



STRONG WOMEN
STRONG GIRLS

Social Impact

REPORT

SEPTEMBER 1

AUGUST 31

2019 – 2020



LETTER FROM THE

Board of Directors

Dear Friends and Supporters,

On behalf of our newly unified cross-city Board of Directors, I am elated to present Strong Women, Strong Girls' Social Impact Report for the 2019-2020 Program Year. While 2020 proved fraught with uncertainty and unprecedented challenges, Strong Women, Strong Girls continued to cultivate girls' confidence throughout our community while celebrating its second decade since its founding.

Just as many of us have adapted to an ever-changing work environment, Strong Women, Strong Girls seized this opportunity to serve our population through unified leadership and online programming. Guided by the vision of our CEO, Natalie Martinez, SWSG consolidated our Board of Directors in Pittsburgh and Boston to form an even stronger powerhouse of advocates for girls across our community. This united structure will enable SWSG to offer luminary mentorship, confidence-building,

and necessary connection to girls across our communities in the face of uncertainty.

Reflecting

back, I am incredibly proud of the nimble response of our staff, the supportive nature of our community, and the exceptional quality of curriculum SWSG has offered to girls.

SWSG remains focused on the success achieved during this tumultuous time, including expanding our program's reach to more girls in more schools, thanks to virtual accessibility. In the midst of a complicated landscape due to COVID19, the organization seamlessly transitioned our in-person mentoring model to safe online sessions.

Looking toward the future, I extend my sincerest gratitude to you, our supporters, for your unending commitment to enriching our communities and leveling the playing field for girls and women. As someone who has benefited from many powerful female role models throughout my life, your support means everything.

I am grateful to our volunteers, Board, and staff. Together, we are fostering a promising future through female leadership and empowerment. Thank you.

With gratitude,

Kathryn Fishman
SWSG Board Chairperson

LETTER FROM THE

CEO



As I reflect on 2020, a year of profound and overwhelming change, I am humbled and inspired by the relentless commitment of our staff, board and volunteers to ensure girls benefit from the power of mentoring.

During a time of unprecedented uncertainty, girls' need for support, connection and acceptance is more critical than ever. Our work is rooted in mentorship's power to unlock hidden potential and allow girls the opportunity to grow and thrive.

I am incredibly proud of the agility and perseverance of our team as we designed and launched a virtual 20-week mentoring program to meet the changing needs of the girls we serve. Throughout the pandemic, SWSG has never faltered in delivering programming that cultivates strong, positive relationships between elementary school girls and college women.

This year, as we faced unparalleled challenges, we've also embarked on a strategic planning process that will position SWSG to reach more women and girls through the power of mentorship.

Thank you to our community of donors, volunteers, staff, supporters and the strong women and girls in our communities for all that you do to support the mission of Strong Women, Strong Girls.

In Strength,
Natalie Martinez, SWSG CEO



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.

Our Vision

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



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 experience that promotes positive development by taking a preventative stance against declines in adolescent girls' self-confidence. SWSG was founded in 2000 as a student group at Harvard University.

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.

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.

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.



Argenziano Community School
 Benjamin Brown School
 Boston Teacher's Union School
 Charlestown Boys & Girls Club
 Charlesview Community Center
 Chittick Elementary School
 Condon Boys & Girls Club
 Curley K-8 School
 East End House
 East Somerville Community School
 Eliot School

Elizabeth Peabody House
 Everett Elementary
 Gardner Pilot Academy
 Healey K-8 School
 Henderson Inclusion School
 Hurley K-8 School
 Jackson Mann K-8 School
 JFK Elementary School
 Kenny Elementary
 King K-8 School
 Mary Lyon School
 Mason Elementary
 Mendell Group A

Mission Grammar School
 Phineas Bates Elementary
 PJK Elementary
 Josiah Quincy Elementary
 Rafael Hernandez K-8 School
 Red Oak Community Center
 Sarah Greenwood K-8 School
 Saint John Paul II Catholic Academy: Columbia
 Saint John Paul II Catholic Academy: Lower Mills
 Somerville YMCA

South Boston Boys & Girls Club
 St. Columbkille School
 St. Joseph School
 Trotter Elementary
 UP Academy
 Dorchester
 Warren Prescott K-8 School
 West End House Boys & Girls Club
 West Somerville Neighborhood School
 Winship Elementary
 Winthrop Elementary School
 Yawkey Boys & Girls Club

Our Reach

600+
 Girls Enrolled in SWSG

280+
 College Mentors

45 Sites

7
 University Chapters

27,000+
 Volunteer Hours Contributed by College Mentors

Our College Chapters



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.

