

2020 Annual Report



GIRLS | FOR A
CHANGE

Our Impact



WHAT'S AT STAKE

The COVID-19 pandemic has laid bare our Nation's deep systemic racism. While Black Americans face a higher risk of contracting the disease and/or dying from it, Black girls face multiple challenges. The digital divide is widening, access to programs and resources are limited, and Black girls are experiencing family members falling ill. Due to the burden on Black families in our communities, we have seen first hand that Black girls are left with caregiving and housekeeping responsibilities in the household rather than being encouraged to focus on academics.

300+
total number of volunteers

13
number of events held this year including:
Black History Month, Black Girl Magic Panel with The Martin Agency, What Are Little Girls Made Of? in L.A., 4 Lunch & Learns on Facebook live, Girl Ambassador Fundraiser, Speed Networking, Camp Diva Closing Ceremony, End of Summer Garden Party, Black Girl Rally, a photoshoot at MDP circle

THE CONCRETE CEILING

The struggle that women face in the workforce is often referred to as the glass ceiling. But for Black women and girls, we call it a concrete ceiling because they can't even see what's on the other side due to barriers that hold them back.

“

One of life's most important skills is the ART of the FOLLOWING THROUGH, but more on that later. What I really love about what you girls have been up to this summer is that it involved expressing yourself through friendship, through gardening, and through ideas. So often in life, Black girls are deprived of their girlhood. So in many ways, fun and creativity, BLACK GIRL JOY and MAGIC, are radical forms of expression and protest.”

– Jodie Turner-Smith, model and actress, GFAC Black Girl Rally Keynote Speaker

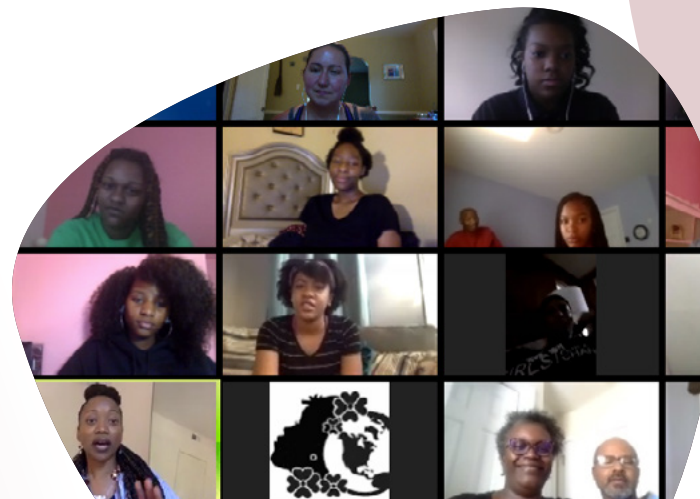


DIGITAL DIVIDE

In today's society, internet access and technology is becoming more and more essential to everyday life. Students require this commodity to be successful in their academic life and will need it to be successful in their careers as well. But not everyone has the internet, the technology to access it, or the know-how to use it for professional and academic purposes. These three things are contributing to what is called “The Digital Divide” (also known as the “homework gap.”)

According to the [Pew Research Center](#), about 15% of households with school-aged children don't have high-speed internet access at home. For most of these children, internet access is found solely on mobile devices. This imbalance is especially prevalent within low-income, Black and Brown communities.

The Pew Research Center reported in May that 44 percent of adults in households with incomes below \$30,000 don't have broadband. This disparity in access is also seen in what researchers call the “homework gap”—the differences between school-age children who have access to high-speed internet at home and those who don't. A 2015 center report found that 35 percent of lower-income households with children in school didn't have a broadband connection at home.



IMPACT MADE THROUGH MOVING TO VIRTUAL FORMAT

We knew this pandemic was going to negatively impact Black girls in more ways than one. Not being around their peers, losing access to resources, falling behind (Summer slide), and not being encouraged to embrace a more digital world are just some of the negative impacts. Our team moved quickly to reimagine all of our programs so that girls could stay connected to us and to each other. Because we were able to create a highly engaging digital experience with some in-person experiences as well, our girls were more prepared for going back to school and already comfortable with the technology and process.

