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

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.
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.
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.

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.
### OUR REACH IN PITTSBURGH

<table>
<thead>
<tr>
<th>Category</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Girls Enrolled in SWSG</td>
<td>660+</td>
</tr>
<tr>
<td>College Mentors</td>
<td>230+</td>
</tr>
<tr>
<td>Professional Women</td>
<td>100+</td>
</tr>
<tr>
<td>Mentoring Sites</td>
<td>40</td>
</tr>
<tr>
<td>College Chapters</td>
<td>6</td>
</tr>
<tr>
<td>Hours Contributed by College Mentors</td>
<td>38,500+</td>
</tr>
</tbody>
</table>

### OUR MENTORING SITES

- 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 COLLEGE CHAPTERS

- Aliquippa Elementary
- Belle Vernon Elementary
- Bethel Park High School
- Bethel Park Middle School
- Bethel Park Junior High School
- Bethel Park Elementary School
- Bethel Park South
- Bethel Park North
- Bethel Park East
- Bethel Park West
- Bethel Park South
- Bethel Park North
- Bethel Park East
- Bethel Park West
- Bethel Park South
- Bethel Park North
- Bethel Park East
- Bethel Park West
- Bethel Park South
- Bethel Park North
- Bethel Park East
- Bethel Park West
- Bethel Park South
- Bethel Park North
- Bethel Park East
- Bethel Park West
- Bethel Park South
- Bethel Park North
- Bethel Park East
- Bethel Park West
- Bethel Park South
- Bethel Park North
- Bethel Park East
- Bethel Park West
- Bethel Park South
- Bethel Park North
- Bethel Park East
- Bethel Park West
- Bethel Park South
- Bethel Park North
- Bethel Park East
- Bethel Park West
- Bethel Park South
- Bethel Park North
- Bethel Park East
- Bethel Park West
- Bethel Park South
- Bethel Park North
- Bethel Park East
- Bethel Park West
- Bethel Park South
- Bethel Park North
- Bethel Park East
- Bethel Park West
- Bethel Park South
- Bethel Park North
- Bethel Park East
- Bethel Park West
- Bethel Park South
- Bethel Park North
- Bethel Park East
- Bethel Park West
- Bethel Park South
- Bethel Park North
- Bethel Park East
- Bethel Park West
- Bethel Park South
- Bethel Park North
- Bethel Park East
- Bethel Park West
- Bethel Park South
- Bethel Park North
- Bethel Park East
- Bethel Park West
- Bethel Park South
- Bethel Park North
- Bethel Park East
- Bethel Park West
- Bethel Park South
- Bethel Park North
- Bethel Park East
- Bethel Park West
- Bethel Park South
- Bethel Park North
- Bethel Park East
- Bethel Park West
- Bethel Park South
- Bethel Park North
- Bethel Park East
- Bethel Park West
- Bethel Park South
- Bethel Park North
- Bethel Park East
- Bethel Park West
- Bethel Park South
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.

“People often say that being a mentor is so rewarding and they never want it to end – but it’s not just because you see the impact on the kids, but because you get to witness the impact it’s had on you,” said Elena. “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.
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.

**OUR IMPACT**

“[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

“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

“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.”

— 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; Aleya 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.

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.

Our mentors celebrated the close of our 2017-18 year with a fun evening at Zone 28.
FISCAL YEAR 2017-2018 FINANCIALS
SEPT. 1, 2017 - AUG. 31, 2018

ORGANIZATION-WIDE

**REVENUE**
- 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

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

**TOTAL EXPENSES** $1,655,516

BOSTON

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

**TOTAL REVENUE** $874,150

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

**TOTAL EXPENSES** $840,233

PITTSBURGH

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

**TOTAL REVENUE** $949,379

**EXPENSES**
- Management & Admin. $88,734
- Fundraising $74,301
- Program $188,453
- In-Kind $465,795

**TOTAL EXPENSES** $815,283
CORPORATE SPONSORS

84 Lumber
ALGOSAN
Best of the Batch Foundation
Bunchan, Ingersoll & Rooney, PC
Cameo Mellon University Information Networking Institute
Comcast Business
Dr. Pepper Snapple Group
Ernst & Young
Federal Home Loan Bank of Pittsburgh
FedEx Ground
Fexx Services
First National Bank
Frito Lay Inc.
Gatesman Agency
Half Eagle, Inc.
Highmark Blue Cross Blue Shield
Knickel Logistics
Ladies of Field Club Ridge Road
Landsberg Design
Merill Lynch Craig Goodworth and Associates
Pittsburgh Penguins
Quartell Emp
Reed Smith LLC
Robert Morris University
SolutionsNetworks
Thermo Fisher Scientific
UBS Wealth Management
Unilever
University of Pittsburgh Women's Volleyball Club
UPMC
UPMC Health Plan Inc.
Utz Quality Foods
Wabo
Workscape Inc.

IN-KIND DONORS

The Boston Globe
Loews, Sayles and Company
Natixis Investment Managers
Steve Osemwemeke Photography
Vistaprint

Arconic Foundation
Birmingham Foundation
Buhl Foundation
Comcast Foundation
Elise H. Hillman Foundation
Fan Oaks Foundation, Inc
FISA Foundation
Grable Foundation
Jack Bunch Foundation
Massey Charitable Trusts
McAuley Ministries
Pittcam-Crabbe Foundation
PNC Charitable Trusts
The Heinz Endowments
Washington Metropolitan Park

James Alshin Hazem Alshamai
Jennifer Alshamai
Audrey Ayer
Amy Abraham
Mackenzie Baird
Candace Barakat
Beverly Barkon
Dottie Baskin
Nicole Re Bekthold
Ryan Blevins
Lori Benmoume
Laura Berger
Ashwin Bhattachawar
Mark Bibo
Alison Bodenheimer
Mari Bozdin
Lisa Bozdin
Patrick Boutla
Brian Bronsahg
Julia Bubanovitch
Michal Bednarski
Jennifer Buleano
Brenta Buncher
Kris Bums
Ashley Bush
John Canning
Nicole Caravello
Diana Caravello
Martyn Carpenter
Christie Caron
Rachel Caruso Hitch
Susie Chase
Dorothy Cloud-Locke
Elizabeth Claito
Linda Claito
Mark Cochran
Emily Colgan
Curt Connell
Wallace Courser
Carol E. Cossar
Jerry Coochwell
Fontana Crable
Stacy De Las Alas
Tracy DeCock
Brian DeFede
Melissa D. Defede
Pittsburgh Parking

Katie Localson
Katie Lords
Mark Evany
Lynn Evoni
Brendan Farrel
Jeffrey Ford
Jennifer Forster
Ann Foster
David Ford
Karen Ford
Nancy Ford
Karyn Ford
Debra Ford
Nancy Ford

IN-KIND DONORS