I AM NOT A STATISTIC

CHAMPIONS FOR GIRLS
Campaign for Growth

WITH YOU IN HER CORNER, SHE WILL WIN.
Are YOU a Champion for Girls?

Since you are reading this, I’m guessing your answer is “yes.” And I know you’ll be excited to learn that Girls Inc. of Memphis has a unique opportunity to build the infrastructure—financial and facilities—that will dramatically impact the girls of Memphis.

A Champion for Girls has issued a vote of confidence by granting a “Girls Can’t Wait” accelerator gift of $3.5 million—a bold move to intensify our efforts to serve more girls.

Does serving more girls in Memphis matter? Yes! Memphis statistics cannot be ignored.

| Teen mothers ages 15-17 account for 36.7 of every 1,000 births. | 24% of SCS girls have a college-ready score of 21 or higher on the ACT exam. |
| 78% of teen mothers report an annual household income of less than $10,000. | 18.7% (29,820) of all youth ages 16-24 in the greater Memphis area are neither in school nor working. Of these, more than 3,200 of them are girls ages 16-18. |
| 25% of 8th grade girls have standardized English scores that indicate “on track” for college. | In Shelby County 54% of the population is African American and African American children are four times more likely to live in poverty than white children. |
| 16% of girls have standardized Math scores that indicate “on track” for college. | |

I had advantages growing up that these girls don’t have—and I went to a single-gender school where girls were celebrated and encouraged to reach their full potential. Still, I struggled with various issues—body image, self-esteem, not being part of the “cool” group. On top of all that, the fact that I went to an all-girls school for 12 years and had little interaction with boys meant that I had little experience saying “no” and standing up for my rights as a girl.

I would have benefited greatly from Girls Inc. programming. So my dream is to make Girls Inc. programming available to ALL girls, of whatever race or socio-economic class.

Today, more than ever, all girls need what Girls Inc. offers – inspiring them to be strong, smart and bold. How can we stand by and do nothing when the statistics speak so loudly?

Will you join me in supporting this campaign to serve more girls?

Kathy Buckman Gibson
Campaign Chair and a Champion for Girls
WITH YOU IN HER CORNER, SHE WILL WIN.

Kathy is photographed at the Lucille DeVore Tucker (LDT) Center located in Uptown Memphis. This location celebrates Kathy’s grandmother, Mertie Buckman, who was a tireless leader and champion for girls and for Girls Inc. The Mertie Buckman Wing is located at LDT and has been home to thousands of Girls Inc. girls over the past several decades. Kathy credits her grandmother for encouraging her to stand up for girls by becoming a Girls Inc. leader and supporter. Kathy has served in numerous positions including Girls Inc. National Board Treasurer. Inspiring!
With you in her corner, she will win.

Adriane, a Girls Inc. alumna, is photographed boldly standing in the middle of Poplar Avenue, with both 201 Poplar and the mighty Memphis bridge as her backdrop. This location represents the dichotomy of Memphis. For many in Memphis, it’s too often a coin toss - trouble or success - 201 or a bridge to opportunity. Adriane credits Girls Inc. for who she is today. She represents the strength, beauty and possibility of this city and the reality that challenges can lead to a variety of paths.
When you invest, another girl beats the odds.

If you want a portrait of what a Girls Inc. girl can become, you can’t do much better than Adriane Johnson-Williams. She got involved as a grade-schooler at a South City Girls Inc. center in LeMoyne Gardens.

“I am naturally bold,” she says. “In certain places that might have been seen as sassy, but being at Girls Inc. made it OK for me to be bold.”

She was a precocious child who didn’t like what she saw as her opportunities. A guidance counselor suggested Foxcroft School, a boarding school for girls in Virginia. She applied and was accepted and spent her high school years there.

After high school she studied economics and education and earned her bachelor’s, master’s and PhD. As a professional she immersed herself in research around urban education reform.

“All the while I was keeping an eye on the school merger in Memphis. I was concerned by what I was hearing. I swore I would never come back to Memphis. But it was time.”

Today, she’s an ardent supporter of Girls Inc. of Memphis, a past Board chair and works with education reform efforts in Memphis. She says what Girls Inc. provides is opportunities.

“It’s a model of what should be provided to all children in Memphis.”

The difference for girls who stay in Girls Inc. for two years is staggering.