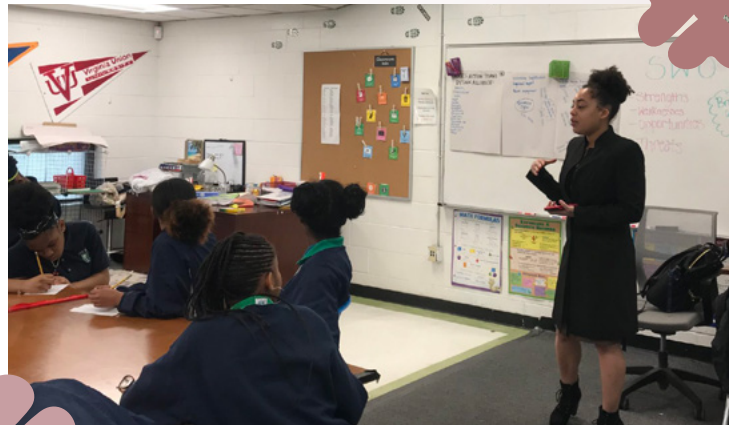
140,710

total number of people reached through digital and social media channels

WEBSITE **50,795** unique page views (Jan 1–Nov 1 2020)

NEWSLETTER **4,172** subscribers (56% of subscribers are ranked highly engaged)

SOCIAL MEDIA **85,743** followers across Facebook, LinkedIn, Instagram, Twitter, and YouTube



Letter from the CEO



Angela Patton

Despite the challenges we've faced in 2020, we have had some joyfulness within our organization. Thanks to volunteers, dedicated board members and staff, we were able to reimagine our programs and reach our girls at a whole other level. We learned a lot over the course of the year as we embraced the power of virtual learning, powered up our center, and co-created with our girls. Our ability to pivot meant new types of volunteer opportunities that opened up the door for working with talented professionals all over the world.

The unrest protests that gained national attention over the summer opened up another door of opportunity to have conversations with others who didn't see the importance of us before. These protests, which we saw up close and personal here in Richmond, have changed the narrative and caused people to see our work differently. It brought attention to our organization and allowed more people to think outside the box on how to support us.

We are so grateful for those who have stepped up to go beyond a donation and build a partnership. I am proud to have built partnerships this year with recognizable names like Fossil, Facebook, Netflix, and Target, who have committed to offering resources and support so our girls advance.

We still have a long way to go, and Black girls are going to need our support more than ever as the pandemic continues to strip them of opportunity. I am excited about what's coming in 2021 for girls in our programs. We are ready to dig deep to ensure they are celebrated and supported no matter what. **If you believe in our work and want to support our future, I invite you to join us, stay engaged, and continue to give.**

Sistah Angela

CAMP DIVA Leadership Academy

Each year, Camp Diva offers Black girls in Grades 1–8 an opportunity to be with their peers and gain educational and cultural experiences from mentors who look like them. Camp Diva offers STEAM labs, time outside, opportunities to get moving, sisterhood circles, health and wellness workshops, social emotional learning, entrepreneurship activities, and so much more. Thanks to our dedicated team and volunteers, we were able to translate all that Camp Diva has to offer into an engaging online experience that ensured our girls avoided that summer slide and got ready for virtual school.



Thanks to a partnership with The Martin Agency, each participant received a special box filled with activities and supplies from partners and workshop facilitators. Special activities included:

- ✱ A raised bed in partnership with Resiliency Gardens
- ✱ Baking supplies in partnership with Fat Rabbit
- ✱ Cooking supplies in partnership with Vegan Action
- ✱ Fabric and sewing supplies in partnership with Target
- ✱ A special journal created by Dr. Lauren Mims for Black girl power hour
- ✱ Jewelry making supplies from Hollywood adornment artist Douriean Fletcher
- ✱ And so much more

We'd like to thank all of our partners for donating their time and talents. Special shoutout to Capital One for teaching coding classes all summer and to local artist Austin Miles and educator Lucretia Anderson for creating eZines all summer with our 3rd–5th grade girls.

