

THE GIRLS LEADERSHIP POWER LAB

**A BOLD NATIONAL INCUBATOR THAT WILL UNLOCK
THE POWER OF VOICE FOR ONE MILLION GIRLS.**

GIRLS
LEADERSHIP

GIRLS LEADERSHIP

All kinds of powerful.

Girls Leadership is a national nonprofit based in California that serves girls and their grown-ups through powerful social-emotional workshops, online resources, parenting talks, and original research. Girls Leadership is the only organization to focus on the social and emotional education of adults in girls lives as the focal point for social change. Over the past decade, our comprehensive content has transformed the lives of more than 70,000 girls.

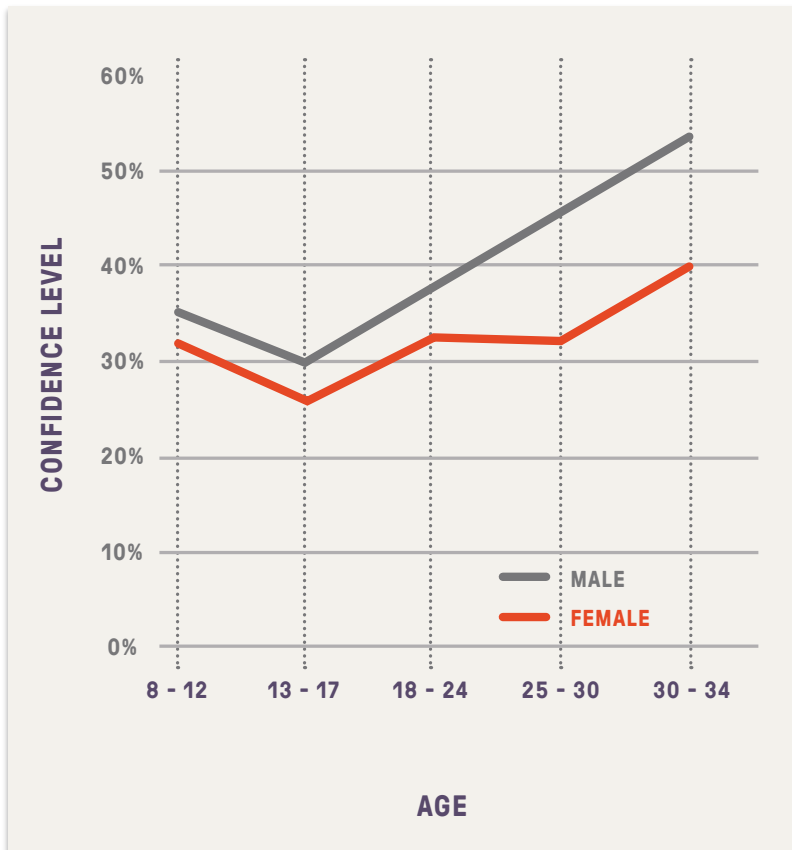
Simone Marean M.Ed , CEO + Co-Founder

Simone has presented on girls across the country and internationally, including at the Oprah Winfrey Leadership Academy for Girls, Google, Facebook, Morgan Stanley, PwC, American Express, and United Health. She produced the girl-focused content for LeanIn, and is currently producing content for Athleta Girl. Simone has a Masters degree in Education from NYU. She has appeared in Parents Magazine, The New York Times, Forbes, Today Show and KQED for her expertise in raising the next generation of leaders.



