

**girls  
inc.**

of Orange County

## **Annual Report 2020**

**OC girls can**

**OC** girls can

**dream  
bigger**



## **our mission**

inspiring all girls to be strong, smart & bold

## **our vision**

empowered girls in an equitable society

# Change. For the better.

At Girls Inc. of Orange County, 2020 was a year of constant change and evolution. Thanks to our strong, smart, and bold supporters we were able to build a new virtual foundation and the ability to reach 3,504 girls!

We transitioned all of our current programs to an online learning platform. We launched two new programs, supHERvision and Logic Lab, created a new YouTube channel and published more than 100 videos. We hosted six virtual summer camps with a larger retention rate than the previous year, and accepted our largest College Bound cohort ever (90 girls!). We held 25 virtual workshops, and successfully hosted our first ever, girl-hosted virtual livestream fundraising event.

And, IRL (in real life!) after a few years of thoughtful consideration, Girls Inc. made the decision to sell our Costa Mesa headquarters building, which was our home base for 65 years. Our new office is in Santa Ana, more centrally located to reach more girls throughout the county.

Whether it is giving young girls the lifelong love of reading, helping them to accept themselves just as they are, or providing a community where they can find support to learn and grow, Girls Inc. helps girls positively impact our Orange County future. We continue to look at the long-term view, ready to adapt and evolve to meet the ever-changing needs of our girls, just as we did this past year.

Our future is bright and we would not be able to succeed in our mission without the support of our wonderful donors. Whether through individual donations, corporate engagement, or volunteerism, we are appreciative that you are part of the Girls Inc. of Orange County family.



A handwritten signature in black ink that reads "Lucy".

**Lucy Santana-Ornelas**  
Chief Executive Officer  
Girls Inc. of Orange County



A handwritten signature in black ink that reads "Bailey W".

**Bailey Weinberg**  
President & Chair,  
Board of Directors

# girls inc. girls are:

## strong

Girls Inc. girls avoid risky behaviors and remain on track to achieve positive life outcomes.



**83% of girls say** they have not skipped school in the past month and **94% say they believe** getting pregnant would interfere with their schoolwork and academic goals.



**77% are happy** with how their bodies look, **compared to 48%** of girls in the U.S. nationally.

## smart



**90% say they plan** on going to college.



**85% of our teens** know what education or training they need for the career they want.



**80% know what costs** to expect for that education or training.

## bold

Girls Inc. girls believe in their own abilities and see themselves as leaders.



**90% say they know** they can make a positive difference in their communities.



**80% believe they have** the responsibility to improve their community, understanding they have an important role to play as young leaders for change.

# Hello, Santa Ana!

In 2020, Girls Inc. of Orange County expanded our footprint in the community. After 65 years in Costa Mesa, we sold our headquarters building and moved up the road to a new location in Santa Ana.

Simply put, Girls Inc. outgrew the configuration of the Costa Mesa building, and over the last several years, shifted focus to an outreach program model serving girls through our various community partners. This move to Santa Ana provides us with the potential to serve even more girls throughout Orange County.

We are so thankful to have called Costa Mesa Girls Inc. of Orange County's home for so long, but we are excited about our new Santa Ana location. In our new home, we will continue on our mission, inspiring all girls to be strong, smart and bold.



**Girls Inc. of Orange County**

**1801 E. Edinger Avenue, Suite 255A**

**Santa Ana, CA 92705**

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OC girls can  
**build  
community**



# girls inc. staff spotlight on STEM

## Tori Teen Program Manager

Meet our fabulous staff educator, Tori, who is involved with multiple STEM programs. She runs G3: Generation Giga Girls, is part of the Eureka! Team, assists with BoldBots, and helps manage our Imagine Science programs.



### What have been some of the challenges going virtual?

Bringing Eureka!, usually a two-week all-day summer camp, to a digital space lasting two weeks. While Eureka has a STEM focus, a vital element of the camp is sisterhood. Eureka is a place where girls build lifelong friendships and receive mentorship. Virtually providing our girls with those same experiences has been a challenge. Bringing STEM online is much easier than providing bonding opportunities. However, with the help of my team, I think we have accomplished something special!

