



STRATEGIC PLAN
2025

**LEAD
GIRLS**
are
growing
up

Change a Girl, Change a Community, Change the World.

We imagine a future where girls become women who lead and are not only accepted but celebrated, transforming the landscape of leadership and the face of decision-makers at every level.



WHO IS A LEAD GIRL?

A girl on the journey of gaining the confidence, social skills and leadership ability she needs to become an independent, financially-stable woman.

Leading Self

Personal growth and self-actualization

Leading Others

Application of leadership skills with other girls

Leading Change

Leaders in the workforce and in communities

LEAD Girls move through evidenced-based programs and enriching experiences specifically designed to unlock their full potential at one of the most critical moments in their lives, when self doubt and outside influences attempt to creep in. We're equipping girls to confidently make thoughtful choices about their lives in the present, as the building blocks for a lifetime of smart, confident choices. This sets them up for successful pathways into well paying careers and leadership in their communities.

How We've Grown

As an Organization

Our foundation has been built since the beginning with a clear purpose and focus on instilling unstoppable leadership in girls through the best possible development tools and by surrounding them with a highly supportive community. It works, and we've seen our collective investment have real impact.

Nearing our 9th anniversary, we can look back and see the trail of lives changed and relationships built, and we've only just begun.

As Girl Leaders

INCREASED HAPPINESS

Girls have reported higher levels of happiness after participating in LEAD, underscoring the positive, supportive environment we've fostered.

DECREASED AT-RISK BEHAVIORS

Notably, there has been a decline in tobacco use and vaping among our girls—clear evidence of the program's effectiveness in promoting healthier choices.

GROWTH IN SELF-CONCEPT AND SELF-ESTEEM

We've seen a marked increase in how girls view themselves, directly impacting their ability to thrive.

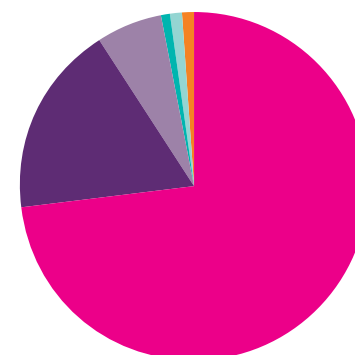
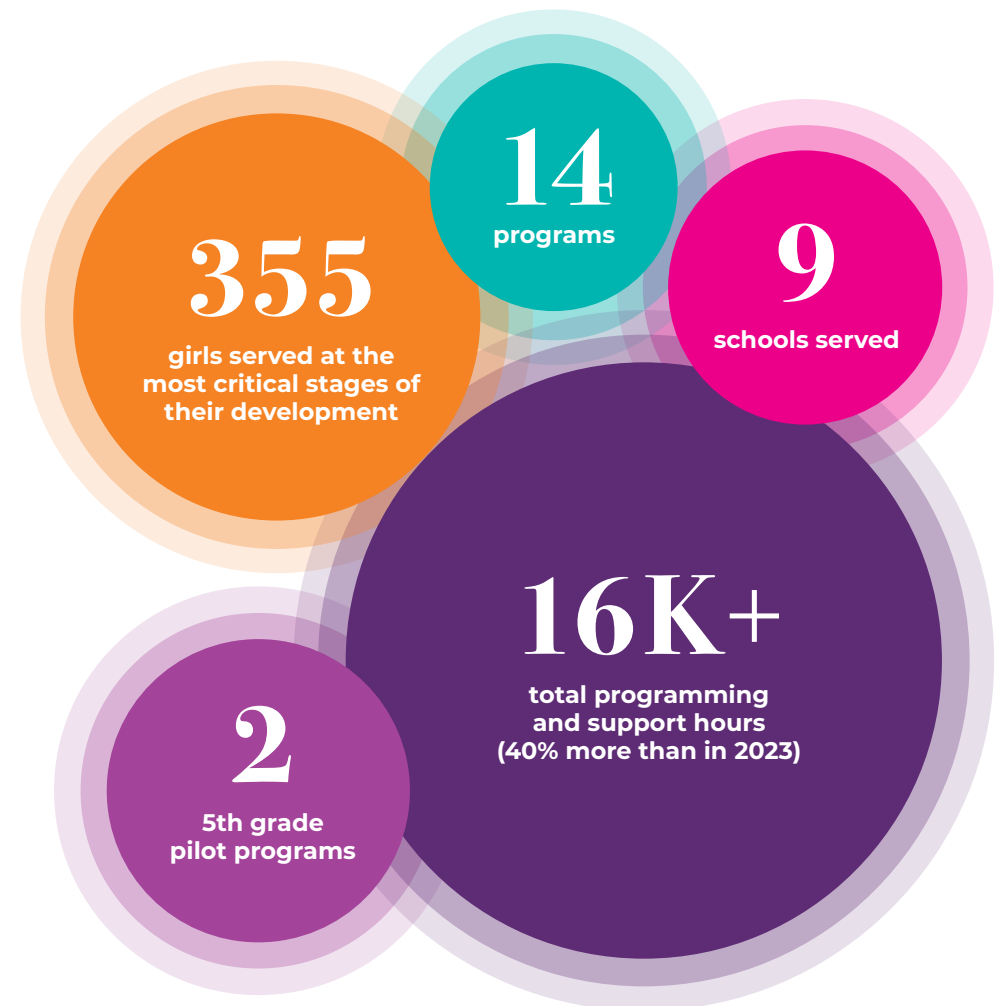
ACADEMIC MOTIVATION

Although their sense of belonging in their school environment slightly declined, their effort to perform well academically has increased.

