



Inspiring all Girls
to be **Strong,**
Smart, & Bold.

Girls Incorporated of St. Louis Report to the Community

FY 2023

MISSION

The mission of Girls Incorporated of St. Louis is to provide educational, recreational, and cultural programs to girls in a safe environment, to enable them to raise their aspirations and realize their potential. Girls Inc. inspires all girls to be strong, smart and bold.

SIX ESSENTIAL ELEMENTS

Our Girls Inc. experience has six essential elements that equip girls to navigate gender, economic and social barriers and to grow into healthy, educated, and independent adults:

- Girls-only environment
- Mentoring relationships
- Intentional programming
- Research-based curricula
- Interactive activities
- Sustained exposure

Together these elements provide a holistic approach grounded in a belief in girls' rights and abilities.

STRONG SMART BOLD

A Letter from Our CEO

I hope this letter finds you well and filled with the same sense of pride and excitement that we at Girls Inc. are experiencing. Now that 2023 is in the books, I am thrilled to share some remarkable developments and accomplishments.

First and foremost, I am excited to announce that Girls Inc. of St. Louis has been recognized as the top affiliate in the country by Girls Inc. National. This prestigious honor highlights the hard work, dedication, and commitment of our Girls Inc. family which includes staff, volunteers, supporters, and partners. Together, we have achieved excellence while delivering on our mission to enable girls to realize their full potential.

One of our most significant achievements in the past year was the expansion of our programs into the heart of our beloved city, thanks to Mayor Tishaura Jones' summer program initiative. This not only allowed us to continue our mission but it also played a pivotal role in our efforts to provide educational opportunities during the summer while keeping our children safe. To enhance our impact and make sure we were equipped to serve, we actively worked to hire additional staff for after-school programs, and we doubled our summer staff to 76 dedicated individuals.

We are so proud of our young women attending college, many of whom began with Girls.Inc when

they were in elementary school. 234 ladies from our program are doing us proud at institutions across the country including Howard, Spelman, Alabama, SIUE, Maryville, University of Missouri-Columbia, and University of Missouri-Kansas City.

Our commitment to growth remains steadfast as we look to the future. We are actively expanding our reach to South St. Louis, working closely with the migrant communities to ensure that every girl has access to the opportunities and support we offer. In pursuit of our mission, we are thrilled to announce a partnership with Confluence Academy. This collaboration involves us implementing Girls. Inc programming at five Confluence schools. Additionally, we have launched a pilot program at our South City campus, focusing on etiquette and what it means to be a young woman in today's changing landscape. This program is a testament to our dedication to continually evolving and meeting the changing needs of our girls.

As we celebrate these achievements, it is important to remember how far we have come. Girls Inc. of St. Louis is 42 years old, and throughout these four decades, we have remained committed to our mission: "to inspire all girls to be strong, smart, and bold." With your continued support, we will strive to empower more girls and unlock their potential, as they will help shape the future of our society.



We want to extend our heartfelt thanks to our Girls Inc. board, donors, and affiliates who believe in our vision. Special thanks also to our dedicated staff for their love, care, and compassion for our girls. It is our collective effort that will continue to drive our success in the year ahead.

Cheryl Jones, PRESIDENT & CEO

Project Accelerate



While women comprise nearly half of the U.S. workforce, they continue to face significant wage gaps and underrepresentation, particularly in leadership roles. Women earn, on average, only 82% of what men make, and women of color represent 4% of C-suite leaders. Despite these disparities, only 25% of organizations prioritize the advancement of women. Alarmingly, the pipeline for women filling executive roles has not changed since 2019.

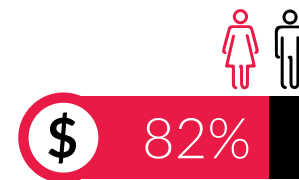
In response, Girls Inc. has launched Project Accelerate, a targeted initiative to quicken the entry of young women, especially women of color, into influential corporate positions, addressing sectors where pay equity and gender disparities are most prevalent. This program is an extension of Girls Inc., specifically focused on the critical transition from high school to college and college to the workforce.