### How have you overcome these challenges?

I've leaned into what it means to be a teen right now. Our girls want to be connected, they want to learn, and they want to have fun—all at once. One of the projects that our Eurekans completed this summer is solving a "crime." While we usually get to recreate crime scenes or mold faces out of clay in-person, this summer we learned virtually about cybersecurity by creating a location services-based photo scavenger hunt and discovering the differences between real crime forensics and what the media portrays as CSI.

### What inspires you?

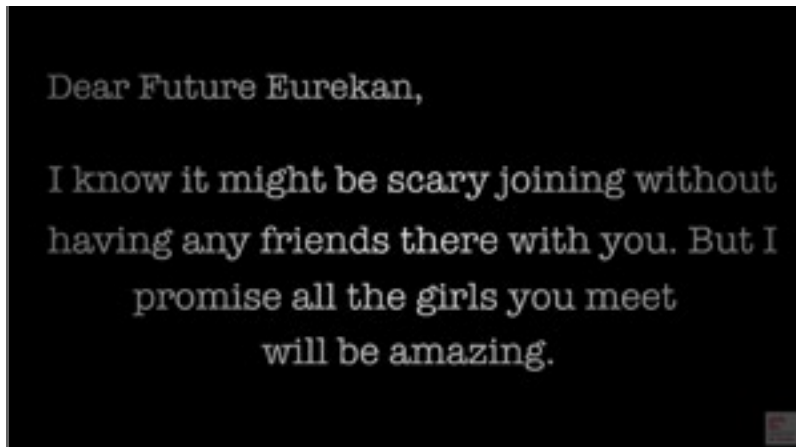
The girls! They move mountains, push boundaries, and drive me to provide them with better programming and opportunities for their future.



Eureka! is a four-week STEM-based fun summer camp for girls ranging from grades 7-12. This year, camp took place virtually, and focused on true crime and social media justice.

The 64 girls in the program participated in STEM activities such as crime investigation, cybersecurity, and the reliability of memory through hands-on activities. Girls were also immersed in the realm of social media influence and the power of their voices, as they created an advocacy-based social media campaign for themselves and their community. This time also included mental health support in the form of daily check-ins with staff, and activities that supported stress management and identifying, verbalizing, and processing complex emotions.

The girls learned to use their leadership skills, create bonds and form friendships during the group activities and challenges. Please click on the screen below to view a video "letter" from this year's girls to "Future Eurekaans."



**Lala G.**  
8th Grade  
Eureka!

**"Eureka! has helped me outside of Girls Inc. because the classes I took prepared me on how to stand up for my beliefs, morals and values and knowing that I am strong, smart, and bold!"**

“

**I love to see a young girl  
go out and grab the world  
by the lapels!**

”

**Maya Angelou**

**OC** girls can

**develop  
confidence**

# literacy lab

When Bella transitioned from in-person to online learning in our Literacy Lab program this year, her family was supportive. Bella is a great example of sustained Girls Inc. learning, with year-after-year exposure to girls-only programs teaching her to love reading and build her confidence.

Through Girls Inc., Bella's parents have learned that girls who don't read proficiently by the 4th grade are four times more likely to drop out of school. They shared, "She has developed a love for reading and we really love the staff too. Bella has built better friendships and found the confidence she needs to do her schoolwork."