Our Program in Action: Girlforce

Boston's FY20 curriculum followed up on last year's Year of the Girl theme with Girlforce. The Girlforce curriculum was all about interest and career exploration. Youth in the program had the opportunity to identify their interests and discuss and explore options such as college and beyond. With our vision for every girl (and woman) to realize her inner strength to dream and do, Girlforce allowed us to share the variety of options mentees have for the future, as they embrace their strengths and interests.

Some of this year's role models included:

- Jasmine Cho, a baker and business owner
- Marsai Martin, an actress and youngest producer in Hollywood
- The Squad, made up of Alejandra Ocasio-Cortez, Ayanna Pressley, Ilhan Omar, Rashida Tlaib
- Rupri Kaur, an award winning poet

Virtual Mentoring in 2020

Though the pandemic cut our programming year short, SWSG offered virtual programming options for girls, families, and Mentors for the remainder of the spring semester. We provided video lessons focused on community service, goal setting, creating vision boards, healthy closure, and a closing celebration for girls and Mentors. Our SWSG community came together in force with Mentors, Site Facilitators, Staff, and Board Members participating in the virtual lessons.

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 Reach

650+

Girls Enrolled in SWSG

280+

College Mentors

130+

Professional Women

40

Mentoring Sites

6 College Chapters

24,600+

Volunteer Hours Contributed by College Mentors

Our College Chapters



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 six 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.

Our Role Models

Meghann Wygonik Kinkley, RMIR



In 2019, SWSG Pittsburgh welcomed Meghann Wygonik Kinkley to the Role Models in Residence Program (RMIR). Meghann works for the US Army Corps of Engineers as a Water Resource Engineer. As a Role Model in Residence,

Meghann worked with girls at two of our program sites, taking them on a field trip to a local water-based location to do a water testing activity. The girls had fun learning what she does in her job as a Water Resources Engineer.

Caileigh Lynn McDowell, Curriculum Role Model

In Spring 2020, SWSG's curriculum featured Role Model Caileigh Lynn McDowell, a local high school girl who tragically passed away of misdiagnosed Crohn's disease after being sick for a long time. Caileigh's family honored her by starting Caileigh Lynn McDowell Foundation to keep her memory alive. The Foundation focuses on kindness as a mission and gained recognition in 2016 when Pittsburgh Mayor Bill Peduto declared that every November 13 would be Pittsburgh Kindness Day. During SWSG, mentees learned about Caileigh and the importance of being kind to others, and then made cards that they could give to someone as an act of kindness. Thank you to Caileigh and family for showing kindness to our youth, and allowing them to show kindness in return.



MONITORING, EVALUATION, & LEARNING

Our Commitment to DE&I

SWSG understands Diversity, Equity and Inclusion as valuing a broad range of human differences and similarities, promoting opportunities for all people and groups to thrive, and providing space for diverse perspectives and experiences. We provide equal opportunity to people of all races, ethnicities, religions, sexual orientations, abilities, incomes, marital statuses, ages, geographic locations, philosophies, and veteran statuses.

SWSG’s Board of Directors includes a Diversity Committee that works tirelessly to uphold our commitment to diversity through volunteer recruitment, inclusive organizational practices, and community engagement.

We continue to prioritize DEI in our Chapters through training and dedicated Mentor roles to further DEI discussions amongst Mentors.

Gender Inclusivity at SWSG

Strong Women, Strong Girls is an inclusive organization that believes girlhood is a personal experience for all.

We welcome anyone to join our community who is interested in our program and identifies as a girl or is gender non-conforming, nonbinary, agender, or transgender.



Our Reach:
Boston & Pittsburgh

- 1250+**
Girls Enrolled in
SWSG

560+
College Mentors

130+
Professional
Women
- 85**
Mentoring Sites

13
College Chapters

51,600+
Volunteer Hours
Contributed by College
Mentors

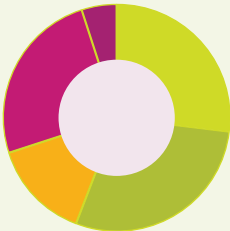
Our Community

Boston

With a focus on increasing the diversity of our mentor base, Boston ended the 2019-2020 program year with 49% of mentors identifying as people of color.