Project Accelerate enhances young women's education and skills development for leadership roles. We are leveraging partnerships with corporations and social impact organizations to improve gender equity in the workplace and access to meaningful careers.

Through **Project Accelerate**, our young women:

- Gain leadership, social-emotional learning (SEL), diversity, equity, and inclusion (DEI) skills.
- Graduate high school prepared for post-secondary education.
- Successfully navigate college experiences.
- Receive valuable paid internships.
- Connect with mentors and coaches for guidance.
- Pursue further career and postgraduate education.
- Secure rewarding, well-compensated employment opportunities.

We received an incredibly generous \$10 million donation from Pivotal Ventures. This contribution has enabled us to further our mission of comprehensive support, including coaching, scholarships, and mental health services for our girls. Our collaboration with organizations like Boeing, Emerson, Panera and BJC has been critical. They have recognized the potential in our Girls Inc. community, doubling their intake of interns from our program. These interns receive comprehensive training in various business aspects. To be eligible for this program, students need a minimum 3.0 GPA, and we are delighted to report that we now have 45 girls actively participating in our internship program.



Women earn, on average, only 82% of what men make.



Strong, Smart & Bold Luncheon

At Girls Inc., community involvement through volunteering and donations plays a pivotal role in our success. A highlight of our community engagement is the Strong, Smart, and Bold Luncheon, our annual fundraiser and a celebration of our mission and achievements. The 17th annual Strong, Smart, and Bold Luncheon was held on November 9, 2023 at The Ritz-Carlton, St. Louis. This year, we were privileged to have KSDK-TV news anchor Rene Knott as the emcee and Cyan Kelley, Miss Teen USA 2022, as the keynote speaker.

We proudly recognized individuals involved in Project Accelerate, offering attendees an opportunity to meet these exceptional young women while seeing firsthand the direct impact of their support.

During the event, we honored the 2023 Strong, Smart & Bold Honorees and acknowledged the remarkable talent showcased in the Girls Inc. Performance. Additionally, we celebrated the achievements of our Senior Scholarship Recipients.

Our local chapter serves over 9,000 girls annually.

Our range of services includes:

- 1. STEM-Based Programming:**
Engaging girls in science, technology, engineering, and mathematics to create interest in these fields.
- 2. Summer and After-School Offerings:**
In wellness, media literacy, leadership, performing arts, and athletic opportunities.
- 3. Outreach Initiatives:**
Tailored to help girls navigate gender, social, and economic barriers that aim to empower them to overcome societal challenges.

St. Louis Grant Partnership

Girls Inc., after a competitive process, received a \$200,000 grant from the St. Louis Grant Partnership in. With this money, we were able to extend our reach to five sites across the city, specifically Ashland, Nance, Hickey, and two additional locations. These sites implemented our full-day summer programming and offered a variety of activities: reading, math, gardening, and exercise. The eight-week program ran from June to July. A key component of the summer program was the quality of instruction. We hired teachers from local school districts who already had relationships with many of our students; this continuity enhanced the classroom experience for our girls. Many of the teachers who participated in our program could have earned more money teaching elsewhere, but their commitment to our students and belief in our mission inspired them to work with us. This is the true definition of the saying, "It takes a village." We at Girls, Inc. want to thank those teachers who empowered our girls with life lessons that will serve them well.

Gamma Phi Beta

Girls Incorporated of St. Louis thanks Gamma Phi Beta, Inc., an international girl's sorority, for supporting Girls Inc. as their service partner. Up to 200 Gamma Phi Beta members (St. Louis University Chapter) have volunteered with Girls Inc. St Louis since 2015. Their service includes serving families at our Thanksgiving Feast, engaging in activities with our girls, hosting donation drives, and supporting our "Homework Help" and tutoring program throughout the academic school year. The young women of Gamma Phi Beta serve as mentors to our girls and their support has helped our girls thrive over the years.

Well done, Gamma Phi Beta, Inc.!