GIRLS' CONFIDENCE DROPS BY 30% FROM AGE 8 TO AGE 13

CONFIDENCE GAP

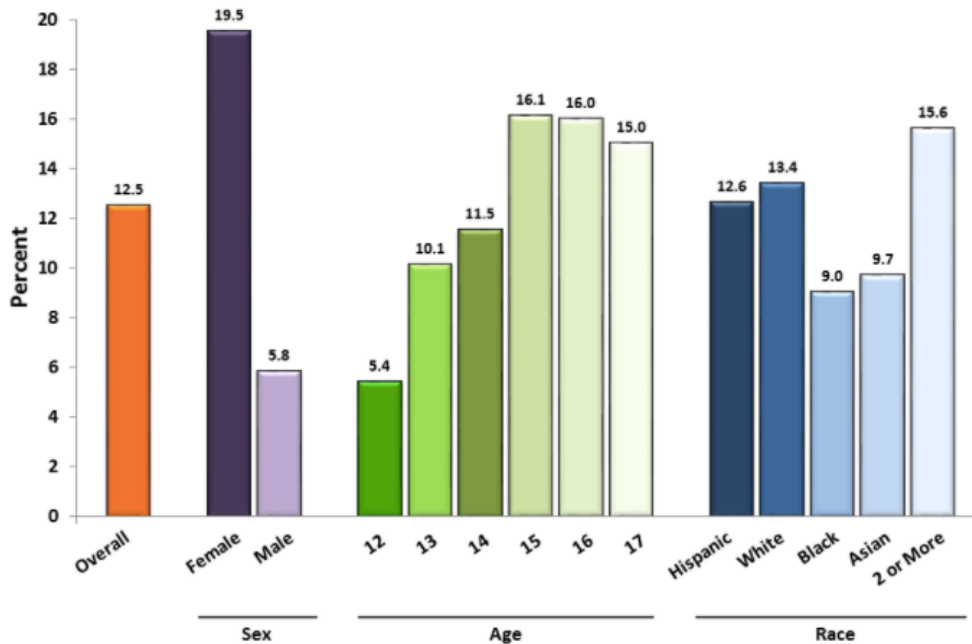


Source: Code of Confidence Research Study

- By age 6, girls believe that males are smarter than females
- This decline in confidence occurs across every racial and ethnic group, and income level
- The confidence gap doesn't close in college, but widens into adulthood

THE MENTAL HEALTH CRISIS CONTINUES TO GROW FOR ADOLESCENT GIRLS

12-month Prevalence of Major Depressive Episode Among U.S. Adolescents (2015)



Data courtesy of SAMHSA

*NH/OPI = Native Hawaiian/Other Pacific Islander
**AI/AN = American Indian/Alaska Native

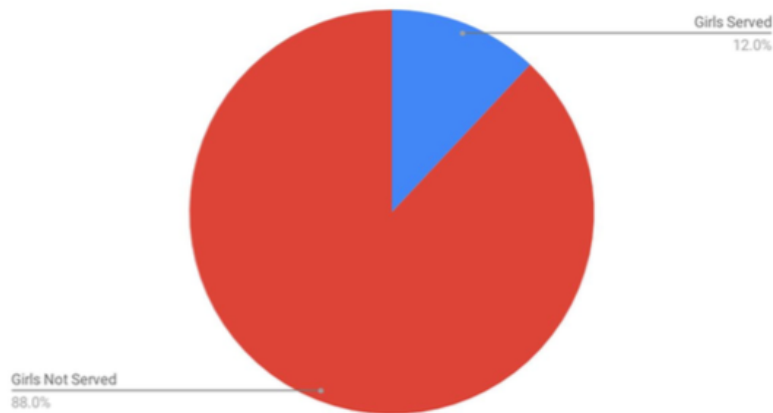
As of 2019:

- Suicide rates for teen girls are at a 40 year high
- Being female is the number one risk factor for depression in adolescence
- 20% - 30% of adolescent girls participate in self harm, twice the rate of boys

TOGETHER, ALL GIRL-SERVING ORGANIZATIONS IN THE US ONLY REACH 12% OF ALL US GIRLS

This is not an adequate response to a growing mental health crisis. By bringing new curriculum into schools and after-school settings, the Girls Leadership Power Lab training model is going to radically change the girl-serving field.

All K-12 Girls In The US



- 99% of girls go to school
- 52% of girls play organized sports
- 57% participate in after-school activities

THE GIRLS LEADERSHIP POWER LAB

**A NATIONAL INCUBATOR TO DEVELOP
THE CURRICULUM AND TRAINING TO
ADDRESS THE LOSS OF VOICE OF
ADOLESCENT GIRLS.**

Investment Needed: 2M over 3 years

- Run 81 trainings
- Reach 5,430 teachers

To transform the lives of 1M girls

THE POWER LAB – A POWERFUL ALLIANCE

The Girls Athletic Leadership School, the Young Women’s Leadership Network, and United Playaz have the ideal communities to develop, test, and prove curriculum that will be leveraged through training.