CAMP DIVA MARKET DAY

Market Day happens each year during “Entrepreneurship week” at Camp Diva. Girls get to experience what it’s like to sell goods at a market. Thanks to a partnership with Richmond Night Market, we held Market Day virtually and sold items through an Etsy shop.

8 girls participated **130** online shoppers **290** items sold

Camp Diva participants indicated the following:

83% tried doing new things

87% tried a new way of acting around people

96% did things at Camp Diva she doesn’t get to do anywhere else

91% started thinking about her future because of Camp Diva

83% became better at dealing with fear and anxiety

100% expressed that they learned to push themselves

“The Camp Diva virtual learning experience allowed me to continue to support my daughter with her adjustment to the virtual learning experience. That of which contributed to her preparedness for the current school year.”

– Melody Short, Camp Diva parent



“

Camp Diva’s virtual experience was such a blessing. Not only did it allow my daughter to get comfortable with learning virtually, she gained a real working knowledge of various technology platforms that allowed her to learn coding, beat making, and graphic design. During a time where everything was a little uncertain, the one thing that we knew was when Sanaa logged in everyday was that she would be affirmed, loved, and empowered as a black girl. The Girls for A Change staff are like no other at making sure our girls know and feel like they are amazing young queens.”

– Hamilton Glass

Girls indicated that Camp Diva helped them in the following areas:

problem solving goal setting focusing advocacy
time management organization setting priorities
self discipline controlling her temper academics creativity
stress management digital skills communication



“

Be inspired. We will make this world a better place. We are the next generation of change makers, and we are starting young.”

– Genisus Holland

GIRL ACTION TEAM



Right before the Pandemic hit we celebrated the launch of Girl Action Teams in L.A. We took 5 girls with us for an incredible event where we celebrated Black Girl Magic and raised money to jump start our L.A. programs. We hosted 142 guests, many of whom were celebrities and new partners at the Angeles National Golf Club for an incredible event where we honored the work of Ruth Carter, Erica Alexander, and Tiffany Haddish.

We also celebrated the expansion of Girl Action Teams to additional High Schools and Middle Schools in the Richmond Metropolitan area through a partnership with the Richmond Public School system.

Upon returning from L.A., we faced the harsh realities of living through a pandemic. One of those realities was that due to school closings,

our 2019/2020 Girl Action Teams did not get to complete their social change projects. Despite the challenges, girls worked with their coaches to dive into issues like gun violence, homelessness, poverty, financial literacy, the digital divide, mental health, and mentorship. The Huguenot Girl Action Team had the chance to speak on CBS News!

This year's 2020/2021 Girl Action Teams are currently forming and will be done either virtually or through a hybrid version of the program where girls will get to meet in person occasionally. Thanks to great partners like VMFA, The Valentine Museum, NextUp, Austin Miles, and VCU our Girl Action Teams all have a pre-arranged project they will tackle and present during the Black Girl Showcase in the Spring.



Despite the challenges our Girl Action Teams faced this year, our Huguenot High School Girl Action Team truly showed their resilience thanks to Mrs. Whitney Wilson. Mrs. Wilson is the Huguenot High School Social Worker and has been an incredible partner for this Girl Action Team. Although the girls did not get the opportunity to present their social change project, she still found a way to celebrate their accomplishments at our Black Girl Rally and beyond. These girls worked hard during the school year on their Girl Action Team, participating in legal advocacy day at the General Assembly, the Black Girl Rally at Virginia Union, presenting their skills to The Martin Agency, and being involved in other after school activities. Mrs. Whitney has gone above and beyond by exposing them to some amazing opportunities and celebrating them through physical home check ins. She celebrated each girl by presenting them with their own awards.



“

It takes a village to raise an influential woman. Having access to strong women figures, mentorship, guidance, and a strong representation of women leaders is essential to the development of our community, better yet our world. A woman must be seen, accepted, and included as a superior in this world. I am beyond proud to be a part of culture where I represent and honor my identity as a Black woman and a Black queen. I root for all girls but especially those of color due to our historical challenges and current circumstances in being discriminated against because of our color and gender.