Gamma Phi Beta
TRUE AND CONSTANT

Girls, Inc. National Scholarship Recipient



NAME: Kourtney Player
MAJOR: Health Science – Pre-Med track
COLLEGE: Spelman University, Class of 2027

Courtney Player joined Girls, Inc. at the age of 7 and credits her time in the program as the reason she can dream big. During her time at Girls, Inc., she met other young girls, some of whom remain her best friends. Courtney had fond memories playing board games with her Girls, Inc. crew, where she would assume the role of doctor, and those experiences began to shape ideas about her future. Courtney chose to attend Spelman College to pursue a career in health sciences, with considerations in pre-med or as a physician assistant focusing on women's health.

Before attending Spelman, Courtney attended Ladue High School. Courtney says her time at Girls Inc. was a major factor in her decision to attend a historically Black college focused on educating and empowering Black

women. The comfort and familiarity she feels in an environment surrounded by peers with similar ambitions and backgrounds have been pivotal during her academic journey.

Courtney says Girls Inc. instilled within her the value of resilience, intelligence, and self-confidence. Her advice to young girls is, "You don't have to be the loudest person in the room; you just need to be yourself. Being bold doesn't mean you have to be the loudest or the leader. Suppose you want to be in the background and share your opinions. That's what I'm learning now. You're still bold, you're still strong being yourself and showing that you are a leader in the way that you want to be."



You don't have to be the loudest person in the room; you just need to be yourself. Being bold doesn't mean you have to be the loudest or the leader.

Project Accelerate Success Stories

NAME: Sydney Nettles
MAJOR: Family Law
COLLEGE: Saint Louis University (SLU), Class of 2026

Sydney Nettles has been an active member of Girls, Inc. for 15 years, joining the organization at a young age. As an only child, Sydney found Girls, Inc. a fun and nurturing environment where she formed meaningful friendships and discovered her identity. The program offered her a safe space to grow and explore her potential. A pivotal part of her journey occurred with the Eureka cohort and was crucial to Sydney's personal and academic development. Through the cohort, Sydney took her first college tour at Maryville University, an experience that influenced her future decisions regarding college.

Sydney always aspired to be a lawyer, which led her to choose Saint Louis University (SLU) and major in family law. Her participation in the Eureka cohort reinforced this ambition. Sydney also gained valuable experience in the field of law through an internship at the St. Louis County courthouse under the mentorship of Judge

Gloria Reno. This opportunity allowed her to immerse herself in the world of family law and connect with professionals in the field.

We are so pleased that Sydney remains connected with us through her part-time work at Girls, Inc., where she offers the same guidance and support to our students that she took advantage of as a youngster. Sydney acknowledges the significant impact of Cheryl Jones in understanding the needs of young girls, whether it involves providing connections or facilitating scholarships.

Sydney's advice to young girls is, "You don't have to let what you do today deter you from what you want to do in the future. Whatever you decide to change, you can do that. It is completely up to you, even if it is outside the norm of what others may think."



You don't have to let what you do today deter you from what you want to do in the future. Whatever you decide to change, you can do that. It is completely up to you, even if it is outside the norm of what others may think.

NAME: Lindsay Cooper
MAJOR: Accounting/Business Administration
COLLEGE: Fontbonne University, Class of 2024

Lindsay began her Girls Inc. journey at seven years old. It was here that her academic and personal development started to take shape. While at Girls Inc., Cheryl Jones, who would mentor and guide her, kept a watchful eye on Lindsay through high school and into college. Lindsay had ambitions to attend the University of Missouri in Columbia. Despite her acceptance, financial circumstances changed that, and Lindsay considered other alternatives. However, with Cheryl Jones' assistance, Lindsay secured a scholarship to Fontbonne University in St. Louis, Missouri, where she pursued her passion for accounting.

At Fontbonne University, Lindsay earned her undergraduate degree in accounting and business administration. She embraced the motto

“Strong, Smart, and Bold,” a mantra focused on confidence that Lindsay imparts to girls currently in the Girls Inc. program. She is now in the Master of Accounting program at Fontbonne.

