

# **STRONG. SMART. BOLD.**

**2020 ANNUAL REPORT**



**We stand. We are resilient. We thrive—no matter what.** For 75 years **Girls Inc. of Memphis** has never wavered in her commitment to inspire all girls to be strong, smart and bold. Unforeseen challenges have certainly graced our doors throughout our history yet no matter what, we stand, we are resilient and we thrive because our girls and families deserve our best. This year has been no different. It is an honor to celebrate in this report the tremendous year of innovation, collaboration and excellence that **Girls Inc. of Memphis** exhibited in the most challenging of times.

From August 2019 through February 2020, Girls Inc. was tracking to exceed our program and financial goals. Then the world came to a halt. Our staff and board stood firmly in the uncertainty and embraced the opportunity to reimagine how we do our work, so we could continue being a reliable, high quality and stable organization for our girls, their families and our community. We quickly implemented online Girls Inc. Experience programming, both recorded and live. We supported our graduating seniors with a virtual prom and a virtual graduation. We provided weekly care calls to families to ensure they knew we were in their corner and could provide them with assistance and support as needed. Immediate needs were met through grocery gift card and produce box distribution as well as free access to culturally appropriate mental health support. **We stand.**

Girls Inc. of Memphis equips girls to find their voice and experience their power. During the pandemic quarantine and closures, our girls and staff members faced the trauma of physical isolation from peer networks and supports, putting their capacity for resiliency to the test. The stress of uncertain times takes a toll. We joined with peer organizations to mobilize a citywide effort to address the gap in free/affordable youth mental health support. We made internal investments to make free mental health support available for our staff and our girls. Adding to our collective stress, profound examples of racial injustice shown in real time before our eyes compelled us to be resilient in our resolve to illuminate girl voices to effect positive change in our community. We launched the Hear Our Voices campaign to provide a platform for our girls and staff to educate the community about the inequities African American girls face each day and advocate for justice and equity. **We are resilient.**

We experienced hardships and challenges this year but we never stopped, put in the work, leaned in with collaborative partners, shifted our program delivery system and made tough decisions—not because it was a crisis, but because it was the right thing to do. The result? More than 1,500 girls and their families received consistent access to the Girls Inc. Experience they have come to expect, without missing a beat. The community took notice of our efforts and raised their investments in us to support our girls and families. Serving girls with excellence, making strategic business decisions, and engaging the community in our work made it possible to end a challenging year with a strong financial position. **We thrive.**

It has not been an easy year. The staff and board have suffered their own experiences of loss, grief and injustice, yet they continue to stand up and show up for our girls and families every day! We marvel at the strength and courage the Girls Inc. of Memphis staff and board have shown this year. It is incredible what we can do when we effectively mobilize our collective innovative spirit and commitment to our mission.

Thank you for your support of Girls Inc. of Memphis. May you be **strong, smart and bold** in the year ahead.

Respectfully,

**Lisa Moore**  
President and CEO



**Laurita Jackson**  
Board Chair



**girls  
inc.**  
**of Memphis**



**WE STAND.**

## **GIRLS INC. OF MEMPHIS COVID-19 RESPONSE**

In March 2020, a citywide stay-at-home order was issued in Memphis, requiring **Girls Inc. of Memphis** to cease in-person programming. Our staff reacted by reimagining our programming and making virtual learning and the Girls Inc. Experiences available to our girls and to all girls in the Memphis community—free of charge.

In addition, our staff called each of our 1,500 girls and families to assess each situation and determine immediate needs. We were able to distribute 1,000 grocery cards and boxes of fresh produce to families. We compiled a list of vital online resources for families, ranging from access to rent and utility assistance to unemployment resources to free mental health resources.

**Girls Inc.** staff and volunteers provided more than 800 hours of virtual programming and homework assistance in 2020 and summer and fall camps were provided virtually. Our staff made a commitment to check in regularly with our girls to keep them connected to the important mentors in their lives. Despite the many obstacles caused by a global pandemic, we made sure each girl knew we were in her corner.

