

SOCIAL IMPACT REPORT

PITTSBURGH

2017—2018



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 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+

GIRLS ENROLLED IN SWSG

525+

COLLEGE MENTORS

12

COLLEGE CHAPTERS

83

PROGRAM SITES



ABOUT SWSG PITTSBURGH

Strong Women, Strong Girls arrived in Pittsburgh in 2006 with just one college chapter and one program site. By the end of 2018, it has grown to encompass six universities and 40 program sites, serving nearly 1,000 total women and girls each year.

Mentoring for Change

The importance of mentoring for young people cannot be overstated. Numerous studies have demonstrated the positive quantitative and qualitative benefits for youth who have a mentor. For instance, young people who face an opportunity gap are 55% more likely to be enrolled in college if they have a mentor than those who do not.¹

Our focus on serving women and girls is a direct response to inequalities still facing women in Pittsburgh. Among other issues in our city, just over 20 percent of corporate board members are women.² We aim to empower girls and women to create a diverse pipeline of strong female leadership in and for the region.

¹ The Mentoring Effect: Report from the National mentoring Partnership, 2014. Visit www.mentoring.org for more information.

² Post-Gazette, 2017

THE 6CS OF POSITIVE YOUTH DEVELOPMENT

SWSG uses the 6Cs, a nationally recognized youth development framework, to structure our mentoring curriculum for girls and college women mentors. Through the lens of the 6Cs, we can better understand and foster healthy outcomes among young people and 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 Oakhill Terrace
 Center of Life - Fusion
 Cornell Elementary
 Lawrenceville Boys & Girls Club
 Magee Recreation Center
 Manchester Youth Development Center
 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
 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 & Girls Club
 Sto-Rox Elementary
 Urban Pathways Charter School
 Wesley Center

OUR REACH IN PITTSBURGH

660+

Girls Enrolled
in SWSG

230+

College
Mentors

100+

Professional
Women

40

Mentoring
Sites

6

College
Chapters

38,500+

Hours Contributed by
College Mentors

OUR COLLEGE CHAPTERS



Carnegie Mellon University



**POINT PARK
UNIVERSITY**





FROM GIRL TO MENTOR: A COLLEGE WOMAN'S SWSG JOURNEY



From the time she was a small child, Elena Frye has searched tirelessly for ways to inject positivity into the world. She suffered from the words and actions of bullies throughout her school career, which only deepened her desire to counteract their negative influence. When she reached third grade at Pittsburgh Minadeo Elementary School, she finally found a safe space at Strong Women, Strong Girls.

Minadeo was one of the first sites in Pittsburgh where SWSG delivered programming. Elena was thrilled to be a part of the group – she looked forward to SWSG every week and loved the chance to make friends with the other girls in the program. But most of all, she couldn't wait to talk to and learn from her college women mentors.

"My favorite part of SWSG was Roses and Thorns, where we shared ups and downs from our week. As a kid listening to adults, you don't usually hear what

went right or wrong in their life," said Elena. "So getting to hear what my mentors were doing and dealing with made them feel so accessible to me."

Having people to talk to who were not her mom or teachers made a significant impact in Elena's life. At SWSG, adults became just regular people that she could look up to and bond with, and no one was around to tell her she was worth any less.

"It was such a big part of my life, and it was so valuable to have a safe space where I wasn't afraid of being pushed away from other people," said Elena. Fourteen years later, SWSG's influence in Elena's life is stronger than ever – not only was she a participant in the program as a child, she's now a mentor with the Carnegie Mellon University SWSG chapter. In her very first semester as a mentor, she's serving as the Site Leader for Pittsburgh Greenfield Elementary and loves every moment.

"It can be nerve-wracking – knowing how I saw my mentors is how my girls see me – but it's so cool to see the impact it has on the girls and how excited they are. They get to hear from an adult that has good and bad things going on, just like they do, and they want to talk about it," said Elena. "I know what some of them have going on, but they're still so happy and excited to be there."

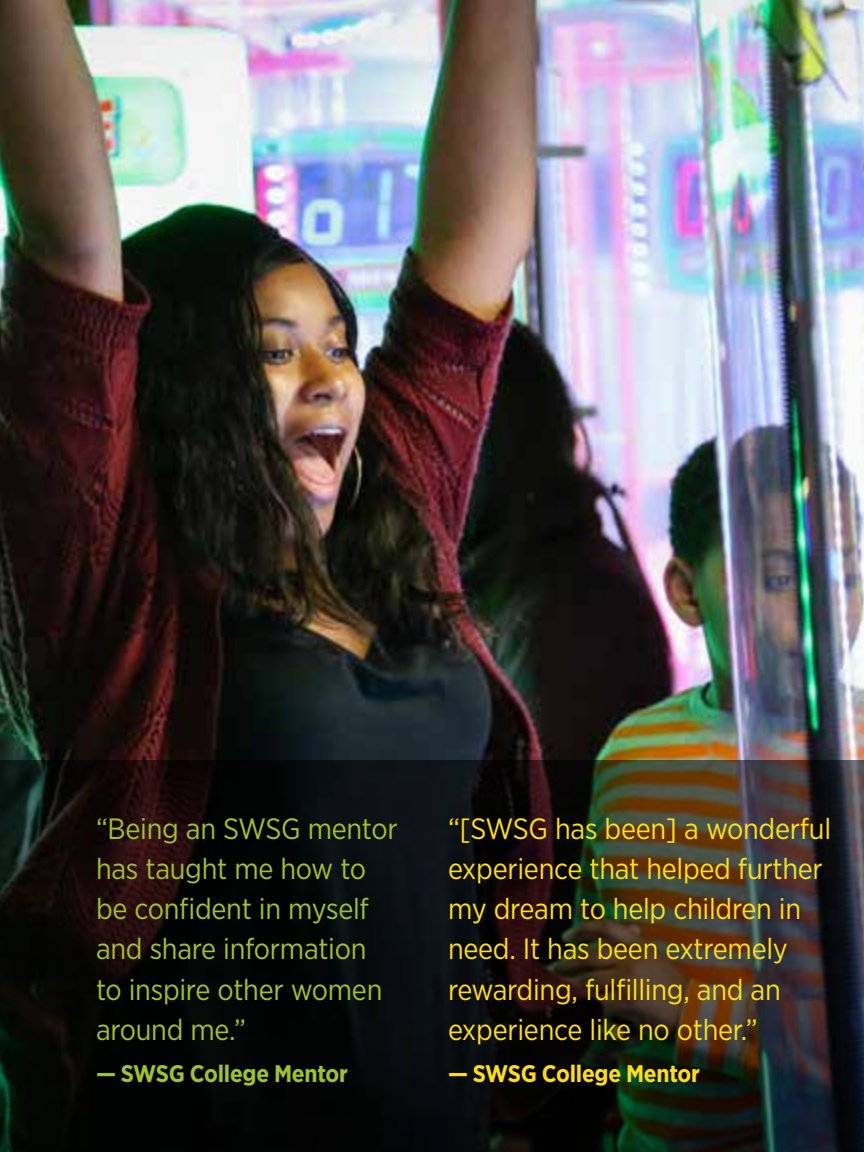
SWSG is far from Elena's only volunteer activity in the city. She's a member of the Global Public Health Brigades, which runs public health projects in countries around the world, and she volunteers with Habitat for Humanity. At CMU, Elena's involved with a student organization called Forge, which helps to run the local food bank.