Lindsay wants to teach financial literacy to people of all ages, a goal she is already pursuing through her role at Girls Inc., where she teaches math to 2nd and 3rd graders with plans to instruct in financial literacy. Her advice to young girls is, “It is okay to make mistakes. Every lesson can be turned into a learning opportunity, and to remember to be yourself.”



It is okay to make mistakes. Every lesson can be turned into a learning opportunity, and to remember to be yourself.



During this season of Thanksgiving, I am reminded of how thankful I am for you loving our girls sincerely. You have faithfully demonstrated how you want what's best for our girls as much as we do, and for that, I am most grateful. Thank you for standing with us mothers as we strive to teach our daughters to be bold, strong, smart, and, I have to add, godly. Thank you for honoring them and bestowing them with wonderful gifts. May your holidays be Happy and blessed.

QUOTE FROM GIRLS, INC. PARENT





Girls, Inc. Night at Busch Stadium

Girls, Inc. night took place on July 20, 2023 at Busch Stadium before the St. Louis Cardinals faced off against the Chicago Cubs. This occasion was attended by 500 girls, families and friends. Cheryl Jones threw out the first pitch and was later joined by four Project Accelerate participants and staff on the field.

11th Annual “Holiday Happenings”

On December 16, 2023 we held our 11th annual “Holiday Happenings” event at Girls Inc. of St. Louis, focusing on empowering girls and providing them with valuable experiences. This event is part of our organization’s efforts to inspire girls to be strong, smart, and bold. We have served 9,000 young women through various after-school and summer programs and collaborations with 72 school partners.

The “Holiday Happenings” event, themed “Winter Wonderland”, started with a breakfast and a visit from Santa. It also featured a holiday market culminating in a performance where Girls Inc. members showcased their talents through dance and music.

The event emphasized the importance of confidence, character, and taking charge in life, as expressed by some of the senior members of Girls Inc.

The event also underscored the community’s role in supporting these initiatives. The Gateway Chapter of Links, Inc. contributed funds that enabled the purchase of 50 dolls for girls ages 5 to 10, reinforcing the message that the beauty of the dolls reflects the beauty within the girls themselves.

We have served

9,000



young women

through various after-school and summer programs and collaborations with

72



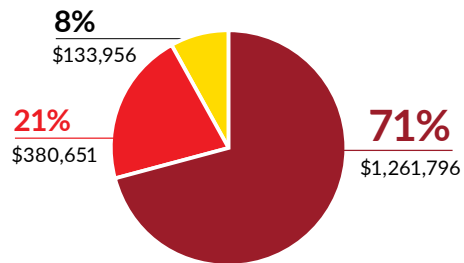
school partners

Our Financials

Expenses

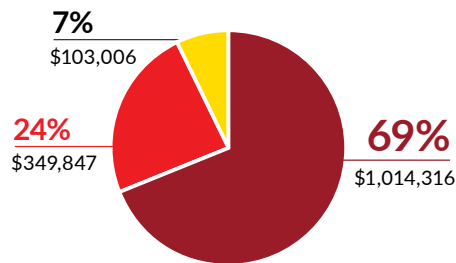
for the years ended December 31, 2021 through 2022

2022 TOTAL EXPENSES
\$1,776,403



■ Program Services ■ Management and General ■ Fundraising

2021 TOTAL EXPENSES
\$1,467,169



Reserves

for the years ended December 31, 2021 through 2022

2021

2022

Annual Expenses

\$1,467,169

\$1,776,403

Net Assets without Donor Restrictions
(excluding investment in property and equipment)

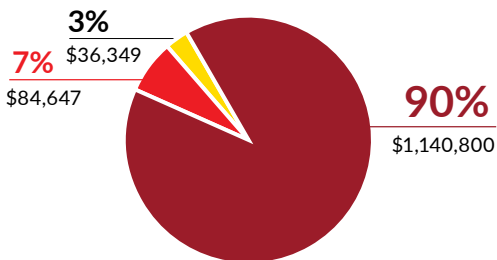
\$1,709,614

\$1,914,130

Program Expenses

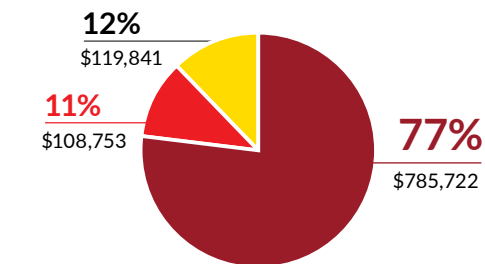
for the years ended December 31, 2021 through 2022

