2019 Annual Impact Report

LEAD GIRLS of North Carolina

2019 Annual Impact Report
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Dear LEAD Supporters,

When I think back on all that we accomplished in 2019, I am in awe!

More than 350 of you partnered with us by volunteering time and resources to support LEAD programs, in turn allowing us to serve over 200 girls. We recognize that we could not have done this without you, and we know that you could have chosen to support any organization but you chose to LEAD!

Serving as board chair has allowed me to see the best facets of our community: the passion for our girls, generosity of supporters, selflessness of volunteers, and tireless efforts of board members. I know that together we can #changeagirl #changeacommunity #changetheworld, and I stand committed to meeting any challenges we may face with integrity, transparency, and unity.

Thank you for believing in the mission of LEAD. I am excited about another year of forward progress for our girls, for our community.

Sincerely,

Tiffany Parms
Board Chair
Our Mission

Learning Everyday Accomplishing Dreams (LEAD) is dedicated to providing the tools and resources that low-income/at-risk preteen girls must have to become productive citizens and active leaders in their communities. Using an evidence-based curriculum, LEAD encourages and mentors girls to aspire and achieve greatness academically, emotionally and creatively.

Our Vision

Change a girl. Change a community. Change the world.

We envision a world where every girl has the confidence, social skills and leadership ability she needs to become an independent, financially-stable woman.

Get Involved

SPONSOR A GIRL  VOLUNTEER  HOST A DRIVE
2019 FISCAL YEAR IMPACT

211 girls
served at LEAD programs,
camps, Girls Rising Expo
and in the community

69 workshops
hosted at 3 partner schools,
1 community site and our
Girls Rising Expo

1,080 hours of
literacy help
to boost reading levels and
test scores of 34 girls at
Winston-Salem Prep

298 partners worked with us
to host, sponsor and support
LEAD programs.

82 volunteers dedicated
more than 1,400 hours of time
to make our programs a success.

LEAD Girls of NC equips girls to CONFIDENTLY MAKE
THOUGHTFUL CHOICES about their lives now, to foster
a lifetime of smart, confident choices and leadership.

94% of girls ENJOY participating in
LEAD sessions

During the 2018-2019 school year, 94.5% of participants
reported that they found the group sessions "Good" or
"Excellent" overall. They liked "learning new things" and
they wished the sessions could "be longer" in duration.

95% of girls say LEAD provides USEFUL
information

95.3% of girls say LEAD delivers useful information. Our
sessions focused on alternatives to aggression and stress
management strategies were deemed "relatable" and
"very helpful" to help girls change their lives, starting now.

88% of girls learned NEW
SKILLS at LEAD Girls

LEAD helps girls grow. 88.6% of girls reported
that they learned new information and skills
at our sessions. Girls like that "we work as a
group" and that LEAD is a safe space to "talk
about [things] without them judging us."
LEAD Programs

Our five core programs are: LEAD Program, Community LEAD, LEAD Academy, LEAD Fashion Entrepreneurship Summer Camp and LEAD Girls Rising Expo.

Since launching LEAD in 2015, more than 500 girls have benefited from our programs. Through our partnership with Winston-Salem/Forsyth County Schools in 2019, we enrolled over 200 girls at one of our four school-year sites: Mineral Springs Middle School, Wiley Magnet Middle School, Winston-Salem Preparatory Academy and our Community LEAD Program.

In addition to students from our partner schools, at Community LEAD we serve students from other local Title One schools, charter schools, and girls who are referred to our program by Juvenile Justice Courts and Forsyth County Department of Social Services.

94% of girls enjoy participating in LEAD sessions

95% of girls say LEAD provides useful information
2019 EXPO IMPACT SNAPSHOT

SUMMARY
- 98 participants
- 6 sessions
- 23 experts

**Self-Image and Body Language**
- 91% better understand what self-image means
- 86% better understand how spoken words impact self-image
- 88% stated their image “reflects a healthy me”

**Leadership & Teamwork**
- 89% better understand what leaders do
- 82% see themselves as strong leaders
- 93% plan to use what they learned to be a better leader

**STEM (Science, Tech, Engineering, Math)**
- 70% better understand what is included in STEM
- 52% better understand the scientific method and problem solving
- 1 in 3 now have a greater interest in STEM after attending the session

**Social Media Issues & Digital Footprint**
- 88% better understand how to safely navigate social media
- 98% better understand how social media posts can impact their future
- 89% better understanding of how race and gender are noticed online

**Decision-Making Project: Make & Take**
- 81% better understand how to make good decisions
- 80% plan to use the tools learned to make decisions
- 91% plan to think ahead about the outcomes of their decisions

*Percentages reflect how many students “absolutely” or “mostly” agreed with the statements*
2019 Financial Year in Review

Support & Revenue
Direct public support 57,340
Foundation grants 27,974
Indirect public support 16,288
Documentary film 20,169
Program income 12,886
Special events 15,483
In-kind support & supplies 30,247
Total support & revenue 180,387

Expenses
Program services 137,923
Management and General 16,532
Total expenses 154,455

Change in net assets 25,932
Thank You Donors & Supporters

With YOUR SUPPORT we help each girl build a brighter future.

Corporate, Foundation, Government, Local Business, Religious & Institutional Donors

Allegany Federal Credit Union
Allegra Printing
Anthem
BB&T
Camino Bakery
Centenary United Methodist Church
Chipotle Mexican Grill
City of Winston-Salem
Community Foundation of Greater Fort Wayne
Doulhouse Hair Studio
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First Horizon Advisors
Forsyth County Finance Department
Forsyth Technical Community College
Goodwill Industries of Northwest North Carolina
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Harris Teeter #216
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Reynolds American Foundation
Reynolds American Scientific and Regulatory Affairs
State Farm Plaza Foundation
State of North Carolina Department of Administration
Stone's Throw Films
The Winston-Salem Foundation
Theraeutiks
Truliant Federal Credit Union
United Way of Forsyth County
United Way of Greater Greensboro
Venture Cafe Winston Salem
Wells Fargo Foundation
WFU Clinical and Translational Science Institute
Wiley Magnet Middle School
Winston-Salem School of Health Science
WSIFB
Youth Service America

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LEAD Girls of NC  
*Ex officio*
Because every girl can.