Snapple Group
Federal Home Loan Bank of Pittsburgh
FedEx Ground
Giant Eagle
Hershey
Highmark
Reed Smith LLP
Solutions4Networks
Thermo Fisher Scientific
Unilever
UPMC
UPMC Health Plan
Wabco
Workspace

IN-KIND SPONSORS

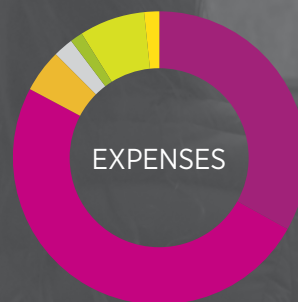
Best of the Batch Foundation
Community College of Allegheny County
Drawing Conclusions
Giant Eagle
Nate Weatherly Photography
Nugo Nutrition
Oakland Catholic High School
Professional Graphic Communications, Inc.
Smith Brothers



FY17 FINANCIAL OVERVIEW: BOSTON AND PITTSBURGH



Foundations	\$133,323
Corporate	\$188,022
Individuals	\$175,990
In-Kind	\$393,772
Events	\$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 **\$919,621**

TOTAL EXPENSES **\$897,572**

NET INCOME **\$22,049**

* Audited financial statements can be provided upon request.

EXECUTIVE BOARD

Louise Herrle
SWSG Executive Board Chair & Treasurer,
Incapital LLC

Beth Marcello
SWSG Pittsburgh Board Chair, PNC Bank

Kait Rogers
SWSG Boston Board Vice-Chair,
Citizen Schools

Elaine Stokes
SWSG Boston Board Chair, Loomis Sayles

Lesley Zafra
SWSG Executive Board Clerk,
Independent Consultant

PITTSBURGH REGIONAL BOARD

Beth Marcello
Outgoing Regional Board Chair;
Women's Business Development Director, PNC

Laura Freedman
Incoming Regional Board Chair:
Partner, Southpointe Wealth Management of UBS

Lori Benvenuto
Partner, Ernst & Young

Nicole Bechtold, JD
Attorney, Reed Smith

Hank Cochran
Director, Financial Accounting Services
and Support, Arconic

Louise Herrle
Managing Director, Capital Markets, Incapital

Kathleen Lovett
Senior Director, Global IT Integrations,
ThermoFisher Scientific

Michele McGough
President and CEO, Solutions4networks

Lee Ann Munger
Development Officer, United Way
Women's Leadership Council

Toni Murphy
VP, Comcast Business Keystone Region

Cristina Ruggiero, PhD
Executive Director, National Council of Jewish
Women Pittsburgh Section

Dawn Sauter
Founder, Workscape Inc.

Rochelle Seideneck
VP, Grocery Merchandising, Giant Eagle, Inc.

Linda Sirianni
Manager, Innovation, Compliance & Process, FedEx

Brendan Surma
Principal, Furnace Run Ventures LLC

Tim Wesley
VP, Investor Relations & Corp. Comm.,
Wabtec Corp.

Latasha Wilson-Batch
Executive Director, Best of the Batch Foundation



To learn more about SWSG's work in both
Boston and Pittsburgh, visit www.swsg.org

