

SOCIAL IMPACT REPORT

BOSTON

2017—2018



**STRONG WOMEN
STRONG GIRLS**



Dear Friends and Supporters,

On behalf of our Executive Board of Directors, I am thrilled to present Strong Women, Strong Girls' Social Impact Report for the 2017-2018 Program Year. In its pages you will find key organizational highlights and milestones of our work that are changing the playing field for women and girls through mentorship, as well as firsthand stories from your local SWSG office. In addition to reaching more than 1,250 girls at more than 80 program sites across Boston and Pittsburgh, we have engaged more than 500 college women at 12 universities and over 100 professional women.

Throughout this year, we have forged new bonds between the staff and stakeholders in our sister cities and embraced our core belief: We are strong in our unity. Our Boston and Pittsburgh locations have integrated the talents of our mentors and leveraged the expertise of both staff teams to help each participant in our program imagine and achieve a broader future. In the years ahead, the relationships we have cultivated will continually strengthen our ability to serve the girls and women in our communities.

I am continually inspired by the spirit and resilience present in each of our girls and mentors, and by the hard work and service exhibited by each of our board and staff members. Thank you to everyone who has served with us as a volunteer or mentor, ultimately providing more role models for girls in our communities. Most importantly, many thanks to you for unparalleled support that enriches so many women, girls and communities.



Kait Rogers

SWSG Executive Board Chairperson



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.

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.

ABOUT SWSG

What Is SWSG?

Strong Women, Strong Girls (SWSG) is a multi-generational mentoring organization that connects professional women, college women, and elementary school girls. Our programming creates an out-of-school, service-oriented community that promotes positive development by taking a preventative approach toward declines in adolescent girls' self-confidence.

How Does SWSG Work?

Girls in grades 3–5 throughout the Boston and Pittsburgh regions participate in 24 weekly after-school sessions. They learn about strong female role models and engage in skills-building activities that expose them to exciting careers and admirable character traits. Local college women volunteers, trained and supported by SWSG staff, facilitate sessions with the girls using a robust curriculum based on female role models. In turn, the college women mentors are mentored by professional women, known as Strong Leaders, who provide personal and professional guidance. This multi-generational mentoring model is helping to build a diverse pipeline of female talent and leadership and is changing the landscape for girls in the future.

When Was SWSG Established?

Harvard University freshman Lindsay Hyde founded SWSG in Boston in 2000. The organization expanded to Pittsburgh in 2006. Together, both locations serve over 1,250 girls with the help of 525+ mentors at 12 universities.

OUR CROSS-CITY IMPACT

1,250+ 525+
GIRLS ENROLLED
IN SWSG COLLEGE
MENTORS

12 83
COLLEGE
CHAPTERS PROGRAM
SITES

COLLEGE CHAPTERS





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.")

Broken down by race, white women make 75 cents on the dollar, compared to white men, while **African American women make 52 cents** and Latina women make 49 cents.

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

Junior Mentor (JUMP) pilot launches, engaging middle school girls as near-peer mentors working alongside college mentors.

▶ 2000

Lindsay 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.

▶ 2018

Second Annual Women's Leadership Breakfast

BOSTON SITES

ALLSTON

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

BRIGHTON

Mary Lyon School
St. Columbkille Partnership School
Winship Elementary School

CAMBRIDGE

East End House

CHARLESTOWN

Charlestown Boys & Girls Club
Warren Prescott Elementary

DORCHESTER

Edward Everett Elementary
St. John Paul II Catholic Acad: Lower Mills
St. John Paul II Catholic Acad: Columbia
Sarah Greenwood Elementary
UP Academy: Dorchester
UP Academy: Holland
Winthrop Elementary

EAST BOSTON

Patrick J. Kennedy PreK-5 School

JAMAICA PLAIN

Boston Teacher's Union School
Curley K-8 School
John F. Kennedy Elementary

MATTAPAN

Chittick Elementary School
St. John Paul II Catholic Acad: Mattapan

MEDFORD

St. Joseph School

NORTH END

Eliot School

REVERE

Paul Revere School

ROSLINDALE

Phineas Bates Elementary

ROXBURY

Mendell Elementary
OLPH Mission Grammar School
Rafael Hernandez School

Samuel M. Mason Elementary
William Trotter Elementary
Yawkey Boys & Girls Club

SOMERVILLE

Albert F. Argenziano Community School
Benjamin B. Brown School
East Somerville Community School
Somerville YMCA
West Somerville Neighborhood School