Our results prove that the Girls Inc. Experience has a positive impact - not only on girls, but also on the greater community.

Girls Inc. girls (92% African American) make their communities better places and they work hard to succeed in school, opening doors to higher education and all the outcomes associated with a postsecondary degree, including higher levels of civic engagement, despite the fact that 55% of their households earn less than $17,000 and 89% earn less than $35,000.

Memphis Reality: Outcomes for Girls Inc. girls

<table>
<thead>
<tr>
<th>Metric</th>
<th>Girls Inc.</th>
<th>Memphis</th>
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<tbody>
<tr>
<td>% of 3rd graders proficient in reading</td>
<td>21%</td>
<td>72%</td>
</tr>
<tr>
<td>% of 8th grade girls proficient in math</td>
<td>16%</td>
<td>41%</td>
</tr>
<tr>
<td>Chronic absenteeism/learning loss</td>
<td>80%</td>
<td>0%</td>
</tr>
<tr>
<td>Highest teen pregnancy rate in TN</td>
<td>79%</td>
<td>0%</td>
</tr>
<tr>
<td>% of students graduate on time</td>
<td>55%</td>
<td>100%</td>
</tr>
<tr>
<td>Post-secondary enrollment</td>
<td>100%</td>
<td>100%</td>
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Girls Can’t Wait.
You can help girls break the cycle and impact of poverty. When they win, we all win.

The Champions for Girls Campaign for Growth will nearly triple the number of girls served in Memphis. Each girl will receive a minimum of 50 hours of unduplicated programming per year.

Our growth in the number of girls served over the next four years will be strategic and impactful.

<table>
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<tr>
<th>Year</th>
<th>Girls Served</th>
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<tr>
<td>2017-18</td>
<td>1,040</td>
</tr>
<tr>
<td>2018-19</td>
<td>1,640</td>
</tr>
<tr>
<td>2019-20</td>
<td>2,520</td>
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<tr>
<td>2020-21</td>
<td>3,080</td>
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With you as our partner, we invest in communities that face divestment, blight and staggering poverty rates that range from 30% to 60%. Girls Inc. is investing $5.1M in renovation and new construction projects in 38107, 38111, 38126 and 38127. Your investment of time and money will make it possible for thousands more girls to beat the odds. Invest in Girls Inc. and you invest in girls’ and our community’s success. The Girls Inc. Experience works.

Our all-girl strategic priorities by 2021:

1. Grow the number of girls receiving the Girls Inc. Experience from 1,040 to 3,080.
2. Invest $5.1M in renovation and new construction projects in 38107, 38111, 38126 and 38127 in order to more boldly advocate for girls.
3. Implement a funding model to support growth and sustainability and raise $2.9M for expanded programming and reserves.
WITH YOU IN HER CORNER, SHE WILL WIN.

Sylvia is photographed at the future Patricia C. Howard Campus in Frayser. Sylvia comes from a family of farmers in Mexico and California and the trajectory of her life was forever changed when she joined Girls Inc. of Carpinteria, CA and became a Girls Inc. National Scholar. As a professional she returned to the organization she loves in Los Angeles then moved to the Memphis affiliate where she empowers girls to succeed.
“We have to grow our facilities and programs in order to serve more girls. I’m living proof a dollar invested in Girls Inc. yields a high return for girls, for communities and for the next generation.”

– Sylvia Martinez
Girls Inc. graduate and VP of Programs, Girls Inc. of Memphis

On a mission for girls.

As vice-president of programs at Girls Inc. Sylvia leads an amazing team of professionals that help girls build life skills and drive their aspirations—365 days a year.

Strong. Smart. Bold.

Girls Inc. girls are celebrated for their strengths. They learn to be healthy, self-sufficient, and resilient.

Girls Inc. shows girls that college is an attainable dream and gives them the skills to succeed in higher education. We have evidence-based programming proven to help girls statistically realize their potential.

Sylvia and the Girls Inc. team can’t do this without you.

Girls simply cannot wait for a better day.
Four strategic investments

**LUCILLE DEVORE TUCKER (LDT) CENTER—38107**
- 34% poverty rate
- 52% of the households are headed by females
- 21% do not have a high school diploma or G.E.D.
- 38% unemployment rate
- $28,739 average household income for African Americans compared to $91,662 for whites

**SOUTH CITY CENTER—38126**
- 60% poverty rate
- 83% of the households are headed by females
- 40% do not have a high school diploma or G.E.D.
- 46% unemployment rate
- $18,095 average household income for African Americans compared to $19,886 for whites
Four strategic investments for Memphis Girls.