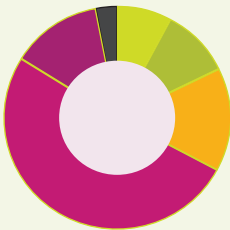
GIRLS’ RACE

Latinx/Hispanic	27%
Black	29%
Asian	14%
White	25%
Multiracial	5%



MENTORS’ RACE

Latinx/Hispanic	8%
Black	10%
Asian	15%
White	51%
Multiracial	13%
Other	3%

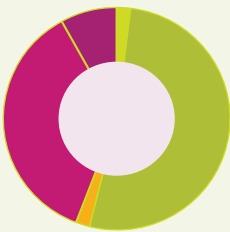


Pittsburgh

In 2019-2020, Pittsburgh’s mentors became 55% more racially and ethnically diverse than in the prior year.

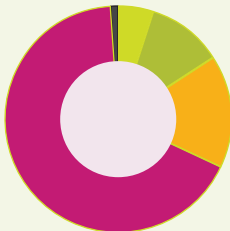
GIRLS’ RACE

Latinx/Hispanic	2%
Black	52%
Asian	2%
White	36%
Multiracial	8%



MENTORS’ RACE

Latinx/Hispanic	5%
Black	11%
Asian	16%
White	67%
Other	1%



Our Impact

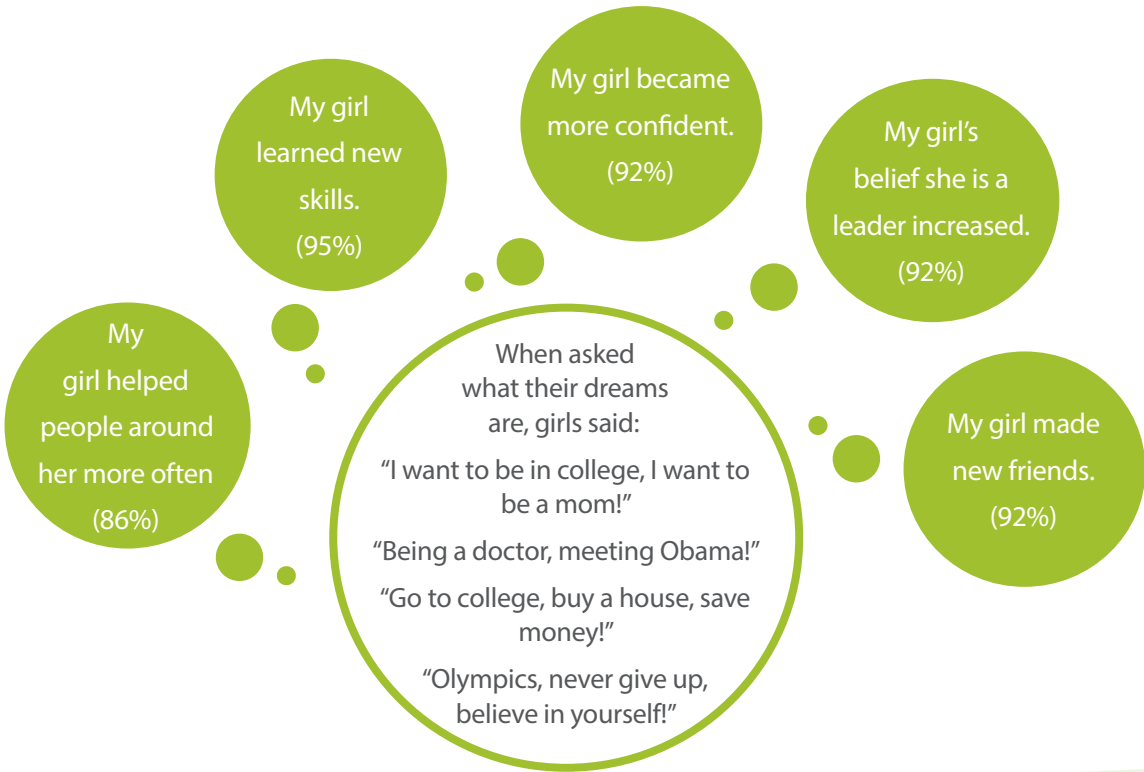
SWSG uses the 6 Cs of Positive Youth Development to evaluate the impact of our programming. This is an evidence-based framework used widely in youth programs across the U.S. and around the world that focuses on youth strengths rather than deficits.

