

2018 GRATITUDE REPORT



Thank you for giving the gift of confidence in 2018!



LETTER FROM FOUNDER

**Some people might call this an annual report.
We call it our Gratitude Report.**



Thousands of girls, parents, donors, and volunteers from across Connecticut share LiveGirl's vision of a world free from gender and racial inequality and a community that prepares the next generation of transformational female leaders. For this, we share our gratitude.

We are especially proud of these 2018 accomplishments:

- Enrolled over 1,200 girls in our free of charge programs
- Launched new high school programs to expand our reach to girls in grades 5-12
- Announced our partnership with the CT Alliance of Boys & Girls Clubs to expand our middle school program statewide
- Connected our girls with many fierce female role models, including Jessica Long (2nd most decorated Paralympic Champion in US History), Sarah Edwards, (race car driver, Queen of Diamonds) and bestselling authors JilleEllyn Riley (*Confidence Code for Girls*) and Lauren Oliver (*Before I Fall*)

And we are just getting started! We have laid the foundation for powerful growth in the coming years. Together, we will unleash a new generation of confident, brave leaders who truly love themselves. Together, we will make strides to close the female leadership gap.

With gratitude,

— Sheri West, Founder & Chief LiveGirl

BACKGROUND & MISSION

Founded in 2014, LiveGirl, Inc. is a Connecticut-based nonprofit organization on a mission to empower and equip the next generation of female leaders. LiveGirl provides year-round leadership development and mentoring for girls in grades 5-12, proven to build self-esteem, social-emotional intelligence and foster diversity.

LiveGirl helps young women, especially those who need us most, realize their full potential.



WHAT WE DO

Build Confident Leaders

At LiveGirl, we equip girls with the necessary leadership skills to thrive and make a positive impact on the world.

Our evidence-based programs build self-esteem and social-emotional intelligence - the building blocks of a confident leader. We surround girls with positivity and inspiration and provide a diverse community where girls can learn the skills necessary to navigate the teen years. We coach girls to set aside their perfectionism and take risks. We empower them to embrace their true selves and find their voice. Perhaps, most importantly, we expose them to trailblazing female role models so they see what's possible.

Exceptional leaders understand the essential value of diversity and inclusion. We teach middle school girls "how to" lead and then provide high school girls with opportunities to lead others. High school mentors provide "just been there" mentoring to middle school girls.

"LiveGirl aims to provide each girl with the leadership tools and confidence to conquer the path less traveled despite known or unknown naysayers. By connecting girls to role models and community, we develop inclusive leaders who realize their potential and all they have to contribute to the world." - Melika Forbes, LiveGirl Board Member

Middle School → leading *self*



High School → leading *others*

Confident Girls Change the World!

WHY NOW?

There is a confidence crisis amongst teen girls today.

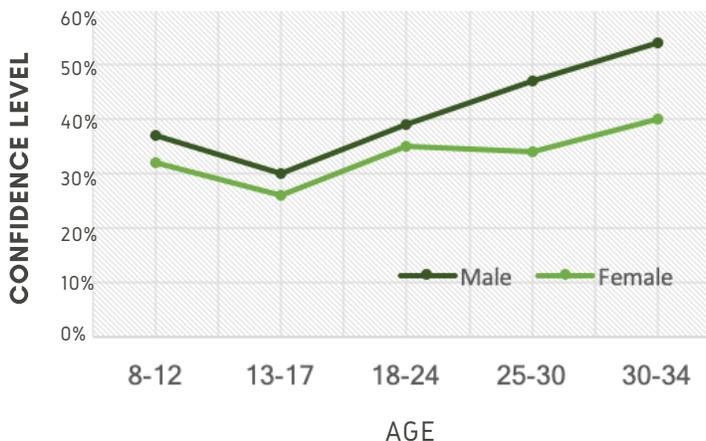
7 out of 10 girls don't feel like they're enough or measure up in some way. We start working with girls in middle school, which research has shown in the most critical time in a young person's development.

