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Dear LEAD Supporters,

What. A. Year.

2020 presented a number of challenges that none of us could have ever anticipated, most notably the shattering impact of the COVID-19 pandemic. I am sure that all of us have been impacted by the pandemic in some way, whether it be large or small. So too have our LEAD Girls. Yet, LEAD has persevered.

Even in the face of a challenge that prevented serving girls in person, we quickly adapted to our new virtual environment and made a way to meet our girls right where they are. LEAD’s quick-witted efforts to adjust to the needs of our time truly made an impact in the lives of the students we serve, at the time that they needed it most.

Beginning my board tenure during this unique season has given me the opportunity to see just how special LEAD really is. As we work together to face whatever tomorrow may bring, I am confident that we have what it takes to move forward and to continue making a lasting impact in our community. As LEAD celebrates its 5th Anniversary, I am eager to see what the next five years hold for this truly incredible organization.

We recognize that LEAD’s continued success hinges upon supporters like you. Thank you so much for your continued belief in the mission of LEAD, and we look forward to all that is to come.


Sincerely,

Chelsea Barnes
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
IMPACT: 2020 LEAD Programs

How has LEAD Girls made an impact on your life?
“I think LEAD’s advice about dealing with conflict and relationships has made the biggest impact on my life, because it’s helped me make a lot of my relationships with my family better. And I’ve also made a lot of friends at LEAD that are really nice to have, especially right now when we can’t see our school friends.” — Ariana, age 13

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

83 Expo attendees participated in our virtual Girls Rising, Innovating & Transforming (G.R.I.T.) Expo

1,122 hours of literacy help to boost reading levels of 51 girls in our LEAD Academy academic support program

27 local schools represented in our LEAD Girls programs.

73 families received COVID-19 PPE protective gear and help from LEAD to stay healthy.

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.

96% of girls have SET GOALS they want to achieve in life

Girls learn to shape their futures at LEAD. 96% of participants set goals to pursue in their lives, and 91% reported a positive view of their future: they agreed “when I’m an adult, I’m sure I’ll have a good life.”

94% of girls report being satisfied with themselves

LEAD builds confidence. 94% of girls report that they Agree/Really Agree “Overall I am satisfied with myself” after completing the LEAD program—a 25% increase from the girls who felt that way at the start of the program.

85% of girls believe they can make a difference

LEAD helps girls feel more connected and responsible for their communities. 85% believe their contribution can make a difference, and 75% feel that community connection is personally beneficial to them.
What obstacles has LEAD helped you overcome?

“Before I joined LEAD, I was having trouble dealing with conflicts with family and friends. Since I joined LEAD, I have been able to solve these problems and my relationships have improved.

- Ariel*, LEAD Participant

“This year has been really hard with Covid and online school and everything. LEAD helped me deal with my stress and my bad feelings about that. I got really lonely sometimes and it was nice to have people to talk to who don’t judge you.

- Phaedra*, LEAD Participant

How does LEAD support your hopes and dreams for the future?

“LEAD has taught me that I can do whatever I want in the future. I want to open my own business one day. LEAD has inspired me to do that and taught me how to set goals for myself to do that.

- Liliana*, LEAD Participant

“It lets me know that I can at least have a plan and do something with my life. I’ve never really known what I want to do when I grow up but LEAD has taught me that I have options and I can set goals for my future and actually accomplish them.

- Marcella*, LEAD Participant

* Participant names have been changed for privacy.
IMPACT: 2020 G.R.I.T. Expo

We virtually welcomed 83 girls and 20 parents to this year's G.R.I.T Expo. The participants rotated through 4 sessions and one parent conversation led by experts in each topic. This year's focuses were self confidence, financial wellness, creativity, communication, and mental and physical health. The girls and their parents learned skills in each of these topics through fun-filled, small group activities. We believe these skills and conversations support our mission of providing girls with the resources they need to become active leaders in their communities. We are creating future leaders and this expo, and our expert presenters helped us on this journey!