– Whitney Wilson,
Huguenot High Social Worker

10–15
girls per team participated

15
teams total

READY TO WORK GIRL Ambassador Program

One of the major challenges we faced this year due to the pandemic was securing partnerships and paid summer internships for our Girl Ambassador program. Many of our partners were either small businesses who could not afford an intern, or large companies who could not bring interns into the office and didn't have the processes in place for virtual internships. We immediately got to work to ensure all participants had an internship over the summer. We hosted a Facebook fundraiser and **Lunch & Learn series**, bringing together policy makers, Girl Ambassador participants, celebrities, and partners to talk about the barriers Black women and girls face in the workplace. The series was a success and we were able to raise enough money to give each participant a stipend for their work.

Overall, despite equipment challenges, our participants hung in there and trusted us. They took full advantage of the skill building, they showed up, and they were more prepared because they had virtual jobs.

“

It has opened my mindset that there are many different ways you can be successful. It has made me more interested in jobs in STEM and self owned businesses.”

– Jayla Banks, Girl Ambassador participant

11

girls raging in ages
14–17 participated

10

hiring partners
participated

Homeschoolers and students from Richmond, Henrico, and Chesterfield county public schools

Internship roles included:
Social Media, Administrative, Design, Support to Chief Learning Officer, Marketing Creative Assistant



“

Any positive contribution and influence is an amazing thing to give back to girls in this program. I have personally watched many of them flourish throughout this program.”

– Nadira Chase, Girl Ambassador

This year, we were fortunate to have Sister Genisus Holland, a graduate of the Girl Ambassador program, work as a Camp Counselor for Camp Diva Leadership Academy, helping us transition from an in-person camp to a fun, virtual experience. Genisus also led our Girl Ambassador Lunch & Learn series, which landed her an award in the #BlackGirlJoy Challenge!



We were also proud to have some of our girls invited to join panels. Genisus Holland was invited to join the African American SuperIntendent Advisory Council Charter to bring African American educational leaders, and the needs of African American students to the forefront of state decisions to advance racial equity in Virginia's public schools. Girl Ambassador participant Joi Coleman attended the Black Women Lead Panel during the Women's Summit Experience 2020 and Iyanna Hardin and Jayla Banks joined the AGENTS OF CHANGE: FEMME NARRATIVES in conjunction with the Virginia Museum of History and Culture's exhibition celebrating the 100th anniversary of the 19th amendment.

“

The Girl Ambassador Participant program has helped me influence my choice about my career path by learning new skills in the program; I'm more confident in pursuing a career in Business.”

– Michelle Johnson,
Girl Ambassador participant





IMMERSION LAB

This year we were excited to officially launch our Immersion Lab, despite not being together in person. Thanks to a new technology platform, our Immersion Lab members have an online portal to register for classes and see what's coming up. Because we launched our program virtually, we have been fortunate enough to bring Immersion Lab facilitators from multiple industries who live all over the world to share their skills and expertise with members.

