



**STRONG WOMEN
STRONG GIRLS**

Social Impact

REPORT

SEPTEMBER 1

AUGUST 31

2018 – 2019



LETTER FROM THE Executive Board

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 2018-2019 Program Year. As you read first-hand stories from your local SWSG office, I hope the messages of strength shared by our participants inspire you to consider the impact you can have as an advocate for all women and girls.

In 2018-2019, SWSG served more than 1,280 girls at more than 80 program sites across Boston and Pittsburgh. We engaged more than 550 college women at 13 universities and over 180 professional women from dozens of companies and organizations.

We are in a moment of exciting growth and opportunity for our organization. Not only have we reached more people than ever before through our multigenerational model, but we have also expanded our geographic reach and dedicated ourselves to providing programming that meets the evolving needs of our communities. We believe that exposing our girls and women to a rich variety of strong female role models strengthens their sense of self. This empowerment is reinforced by the relationships we create and nurture through mentoring.

Our Vision

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

As we look toward the future and continue to deepen and broaden our impact, I want to extend my sincerest thanks to you, our supporters, for your commitment to enriching our communities and leveling the playing field for girls and women. Like you, I am moved by the spirit of our girls, college women, and professional women. Many thanks to our staff, Board, and volunteers who serve with us. Together, we are paving the way to a future of strong female leadership and empowerment.

Sincerely,

Kait Rogers

SWSG Executive Board Chairperson

Our 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 delivers an out-of-school, service-oriented experience that promotes positive development by taking a preventative stance against declines in adolescent girls' self-confidence.

HOW DOES SWSG WORK?

Girls in grades 3-5 throughout the Boston and Pittsburgh regions participate in 20 weekly, after-school sessions where they learn about strong local and historical women and engage in skills-building activities. Local college women volunteers, supported by SWSG staff, facilitate sessions with the girls guided by a robust curriculum based on female role models. In turn, our college women mentors are mentored by professional women, known as Strong Leaders, who provide personal and professional guidance.

WHEN WAS SWSG ESTABLISHED?

Harvard University freshman Lindsay Hyde founded SWSG in Boston in 2000. The organization expanded to Pittsburgh in 2006. Both locations together serve over 1,280 girls with the help of 550+ mentors at 13 universities.

The 6 "C"s 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 and service.

Our Cross-City Impact

1,280+

Girls Enrolled in SWSG

82

Program Sites

550+

College Women Mentors

180+

Professional Women Volunteers

13

College Chapters





Our Boston Mentoring Sites

42 SCHOOLS & COMMUNITY CENTERS
15 BOSTON NEIGHBORHOODS
2 SCHOOL DISTRICTS

ALLSTON/BRIGHTON

- Charlesview Community Center
- Gardner Pilot Academy
- Jackson Mann K-8
- Mary Lyon School
- St. Columbkille Partnership School
- Winship Elementary
- West End House

CHARLESTOWN

- Charlestown Boys & Girls Club
- Warren Prescott Elementary

CHINATOWN

- Red Oak
- Quincy Elementary

DORCHESTER

- UP Academy Dorchester
- Everett Elementary

SARAH GREENWOOD ELEMENTARY

- Winthrop Elementary
- SJP: Columbia
- SJP: Lower Mills

EAST BOSTON

- Patrick J. Kennedy PreK-5

JAMAICA PLAIN

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

MATTAPAN

- Chittick Elementary

MEDFORD

- St. Joseph School

NORTH END

- Eliot School

ROSLINDALE

- Phineas Bates

ROXBURY

- Mendell Elementary

MISSION GRAMMAR

- Mason Elementary
- Rafael Hernandez School
- Trotter Elementary

WINTHROP ELEMENTARY

- West Somerville Community School
- Brown School

EAST SOMERVILLE COMMUNITY SCHOOL

- Argenziano School
- Prospect Hill Academy

SOMERVILLE/CAMBRIDGE

- Somerville YMCA
- East End House
- Condon Boys & Girls Club
- South Boston Boys & Girls Club

SOUTH BOSTON

- Hurley K-8 School

Our College Chapters



Our Reach in Boston

550+ Girls Enrolled in SWSG

250+ College Mentors

10 Junior Members

42 Sites

67 Professional Women Volunteers

41,000+ Volunteer Hours Contributed by College Mentors

About SWSG Boston

SWSG Boston serves the Boston community. Our work is situated within the context of historically marginalized communities impacted by racism, sexism, classism, ableism, and more. Women in Boston are the majority-minority.