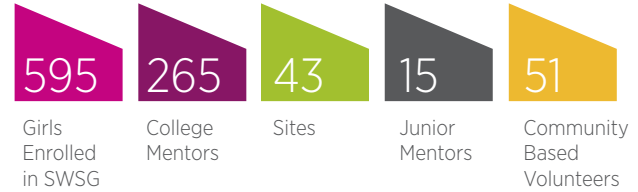
SOUTH BOSTON

Condon Boys & Girls Club
South Boston Boys & Girls Club

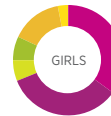
SOUTH END

Hurley K-8 School

BOSTON AT A GLANCE



DEMOGRAPHICS



RACE/ETHNICITY

	GIRLS	MENTORS
Latina/Hispanic	35%	10%
Black	34%	6%
Asian	6%	18%
White	15%	63%
Mixed Race	7%	
Other	3%	3%

Survey result metrics from girls that demonstrate the impact of our program.

93%

I feel like
I belong here.

93%

Doing something that helps others
has become more important to me.

97%

Our mentors really
care about me.

95%

Our mentors care
what I think.

93%

I feel safe and comfortable
with our mentors.

OUR PROGRAM IN ACTION

SWSG delivers its 90-minute afterschool program on a weekly basis throughout the school year. The cornerstone is a skills-building curriculum that teaches key social-emotional skills like empathy, resilience, and initiative through strong female role models such as Maya Angelou and Malala Yousafzai. Mentors guide the girls through variety of activities that focus on different areas including STEM, civic engagement, healthy living, and the arts in order to help them imagine a broader future for themselves. This combined approach to girl empowerment: mentoring relationships, learning about female role models, skill-building, and exploring passions, is what makes SWSG's program so unique and transformative.

“One day at West End House, one of the girls came in and told the mentors that she had taken the previous week’s bio home and read it to her little sister. She said she taught her about compassion and how important it is to care for other people because that makes you strong. I believe that embodies the SWSG mission because not only did she learn about those concepts, but she was able to pass that knowledge on to her little sister.”

Additionally, girls attend one eye-opening college campus field trip in the fall or spring semester, hosted by their mentors at one of our six college chapters. Girls take part in workshops and engaging hands-on activities that help them explore academic and career options of interest. For many girls, these field trips are their first exposure to high education. It helps them realize that college is an attainable goal.

Finally, girls and mentors work together on a community service project each spring that helps to build their sense of Caring and Contribution. Girls at each program site vote on one of several options then spend two weeks planning, implementing, and reflecting on their project. In the process, girls cultivate leadership and management skills.

“After the lesson about the founder of Rosie’s Place, our group discussed the importance of standing up for what you believe in. The girls in our group were really passionate about taking care of the environment. After our mentoring session, the girls started an environmental club at school. They organized a school clean-up and a “walk to school day.”

SPOTLIGHT ON THE CURRICULUM:

LESSON 2: SOCIAL AWARENESS

Strong girls show kindness and concern for others.

Social Awareness: Understanding the world around us and how best to respond to the needs and people in our community.

Role Model: Kip Tiernan was social activist who recognized a need in her community and took action to help homeless women and children in Boston.

Outcome: We help girls develop a sense of altruism through the practice of compassion and empathy. In working to understand the value of diversity and demonstrating their dedication to others in their community, our girls build the unconscious ability to take into consideration the well-being of others.





JUMP INTO SPRING

“After listening to the women from Boston City Council at Jump into Spring, we had the girls write letters to the mayor of Medford, who is a woman. Their letters were incredibly inspiring — one girl wrote about why she loved feminism and asked the mayor if she loved feminism and why. They also wrote about their hopes for the future, and all of the girls talked about wanting to go to college (some even mentioned that they wanted to go to Tufts!)”

Strong Women, Strong Girls’ Annual Jump into Spring celebration at the end of the programming year brings together the entire SWSG community: girls, mentors, volunteers and community supporters, to connect and celebrate female empowerment. This year’s event took place on April 7th, 2018 at the Reggie Lewis Center in Roxbury. Jump into Spring features movement-based activities, focused specifically on jump roping, hence the name JUMP Into Spring. They also participate in yoga stretches and exercise infused dances. Girl participants and mentors alike are inspired by real-life female role models from the Greater Boston community, with talks and performances by local women. This year’s event featured Congresswoman Ayanna Pressley and Boston City Councilors Andrea Campbell, Annisssa Essaibi-George, and Kim Janey. Girls had the opportunity to ask these powerful...women...questions...and...even...provide...policy recommendations!