**girls  
inc.**  
of Memphis



# WE ARE RESILIENT.



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



girls  
inc.

of Memphis

During June of each year, **Girls Inc. of Memphis** recognizes outstanding girls and women in our community at the Celebration Luncheon. It's our highest profile event of the year and our biggest fundraiser. But in June of 2020, with the pandemic looming large and social injustice issues making headlines across the country, a celebration event was not only unsafe but inappropriate.

Even though we couldn't gather, we knew that voices needed to be heard in our community and in our city. So we created a virtual campaign called "Hear Our Voices" which allowed girls, women and community members to take a stand on issues, have their voices heard and support **Girls Inc. of Memphis**.

This effort raised \$64,000 that will help us continue to provide the environment, programming and support our young women need to learn how to use their voices and advocate for themselves, their communities and for the world.

Even in the midst of a pandemic, our virtual programming continues to equip girls with the tools needed to stand up, to speak out....to be heard!

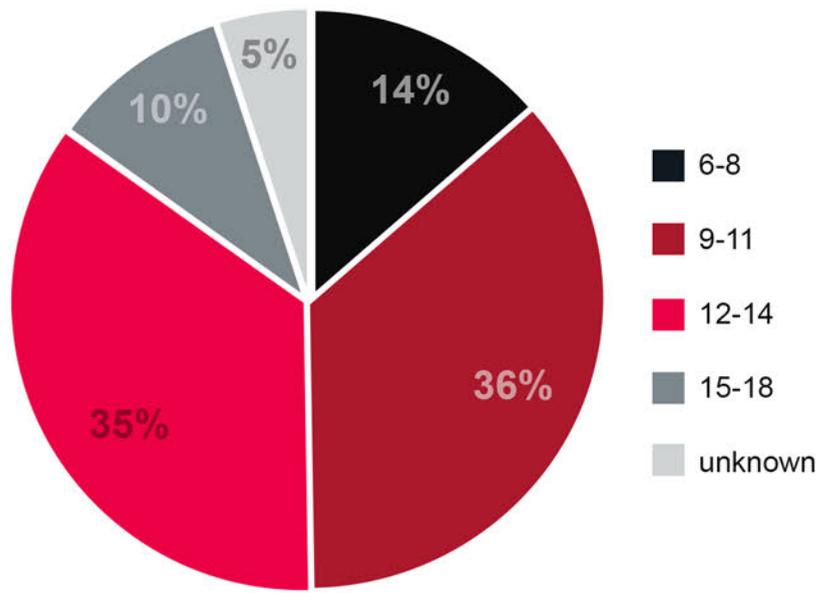


# WE THRIVE.

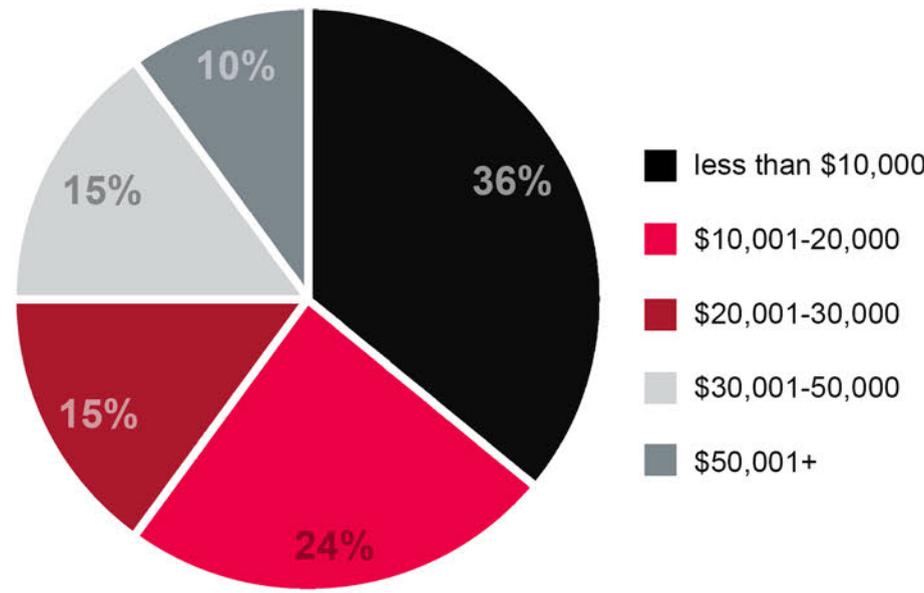
In 2019-2020, **Girls Inc. Of Memphis** served 1,545 girls ages 6 – 18 through in-school, after-school and summer programs. Our research-based programming was delivered by trained professionals whose focus is on the development of the whole girl, supporting, mentoring and guiding girls in an affirming, pro-girl environment. Here, girls learn to value their whole selves, discover and develop their inherent strengths and receive the support they need to navigate the challenges they face.