**SOUTH PARK CENTER—38111**
- 30% poverty rate
- 39% of the households are headed by females
- 17% do not have a high school diploma or G.E.D.
- 36% unemployment rate
- $30,839 average household income for African Americans compared to $71,384 for whites

**PATRICIA C. HOWARD CAMPUS—38127**
- 45% poverty rate
- 57% of the households are headed by females
- 22% do not have a high school diploma or G.E.D.
- 42% unemployment rate
- $23,782 average household income for African Americans compared to $49,420 for whites
“When you give you are investing in girls’ futures, you are telling them there is someone in their corner who believes in their strength and ability.”

– Willie Gregory, Champion for Girls, Senior Director of Global Community Affairs, NIKE
What does it cost for more girls to triumphantly win?

$4,100,000  Build and equip the Patricia C. Howard Campus to include the Youth Farm program and operations, Center programming and administrative offices

$325,000   Renovate and upgrade LDT Center facility and FF&E

$325,000   Renovate and upgrade South Park facility and FF&E

$350,000   FF&E for South City Center

$5,100,000  Total Capital Expenses

$2,150,000  Program Expansion

$750,000   Strong Financial Reserve

$8,000,000  Total Growth Investment

The Board of Directors will not proceed with construction until adequate operation and reserve funds have been raised, above and beyond capital funding. These growth funds are in addition to annual fundraising that supports business as usual.
Lucille DeVore Tucker (LDT) Center - 38107
Renovate and upgrade LDT Center facility and FF&E
Investment: $325,000
South Park Center - 38111
Renovate and upgrade South Park facility including exterior and FF&E
Investment: $325,000
South City Center - 38126
FF&E pending update of total project*
**Investment: $350,000**

* Facility construction and renovation will be completed by South City Development
Patricia C. Howard Campus - 38127 The Patricia C. Howard Campus will create a unique, one-of-a-kind programming site for girls, encompassing the Youth Farm, Center programming and serve as the future home of Girls Inc. of Memphis administrative offices.

Investment: $4,100,000
“Generational poverty and lack of education are just a few of the obstacles that our girls face. But we have RESULTS that PROVE when you give, our girls grow and triumphantly beat the odds. Your investment can help course correct to build prosperity in Memphis. Please give today.”

–Lisa Moore, Champion for Girls
President, Girls Inc.
Girls Inc. is the spark that ignites the fire for the brilliant future all girls deserve.

Your donation is the match.

With you every girl can stand on her own two feet. To resist gender stereotypes and peer pressure. To express herself as she is. To take risks. To embrace lifelong learning. To appreciate her body and to feel safe in the world.

Will you give to light her fire?

Because a girl who can stand on her own two feet has the power to break the cycle of poverty and change the world. But to get there she will need a champion. She needs Girls Inc. and in turn Girls Inc. counts on the financial support from our donors—from you. This is an urgent and critical time—our girls can’t wait. Please let them know YOU are in their corner.

Thank you.

Lisa is photographed at the South Park Center location. Lisa and her family called the South Park neighborhood home in the 1960s. Later Lisa’s leadership journey with Girls Inc. began here as center director at South Park, where she led the last renovation of this building and where her commitment to the organization transformed into a lifelong career.

To give or learn more:

Lisa M. Moore
President and CEO, Girls Inc. of Memphis
901-523-0217 lmoore@girlsincmemphis.org
www.girlsincmemphis.org
ON THE COVER

Le’Nericka Beasely has been a Girls Inc. participant for five years, starting her journey as a member of the Girls Inc. robotics team and later winning a city-wide Medtronic Robotics competition. As a graduating senior, she recently was awarded a $20,000 national Girls Inc. scholarship that will help support her nursing studies at The University of Tennessee at Chattanooga this fall.

“Because of Girls Inc., I’m a holistic young lady who has learned to take advantage of every opportunity presented while learning the importance of self-branding and networking.”

– Le’Nericka, pictured with Girls Inc. CEO Lisa Moore

With you in her corner, she will win.

Thank you for your consideration.

910 Vance Ave. Memphis, TN 38126
girlsincmemphis.org