For most teenagers, peers replace parents and other adults as major influencers. For girls, confidence plummets during puberty. The "drive for perfection" and social media have compounded the negative peer pressure on girls. More than half of teenage girls are, or think they should be, on diets.

Adolescent girls are experiencing stress, anxiety, and depression at twice the rate of boys. The CDC has reported that teen girl suicide rates are increasing at an "alarming pace". This disparity is often amplified by online media consumption, which can leave girls feeling isolated and anxious.

CONFIDENCE DECLINES AS GIRLS GET OLDER

Girls' confidence drops by 30% between the ages of 8 and 14, and that gap never closes.



Shipman, Claire, and Katherine Kay. "The Confidence Code for Girls." Pulse, p.6.

OUR LEADERSHIP MODEL

I am smart.
I am strong.
I am special.

1. Live BRAVE

Embody resilience and perseverance to overcome obstacles; stand up and speak out for what you believe in.

2. Live KIND

Connect positively with yourself and others and have a positive impact on the world around you.

3. Live YOUR TRUE SELF

Love yourself, believe in yourself, and embrace your original, unique self.

4. Live YOUR POWER

Identify and leverage your inner powers; activate and self-empower to change the world.

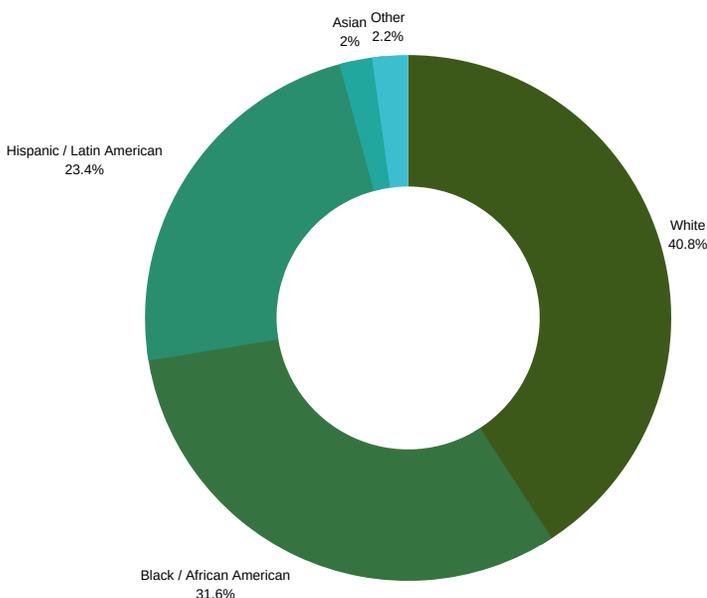


WHO WE SERVE

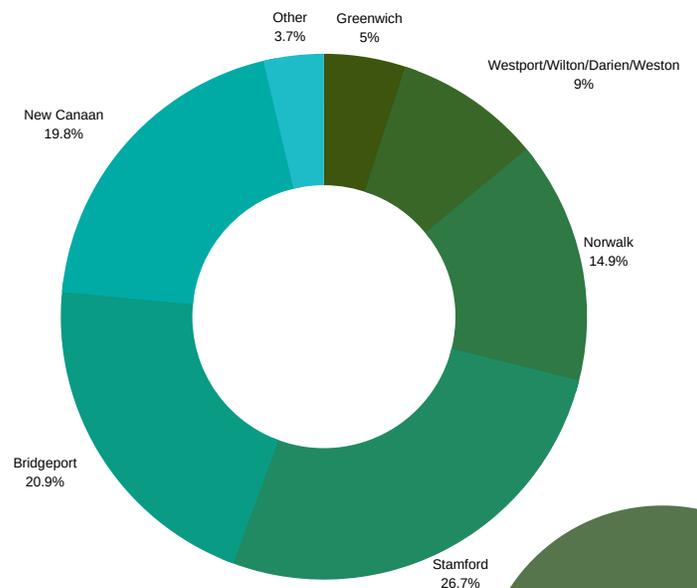
Since 2014, LiveGirl has served nearly 2,400 unique girls, approximately half just in the past year alone. We partner with public schools, the Boys and Girls Clubs of Connecticut and other youth organizations to deliver our programming. We currently partner with the following organizations and are working to expand our reach:

- Bridgeport: Cardinal Shehan Center, Wakeman Boys & Girls Club, McGivney Center
- County-wide: Fairfield County Community Foundation Fund for Women and Girls
- Darien: Depot Teen Center
- Greenwich: Greenwich Boys & Girls Club, Greenwich YWCA
- New Canaan: New Canaan Public Schools, New Canaan Library
- Norwalk: Carver Center, Norwalk Housing Authority, Norwalk Public Schools
- Ridgefield: Ridgefield Boys & Girls Club
- Stamford: Stamford Peace, Stamford Boys & Girls Club, Stamford Public Schools
- Waterbury (2019): Waterbury Boys & Girls Club
- Westport: Town of Westport Youth Services, Toquet Teen Center
- Wilton: Trackside Teen Center

RACE/ETHNICITY



GEOGRAPHY



OUR PROGRAMS

Total unique girls served in 2018: **1,178**

Middle School: Leading Self



LiveGirlTalk

After-school mentoring program

Grades 5-8

309 enrolled

Leadership Summits

Large group leadership experiences

Grades 5-8

601 enrolled

Summer Camp

52 full scholarships

Grades 5-8

152 enrolled

High School: Leading Others



High School Leadership

Next level leadership development & experiences

Grades 9-12

105 enrolled

Family Engagement



Community Workshops

Parent & Mother/Daughter Programs

490 enrolled

Social Media & Online Resources
3,000+ followers | @goLiveGirl



GoLivegirl.org for original LiveGirl content and at-home "try it" activities

OUR IMPACT

*"LiveGirl is clearly creating an environment where girls enjoy learning leadership skills."
- Dr. Andrea Barra, Outside Evaluator*

94%

of parents agree/strongly agree that LiveGirl has had a positive impact on their daughter's self-esteem.

95%

of participants will recommend LiveGirl to a friend

100%

of participants respond YES - "LiveGirl has helped me become my best confident self."

OVER 90%

indicated "excellent" or "good" interactions with other group participants.

ALL

participants indicate high levels of satisfaction with all aspects of the program, with nearly 90% saying it was "excellent" or "good".

ALL

who responded "liked" her mentor.



Significant improvement in attitudinal statements include:

"This program helped me embrace my original self."

"This program made me feel brave."

"This program taught me the importance of being kind."

"This program helped me identify and leverage my inner powers."

"When I grow up, I'm going to make changes in the world."

"I can do anything a boy can do."

"I know I am a good leader."

"I have goals for my future that I want to pursue."

IMPACT INTERVIEW

Chanel Hall



GRADE: 7TH

LOCATION: Stamford Boys & Girls Club

DREAM JOB: WNBA player

FEMALE ROLE MODEL: Michelle Obama

Chanel Hall has participated in LiveGirl year-round since fifth grade, attending weekly LiveGirlTalk sessions, leadership summits, and summer camp. From the beginning, Chanel appreciated that LiveGirl was a place where she could get to know new people, work on her communication skills and just have fun.

During her time at LiveGirl, Chanel has grown to be more confident in herself. She has learned to embrace her true self and, in her own words, “be me a little bit more”. These skills have translated into Chanel’s life outside of LiveGirl and have helped her to be a more confident leader.

One moment that stands out to Chanel was when Sarah Edwards spoke at a leadership summit that she attended. From Sarah, Chanel learned that she should be herself and not worry about what other people think of her.

To girls interested in getting involved with LiveGirl, Chanel emphasizes that LiveGirl is a great place to build self-confidence. Furthermore, Chanel believes that LiveGirl has surrounded her with other strong female leaders. It is these girls and women who continue to inspire Chanel in her leadership pursuits.

- Interview by Caroline Cioffi, LiveGirl High School Fellow

IMPACT INTERVIEW

Kate Reeves



GRADE: 12th

LOCATION: New Canaan High School

DREAM JOB: Public Service

FEMALE ROLE MODELS: (she couldn't choose one!)