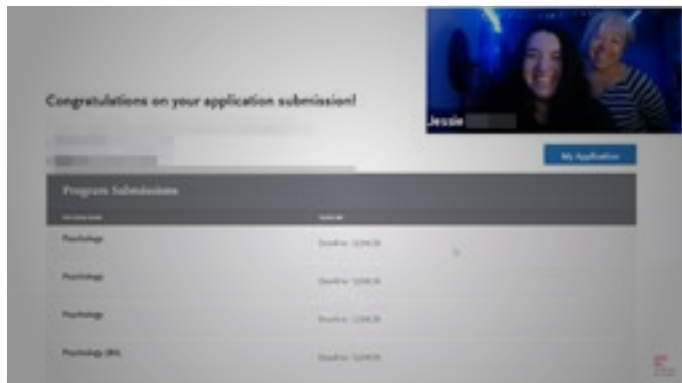
**Bella**  
3rd Grade  
Literacy Lab

**"I love reading  
the books, and  
having fun with my  
friends playing the  
(literacy) games."**

# college bound

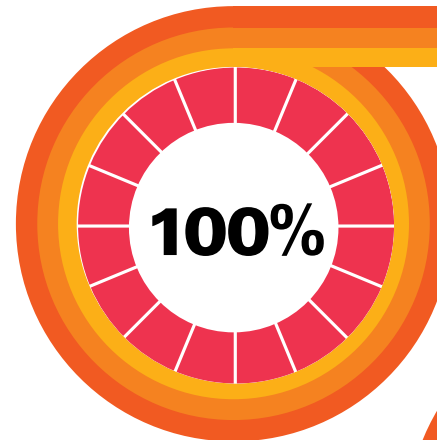
In fall 2020, College Bound: Grad Lab took place in a virtual setting for the first time. We welcomed our most diverse cohort ever, serving girls who represent 30 different schools in Orange County. In 2019, we served 13 seniors through Grad Lab. This year, we served 90 high school seniors.

With the cohort's GPAs ranging from 1.8 to 4.8, College Bound shows participants that higher education is for anyone who has the desire to learn. Here is a video highlighting the impact College Bound has on Jesse, who is the first to go to college in her family:



**Mariam A.**  
High School Senior  
College Bound

"What I love about College Bound is that in such a stressful and confusing part of high school/life where we're trying to figure out our futures, we have the support of our mentors to help us get through it, who also are amazing role models that help us grow."



100% of our 2019-2020 cohort of College Bound: Grad Lab girls are currently attending college.



Half of our 2020-2021 cohort of College Bound: Grad Lab girls will be the first in their family to attend college.

**“A girl should be two things:  
who and what she wants.”**

**Coco Chanel**

OC girls can

make  
an impact



# get involved!

volunteer

donate

learn more

sponsor-a-girl




**Here's how—visit our website and follow us on social media:**

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shine

OC girls can

bright

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# our donors, and our champions

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### \$1,000+



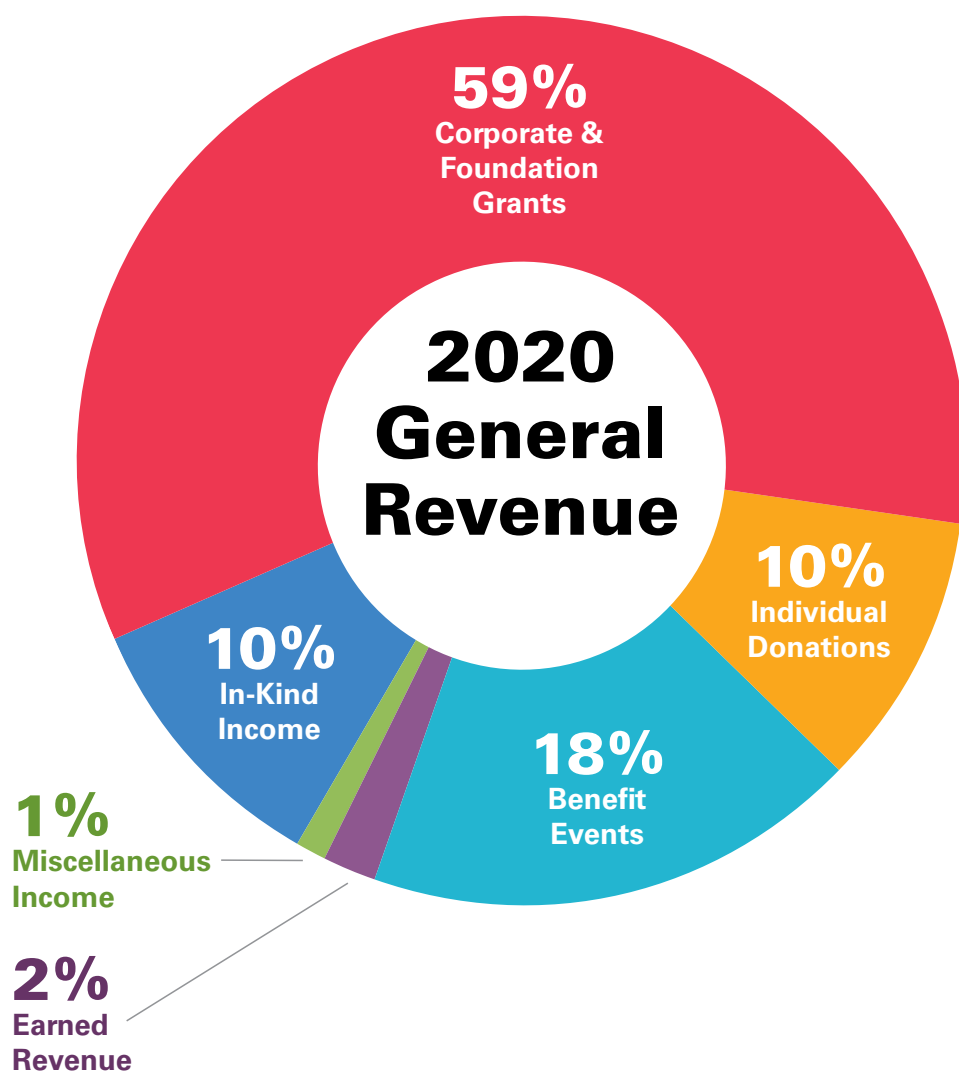
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# the math behind the mission