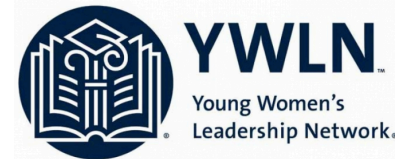
United Playaz
San Francisco, CA
Partners since 2018

United Playaz is a violence prevention and youth leadership organization that works with the hardest to reach youth through street outreach, in-school services, recreational activities at community centers, and support to incarcerated youth.



GALS Inc.,
Denver, CO
Partners since 2013

We foster academic excellence and personal development for young women to become powerful advocates for themselves and leaders in the community.

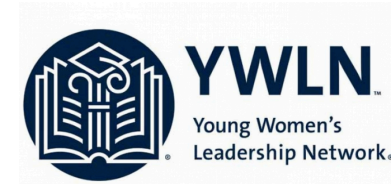


YWLN
New York, NY
Partners since 2006

We empower students to break the cycle of poverty through education.

OUR PARTNERS HAVE DIVERSE REACH

By 2020, 50% of school age youth will be of color.
The students of the Girls Leadership Power Lab will represent this demographic.



San Francisco
350+ students

- 60% Asian and Pacific Islander
- 15% Hispanic
- 15% Black
- 10% Other

Denver + LA Location
900 students

- 48% Hispanic
- 37% White
- 8% Black
- 3% Asian
- 3% Other

5 NYC Schools + 15 National Affiliates
2,000 students + 8,000 affiliates

- 7% Asian
- 30% Black
- 56% Hispanic
- 5% White
- 2% Other

THE POWER LAB WILL

- **Reach girls early**
If we intervene at the start, we can prevent the drop in confidence and voice in middle school.
- **Be evidence-based**
Evidence-based includes rigorous evaluations, including testing with a randomized control group.
- **Educate her adult**
Girls need more than skills, they need an opportunity to develop those skills. By training the teachers and role models in girls lives every day, we are creating sustainable impact.
- **Develop trauma informed curriculum**
Trauma informed teaching *realizes* the widespread impact of trauma (i.e. living in poverty, living with crime, experiences of abuse, etc.), *recognizes* the signs and symptoms of trauma in students, *responds* by fully integrating knowledge about trauma into policies, procedures, and practices.
- **Develop culturally responsive curriculum**
Culturally responsive teaching is a pedagogy that recognizes the importance of including students' cultural references in all aspects of learning. Culture is central to learning.

THE GIRLS LEADERSHIP POWER LAB CURRICULUM WILL MEASURABLY INCREASE:

- **EMOTIONAL INTELLIGENCE:** Girls' recognition and respect of her thoughts, feelings, and needs – a vital prerequisite for communication
- **RELATIONSHIP SKILLS:** The quality of girls' relationships to others, including those different from herself
- **SELF-ADVOCACY:** Girls advocating for their convictions, even when it isn't what others want to hear
- **ADVOCACY:** Girls' ability to recognize the needs of others, and speak up for others
- **RESILIENCE:** Girls' ability to take healthy risks, and practice resilience in the face of challenge
- **SOCIAL AWARENESS:** Girls' understanding of the gender norms that undermine their voice and confidence

SCALABLE IMPACT EACH PROFESSIONAL TRAINED REACHES 150 GIRLS

The Power Lab → Curriculum
and Training for professionals
working with girls in grades 6–12