In 2020, due to the COVID-19 pandemic, SWSG was unable to collect post-survey data from girls at the end of the year. However, with pre-survey data and anecdotes from girls and mentors, we are still able to demonstrate our impact.

The 6C's of Positive Youth Development

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

WHEN WE ASKED PARENTS HOW THEIR GIRL WAS IMPACTED THIS YEAR, THEY SAID:



This year, our nearly 600 college women mentors also experienced opportunities for growth, leadership, professional development, and civic engagement. They said:



Mentorship in the [Virtual] COVID-19 Era

In March of 2020, like so many others, Strong Women, Strong Girls was faced with the challenge of quickly adapting to a new world of virtual learning and socialization. SWSG's first priority, as at all times, remained the care of the girls and mentors it serves.

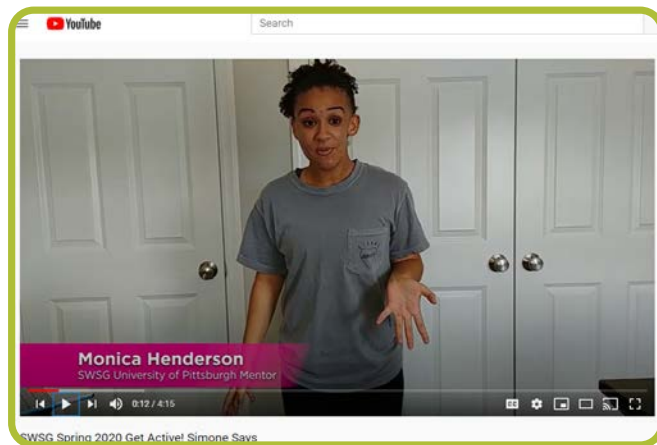
SWSG recognized the fear and emotional strain the COVID-19 pandemic placed on all our lives, on top of the physical restraints of the pandemic. In times of crisis like this one, marginalized youth like the girls we serve are disproportionately impacted, bearing "the heaviest burdens of trauma and economic fallout" (Astesano, 2020). Throughout the pandemic, youth faced not only academic struggles, but also a lack of critical social-emotional learning. Meanwhile, our college women mentors faced educational and emotional challenges of their own.

SWSG reacted quickly to provide support to all its participants through mentorship and community. In the summer of 2020, SWSG offered virtual opportunities including:

- Asynchronous online videos featuring lessons about SWSG's strong role models and fun at-home enrichment activities.
- A pilot program allowing parents to pick up at-home supply kits at our program sites to engage their girls in fun and learning.
- Video call celebrations for girls and mentors to connect over the end of the school year.
- Virtual events including professional development & networking sessions for college and professional women and SWSG Pittsburgh's annual fundraiser, The Strong Awards.

While never a replacement for in-person mentorship and connection, our community responded with strength and purpose. After the first video call opportunity for girls and mentors, one college woman said:

"Thank you for hosting such an incredible event! My cheeks actually hurt right now from how much I smiled during the call - it was just full of joy and love and I really appreciate the effort [SWSG] put into making this happen!"



In the 2020-2021 school year, SWSG will offer synchronous virtual programming for girls and mentors, including weekly live mentoring sessions that mirror typical in-person sessions. In addition, Strong Leader mentors will continue to meet with their college women mentees virtually through mentoring sessions and virtual events.

To learn more about our virtual offerings, visit www.SWSG.org.

Our Impact: SWSG Girls & Mentors

I love SWSG because it helps little girls grow up to be this amazing beautiful strong girl and strong woman. it's helped me to learn that girls and boys are both equally powerful. There's gonna be different people in the world and you just have to accept them for the way they are. People are perfect no matter how they are, how they look. People are beautiful.