2022 TOTAL EXPENSES
\$1,261,796



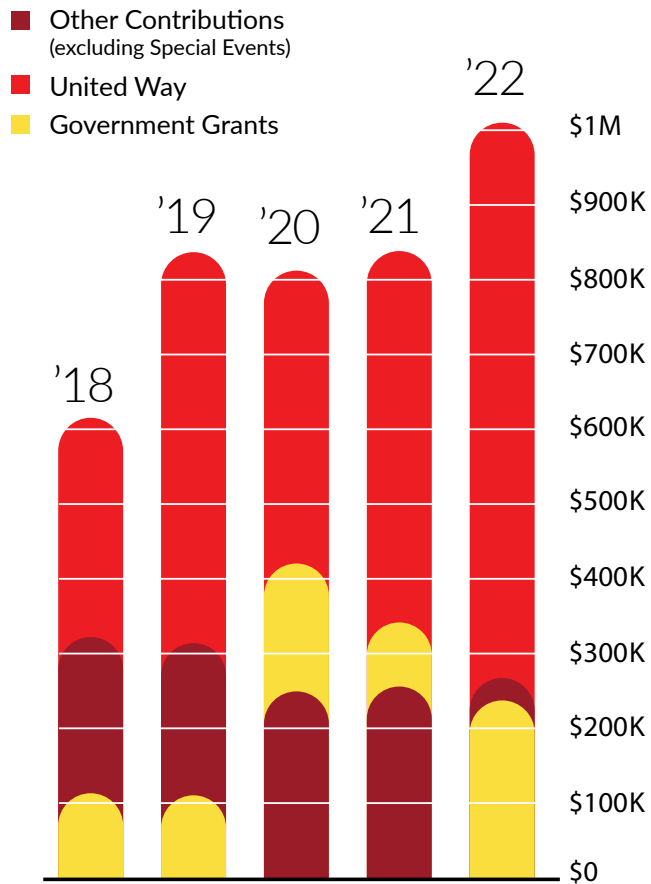
■ Center - Membership Services ■ Eureka ■ Outreach - Prevention

2021 TOTAL EXPENSES
\$1,014,316



Public Support

for the years ended December 31, 2018 through 2022



GIRLS INCORPORATED OF ST. LOUIS

REPORT CARD



2022-2023



GIRLS SERVED

9163

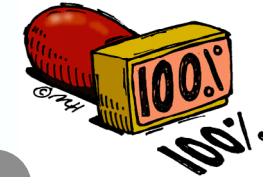
thousands of girls
received The Girls Inc. Experience

72

Schools Served



We provide pick up and drop off to our center each day.



Girls promoted to the next grade level



97%

Consider Girls Inc. a second home



132,303
hours of



120,020
hours of

Violence Prevention /
Healthy Relationship



46,692
hours of

LITERACY

WITH YOU IN HER CORNER,
SHE WILL WIN.



Our 2023 Donors

\$100,000 +

Boeing Global Engagement (BGE)
Cigna (Express Scripts) Girls Incorporated
St. Louis City Youth Services
The City of St. Louis

\$50,000 - \$99,999

Arthur & Helen Baer Charitable Foundation
Panera Bread Headquarters

\$10,000 - \$49,999

Anonymous Donor
AT&T
Black, Van-Lear and Marion
Blueprint 4 Summer (The Clark Fox Family Foundation)
Dana Brown Charitable Trust
Dance Center Of Kirkwood
Deloitte Foundation
Edward Jones
Emerson Electric Co.
JST Charitable Fund
Maryville University
Regions Foundation
Rogers & Company Charitable Foundation
RubinBrown
Simmons Bank
St Louis Unitarian Foundation for Children (Mission Free School)
St. Louis Community Foundation
Stem101