- ◆ 52.1% of the city's population is women and girls, 34.6% of which are between the ages of 20-34.
- ◆ People of color make up 55.1% of the population in Boston. Yet, Boston is one of the most segregated cities in the USA.
- ◆ 69.7% of women in poverty in Boston are non-white, while only 54% of all women in Boston are non-white.

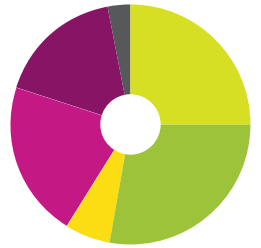
Poverty has the most significant impacts on women of color, and it therefore affects a large population of the girls SWSG serves. SWSG serves communities all over Boston, with a large part of the girls served living in Dorchester, Roxbury, and Jamaica Plain. Dorchester has the highest female population of all Boston neighborhoods, accounting for 18.8% of the city's female population. Roxbury, Brighton, and Jamaica Plain have the next highest female populations. These areas are also Massachusetts' largest concentration of child poverty; 42% of the children in the area are living in poverty. Notably, 70.9% of families in poverty in Boston are single-guardian households headed by women. Contrastingly, single men headed-households make up 7.8% of families in poverty.

SWSG Boston works to empower girls with confidence to challenge the racist, sexist, classist and ableist oppressions that stack against them.

Our Community

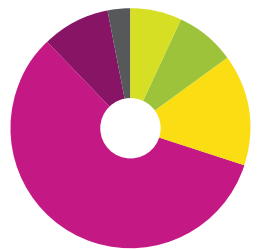
GIRLS

| | |
|-----------------|-----|
| Latina/Hispanic | 25% |
| Black | 28% |
| Asian | 6% |
| White | 21% |
| Multiracial | 17% |
| Other | 3% |



MENTORS

| | |
|-----------------|-----|
| Latina/Hispanic | 7% |
| Black | 8% |
| Asian | 15% |
| White | 58% |
| Multiracial | 9% |
| Other | 3% |



Our Impact on Elementary School Girls

- 92% said "I feel like I belong in SWSG."
- 86% said "I am more confident that I can go to college if I choose."
- 97% said "Our mentors really care about me."
- 94% said "Our mentors care what I think."
- 93% said "I feel safe and comfortable with our mentors."

OUR PROGRAM IN ACTION: Year of the Girl

This year's curriculum in Boston was focused entirely on role models under the age of 18 – it was the Year of the Girl! After exposure to younger role models, our girl participants and College Mentors reported higher engagement levels and told more stories of girls feeling more connected to the role models than ever before. Girls could see themselves participating in direct action and hoping to impact their communities at a younger age.

“People always talk about what they want to accomplish in the future, but this girl was able to accomplish things now when she was younger. That tells me that I can accomplish what I want to and I don't have to wait until I'm older.”

–SWSG Girl Participant

Some of this year's role models included:

- ◆ Mari Copeny, water rights activist from Flint, MI
- ◆ South African scientist Kiara Nirghin
- ◆ Entrepreneur and bee-awareness advocate Mikaila Ulmer
- ◆ Trans activist and public figure Jazz Jennings

The curriculum helped girls realize that their personal identities are key to realizing their own dreams, and that age is no barrier to making positive change in the world.



REAL LIFE Role Models

Girls at some of our program sites were treated to a visit from two of the role models featured in this year's curriculum – Deanna and Mya Cook, sisters from Malden, Mass., who protested their school's discriminatory hair and dress code policy in 2017. Deanna and Mya came to our 2019 Jump into Spring celebration and spoke to the girls directly about their story. Girls and mentors also got to hear from Suffolk District Attorney Rachelle Rollins on the importance of elevating girls and women.