DECREASED BULLYING BEHAVIORS

The girls have become less likely to engage in bullying, demonstrating their growth as empathetic and respectful individuals.

OUR GROWING IMPACT IN 2024



GIRLS SERVED

- Black/African American **73.7%** (includes Bahamian + Samuels)
- White/Caucasian **18%**
- Hispanic **6%**
- Asian/Pacific Islander **0.6%**
- Native American/American Indian/Alaskan Native **0.6%**
- Multiracial **1.1%**

Our Plan

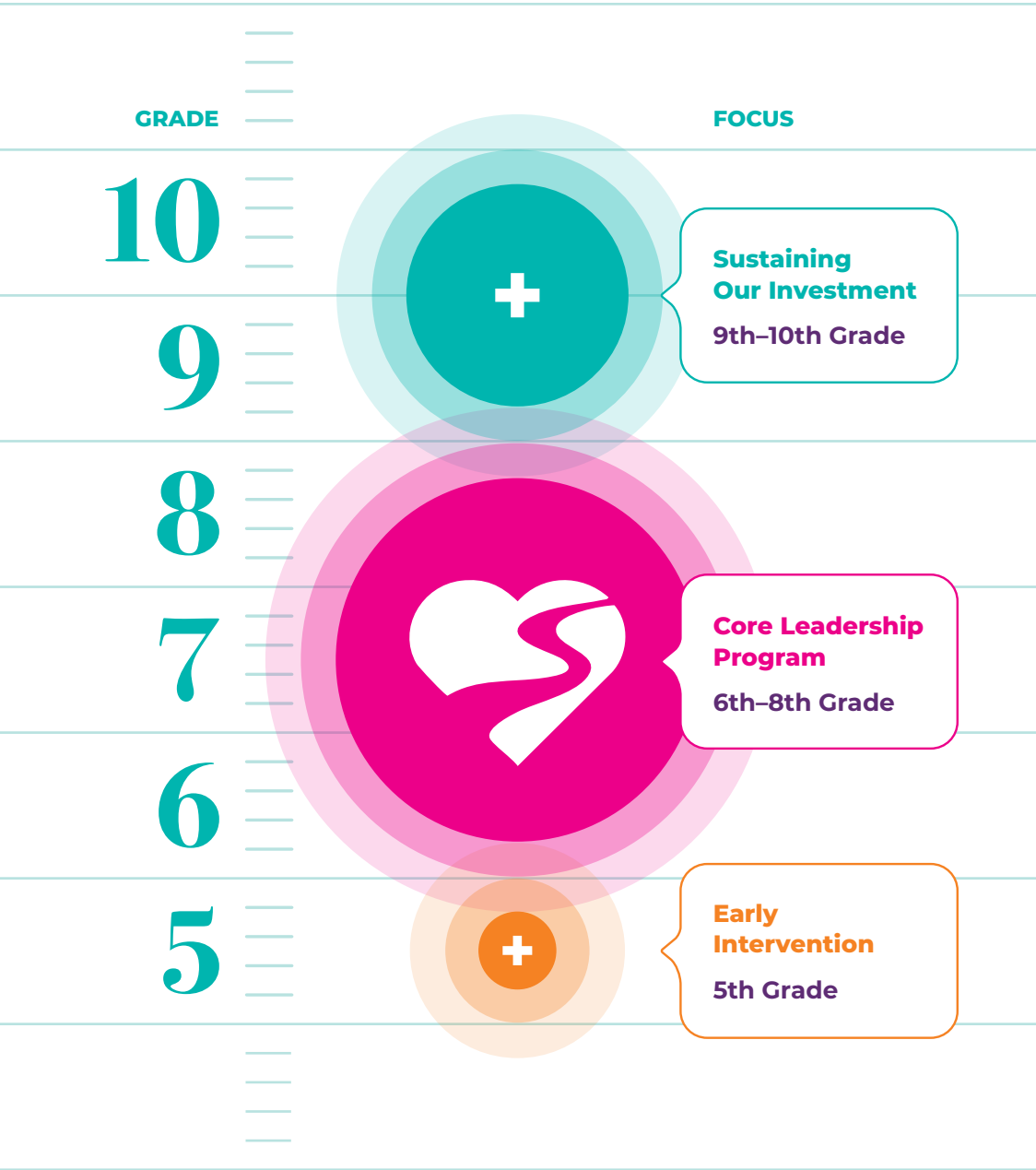
Growth and change have been a part of LEAD Girls since its founding, and now we are committing to what that means for our future; a future where more girls are becoming leaders and where women in leadership are not only accepted but celebrated, transforming the landscape of leadership and the face of decision-makers at every level.