United Way of Greater St. Louis
Warehouse of Fixtures
Werner, Peter and Linda

\$5,000 - \$9,999

Blues For Kids Foundation
Braddock, Errin and India
Chaifetz School of Business
St. Louis University
Cleveland Foundation
Enterprise Holdings Foundation
Martin, Carol
MasterCard Worldwide
MasterClock, Inc.
Missouri American Water
Norman J. Stupp Foundation-Commerce Bank, Trustee
Simmons Charitable Foundation
St. Louis County Cares
Travelers Foundation
Wendt, Gregory
WexFord Labs

\$2,500 - \$4,999

Ausmer, Kim
Baker, Justin and Lauren
Barksdale, Clarence C.
Barnes-Jewish Hospital
Greater St. Louis, Inc.
Godwin, Lurna
Griffin, Melvin and Rochelle
Ivie IV, Allan and Page
Kinsella, John and Susie
Leigh Consulting
St Louis Blues
Stifel Financial
Travelers Insurance

\$1,000 - \$2,499

Benevity Community Impact Fund (Travelers)
Bond, Kimberly
Bossy Cosmetics Inc.
Bracy, Vernon and Adrian
Brauer, Stephen and Camilla
Caldwell, Derrick and Nina
Catherine and Jerome Gidlow
Commerce Bancshares Foundation
Cotter, Jeanine
Crider, Midge
Critchfield, Mark
DCA Family Foundation
Dentons US LLP
Deschler, Jacqui
Flying Cloud Charitable Foundation
Franz, Donald and Margaret
Friedman, David and Paula
Galanis, John
Garrett-Coan, Robyn
Goossens, Kathy
Grady, Angela
Harris Stowe State University
Ito, Jennifer
Jones, Cheryl
Kappa Kappa Gamma Alumnae Association
Knight, Charles and Joanne
Kwame Building Group, Inc.
Lemkemeier, Ned and Sally
Liebman, Timothy and Michele
Linhardt, David
Lorberg, Dana and Steve
Marr, Ann
Mcfarlin-Whitfield, Deatra
Mooney, Margaret

National Council of Jewish Women
Neidorff, Noemi K.
Office of the Prosecuting Attorney
Patton, Valerie
Reno, Gloria
Schnucks Markets, Inc.
St. Louis Christmas Carols Association
St. Louis Service Bureau Foundation
The Magic House
Thompson, Michael
Van Ross, Erica
Vector Communications Corporation
Wilkinson, Barbara
YourCause Corporate Employee Giving Programs

\$500 - \$999

Arnold, John and Alex
Belden
Citizens National Bank
Danforth, Elizabeth G
Gamma Phi Beta Sorority-Gamma Tau
Gateway Chapter of The Links, Incorporated
Hall, Darren R.
Hanson, Lia
Hill, Rick and Lynn
Hoerr, Thomas and Karleen
Jackson, Charlene
Missouri Athletic Club
Murphy, Judy
Neiman Marcus
Newman, Joan M

Newman, Peggy and Andy
Saks Fifth Avenue
Salky, Molly
Sherwood Forest STL
The Haven of Grace
The Ritz Carlton
White, James and Rose

\$250 - \$499

Abeles and Hoffman P.C.
Alover, Yoli
Cardinal Ritter College Prep High School
Cooley, Dana
Donors, Anonymous
Early, Ida and Gerald
Edwards, Jimmie and Stacy
Engeling, Jennifer
Feaster, Dolores
Feiner, Barbara
Gascon, Amy
Handford, Deirdre Ryan
Hansen, Jamie
Hayes-Stewart, Gwenne
Hodge-Bell, Kimberly
Jackson, Ronald
Johnson III, James
Lofgren, Mary K
McIlhagga, Douglas and Jackie
Olson, Bruce and Kimberly
Owens, Stacie
Simonds, Nanne
St Louis Alumnae Chapter of Gamma Phi Beta
Storman, Ashley
Wallace, Ellen
Winton, Dorothy L.