-Strong Girl Allison

The mentors I've had are the best people i've met in my whole life because they've told me i can stand up for what i want to stand up for and told me to be confident and that i'm glorious. They show you that you are you and who you are and that you are beautiful. You have a voice and everyone should hear it.

-Strong Girl Kelly

I've loved getting to work with such amazing and passionate people. I've developed lasting friendships and a second family. In the mentor setting, it's reminded me of how much of an impact I can have on people. Above all, being a mentor has shown me my potential.

-College Mentor Serena D.

There was a moment where I was walking with [my college mentee] on the [campus] field trip, and one of the little girls said, "I can't wait to be 18 so I can come to Tufts like you." That was the full circle moment for me. Here I am mentoring... but then I could see how much [my mentee] was impacting these future leaders!

-Strong Leader Jen K.



Thank You to Our Generous Supporters

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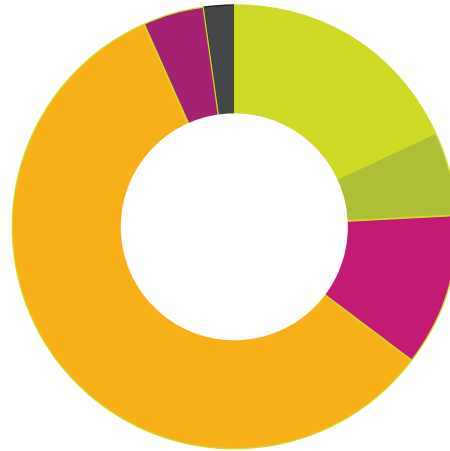
*THIS PAGE REFELCTS THE BOARD STRUCTURE FOR THE DURATION OF FY20. SWSG SHIFTED TO A COMBINED BOARD ON 9/1/2020, THE START OF FY21.

FY20 Financial Overview

SWSG Inc. Revenue & Expenses

TOTAL REVENUE*: \$2,311,034

FOUNDATIONS	\$420,500
CORPORATE	\$138,032
INDIVIDUALS	\$262,963
IN-KIND	\$1,335,569
EVENTS	\$108,659
BOARD/OTHER	\$45,311



TOTAL EXPENSES: \$2,511,041

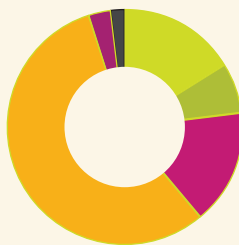
MANAGEMENT & ADMINISTRATION	\$371,325
FUNDRAISING	\$269,998
PROGRAM	\$534,149
IN-KIND	\$1,335,569



SWSG Boston

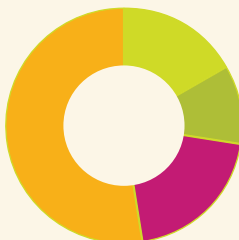
TOTAL REVENUE: \$1,249,172

FOUNDATIONS	\$202,500
CORPORATE	\$85,884
INDIVIDUALS	\$200,542
IN-KIND	\$698,321
EVENTS	\$39,386
BOARD/OTHER	\$22,539



TOTAL EXPENSES: \$1,335,586

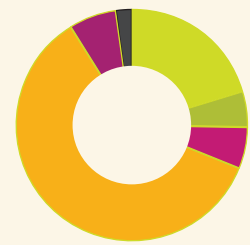
MANAGEMENT & ADMINISTRATION	\$224,841
FUNDRAISING	\$145,062
PROGRAM	\$267,362
IN-KIND	\$698,321



SWSG Pittsburgh

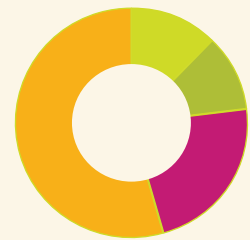
TOTAL REVENUE: \$1,061,862

FOUNDATIONS	\$218,000
CORPORATE	\$52,148
INDIVIDUALS	\$62,421
IN-KIND	\$637,248
EVENTS	\$69,273
BOARD/OTHER	\$22,772



TOTAL EXPENSES: \$1,175,455

MANAGEMENT & ADMINISTRATION	\$146,484
FUNDRAISING	\$124,936
PROGRAM	\$266,787
IN-KIND	\$637,248



*Strong Women Strong Girls received a Paycheck Protection Loan in 2020 from the SBA in the amount of \$199k that is not reflected in revenue totals.



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