What we've learned by doing has positioned LEAD Girls as a critical partner and voice in support of girls in our community, and our girls, now leaders, are moving into your workplaces and community spaces. **Are you ready for our graduates?** We're on a path to ensure our communities are ready to receive them, advocate for policies and environments that affirm and support them, and to scale our impact by serving more girls.

OUR GROWING REACH

We're reaching more girls at the most critical times in their development.



STRATEGIC PRIORITY 1

Expand Reach & Impact

Objective: Deepen LEAD Girls' impact through expanded offerings that are rooted in evidence-based curriculum.

- Deepen core programs leveraging data, evaluation and evidenced-based curriculum
- Expand time with girls (a layer out from middle school (5th and 9th/10th grades) and with attention to transitions between elementary, middle, and high school) to strengthen the sustainability of our impact
- Explore the possibility of extending the LEAD Girls model to additional schools and counties in order to scale impact
- Explore new impact pathways including scholarships for girls and a LeadHERship Institute

STRATEGIC PRIORITY 2

Engage & Prepare Community

Objective: Activate the community on behalf of girls through education, engagement, and advocacy.

- Educate the community about issues lifted up by the LEAD Girls platform (ex. mental health, at-risk behaviors, academic success/opportunity)
- Leverage LEAD Girls' thought leadership and impact (case study) to influence critical short and long-term public policy that support girls' wellbeing and success. Noticeable policy change is necessary to center and empower Black and Brown girls (e.g. equal pay, bodily autonomy), and support the whole-child across institutions.
- Strengthen our girls' communities of support by engaging girls, alumni, families, and community members as ambassadors
- Build relationships with partners and collectives whose work or platforms intersect or overlap

Our Strategic Priorities

STRATEGIC PRIORITY 3

Expand Financial Investment

Objective: Strengthen and grow long-term financial investments in the mission and vision of LEAD Girls.

- Engage supporters through a robust development plan including annual fund, major gifts, planned giving, sponsorships, grants, and donor stewardship best practices
- Prepare and position for a future capital campaign

STRATEGIC PRIORITY 4

Build Capacity

Objective: Strengthen human resources and capital investment in support of LEAD Girls' expanding/growing capacity.

- Recruit, develop and nurture diverse and multi-lingual staff, board, and volunteers, ensuring strong pipelines for a sustainable future
- Focus on wellness and leadership development of staff, identifying paths for advancement aligned with organizational growth
- Invest in critical infrastructure needs to enhance access to LEAD programs including space, furniture & equipment, and transportation



WHY SUPPORT LEAD GIRLS?

An Early Legacy of Excellence. Poised for Growth.

LEAD Girls has established a strong community reputation, brand equity, and a legacy of excellence. A clear culture of impact is evident in the community and throughout LEAD's implementation of mission and vision.

LEAD Girls is a valued and trusted partner when it comes to responding to the emerging needs of girls in our community and a great steward of resources with high return on investment. Our committed team, partners and donors, in addition to our girls and families, are going to ensure that every LEAD Girl achieves undeniable success, shifting her own trajectory and that of her family, her workplace, and her community.

We Know You Believe She Can. Believe We Can Too.

Volunteer, advocate for our work, or make a monthly or yearly commitment to invest in girls and the next generation of leaders.

OUR MANIFESTO

If you want to change the world for the better,
you better believe in girls.
Don't wait for tomorrow.
Not later today.
Now.

Because girls are the cycle breakers.
Girls teach while they learn.
Girls are the leaders who leave no one behind.
And once they know their inherent worth,
there is no stopping them.

Meet one of our girls and you'll see.
She is a flower that grows through concrete.
She is a river that carves through stone.
She is a bird that sings
no matter how many branches break.

At LEAD Girls, her life is our life's work.
We help her be seen, be heard, be powerful.
Show her that confidence is not a bad word.
That progress is better than perfection.
That her future is our future.

And when the world tries to make her feel small.
Make her question her purpose.
Make her doubt all she can do.
She'll be too busy making change
to hear all that noise.

Making change for herself.
For her community.
For the world.

Armed with proven skills,
unshakable support,
and an unending amount of joy,
she'll be able to embrace
what she's been all along—
a changemaker in the making.

**Seen.
Heard.
Powerful.
Confident.
Independent.
Cycle-Breaker.
Champion.
Brave.
Leader.**



leadgirls.org