\$100 - \$249

Ally Financial Inc.
Austin, Toomye Joyce
Avant-Elliott, Miranda
Barter, Nancy and Norman
Benoist, Peter and Carol
Berkman, Joan
Bluiett, Teresa
Bohn, Michelle M.
Bray, Chris
Brightman, John and Ann
Brown, Raycine
CAF (Charities Aid Foundation
of America)
Canada, Jeanne G
Chambers, Odessa
Christie, Susan
Clinkscale, Darnetta and Frank
Coleman, Rose
Cook, Lois
Corn, Poonnasa
Cothran, Kilinyaa
Davis, Gene and Gretchen
Degnan, Robert
Duffield, Lynn
Edwards, Vicki
Engelhardt, Leah
Fischer, John and Dorothy
Flynn, Julie
Frontstream
Gray, Jesse and Caitlin
Grove, Dudley and James
Hale, Melba
Hamilton, Jackie
Hardin, Sharonica
Harris, Linda
Hetlage, Anne
Hodges, Lisa

Holthaus, Jr., Sid
Johnson-Lee, Andrea A
Johnston, Sally
Kendra Scott
Laurna Godwin
Lieberman, Ann
Lyerly, Claudia
McFarlin, Delores
McFarlin, Douglas and Charlotte
McKinnis, Pat and Michael
McNally, Stephanie
Meyers, William
Miller, Deborah
Miller, Paul and Laura
Misterek, Cynthia
Mitchell, Brittany
Moorehouse, Jennifer H.
Mosley, Nellie
Mueller, David and Elizabeth
Network For Good
O'Brien, Rebecca J.
Olson, Donna M.
Padgett, Sandra A.
Parks, Jo Anne Hamilton
Phillips, Aline
Plax, Julie
Powell, Arvetta
Quigless, Charles and Angela
Randall, Erica
Reese, Rosalind
Riggs, Katharine Warne
Ruff, Mary Janet
Sant, Caroline
Sheridan, Georgine
Singleton, Heidi
Skyles, Isabell
Southern Illinois University
Storman, Deborah
Strasheim, Maureen

Striler, Sarah
Thomas, Carolyn M
Washington, Angelia Shakir
Westbrooks-Hodge, Pamela
Whittington, Joe and Carolyn
Wielansky, Stephen and Linda
Wilder, Sharon B.
Young, Sharon
Young, Vickie
Zaccarello, Rebecca

\$10 - \$99

Amazon Smile
Anderson, Terri
Austin, Nancy
Bitting, Carol
Bonner, Shavona
Calloway, Donetta
Cardinal Health
Chambers, Modest
Champa, Tracee A.
Charity Gift Certificates
Clark, Ashley
Clark, Delores
Clark-Donaldson, Cynthia
Connolly, Dyan
Donovan, Jennifer
Dr. and Mrs. Philip George
Edwards, Kimberly
Ellis, Hobert and Patricia
Felling, Sue
Fitzgerald Henson, Vickie
Gamma Phi Beta
Garrett, Shirley
General Motors Corporated
Giving Program
Glerner, Sue
Harris, Candace
Harris, Kristen

Hart, Theodora
Hill, Gena
Hopkins, Vicki
Huck, Christina
Hutchinson, Jacqueline
Landrum, Althea
Lyons, Nancy
Markman, Eliot S.
McDougall, Douglas
Mitchell, Brittany
Money, Valerie
Morris, Terri
Morrow, Karen
Norful-Hill, Aundrea
Perlmutter, Cheryl
Pitzer, Margaret
Presser, Barbara
Price, Jayme K.
Simpson, Amber D.
Tichelkamp, Kate B.
Tolliver, Victoria
Trawick, Chajuana
United Way of
Metropolitan Chicago
Van Hook, Juli K
Vick, Norman and Latasha
Webbs, Jurnee
Williams, Calvin
Williams, Terri
Williamsr, Lawanda
Winters-Jenkins, Twyla
Woodard, Tiffany

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girlsincstl.org

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OF ST. LOUIS

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