81 In-Person
Trainings

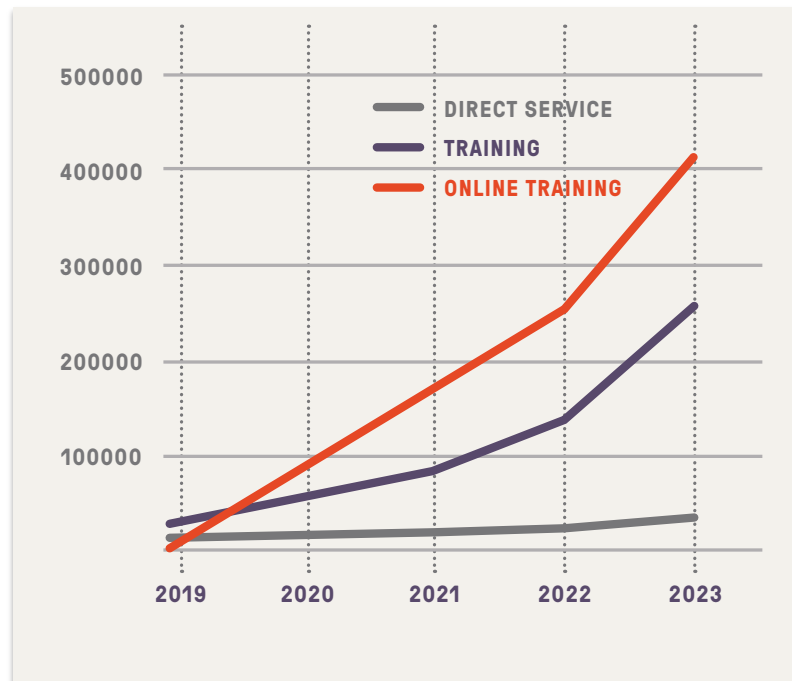
3,000 online
participants

More than 5,430 professionals (teachers, coaches,
guidance counselors, social workers, and
program staff) equipped
with training and
curriculum

More than 1 million girls lives transformed

BRINGING CRUCIAL VOICE AND CONFIDENCE TO GIRLS WHO HAVEN'T BEEN REACHED BEFORE

FIVE YEAR PROGRAM REACH



Training of teachers, administrators, social workers, sports coaches, and community-based-organization staff drives reach.

THE THREE-YEAR PLAN INCLUDES

YEAR	OUTCOMES	SPECIALIZATION
Fall 2018 – Spring 2019	<ul style="list-style-type: none"> • A National Advisory board of experts on aspects of mental health including body image, technology, mindfulness, self-compassion, intimate relationships... • Online education planning team • 3 trauma-informed educators specializing in culturally responsive curriculum • 7 sessions of training, reaching 28,000 girls • Launch of quantitative evaluations with all partners 	+ 6 th , 7 th , & 8 th grade + Social Media and technology
Fall 2019 – Spring 2020	Same as the above, plus <ul style="list-style-type: none"> • Launch of online education pilot with 500 educators, reaching 83,000 girls • 14 sessions of training, reaching 56,000 girls • Continued evaluation across all partnerships 	+ 9 th & 10 th grade focus + body image
Fall 2020 – Spring 2021	Same as above, plus <ul style="list-style-type: none"> • Official launch of online training with 1000 educators, reaching 166,000 girls • 21 sessions of training, reaching 84,000 girls • Run evidence-based evaluation with control group 	+ 11 th & 12 th grade + sexual health

THE GIRLS LEADERSHIP POWER LAB INVESTMENT

\$670k/ YEAR

Covers entire cost to run the Girls Leadership Power Lab, including the curriculum and training to bring awareness, skills and opportunity to girls across the US. This provides 165 trainings, reaching 10,420 teachers to transform the lives of over 1M girls.

\$225k/YEAR

Covers the full cost of one region of the lab each year. This provides 47 trainings to 600 schools, reaching about 3,000 teachers to transform the lives of 333k girls. This guarantees three years of local impact at scale.

\$100k/YEAR

Covers half of the cost of one region, providing the foundation that we need to hire the professionals to work in partner schools and catalyze the work.

\$25k - \$50k/YEAR

Provides a meaningful commitment to the lab, which will be combined with the support of other donors to make this alliance a reality.

YOUR SUPPORT OF THE GIRLS LEADERSHIP POWER LAB WILL BE RECOGNIZED IN ALL PRINTED MATERIALS, ON OUR WEB SITE WHICH REACHES 200,000 VISITORS EVERY YEAR; AND IN OUR NATIONAL NEWSLETTER, WHICH GOES OUT TO 35,000 EACH MONTH.