“

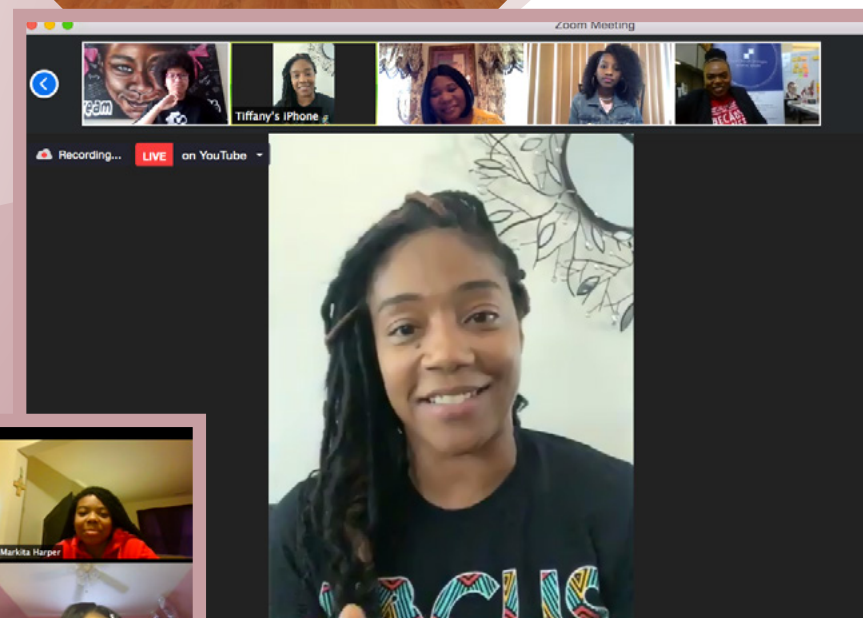
I liked hearing their personal stories and experiences. That way if I go through anything they did I would have a glimpse on how to get through it.”

– Mariah Tindall, Immersion Lab Member

20
total sessions

Industries included:

Beauty
Business
Communications
Education
Fashion
Film/media
Finance
Health/wellness
Marketing



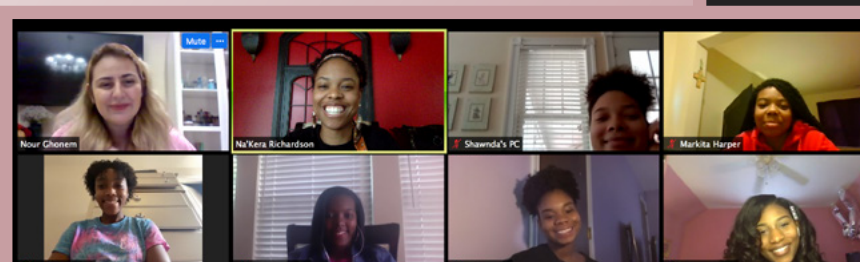
MEET IYANNA HARDIN, a Junior in High School and the founder of Iyanna Mone' Essentials. Iyanna has been in GFAC programs since Middle School, she's traveled with us to Los Angeles and Atlanta, and has spoken at a number of our virtual events. We are so excited to welcome her as our first official Brand Ambassador, where she'll be running communications for our Immersion Lab members and will be our Instagram LIVE personality. Iyanna secured this paid position after demonstrating incredible organizational and communication skills throughout her time in Girls For A Change programs. After interning with Emergent Social Solutions over the Summer, she learned the ins and outs of digital and social media communications and promotions and continues to work collaboratively with our team to help grow our brand. So far this year, Iyanna has hosted 10 Instagram Live interviews with celebrities like Erica Ash, Lindsey Blackwell, and Jodi Turner-Smith.



“

Girls For A Change has opened up my mind to endless possibilities over the past four years and has taught me so much about being a Black girl. They have given me so many skills and taught me lessons that I will carry into adulthood. I have had the opportunity to travel with Girls For A Change to New York, Atlanta, and Los Angeles. This has allowed me to network with diverse groups of people, brands, and organizations. I continuously see how much Girls For A Change truly cared about each and every girl and that's why I continue to come back!”

– Iyanna Hardin



What are Little Girls Made Of?

LOS ANGELES ATTENDEES FOUND OUT EXACTLY WHAT LITTLE GIRLS ARE MADE OF AT A SPECIAL EVENT TO ANNOUNCE THE LAUNCH OF GIRL ACTION TEAMS IN L.A.

This fun, energetic social mixer introduced some of LA's most influential women—including some celebrities—to Girls For A Change while sharing in sisterhood, Black Girl Magic, joy and excellence. Attendees wore sneakers to signify their commitment in the race to end injustice.