## Revenue

Corporate & Foundation Grants	\$1,489,999
Benefit Events (Net cost of donor benefit expenses)	\$464,062
In-Kind Income	\$270,238
Individual Donations	\$257,864
Earned Revenue (Program Fees & Interest)	\$61,124
Miscellaneous Income (Gain/Loss Fixed Asset)	\$32,226

**Total Revenue** **\$2,575,513**

## Expenses

Program Services	\$1,657,661
Fundraising	\$364,827
Management and General	\$177,072

**Total Expenses** **\$2,199,560**

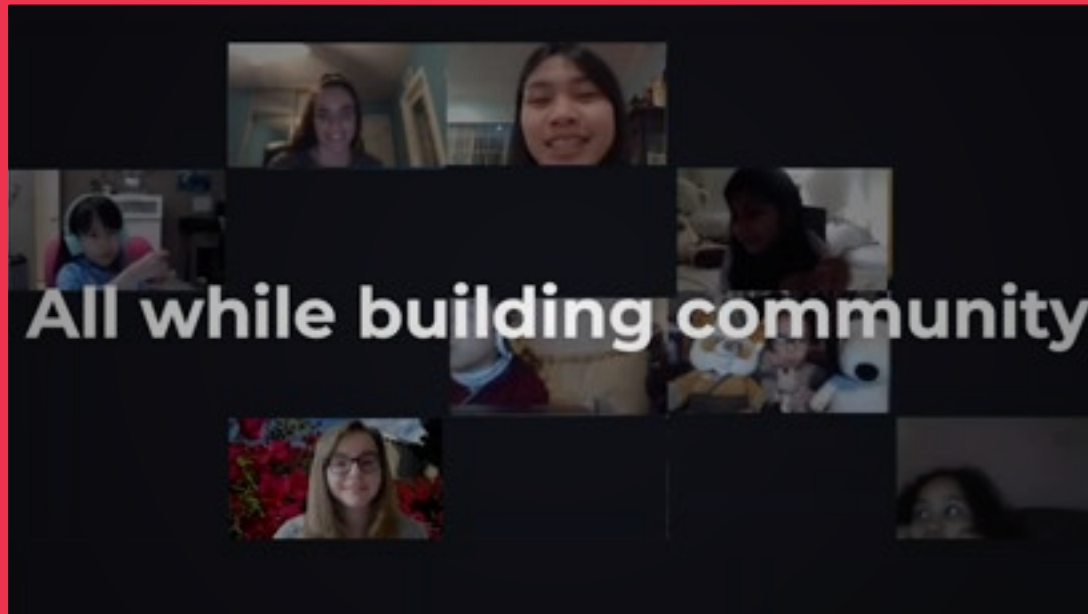
## Net Assets

Infrequent Occurring Item (Gain on sale of Building)	\$2,234,902
PPP Grant (Federal COVID Grant)	\$326,487

**Net Surplus** **\$2,937,342**

\*In 2020, Girls Inc. of Orange County sold the headquarters building that housed Girls Inc. for 65 years. The sale resulted in a one-time gain that has been invested in a restricted brokerage account.

# looking ahead to 2021



The College Bound Program will be expanded to reach girls as young as freshman in high school with a summer boot camp



We plan to launch a new alumnae group to chart the socioeconomic impact of the Girls Inc. programs



Our reach will expand with a hybrid model of virtual and in-person targeted programs



# girls inc.

of Orange County

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