Emma Gonzales, Michelle Obama, and Mary Oliver

Kate Reeves began her involvement with LiveGirl through the middle school mentorship program. Now, as president of the Youth Advisory Board (YAB), Kate is in charge of recruiting speakers and new members, planning monthly meetings and leading discussion amongst a diverse group of high school students.

Reflecting on her time with LiveGirl, Kate believes that LiveGirl helped her learn two important lessons: live brave and take risks. Through LiveGirl, Kate learned the importance of doing things that she is afraid of. It is only by doing this, Kate believes, that she can share her voice with the world and reach her fullest potential as a leader.

Kate's most memorable leadership lesson at LiveGirl came from Sheri West, the founder and CEO of LiveGirl. Mrs. West taught Kate that, as a leader, there is no such thing as failure; rather, there are only learning opportunities. Kate has been able to apply this lesson not only to better the YAB, but also to be more successful in her other leadership pursuits.

To anyone interested in participating in LiveGirl, Kate suggests taking advantage of all that LiveGirl has to offer. By getting fully involved, Kate believes, girls will have a transformational leadership experience.

- Interview by Caroline Cioffi, LiveGirl High School Fellow

QUOTES & SUCCESS STORIES

"Organizations like LiveGirl are so important. These girls are our future. Their confidence will determine the course of what's to come. "

— *Jessica Long, 2nd Most Decorated Paralympic Champion, Author of "Unsinkable"*

"I felt more confident after LiveGirlTalk and learned so much about being a leader."

—*Yarian, Wakeman Boys & Girls Club (Bridgeport)*

"LiveGirl is clearly an amazing organization - made very clear by the quality of the girls' awareness, perception, comments, and confidence."

— *JillEllyn Riley, Co-Author of #1 NY Times Bestseller 'The Confidence Code for Girls'*

"LiveGirl was a meaningful and enriching opportunity for the girls at our school. Through this program, a group of girls diverse in grade and background were able to acknowledge similarities while finding their voice and learning more about who they are. The girls look forward to attending every week."

— *LaShante' A. James, Assistant Principal, Roton Middle School*

"The Cloonan girls have bonded with their mentor and the conversation is rich and meaningful. I sat in on a session today and was extremely impressed with the way the Mentor connected with the group and guided the discussion. The girls have a safe and compassionate platform to share concerns, voice opinions, and learn. The sessions have been powerful in bringing the group together."

— *Laureen Mody, Assistant Principal, Cloonan MS*

QUOTES & SUCCESS STORIES

“We are so grateful for the LiveGirl after-school programs at Saxe. Girls have the opportunity to increase their self-awareness and social awareness. Through discussion and practice, they develop their ability to communicate well, make sound decisions, and nurture positive relationships. Parents report an increase in self-esteem in their daughters at the completion of the program. LiveGirl compliments our school-wide Social-Emotional Learning initiatives beautifully.”

— *Sarah Beltran, Saxe Middle School Counselor*

“Getting to be around people who will not demean you, but build you up and not put walls in front of you, but encourage you to bulldoze through them, is a unique opportunity that I feel every girl should have”

— *Sophia, Rippowam Middle School*

“It’s amazing. [LiveGirl] helps girls feel more confident about themselves and it just helps them with their emotions and they feel safe in a protected space.”

— *Lola, Scofield Middle School*

“It doesn’t matter where you come from [LiveGirl] is so welcoming and everyone’s different, no one is the same and that you can still make friends. I think it’s a great place to get outside your comfort zone and no one will judge you.”

— *Maggie, Saxe Middle School*

“Camp LiveGirl was an awesome and life-changing experience. I have learned a lot from LiveGirl. Before joining LiveGirl (3 years ago), I was a shy person. LiveGirl taught me to stand up and speak out. At Camp LiveGirl, I became more brave and became a better person probably because it felt so safe and everyone was cheering me on. I became connected with more people and I became more confident in myself. I learned to believe in myself. Thank you for this opportunity.”