Mental Health (34 girls completed the survey)
- 100% of girls will use the tools learned to manage any stressful situations
- 100% of girls understand how important it is to take care of their mental health

Financial Wellness (35 girls completed the survey)
- 100% of girls have a better understanding of the Save, Spend, and Give model
- 100% of girls are confident they can make financial goals for themselves

Self-Confidence (35 girls completed the survey)
- 97% (34/35) of girls have a better understanding of what 'physical presence' looks like in various spaces
- 100% of girls have a better understanding of what 'non-verbal presence' looks like in various spaces
- 100% of girls have a better understanding of what their appearance says about them

Restorative Practices (36 girls completed the survey)
- 100% of girls have a better understanding of how to build healthy relationships
- 100% of girls have a better understanding of how to maintain healthy relationships
- At the Expo, 100% of girls learned language skills to address conflict in their relationships

*Percentages reflect a total of 34 girls completing the survey*
Leadership development improves schooling outcomes, decreases risky behaviors, and enables girls to chart a different course for their futures.
2020 Financial Year in Review

Support & Revenue
Direct public support 89,084
Foundation grants 20,600
Government grants 14,102
Indirect public support 31,177
Documentary film 700
Program income 4,536
Special events 1,820
Other income 714
In-kind support & supplies 26,168
Total support & revenue 188,901

Expenses
Program services 157,254
Management and General 16,865
Total expenses 174,119
Change in net assets 14,782
Thank You Donors & Supporters

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

$10,000+
Donna Taylor*

$5,000 +
Anna Reilly and Matthew Cullinan*

$1,000 +
Jennifer Acosta*
Tamara Darden*
Michelle and Dale Melton*
Tiffany Parms*
Sarah Squire

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Spencer Bennett
Natalie and Penn Broyhill
Dan Cline
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Beth Spieler with ArtAbout
Joy Nelson Thomas and
Jasper Thomas*
Claire and Randell Tuttle

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Morgan Reitze*
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Mary Hord*
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Michaual Kilpatrick
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* Consecutive Year Donors
Contributions compiled from January 1, 2020 – December 31, 2020. Any questions or updates, please e-mail: hello@leadgirls.org.

Foundations and Sponsors
(January 1, 2020 – December 31, 2020)

$25,000 +
United Way of Forsyth County

$15,000 +
The Women’s Fund

$10,000 +
BB & T, Now Trust

$7500 +
Reynolds American Foundation
United States Government Payment
Protection Plan Grant

$5,000 +
City of Winston-Salem
PNC Foundation
The Red Backpack Fund
Kate B. Reynolds Charitable Trust in
honor of Theresa Stephens’ service
on the Trust’s Forsyth County
Advisory Council
The Winston-Salem Foundation

$2500 +
Corning Incorporated Foundation
United Way of Greater Greensboro
Truliant Federal Credit Union
In 2020, LEAD Girls held our first Virtual 5K thanks to the support of Board Member, Amanda Hughes, and Reynolds American. We want to thank the following 5K participants:

Debbie Allison
Maribel Andrade
Melony Angel
Cassie Barnes
Angy Barnes
Jaylynn Baylor
Edna Bonilla
Stacy Brewer
Caitlin Chanas
Candi Cunningham
Sheila Davis
Amanda Gammons
Chris Gemmell
Ashlei Harris
Natasha Holmes
Amanda Hughes
Angela (A.J.) Johnson
Jennifer Kuchta
Tanya Matthews
Nicole Shore
Victoria Smith
Jessica Straw
Mamie Sutphin
Karen Taluskie
Tanishia Thomas

Borgia Walker
Reba Warren
Lori Yesconis

Donations given in honor of:
Jennifer Acosta’s Birthday
Audrey Blackburn’s Birthday
Emily Bundy
Brooke Eagle’s Birthday
Shana Folk
Ashleigh Hargrave’s Birthday
Jennifer Kirby
Elizabeth MacMillan
Jacqueline Morgan’s Birthday
Sydney Davis Richardson’s Birthday
Theresa Stephens
Natalie Takenaka
Joy Nelson Thomas
Joy Nelson Thomas’ Birthday

Silent Auction donations made by:
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As You Like It Landscapes
The Chelsea Barnes
Basil Hayden’s
Black Mountain Chocolate
Bookmarks
Brushed by Jill
Canteen 411/Alma Mexicana/The Porch
The Cardinal Hotel
Carolina’s Vineyards and Hops
Abby Catoe
Natascha Corrigan
Cycle Bar
Drive Flow
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Finnigan’s Wake
Alyssa Fuentes
Goodyear
Hoots and Hollers LLC
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Living Aura Design
Matt Logan
Maid Brigade-Kernersville
Keri Mathis
McCalls
Meadowlands Golf
Kelly Minor
Mission Pizza
Mixxer
Erin Nesbitt
New Garden Landscaping
New Riff
Original Brick Oven Pizzeria
Painting with a Twist
Tiffany Parms
Pure Barre
Rack Room Shoes
Raffaldini Vineyards
RiverRun International Film Festival

Make a difference.
Support girls who are taking the lead to build better futures for themselves and their communities.

Donate at leadgirls.org
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