

girls
inc.

of Greater Atlanta

ANNUAL REPORT

OCTOBER 1, 2021 - SEPTEMBER 30, 2022



2021-2022

Inspiring all girls to be strong, smart, and bold.

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Inspiring all girls to be strong, smart, and bold.

ABOUT US

It all began with a tragic incident in Cobb County in 1974. That year, a 9-year-old girl from Cobb County, Debbie Randall, was abducted. She was found two weeks later, raped, and murdered. Her misfortune stemmed from a lack of a safe after-school environment for girls in her area. At the time, the most popular place to be during non-school hours was the local laundromat. Having decided that this was unacceptable, Irma Glover and Joyce Dunaway Parker appealed to the Marietta City Council to provide a safe place for girls in the form of the Cobb-Marietta Girls Club. The Cobb County Commission then helped the club acquire land in the Larry Bell Civic Center Complex, where the Cobb-Marietta Center still resides today. The Club began as a one-room trailer, lent to the organization by Marietta Savings and Loan. Five short years later, Girls Clubs of America officially changed its name nationally to Girls Incorporated. The new name had a more businesslike feel, "because growing up is serious business." The Girls Clubs of Cobb County later became Girls Incorporated of Cobb County.

MISSION

To inspire all girls to be strong, smart, and bold.

VISION

Empowered girls and an equitable society.

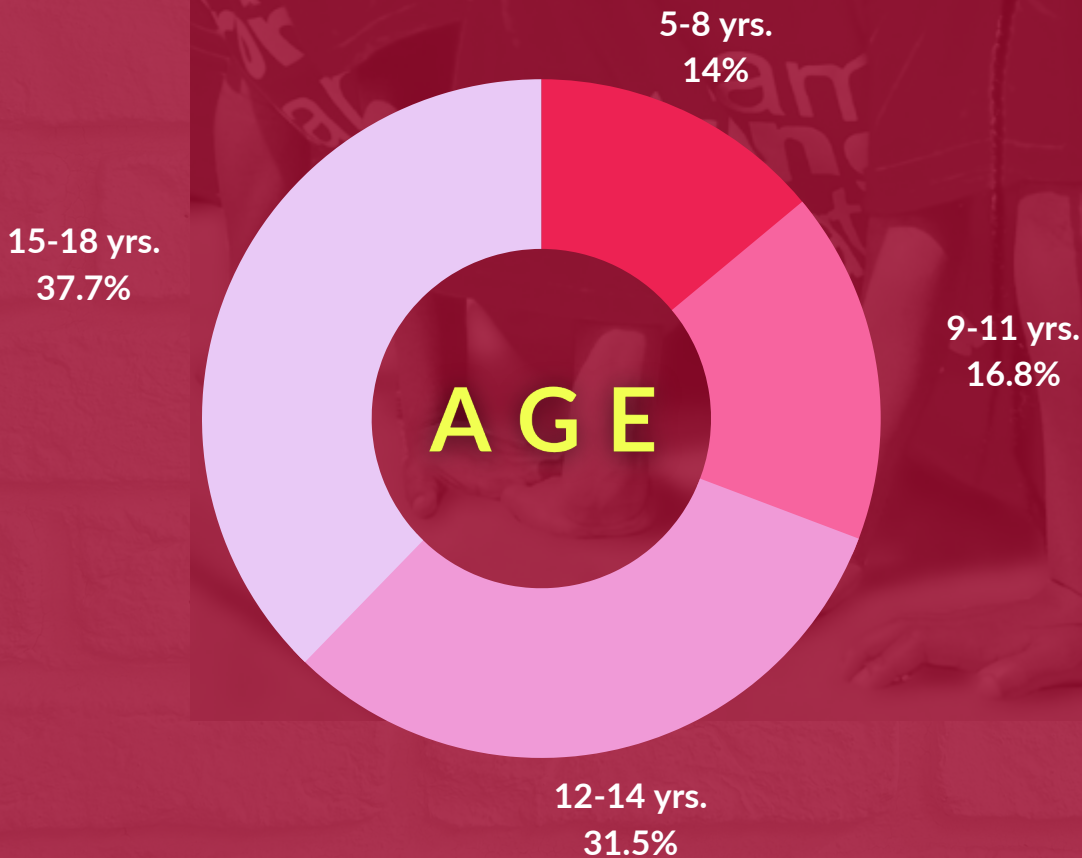


THE NUMBERS

In 2022 Girls Inc. of Greater Atlanta served

2,022 youth

In order to meet our goal of serving the whole family, 32% of these youth were boys!