The event incorporated a number of engaging activations. Sneaker artist Oreo Princess engaged attendees in creating a sneaker design that was auctioned off to benefit Girls For A Change. Young entrepreneur Iyanna Hardin did a community lipgloss activation using her talent as a lipgloss designer—at the age of 16! Douriean Fletcher, the jewelry designer for the Black Panther movie, engaged attendees in beading a communal piece of wearable art that will become a Vision Robe. Laniqua of Creative Canvas made a custom painting—a Black Super Hero—that caused a bidding war! Media Vault 360 had a fun photo booth, Balloon Goddess had

a breathtaking balloon display at our step and repeat when guests arrived, Collective Rentals had beautiful furniture displays, BeTini sampled their delicious cocktail creations, 15 year old Bradli of Bradli's Smoothies let guests make their own smoothie creations, and Dancers 4 Life led a breathtaking performance with young dancers.

We honored three amazing women in Hollywood for their contributions. Tiffany Haddish was honored with the 2020 Sugar & Spice Commitment Award for her work with foster youth. Ruth Carter was honored with the 2020 Sugar & Spice Living Legend Award for her many contributions in Hollywood. Erika Alexander was honored with the 2020 Sugar & Spice Breaking Barriers Down Award for her work fostering greater equity, inclusion, and diversity in media.



Thanks to the support of our sponsors and partners, Girls For Change was able to raise money, make connections in the community, and give our girls the opportunity to network with powerhouse women in Los Angeles. Our girls made lasting connections, received some great advice, saw firsthand the power of building a network, and some were even offered internships and other opportunities.



Instagram Fundraisers

We are not just living through a pandemic, we are experiencing a true civil uprising due to the constant police brutality Black people face in this country. Following the killings of Ahmaud Arbery, George Floyd, and Breonna Taylor, we saw our own community here in Richmond, Virginia, and communities across the country rise up in protest. Ever since those uprisings, Girls For A Change has seen an outpouring of support for the work that we do. Individuals, brands, and companies have reached out to donate, host fundraisers, and/or start partnerships to help us continue our work.

“

The team and I would like to start by thanking you for the inspiring work you do. Especially during the challenging times, we are experiencing and its importance to drive change. We would like to support by offering what we do best; free bottles for the team members of the organization to help them stay hydrated during working hours and have access to cold/hot liquids. We would also like to drive a conversation with our followers and educate them about the great efforts you guys have been doing.”

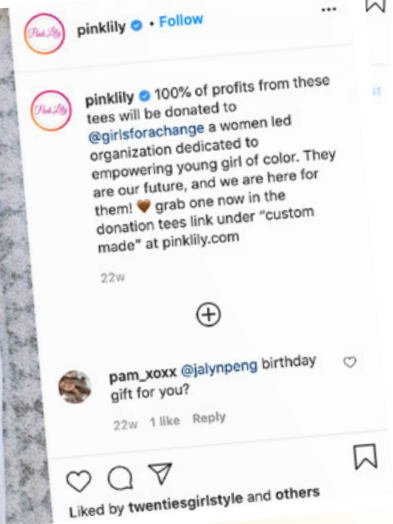
– Nora, Iron Flask

40+

Instagram fundraisers hosted independently of Girls For A Change social media pages

6

of these fundraisers turned into meaningful partnerships where business owners donated supplies to GFAC and facilitated workshops for Camp Diva and/or The Immersion Lab



“

We believe that all lives don't matter until Black Lives Matter, that lasting change can only be accomplished through long-term commitment, that building up young women is priceless, and that we simply can do more. This is why we're so excited to announce the first of many steps we are taking to partner with GFAC.”

– Fat Rabbit Cakes



How we've partnered so far:

- JUNE:** Jamie and JB Social member, Kyra, present to GFAC campers on fashion and individuality
- JULY:** JB Social purchases, assembles, and ships tie dye kits to each girl for DIY, at-home style
- JULY:** Angela joins JB Social Advisory Board, a group designed to advise and guide JB Social platforms and social impact
- AUGUST:** Jamie and JB Social member, Keshia, present to GFAC campers on entrepreneurship and passion
- AUGUST:** JB Social establishes corporate giving

...and this is just the beginning.