A special thank you to our event sponsors, Athleta and Houghton Mifflin Harcourt for their generous support of this event.

SWSG raises over \$45,000 through the 2nd Annual Women's Leadership Breakfast



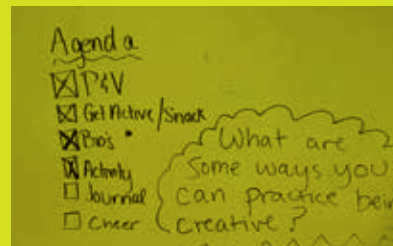
As part of our multi-generational mentoring model, SWSG believes that professional women deserve space and time to connect with one another, learn, and hear from industry leaders about their experience in their careers or personal life. From this grew the Women's Leadership Breakfast, which we hosted on April 12th, 2018 at Loomis, Sayles & Company in Downtown Boston. The event welcomes 150 guests from professional industries across Boston to hear from a community of empowered women who are helping to change the landscape for women and girls.

Boston City Council President Andrea Campbell and Emmy-award winning journalist and philanthropist Shaun Robinson spoke with Boston Globe columnist Shirley Leung about their leadership journeys. Collectively they reflected on how all of us, on the heels of 2017 being dubbed "The Year of the Woman," can create a new day for girls of color in our city. The

event was emceed by Veronica Robles, Founder of the Veronica Robles Cultural Center and member of the Boston Mayor's Office "Boston Creates" Leadership Council. Additional speakers included Meg Clough, Director, VP, Community Investments, Loomis, Sayles & Company and Marynee Pontes, a former girl and mentor in the program. Each spoke about what Strong Women, Strong Girls means to them and why they continue to support our work.

The 2nd Annual Women's Leadership Breakfast raised over \$45,000 thanks in large part to returning and new sponsors inspired by our work. They include; Loomis, Sayles & Company, Natixis Investment Managers, EY, Eastern Bank, State Street Professional Women's Network and John Hancock. The Boston Globe generously supported the event as it's Media Sponsor, helping promote the opportunity to diverse communities across the city.

SPOTLIGHT ON THE CURRICULUM:



LESSON 6: CREATIVITY

Strong girls know how to make a positive difference with Maya Angelou

Creativity: Using & expressing your imagination or original ideas.

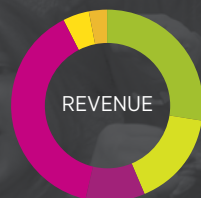
Role Model: Maya Angelou, an African American poet, author, performer, producer, and civil rights activist, is a great role model for girls to access their inner voice and express themselves.

Outcome: We work with girls to help them identify the variety of ways in which they add value to situations. Through the development of leadership skills, they identify what is important to them and how to make a difference.

FISCAL YEAR 2017-2018 FINANCIALS

SEPT. 1, 2017 - AUG. 31, 2018

ORGANIZATION-WIDE



Foundations	\$503,025
Corporate	\$294,408
Individuals	\$183,787
In-Kind	\$706,620
Events	\$85,017
Board/Other	\$50,673

TOTAL REVENUE

\$1,823,529



Management & Admin.	\$258,594
Fundraising	\$216,531
Program	\$474,104
In-Kind	\$706,284

TOTAL EXPENSES

\$1,655,516

BOSTON



Foundations	\$206,475
Corporate	\$208,723
Individuals	\$146,133
In-Kind	\$242,488
Events	\$59,036
Board/Other	\$11,295

TOTAL REVENUE

\$874,150

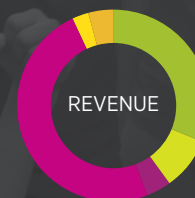


Management & Admin.	\$169,860
Fundraising	\$142,230
Program	\$285,655
In-Kind	\$242,488

TOTAL EXPENSES

\$840,233

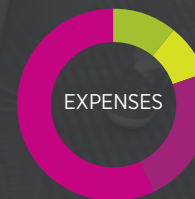
PITTSBURGH



Foundations	\$296,550
Corporate	\$85,685
Individuals	\$37,654
In-Kind	\$464,131
Events	\$25,981
Board/Other	\$39,378

TOTAL REVENUE

\$949,379



Management & Admin.	\$88,734
Fundraising	\$74,301
Program	\$188,453
In-Kind	\$463,795

TOTAL EXPENSES

\$815,283

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PITTSBURGH

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