THE GROWTH

2019-20

we served 527 youth



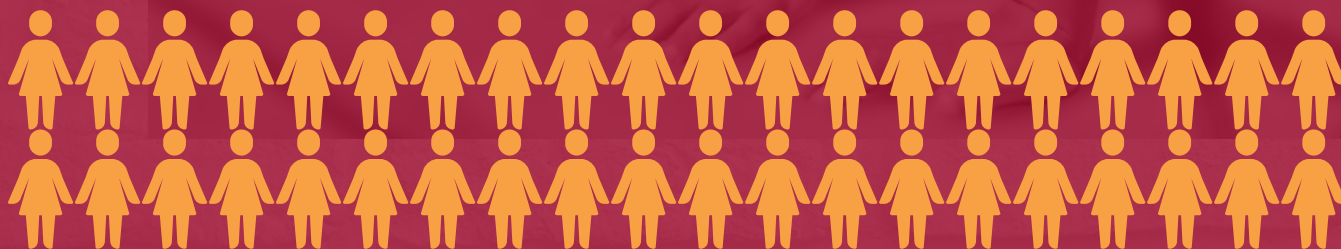
2020-21

we served 743 youth



2021-22

we served 2,022 youth



COBB
 DEKALB
 FULTON
 CLAYTON
 DOUGLAS
 PAULDING
 GWINNETT



Our main center and offices are in Marietta!

7 counties served



Over half of the girls served have a household income of less than \$30,000.



Less than 1 out of 5 girls served came from a two-parent home.



Over 4 out of 5 girls served were girls of color.

KIPP WAYS

KIPP Woodson

Bryant Elementary School

Osborne High School

Therrell High School

Global Impact Academy

Forest Park Middle School

Heritage Park Academy

Heritage Elementary School

AL Burrese Elementary School

Dunleith Elementary School

Lockheed Elementary School

Wellspring Living GRP

Wellspring Receiving Hope Center

Candler Extended Stay Hotel

Plaza Las Americas

KIPP Vision Academy



17

site
partners

PROGRAM PORTFOLIO

SUMMER!

In 2022 Girls Inc. of Greater Atlanta served over

225

youth

in our Summer Camps



In summer 2022, we had camps focused on STEM, college and career readiness, business and entrepreneurship, academic enrichment, and more! We featured weekly field trips to places such as the LEGOLAND Discovery Center, Atlanta Botanical Gardens, Tellus Science Museum, Andretti, and even Six Flags!

PROGRAM PORTFOLIO

WEEKEND!

In 2022 Girls Inc. of Greater Atlanta served

167

youth

in our 3 Weekend Programs



- Our GLOW (Girls Leading Our World) program involved workshops and field trips focused on civic engagement, college prep, financial literacy, leadership and advocacy, wellness, workforce development, and more!
- Eureka is a 5-year STEM program that promoted personal development, health and fitness, SEL, and career development.
- STEM Club was our elementary school weekend program that involved drones, coding, VR, and more!

Inspiring all girls to be strong, smart, and bold.

PROGRAM PORTFOLIO

AFTERSCHOOL!

In 2022 Girls Inc. of Greater Atlanta served over

224
youth

in our 3 Afterschool Programs



Our afterschool programs involved not only academic enrichment and tutoring activities but also activities that focused on mental and emotional wellness, physical activity, guest speakers and presentations, leadership and advocacy, and more! Our goal was to create a safe afterschool space where girls could learn and develop educationally, but also learn social skills and connect with our mentors.

Inspiring all girls to be strong, smart, and bold.

PROGRAM PORTFOLIO

OUTREACH!

In 2022 Girls Inc. of Greater Atlanta served over

1,450
youth

in our Outreach Programs



Our outreach programs spread across the entire Greater Atlanta area and included in-school programming, mental and emotional wellness curriculum, STEM activities, and more. We also partnered with organizations to provide our programming to survivors of sex trafficking, sexual assault, and other such traumas, as well as juvenile criminal offenders.