DAY OF THE GIRL

Empowerment Panel

In honor of the Day of the Girl in October 2018, Strong Women, Strong Girls launched the first Annual Day of the Girl Empowerment Panel to talk about the challenges girls in Boston face. The event took place at John Hancock Financial and brought together a panel of girl-serving organizations to discuss how we can empower girls and be the best allies and advocates for young women. In the spirit of collaboration, the panel was moderated by SWSG staff and included team members from Chica Project, Big Sister Association of Greater Boston, and MEDIAGIRLS. One attendee noted, “The panelists were absolutely wonderful. All offered moving and insightful stories and experiences about the importance of their and our work.” We are thrilled to be a part of the community of amazing organizations supporting girls in Boston!



LETTER FROM THE

Boston Executive Director

Dear Friends,

As I write our 2019 Social Impact Report for Strong Women, Strong Girls, the first word on my mind is *gratitude*.

I was thrilled to join SWSG this winter as Co-President and Executive Director of Boston, and to become a part of this remarkable community of women, girls, and community partners. As a Boston native and the mother of three strong girls, the work of SWSG is close to my heart, as I know it is for many of you. Thank you for welcoming me to SWSG. I'm honored to be here!

We have a great deal to celebrate from the past year, from growth across established SWSG programs to innovative new projects and events that raised the profile of SWSG and strengthened relationships. Here are just a few of the accomplishments detailed in this report:

- ◆ Our **core program** for elementary school girls has continued to expand, reaching 560 individual participants in Boston this year and engaging 261 college mentors and 75 professional women. This year's curriculum focused on “The Year of the Girl,” with each of our featured strong role models being girls under 18.
- ◆ The **Junior Mentor Program (JUMP)** continues to thrive. This year, programming focused on food insecurity and ways to combat these challenges. One of the highlights of the program included the opportunity for one of our participants to speak to legislators about this important topic at the Massachusetts State House.
- ◆ As a part of our ongoing efforts to engage the family members of the participants in our program, this year we invited parents of the girls to

participate in our annual **Jump into Spring event**. Parents participated in family-centered workshops and focus groups and enjoyed engaging with their daughters and all members of our community, including corporate partners, mentors, volunteers, and friends.

- ◆ In partnership with several girl-serving organizations in Boston, SWSG co-hosted the first annual **Day of the Girl Empowerment Panel** in October, which built new relationships and sparked ideas and connections.
- ◆ We commemorated the 15th anniversary of SWSG's founding as a 501c(3) in Boston with **SWSG Board-sponsored Summer Soirees**, events that provided wonderful opportunities to rededicate ourselves to our mission, and build new connections.

In addition to gratitude, *pride* is another word that comes to mind when I see all of these milestones. Our achievements give us all new energy for the work ahead. For 15 years, Strong Women, Strong Girls Boston has been empowering women and girls to be their boldest, strongest, most amazing selves.

In the year ahead, we will continue to build our legacy, finding new ways to empower women and girls and help them to flourish. Thank you for all that *you* do, to support the mission of Strong Women, Strong Girls in Boston.

I look forward to our work together this year!

Natalie Martinez
Co-President
SWSG Boston



Our Pittsburgh Mentoring Sites

40 SCHOOLS & COMMUNITY CENTERS

15 PITTSBURGH NEIGHBORHOODS

7 SCHOOL DISTRICTS

ACH Clear Pathways
 Aliquippa Elementary
 Allentown Learning & Engagement Center
 ASTEP
 Avalon Elementary
 Barrett Elementary
 Bellevue Elementary
 BJWL East Hills
 BJWL Oakhill Terrace
 Center of Life - Fusion
 Cornell Elementary
 Gwen's Girls Northside
 Magee Recreation Center
 Manchester Youth Development Center
 Montour Elementary
 Park Elementary
 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 Greenfield Elementary
 Pittsburgh Liberty Elementary
 Pittsburgh Linden K-5
 Pittsburgh Montessori PreK-5
 Pittsburgh Phillips K-5
 Pittsburgh Roosevelt PreK-5
 Pittsburgh Spring Hill 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



Carnegie Mellon University



COMMUNITY COLLEGE OF ALLEGHENY COUNTY



ROBERT MORRIS UNIVERSITY



DUQUESNE UNIVERSITY



CARLOW UNIVERSITY
 Values. Scholarship. Vision.