Our team

BOARD OF DIRECTORS

Angela Patton, *CEO*
 Maureen Jules-Perez, *Interim President / Chair*
 Jennifer L. Williamson, *Vice President*
 Charles P. Taylor, *Treasurer*
 Chris Fullman, *Secretary*
 Jim Davidson
 Eleanor R. Kootsey
 Mariah Williams

STAFF

Na'Kera Richardson, *Director of Operations*
 Genisus Holland, *Camp Diva Leadership Director*
 Mikah Walker, *Summer IT support*
 Devon White, *Fall / Spring IT Support*

Niyasia Williams, intern
 Virginia State University



INTERNS

We are grateful to partner with multiple colleges and universities this year who offered interns to help support our work. We had interns from Virginia State University, University of Richmond, Virginia Commonwealth University, William & Mary, Bennett College, Old Dominion University, ECPI, A&T University, and Howard University. We are looking forward to building with our 2021 interns.

Arosah Ali, intern
 Virginia Commonwealth University



VOLUNTEERS

This year, Girls For A Change benefited from the work of over 300 volunteers who donated their time in multiple ways. Gardening, hosting workshops, cleaning and organizing the building, delivering soil and raised beds to Camp Diva participants, event planning, working on campaigns, administrative and IT support... the list goes on! We also had lots of celebrity volunteers who used their talents and skills to inspire our girls throughout the year. Even during COVID, volunteers showed up. We couldn't do it without them!

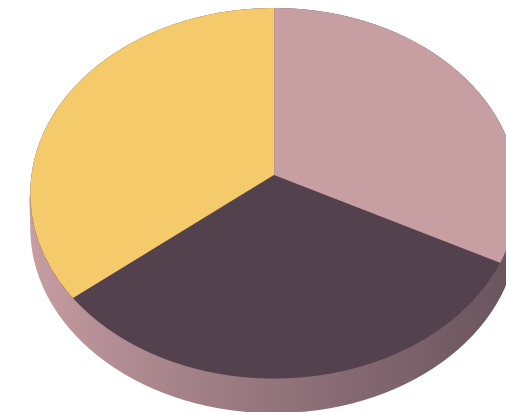


Revenue (July 2019–June 2020)

Day Camp Program	32,167
Donations	172,111
Grant Funding	326,946
Events Revenue	52,709
Total – Revenue	583,933

Expenses (July 2019–June 2020)

Total – Program Operating Expenses	175,308
Total – Fundraising Expenses	168,825
Total – General & Administrative Expenses	192,469
Total – Revenue	536,602



■ Program Operating Expenses – 33%
 ■ Fundraising Expenses – 31%
 ■ General & Admin Expenses – 36%

Thank you for your support

DONORS

Foundations

Reis Family Foundation
 Robins Foundation
 Ujima Foundation
 City of Richmond
 The Community Foundation
 Grantmakers For Girls Of Color
 The Ludwig and Nancy Sternberger Charitable Foundation
 Michael Stars, Inc.
 Ms. Foundation
 NOVA Foundation

Reis Family Foundation
 Robins Foundation
 Ujima Foundation

Corporations

Capital One
 Pink Lily
 Target
 Starbucks
 United Parcel Service (UPS)



Na'Kera Richardson,
 Director of Operations



Announcing our Celebrity Spokeswoman: Erica Ash



“

Black girls are the crux of society because they grow up to be Black women. Ignored and overlooked Black girls grow up to be ignored and overlooked Black women so for me, it's really important to make sure that I pour into Black girls. I do a lot of philanthropy work but my favorite—because I was a Black girl who is now a Black woman—is pouring into Black girls.

I am so excited to be the spokesperson for Girls For A Change! I met Angela at an event for Girls For A Change and we started talking. It immediately made sense. I did some research on their programs and I thought, this is it. I want to have Black girls see me and know that I love them and am here for them and am cheerleading for them. I want to use my platform to try to promote them.”



GIRLS | FOR A
CHANGE

HELP US CONTINUE TO SUPPORT BLACK GIRLS.

Learn more • Donate • Volunteer • Get involved
girlsforachange.org