OUR GIRLS

We are so proud of Kenedi Mitchell for being chosen as a member of the 2023 Harvard University Debate Council! She is one of only fifty students chosen out of over 1200 applications. When asked about her time at Girls Inc., Kenedi said, "Girls Inc. has played such an instrumental role in who I am and who I am becoming! The self-confidence I have gained through Girls Inc. has allowed me to realize I can walk into any room I choose and authentically be myself because I belong! I am so proud to say that I am a young lady who is strong, smart, and bold because of everything Girls Inc. has poured into me."



Kenedi Mitchell

2023 Harvard Debate Team Member



Lena Ford

Entrepreneur, CEO, Positively Lena

Lena Ford has attended Girls Inc. since she was in kindergarten, and she has since started her very own business selling custom shirts, bags, keychains, and books. When asked about her time at Girls Inc., Lena said, "Girls Inc. was a wonderful experience for me. I love the entire staff at Girls Inc. because they truly care about me and my goals. The Girls Inc. staff even came to programs I had outside of Girls Inc. Being strong, smart, and bold means a lot to me. I was very shy when I first started going to Girls Inc., but I was able to grow out of my shell because of the support from Girls Inc. They are a part of my village, and I'm proud to be a Girls Inc girl."

Melia Bell is only 10 years old and is already a published author! She wrote and released her first book, "Paint My World," in 2022 (available on Amazon), and we are so proud to call her a Girls Inc. girl! When asked about her time at Girls Inc., Melia said, "Girls Inc. helped me be mature and confident. I know that no one else can tell me who to be because I am me, and that is enough. Oh, and girls rule the world."



Melia Bell

Author

Inspiring all girls to be strong, smart, and bold.

OUR FAMILIES

Jalisa Heard and her three beautiful girls were honored alongside us at the 2022 Atlanta Women's Foundation "Numbers Too Big to Ignore" Luncheon. Jalisa said, "Honestly, I never imagined myself being here. I never thought that anybody saw my heart or my hard work. You know, when someone (from Girls Inc.) actually saw how hard I was working, it actually pushed me further. It pushes me a step closer to my goals."



We also hosted several events that were open to our families as well as the community, including Family Movie Nights, Thanksgiving Dinners, Trunk or Treat, Brunch with Santa, Parent Nights, and more!

THE FINANCIALS

CORPORATE

\$530,188

GOVERNMENT

\$629,258

SPECIAL EVENTS

\$186,210

FOUNDATION

\$115,086

EARNED INCOME

\$310

INDIVIDUAL

\$105,613

FEES

\$92,408

OTHER

(in-kind donations + reimbursement)

\$25,327

TOTAL INCOME:
\$1,684,403

TOTAL EXPENSES:
\$1,511,943



FINANCIAL HIGHLIGHTS

BOOST FUNDING:

\$159,453

Building Opportunities in Out-of-School Time

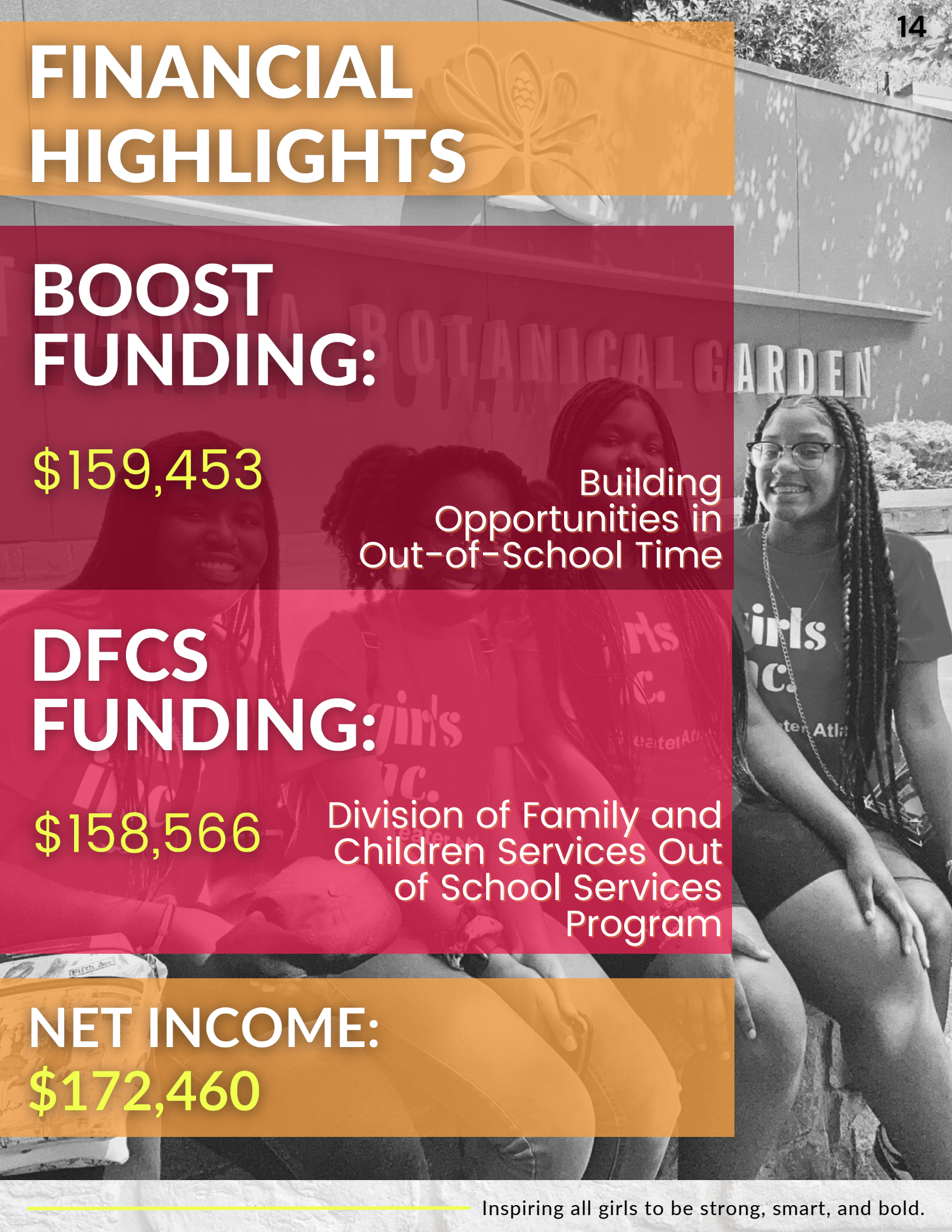
DFCS FUNDING:

\$158,566

Division of Family and Children Services Out of School Services Program

NET INCOME:

\$172,460



THE PARTNERS



COMCAST

COMCAST

Panasonic

PANASONIC

COX ENTERPRISES

COX ENTERPRISES



ATLANTA WOMEN'S FOUNDATION



ENTERPRISE

TOP 5 CORPORATE +
FOUNDATION FUNDERS

THE SUPPORT

we had over

240

volunteers



we had over

370

financial
supporters



Aaron's
ADP
ADP Match
APL Logistics
Bimbo Bakeries
Comcast
Cox
Delta Dental
Delta Dental Match
Enterprise
GE Energy
Georgia Power
Girls Inc. National
Hearst Match
Iron Mountain
Ivy Enterprises
JC Penney
KPMG
Kroger
Lockheed
LPGA
Mauldin and Jenkins
MDH Partners
Mohawk Industries
NCR
Nordson
Nordstrom
Panasonic
PR Solutions Inc
Publix
PWC
State Farm
Strategic Link Consulting
Synovus
TDCR Group LLC
Destiny Financial
UPS
VOYA Matching
Waffle House
Witherite Law Group

ALL CORPORATE DONORS

MEET US

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Natalie Delemar

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Stacy Y. Cole

Jeanine Abrams McLean, PhD

Jessica Stafford

Sherry Blake, PhD

Anita Holden Hilbun

Timothy Brown

Melissa Adams

Adonica Pummer

Jennifer Zeller

Elizabeth Manning

Sonja Rhynehardt

LEADERSHIP STAFF

Tiffany Collie-Bailey

- **Chief Executive Officer**

Jennifer Walker

- **Chief Operations Officer**

Kenya Turner

- **Regional Program Director**

Chrystal Brown

- **Development Director**

Cathy Anderson

- **Compliance Manager**

Shannon Cade

- **Office Administrator**

Georgia Grimes

- **Marketing Manager**

Lea Nelson

- **Teen Program Manager**

LaKesha Jackson

- **STEM Coordinator**

Cheneka Hobbs

- **Lead Program Facilitator**

Fallon Burgess

- **Lead Program Facilitator**

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THANK YOU!

ANY QUESTIONS?:

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www.GirlsIncAtl.org

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