POINT PARK UNIVERSITY

Our Reach in Pittsburgh

730+ Girls Enrolled in SWSG
300+ College Mentors
110+ Professional Women

40 Mentoring Sites
7 College Chapters
34,000+ Volunteer Hours Contributed by College Mentors

About SWSG Pittsburgh

Strong Women, Strong Girls arrived in Pittsburgh in 2006 with just one college chapter and one program site. By 2019, we have grown to encompass seven universities and colleges and 40 program sites, serving more than 1,150 women and girls each year.

MENTORING FOR CHANGE

In the Fall of 2019, the City of Pittsburgh released its 2019 Gender Equity Commission report on Pittsburgh's Inequality Across Gender and Race. The results for our city paint a troubling picture of continued inequality:

- ◆ For every dollar White men make, Black women make 54 cents; AMLON (Asian, Multiracial, Latinx, Other, and Native American) women make 59 cents; and White women make 78 cents.
- ◆ Black women are more likely than any other adult population to live in poverty. In comparison to other similar cities, Pittsburgh falls short in terms of livability for Black women.
- ◆ Pittsburgh has more Black women out of the labor force than 97 percent of cities evaluated.

At SWSG, we know that a foundation of strong female role models and high-quality mentorship can change the landscape for girls and women. We provide young girls, at a formative period in their lives, with the tools, skills, and qualities to build the future – any future – they dream about.

Through mentorship, we're empowering girls and women to create a diverse pipeline of strong female leadership in and for the Pittsburgh region.

COMING FULL-CIRCLE:

One Role Model's SWSG Journey

It was March 30, 2019, and Nicole Bruno was at SWSG Pittsburgh's annual Jump into Spring Celebration. She watched elementary-school girls write and draw on boxes - they were memorializing the barriers they've faced in their lives – "You can't play because you're a girl."

Nicole stacked up the boxes. She and the girls held hands as they chanted the SWSG Cheer: "I am STRONG! I am PROUD! And I'm not afraid to SHOUT IT OUT LOUD!" Together, they ran through the wall of boxes, smashing them to the ground.

"The things these 8-year-old girls wrote – they weren't put into their head, they were things they actually experienced. It's a powerful message to the world that we need to change, that we're not going to take this."

Nicole began as a mentor with SWSG while she was a student at Duquesne University, remembering her own experience as a child.

"When I was five years old, a little girl told me I couldn't play on the playground because I was black," said Nicole. "Here I am 19 years later, and I remember that moment as if it was yesterday."

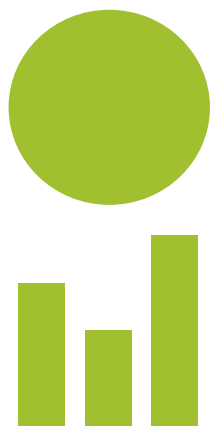
Nicole couldn't live with the fact that other girls are facing similar gender and cultural barriers, so she had to make a change. She became a college woman mentor, and she still strives to break down those barriers for girls.

After she graduated from college, Nicole became a professional woman mentor in the Strong Leaders program herself. She joined SWSG's pilot program, Role Models in Residence, in Spring 2019 and is now in her second semester of leading lessons at elementary school program sites.

"It's so important for me to be involved, because these kids are our future. I can't stand by and let another kid feel the way that I felt," said Nicole. She's continuing to pursue change in Pittsburgh and everywhere. "It really is a circle – as much as we give back to the kids, they give back to us tenfold," said Nicole. "And the same with the college women. Everyone who has planted a seed in me and who's changed my life, I've given all of that to someone else."

Diversity, Equity, and Inclusion

Our continuing priority as SWSG Pittsburgh grows is to serve a community of women and girls who represent diverse backgrounds, ages, identities, race and ethnicities, geographies, ability status, and others.



The girls in SWSG Pittsburgh are ethnically diverse. Through intentional inclusion and recruitment efforts, our College Mentor population grows more ethnically diverse each year – from the 2017-2018 year to the 2018-2019 year, we saw an **8% increase in mentors of color.**

Our professional women community continues to diversify as we expand our reach even further to connect with women in government, the military, tech, and more. Nearly **1 in 3 professional women in 2018-2019 were first-generation college students.**

WHEN ASKED HOW THEY USED WHAT THEY LEARNED IN SWSG, GIRLS SAID:

“I help others and try new things.”

