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STRONG SMART BOLD

2014-2015 ANNUAL REPORT

WITH YOU IN HER CORNER, SHE WILL SUCCEED.

P.O. Box 130729
Birmingham, AL 35213
www.girlsinccentral-al.org

girls
inc.[®]

Girls Incorporated[®]
of Central Alabama

At Girls Inc. of Central Alabama we believe strongly that every girl should be valued and rewarded for the gifts and talents that she brings to this world. By being in a girl-centered environment, we allow girls to feel comfortable and safe amongst their peers, learning from one another and growing together. Through this model, we have witnessed quiet girls find their voices, shy girls make new friends, and intimidated girls exclaim proudly to the world that she is "STRONG, SMART AND BOLD!"

For the third time, we were proudly honored as the Regional Affiliate of the Year by Girls Inc. National. In January, more than 60 girls attended our 5th Annual Teen Leadership Conference. Our 3rd Annual Girls Engineering Conference, in collaboration with Alabama power and the members of iCan, proved once again to be a fun and educational opportunity for girls with an interest in science, technology, engineering and math. Additionally, our Eureka! Program continues to provide girls with hands-on experiences in STEM, as well as architecture and adventure sports. Finally, our 4th Annual Cajun Cook-off was one for the record books, generating more support for our programs and boasting more guests than in previous years.

With continued and growing support from our gracious supporters we work to increase the number of girls who are given the opportunity to develop their special strengths, to break past barriers and to achieve their full potential.

I look back with pride on 2013 and the many successes we have experienced under the leadership of Dr. Monique Gardner-Witherspoon. I also look forward to 2014 and beyond, as we welcome a new era of leadership at Girls Inc. of Central Alabama. We will continue another year of making positive change in the lives of central Alabama girls, and I am extremely grateful for the continued support from our community as we travel together along this journey.

**Connie Hill
CEO**

I am honored to serve as the Board Chair in 2014 and to witness the difference that we make every day in the lives of central Alabama girls. Since 1938, Girls Inc. of Central Alabama has worked to benefit the girls and young women of our community. In that tradition, the Board of Directors will continue to work tirelessly to increase community awareness of our mission and successes, to ensure we continue to maintain financial stability and to monitor the effectiveness of our nationally approved curriculum and programming.

Through our center-based offerings, girls learn to be confident and self-sufficient through classes and training in college and career preparedness, health and wellness, sewing, art and economic literacy. Our Outreach programs continue to provide a unique opportunity to reach students in their classrooms throughout Jefferson, Blount, Walker, St. Clair and Shelby Counties. Through our signature programs – including the Teen Leadership Program, Hispanic Initiative, and Eureka! - we grow and serve more girls.

We are grateful for the historical support of the United Way of Central Alabama, local businesses and business leaders, various foundations and government programs and our many generous individual donors. Under the leadership of our Interim CEO, Venessa Gosa, Girls Inc. will maintain its record of growth and continue its strong history of providing quality programs to local girls. I am confident that the Board of Directors, the Trust and the Committee of 25 will remain committed to donating time, energy and financial resources to ensure the continued success of Girls Inc. It is my hope that our donors and friends will continue to support Girls Inc. of Central Alabama in its efforts to ensure that all girls have an opportunity to become productive, successful leaders in our community.

**Kelli Robinson
Board Chair**

Since 1938 Girls Incorporated of Central Alabama has provided services for young women & girls. In 2013, Girls Inc. worked with more than 8,000 students age 6-18 to help keep them safe, productive, & successful.

Girls Inc. Programming

- provides professionally-trained educators.
- bases curriculum on high-quality, national evaluation research.
- focuses on gender equity.
- allows girls to build lasting relationships with educators and other girls through regular and long-term programs.
- develops and grows with girls across four age groups.
- encourages older and younger girls to connect through role modeling.
- reaches many girls, regardless of ethnicity or family income level.

Outreach Programs: Girls Inc. brings programs to the community by traveling to schools, churches and other locations where we offer an array of developmental and culturally sensitive programs. Programs include:

Health & Wellness	Substance & Alcohol Abuse
Life Skills	Prevention
Preventing Adolescent Pregnancy	Career Opportunities Exposure
Hispanic Initiative	

After-school and Summer Programs: Girls Inc. offers a year-round program which provides both after-school and summer curriculum. At our Crestwood Center, we serve girls from in and around the Birmingham area. In addition, we host a summer program in Walker County. Programs include:

Science	English
Math	Life Skills
Technology	Cooking & Sewing
Career Development	Art
Economic Literacy	

2014-2015 FINANCIALS

**2014-2015 Total Income:
\$1,360,925**

United Way: 823,557
 Programs: 143,462
 Special Events: 82,543
 Grants: 157,350
 Contributions: 181,835

**2014-2015 Expenses:
\$1,381,092**

Programs: 1,074,500
 Admin: 203,472
 Fundraising: 103,120

**Program Profile:
ACT & College Preparedness**

Twenty-six girls in ninth through twelfth grade participated in the Girls Inc. inaugural ACT & College Prep Course at Samford University. The program was offered free of charge and the girls received a full length study book which they were allowed to keep at the end of the course.

Eureka! instructor Rachel Morrison provided instruction and guidance for the girls that would aid them in improving their test taking skills and achieving higher test scores. Some of the areas covered included:

- strategies for completing the writing component
- general test taking strategies
- subject specific strategies.

Post-tests show that the program was a success, with new test scores ranging from 16-18, a 4 point increase from baseline test scores. We are also very proud of one of our twelfth grade participants who increased her score on the actual ACT test by 5 points after completing the course!

2014-15 Services

Center-Based Programming

Crestwood	245
Walker County	35
Eureka!	47
Mother-Daughter	77
Teen Leadership Program	54
Teen Conference	62
Engineering Conference	104
TOTAL CENTERS	624

Outreach Programs & Services

Health and Wellness	2,075
Hispanic Initiative	2,682
Life Skills Development	851
Preventing Adolescent Pregnancy	731
Health and Community Fairs	1,404
TOTAL OUTREACH	7,743

Case Management Services

344

OVERALL CLIENTS SERVED

7,743