A rigorous comparative study by the American Institutes for Research (AIR) found that girls who receive the supports offered by **Girls Inc.** have a significant advantage over their peers who do not and are more likely to see themselves as leaders, with the skills and capabilities of influencing and improving their local communities.

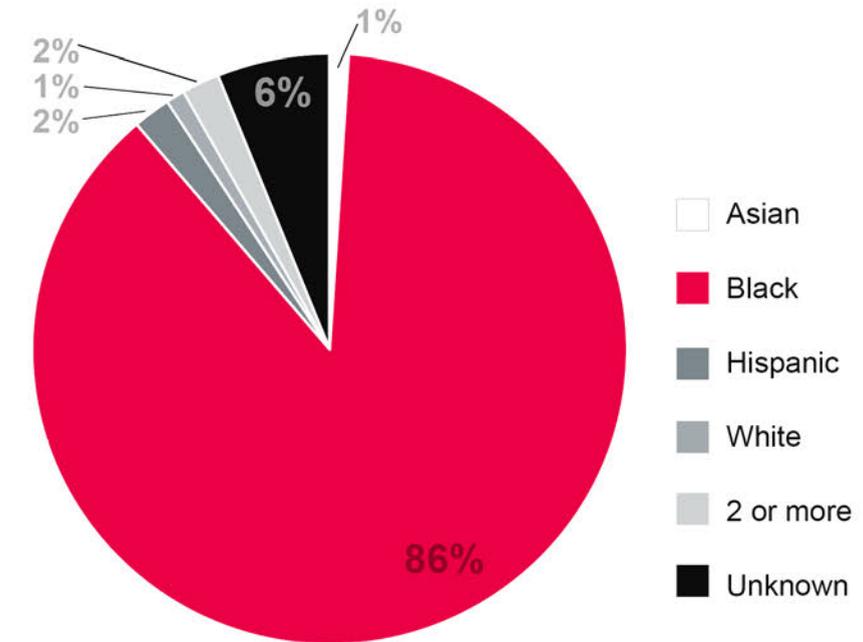
**GIRLS SERVED: 1,545**



**HOUSEHOLD INCOME**



**RACE**



# STRONG. SMART. BOLD.

The American Institute for Research determined that regardless of demographic, academic and social characteristics, girls who participated in **Girls Inc.** were outpacing their peers in multiple areas of success and were more likely to:

- See themselves as leaders, with the skills and capabilities to influence and improve their local communities.
- Exercise regularly and participate in sports teams.
- Have higher standardized math test scores and self-confidence in STEM subjects, and see themselves in STEM careers.
- Be engaged in and attend school, less likely to be suspended and be prepared for life after high school.

## STRONG (HEALTHY):

GIRLS GAIN KNOWLEDGE TO EMBRACE PHYSICAL ACTIVITY, POSITIVE BODY IMAGE AND NUTRITION WHILE DECREASING OR DELAYING SUBSTANCE ABUSE.



## GIRLS INC. GIRLS ARE SIGNIFICANTLY MORE LIKELY TO ...

- EXERCISE DAILY
- PLAY ON SPORTS TEAMS

## SMART (EDUCATED):

GIRLS INCREASE THEIR LOVE OF LEARNING, IMPROVE PERFORMANCE IN SCHOOL, EXPLORE STEM AND NON-TRADITIONAL CAREERS AND ASPIRE TO AND PLAN FOR EDUCATION BEYOND HIGH SCHOOL.