TOGETHER WE WILL BRING THE POWER OF VOICE TO A GENERATION.



APPENDIX

GETTING TO ONE MILLION

	2018/2019	2019/2020	2020/2021	2021/2022	Total Impact
# in person training	7	14	24	36	81
Teachers per program	30	30	30	30	
Online participants	0	500	1,000	1,500	3,000
Total Teachers/Yr	210	920	1,720	2,580	5,430
Girls per Teacher	185	185	185	185	
PL Girl Impact/Yr	38,850	170,200	318,200	477,300	1,004,500
PL Cost Per Girl	\$17	\$4	\$2	\$1	
PL Cost Per Teacher	\$3,190	\$728	\$390	\$260	

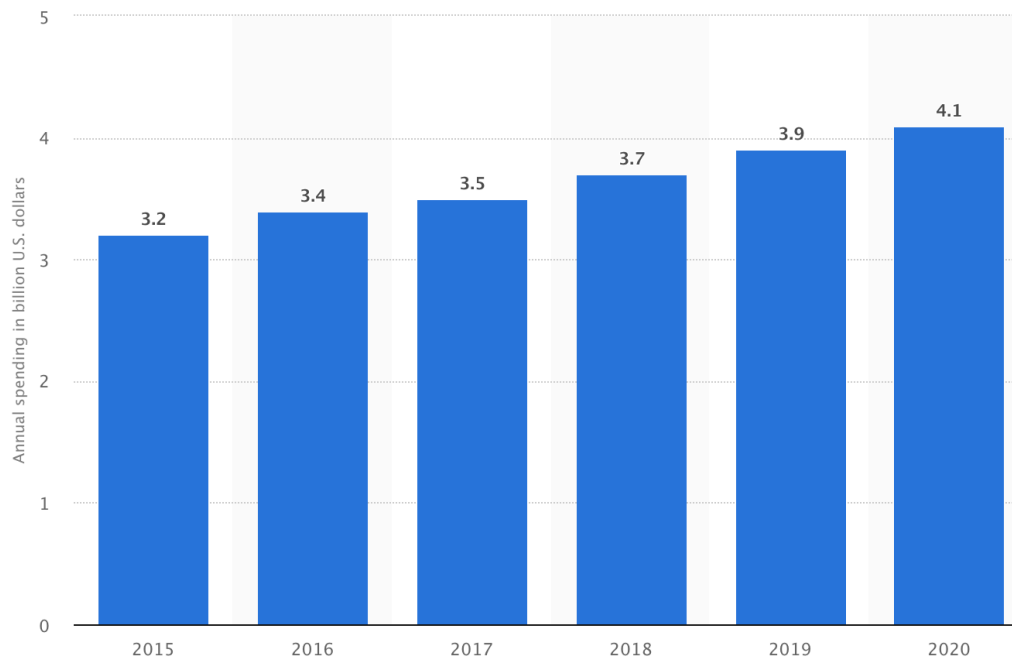
GIRLS LEADERSHIP TRAINING HAS A TRACK RECORD OF SUCCESS



- Demand >> capacity for 5 years
- 96% recommended to a colleague
- 95% felt confident teaching it in their community
- 98% felt that the outcomes applied to the needs of girls in their community

MARKET FOR PROFESSIONAL DEVELOPMENT TRAINING IS GROWING

Market size forecast of K-12 professional development in the US, from 2015 – 2020 (in billion USD). In 2020, an estimated 4.1 billion U.S. dollars will be spent on external providers of professional development.



IMPACT OF SOCIAL AND EMOTIONAL LEARNING

A major review of 213 experimental-control group studies of K-12 students who participated in SEL programs demonstrated:

- Improved social and emotional skills, self-concept, bonding to school, and classroom behavior;
- Fewer conduct problems such as disruptive classroom behavior, aggression, bullying, and delinquent acts; and
- Reduced emotional distress such as depression, stress, or social withdrawal.