— *Nayeli, Stamford Boys & Girls Club*

BOARD OF DIRECTORS

Ms. Sheri West, Founder, Chairperson & CEO, LiveGirl

Dr. Meg Domino, Founder, Domino Effect

Ms. Jennifer B. Ezring, Corporate Partner, Cahill Gordon & Reindel LLP

Ms. Melika Forbes, JD, General Counsel, Achievement First

Ms. Mindy P. Jones, Senior Private Banker, Wells Fargo

Ms. Laura Magnotta, Unit Director, Smilow-Burroughs Clubhouse, Wakeman Boys & Girls Club

Dr. Jeanne Peloso, Associate Dean of Student Affairs at Yale University

Dr. Vida Samuel, Assistant Professor in Women's Studies at University of Connecticut - Stamford

Mr. Brian West, Chief Financial Officer, Refinitiv

STAFF

Sheri West, CEO

Alison Waller, Program Manager

Alison Riith, Development & Research

MENTORS

Ms. Lytasha Marie Blackwell, *Student Advocate and Adjunct Professor at Southern Connecticut State University*

Ms. Erika Brunwasser, M. Ed, *school counselor*

Ms. Jennienne Burke, *business executive and Board of Education member*

Ms. Katie Campbell, *7th grade Social Studies Teacher at Saxe Middle School*

Ms. Jennifer H. Devine, *small business owner*

Ms. Kimolee Eryn, *spoken word artist and author*

Ms. Mary-Caitlin Harding, JD, *Attorney at the Victim Rights Center of Connecticut*

Ms. Kelly Idarraga, *Support Group Coordinator and Bilingual Educator at The Rowan Center*

Ms. Farrell Lindemann, MSW, *Social Worker*

Ms. Sara Nelson, *7th Grade Social Studies Teacher at Saxe Middle School in New Canaan*

Ms. Carly Nussa, *graduate student (Masters in Education)*

Ms. Megan Palladino, *small business owner*

Ms. Caroline Simmons, *CT Congresswoman (D-144th District)*

Ms. Chelsea Starks, *Marketing Consultant*

Ms. Annette L. Thompson, *business owner and entrepreneur*

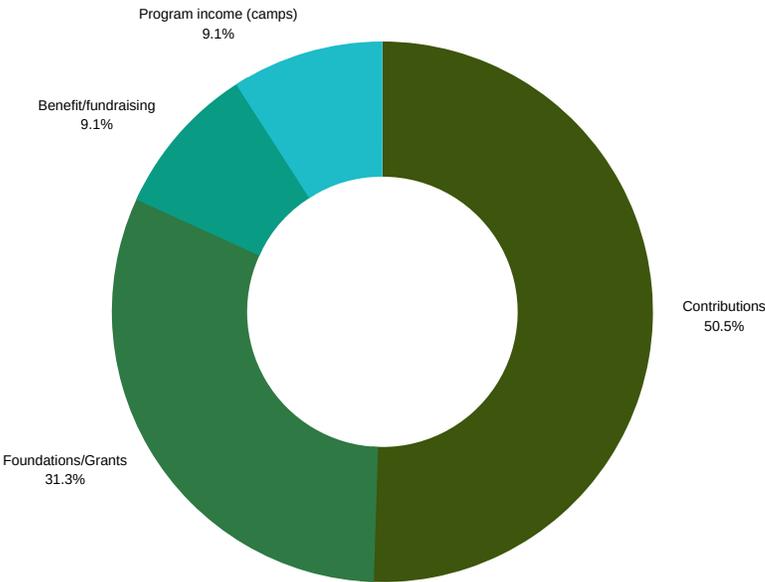
Ms. Alison Waller, MA, *LiveGirl Program Manager*