“I learned boys and girls are equal.”

“I help others and try new things.”

“Being a part of SWSG has made me realize how much of an impact one person can have on so many girls. It makes me feel like I am a part of something important in the Pittsburgh community!”

– SWSG College Mentor

The 6Cs of Positive Development

- CONFIDENCE
- COMPETENCE
- CHARACTER
- CONTRIBUTION
- CARING
- CONNECTION

In just one semester in our program, 3rd grade girls improved in all 6 Cs in a statistically significant way.



Data Collection

In 2018-2019, SWSG Pittsburgh progressed expansively in monitoring, evaluation, and learning (MEL) work to evaluate and improve our programming. Together as a staff and volunteer team, we:

- ◆ Hired a full-time MEL Coordinator and convened a MEL Advisory Board, representing diverse perspectives and stakeholders.
- ◆ Improved survey response rates among college women and parents of girls.
- ◆ Hosted numerous data-sharing events to engage all members of our community in reviewing and analyzing our program data.
- ◆ Shared our findings with SWSG girl participants through our first-ever interactive Data Room at Jump into Spring.

LETTER FROM THE

Pittsburgh Executive Director

Dear Pittsburgh Community,

What a year! As we close out 2018 – 2019, I’m struck by the exceptional growth and mutual empowerment across all three generations of our women and girls. With your support, I’m excited to build on our successes and lessons in the coming year, continuing to create inspiring mentorship programming for the community.

FOCUS ON GIRLS: HOW BULLYING AFFECTS THEM

In Fall 2018, we held focus groups with SWSG girls in grades 3 – 5. What we learned was compelling — when asked what challenges girls their age face, more than 1 in 4 girls wrote “bullying.” We also received drawings of girls suffering at the hands of bullies and stories of hurt and shame. Quickly, it became clearer than ever that bullying is a major issue in the lives of our girls.

As we’ve built our curriculum for subsequent semesters, we integrated anti-bullying messages into the stories of female role models and weekly activities, seeking to: 1) Build girls’ confidence and strength to combat bullying from their peers, whether they are being bullied themselves or are a bullying bystander and 2) Tell the stories of prominent women and girls who have stood up to bullies of all kinds and advocated on behalf of others. Informed by our findings, we’ll continue to equip our girls to defend against bullies using their own self-confidence.

FOCUS ON STEM: ROLE MODELS IN RESIDENCE

In Spring 2019, we launched a revolutionary pilot program called Role Models in Residence (RMIR). We tied the program to our 2018 – 2019 theme of STEM fields and careers, which showed girls the limitless possibilities for them in STEM. Through RMIR, 7 professional women in our community went to program sites as real-life role models, sharing their own biography with our girls and mentors. More than 60 girls had the chance to see their role model’s work in action on field trips and participate in fun STEM activities. By the end of the semester, on average, girls at all of our sites said they knew 33 percent more women in STEM careers. We’re thrilled to announce the continuation of the RMIR

program throughout the 2019 – 2020 year, expanding our STEM theme to include digital literacy and technical careers!

FOCUS ON COMMUNITY: CONTINUED GROWTH

This year, we served more women and girls than ever before. We added a seventh college chapter at the Community College of Allegheny County, created additional field trip opportunities for girls at many of our sites, and held more professional and personal development events for our college and professional women. With a team of incredible mentors, volunteers, board and staff members, I look forward to another year of progress and strength. Join us in the mentoring movement!

Jocelyn Horner,
Ph.D.
Co-President
SWSG Pittsburgh



Thank You to Our Generous Supporters

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City Theatre
Clean Juice Bar
Flyspace Productions
FourTwelve Winery/Four Twelve Project
Gerbe Glass
Main Event (*Robinson*)

Milkshake Factory
Nate and Sheila Weatherly
National Aviary
Naturoll Creamery
Pittsburgh Pirates
Pittsburgh Zoo
Professional Graphic Communications
PSAV
RowHouse Cinema
Sterling & Strings Ensemble
Sunburst School of Music
Ten Thousand Villages
Westin Hotel and Convention Center
Wildcard
Wishes Family Travel
Yoga by Ali