## GIRLS INC. GIRLS ARE SIGNIFICANTLY MORE LIKELY TO ...

- PERFORM BETTER ON STANDARDIZED MATH TESTS
- BE MORE ENGAGED IN SCHOOL
- EXHIBIT POSTSECONDARY READINESS AND CONFIDENCE
- THINK MATH IS FUN
- BELIEVE IN THEIR ABILITY TO DO CHALLENGING MATH
- BELIEVE IN THEIR ABILITY TO DO CHALLENGING READING
- THINK SCIENCE IS FUN
- BELIEVE IN THEIR ABILITY TO DO CHALLENGING SCIENCE
- GET EXCITED ABOUT SCIENCE
- BE CURIOUS ABOUT SCIENCE
- ENJOY GAMES THAT TEACH SCIENCE CONCEPTS
- LIKE TO SEE HOW THINGS ARE MADE
- WANT TO KNOW MORE ABOUT SCIENCE, COMPUTERS OR TECHNOLOGY
- WANT TO HAVE A COMPUTER OR SCIENCE JOB

## BOLD (INDEPENDENT):

GIRLS BUILD LIFE SKILLS TO SET AND ACHIEVE GOALS AND HAVE PRODUCTIVE AND FULFILLING RELATIONSHIPS.

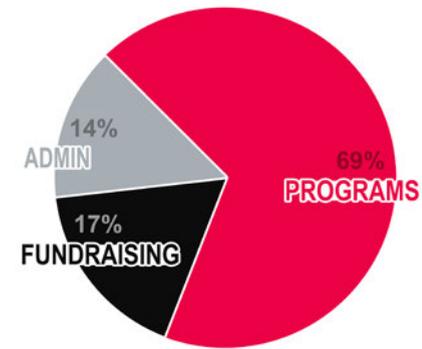


## GIRLS INC. GIRLS ARE SIGNIFICANTLY MORE LIKELY TO ...

- EXHIBIT STRONG LEADERSHIP SKILLS AND SEE THEMSELVES AS LEADERS
- BELIEVE IN THEIR ABILITY TO CONTRIBUTE IN THEIR COMMUNITY
- STAND UP FOR FAIRNESS AND THEIR OWN BELIEFS
- RELY ON POSITIVE RELATIONSHIPS WITH ADULTS

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

# FINANCIALS.



## GIRLS INCORPORATED OF MEMPHIS STATEMENT OF FINANCIAL POSITION July 31, 2020

Assets	
	2020
<b>Cash and Cash Equivalents</b>	
Undesignated	\$ 103,212
Board-designated - capital campaign	<u>3,193,731</u>
<b>Total cash and cash equivalents</b>	<u>3,296,943</u>
Investments	\$ 554,007
Contributions receivable, net	302,631
Prepaid expenses	26,784
Property and equipment, net	<u>1,766,615</u>
<b>Total assets</b>	<u><b>5,946,980</b></u>
Liabilities and Net Assets	
<b>Liabilities</b>	
Accounts Payable	\$ 21,671
Other accrued expenses	<u>23,446</u>
<b>Total liabilities</b>	45,117
<b>Net Assets Without Donor Restrictions</b>	
Undesignated	\$ 351,494
Board designated - capital campaign	3,193,731
Board designated - endowment	<u>523,167</u>
	4,068,392
<b>Net Assets With Donor Restrictions</b>	
Perpetual in nature	\$ 30,840
Purpose restrictions	1,754,875
Time-restricted for future periods	<u>47,756</u>
	<u>1,833,471</u>
<b>Total net assets</b>	<u><b>5,901,863</b></u>
<b>Total liabilities and net assets</b>	<u><b>5,946,980</b></u>



of Memphis

### Revenue, Supports and Gains

	Without Donor Restrictions	With Donor Restrictions	Total
Contributions	\$ 1,173,136	\$ 204,875	\$ 1,378,011
United Way of the Mid-South	5,852	-	5,852
Special events revenue	14,800	-	14,800
Donated supplies	20,194	-	20,194
Government grants	220,447	-	220,447
Program service fees	25,312	-	25,312
Other income	30,768	-	30,768
Net investment return	26,420	-	26,420
Net assets released from restrictions	<u>251,283</u>	<u>(251,283)</u>	<u>-</u>
<b>Total revenue, support and gains</b>	<u>1,768,212</u>	<u>(46,408)</u>	<u>1,721,804</u>