Ms. Emily Winter, *graduate student MA, SYC, NCSP expected May 2019*

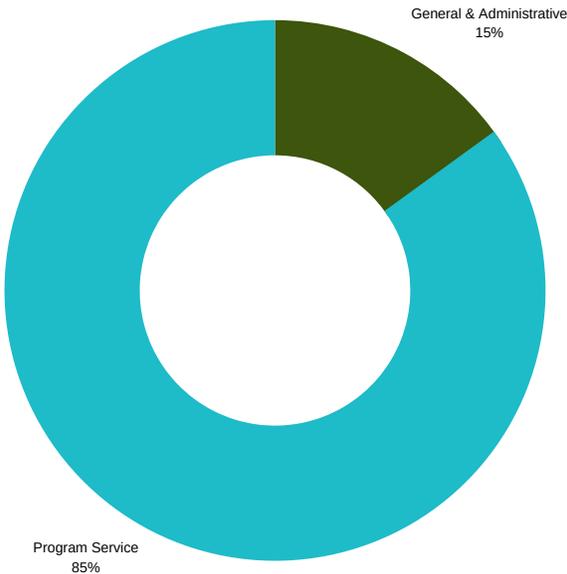
Ms. Juana Yanes, *Manager of Counseling and Advocacy for The Rowan Center*

FINANCIALS

2018 Revenue & Support (\$157,903)



2018 Expenses (\$122,261)



PARTNERSHIPS

LiveGirl values our partnerships.

CT Alliance of Boys & Girls Clubs

CT Collective for Women and Girls

Fairfield County's Community Foundation Fund for Women and Girls

The Governor's Prevention Partnership

Grace Farms Foundation

New Canaan Library

New Canaan, Norwalk and Stamford Public Schools

Youth Organizations:

George Washington Carver Community Center, Darien Depot, Stamford Peace Foundation/Beyond Limits, Westport Toquet Hall Teen Center, Wilton Trakside Teen Center



**CONNECTICUT ALLIANCE OF
BOYS & GIRLS CLUBS, INC.**



**CONNECTICUT COLLECTIVE
FOR WOMEN & GIRLS**

THE GOVERNOR'S
Prevention Partnership
for safe, successful & drug-free kids



Working for a better future.

Fairfield County's
Community Foundation

The Fund for Women & Girls

TOGETHER WE THRIVE

THANK YOU

Sponsors / Grantors / Supporters

We are grateful to our supporters, who are committed to increasing access and opportunities for girls.

Their generous donations make our work possible.

OUR SUPPORTERS

Girl Champions | \$10,000 and above

The Calhoun Family

Fairfield County's Community Foundation Fund for Women and Girls

Nielsen Foundation

The Powell Family Foundation- Carol Heller Division

Prospect Hill Foundation

Sandy Hill Foundation

The West Family



Girl Advocates | \$5,000 - \$9,999

Fippingier Foundation

New Canaan Community Foundation

The Pohle Family

Wells Fargo Foundation

The Wyckoff Family

The Wells Fargo logo, which consists of the words "WELLS" and "FARGO" stacked vertically in a white, bold, sans-serif font, centered within a red square.

THANK YOU

Girl Ambassadors | \$1,000 - \$4,999

*The Cuminale Family
The Domino Family Foundation
Exchange Club of New Canaan
First County Bank Foundation
John and Anne-Marie Knight
Jennifer and Jack Murphy
New Canaan Health & Human Services*

Friends | Up to \$999

*The Abbazia Family
Kristen Anderson
The Barnard Family
Tamiko Bey-Collier
Kenee Brown
The Corbett Family
Dan and Kelly DeFrancesco
The Elazhary Family
Melika Forbes
The Frey Family
The Gaumer Family
The Gillespie Family
Terry Gorzelany
The Gray Family
Samantha Hagerbaumer
The Hanlon Family
The Hibbert Family
The Johnson Family*

*The Jones Family
Katharine Kirk
Dawn and Richard Kurth
Laura Magnotta
The Mastey Family
Sharon and Al McClymonds
The McManus Family
The O'Leary Family
Dan Reading
Joni Schaefer
Richard and Kristin Selvala Family Foundation
The St. George Family
The Turner Family
The Vanderlee Family
The Van Dussen Family
Jennifer Weinheimer
David and Marlene West
The Zheng Family*



LiveGirl

59 Grove St. Ste 1D
New Canaan, CT 06840
475.558.9544
info@goLiveGirl.org
www.goLiveGirl.org

Join Our Movement @goLiveGirl