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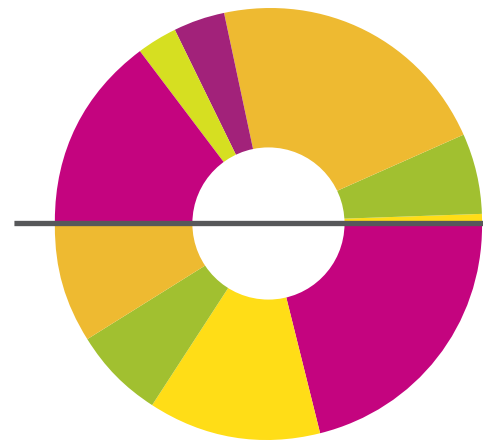
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FY19 Financial Overview

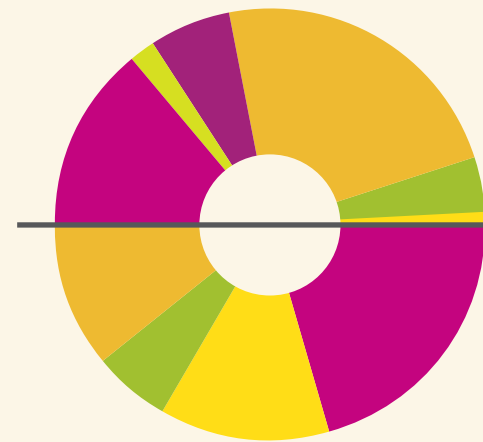
Cross-City Finances



| | |
|-----------------------|--------------------|
| TOTAL REVENUE: | \$2,026,674 |
| FOUNDATIONS | \$602,859 |
| CORPORATE | \$121,840 |
| INDIVIDUALS | \$165,957 |
| IN-KIND | \$881,918 |
| EVENTS | \$219,060 |
| BOARD/OTHER | \$35,040 |

| | |
|-----------------------------|--------------------|
| TOTAL EXPENSES: | \$2,123,305 |
| MANAGEMENT & ADMINISTRATION | \$385,752 |
| FUNDRAISING | \$286,784 |
| PROGRAM | \$569,582 |
| IN-KIND | \$881,187 |

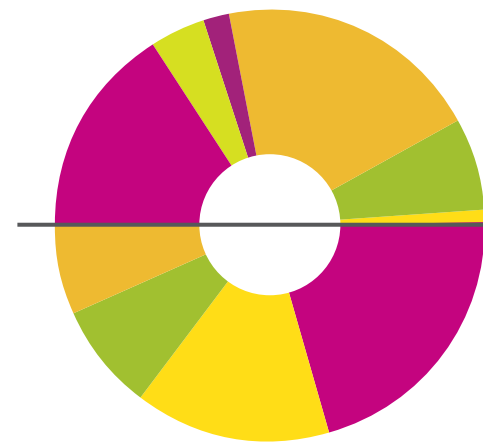
Boston Breakdown



| | |
|-----------------------|--------------------|
| TOTAL REVENUE: | \$1,091,300 |
| FOUNDATIONS | \$307,858 |
| CORPORATE | \$42,838 |
| INDIVIDUALS | \$126,022 |
| IN-KIND | \$501,516 |
| EVENTS | \$94,112 |
| BOARD/OTHER | \$18,953 |

| | |
|-----------------------------|--------------------|
| TOTAL EXPENSES: | \$1,196,668 |
| MANAGEMENT & ADMINISTRATION | \$260,500 |
| FUNDRAISING | \$137,782 |
| PROGRAM | \$296,870 |
| IN-KIND | \$501,516 |

Pittsburgh Breakdown



| | |
|-----------------------|------------------|
| TOTAL REVENUE: | \$935,374 |
| FOUNDATIONS | \$295,000 |
| CORPORATE | \$79,001 |
| INDIVIDUALS | \$39,936 |
| IN-KIND | \$380,402 |
| EVENTS | \$124,948 |
| BOARD/OTHER | \$16,086 |

| | |
|-----------------------------|------------------|
| TOTAL EXPENSES: | \$926,637 |
| MANAGEMENT & ADMINISTRATION | \$125,252 |
| FUNDRAISING | \$149,001 |
| PROGRAM | \$272,713 |
| IN-KIND | \$379,671 |

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