"No matter what happens in my life, I want to show that I'm putting positivity out into the world and using time and resources to have an impact on my community," said Elena.

Elena's plans after she graduates from CMU with a dual degree in International Relations/Politics and Social/Political History aren't certain, but she knows she'll work in public service. With a Master of Public Health and Juris Doctorate degrees, she can make a difference in public health policy. Or, she might volunteer with the Peace Corps or seek a position with the United Nations. Regardless, the legacy of SWSG will persist in her life.

"It's so important to use the skills you have to offer support for people who need it," said Elena.

Like her mentors who came before her, that's just what she'll do.



OUR IMPACT

During the 2017-2018 Program Year, SWSG Pittsburgh and our dedicated volunteers, supporters, staff and board members served nearly 1,000 girls and women. We asked them about their experiences with our program and what they achieved through SWSG - here's what we learned.

.....
A majority of girls enrolled scored highly in all outcome areas related to the 6Cs of Positive Youth Development.

.....
Girls in our program express the highest increase in their belief that they are uniquely talented and should express their individuality.

.....
More than 90% of College Mentors said SWSG increased their ability to collaborate with and serve people of diverse backgrounds.

.....
80% of College Mentors reported an increased sense of civic engagement and ability to make a difference in the community.

.....
3/4 of College Mentors reported that SWSG clarified their personal and professional goals, or that they discovered new interests/talents through SWSG.

**GIRLS:
IN THEIR OWN
WORDS**

"I am unique!"

"I believe in myself!"

"I can be the best person!"

"It's okay to be who you are, even if it's different from others."

"Being an SWSG mentor has taught me how to be confident in myself and share information to inspire other women around me."

— SWSG College Mentor

"[SWSG has been] a wonderful experience that helped further my dream to help children in need. It has been extremely rewarding, fulfilling, and an experience like no other."

— SWSG College Mentor

PROGRAM HIGHLIGHTS



Strong Awards Breakfast

In August 2018, we hosted the fourth annual Strong Awards Breakfast to celebrate strong women and girls in our community. With the support of our entire community behind us, we honored four Pittsburgh leaders, including: Tiffany Huff-Strothers, founder of When She Thrives and domestic-violence survivor; Alea Crable Jennings, Associate Vice President at Gatesman Agency and dedicated women's advocate, as well as a new SWSG Pittsburgh Board Member; Rose Homison, Robert Morris University student, SWSG mentor, and a dedicated role model for girls and her peers; and Aubrey Kish, a fourth grader who attends SWSG at Pittsburgh Greenfield Elementary and loves to serve her family and community.



Saturday Service at Barrett Elementary

In February 2018, a group of our girls, mentors, SWSG girl program alumnae, and staff decorated and donated canvas bags to the Rainbow Soup Kitchen in Homestead, delivering them on foot while taking a tour of the neighborhood.

Formation of Key Board Committees

In 2017-2018, we added two key board committees, the Diversity Committee and the Programming Committee. These committees reflect SWSG's commitment to continuous program improvement and expansion of a diverse and inclusive community.



Our mentors celebrated the close of our 2017-18 year with a fun evening at Zone 28.

Addition of a College Chapter

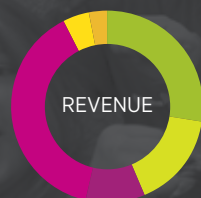
We spent the summer of 2018 getting the ball rolling to add a new chapter at Community College of Allegheny County, incorporating diversity of background, experiences, and fields into our mentor base.



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

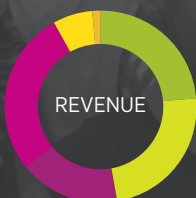


Management & Admin.	\$258,594
Fundraising	\$216,531
Program	\$474,104
In-Kind	\$706,284

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

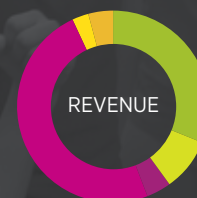


Management & Admin.	\$169,860
Fundraising	\$142,230
Program	\$285,655
In-Kind	\$242,488

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

BOSTON

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