### Expenses

#### Program Services

Community programs	\$ 266,242	\$ -	\$ 266,242
Center-based programs	<u>1,177,329</u>	<u>-</u>	<u>1,177,329</u>
<b>Total program services</b>	<u>1,443,571</u>	<u>-</u>	<u>1,443,571</u>

#### Supporting Services

General and administrative	\$ 284,700	\$ -	\$ 284,700
Fundraising	<u>364,150</u>	<u>-</u>	<u>364,150</u>
<b>Total expenses</b>	<u>2,092,421</u>	<u>-</u>	<u>2,092,421</u>

Change in net assets	(324,209)	(46,408)	(370,617)
Net assets, beginning of year	<u>4,392,601</u>	<u>1,879,879</u>	<u>6,272,480</u>
Net assets, end of year	<u>4,068,392</u>	<u>1,833,471</u>	<u>5,901,863</u>

For a full report of the Girls Inc. Financials, please go to [www.livegivemidsouth.org](http://www.livegivemidsouth.org)



# MEET MIRACLE.

Like a lot of young girls, ten-year-old Miracle Lowe was unsure of herself the first day she came to **Girls Inc.** But it didn't last long.

"When I got there, I was scared, but I started to get to know people right away," Miracle said. "I loved getting to play with other girls and do activities. Everyone was communicating and that made it all fun."

A fifth-grader at Southern Avenue Charter School, Miracle started taking part in **Girls Inc.** activities two years ago. And in that relatively short time, she's learned a lot, she says.

"At **Girls Inc.**, I learned how to sew, how to play basketball and how to be a young lady," she said.

Add to that list soccer, how to control a baseball bat, what it means to be a girl and the importance of being respectful.

"If you don't get along with people, people aren't going to like you," she said. "**Girls Inc.** wants good, intelligent and respectful ladies."

That's Miracle's way of describing what we do every day at **Girls Inc. of Memphis**—inspire all girls to be strong, smart and bold. And we couldn't do any of it without YOU! With the help of supporters like you, we were able to celebrate lots of "miracles" in 2020—like providing more than 800 hours of virtual programming and homework help, distributing more than 1,000 grocery gift cards and produce boxes to our families and programming with over 1,500 girls!

Because of you we were able to do all that and so much more—including nurturing a young girl named Miracle, who says she wants to be a doctor because she likes to help people.

girls  
inc.

of Memphis



## STAFF

**Lisa Moore**, President and CEO

**Sylvia Martinez**, Vice President

**Dora Brown Harris**, Director of Professional Development & Quality

**Katie Brezina**, Director of Operations

**Jasmine Hamar**, Executive Assistant

## CURRENT GIRLS INC. OF MEMPHIS LEADERSHIP

## BOARD

**Laurita Jackson**, Chair  
Enfinity Supply

**Casey Metcalfe**, Vice Chair  
Independent Bank

**Rhonda Neal**, Treasurer  
Evergreen Packing

**Rebecca Hinds**, Secretary  
Martin, Tate, Morrow & Marston

**Nick Chamoun**  
Business Products, Inc.

**Lisa Clapper**  
Raymond James

**Kerry Jackson**  
Fish and Associates

**Carla Lawson**  
ALSAC/St. Jude

**Daryl Leven**  
New Way Aquaponic Farms

**Cathy Lu**  
First Horizon Advisors

**Deveney Perry**  
BLDG Memphis

**Sharon Posman**  
Lipscomb and Pitts Insurance, LLC

**Kandace Stewart**  
Memphis Grizzlies

**Janet Thompson**  
Memphis Music Initiative

**Vicki Walk**  
Orion Federal Credit Union

**Ashlei Williams**  
GJC Publicity

**Alex Willis**  
ComCap Partners

**Bethany Daniels**, Girl Representative

**Robyn Mungin**, Girl Representative

**Teresa Mungin**, Parent Representative  
Memphis Area Transit Authority



**WE STAND. WE ARE RESILIENT. WE THRIVE...NO MATTER WHAT.**

**girls  
INC.**