



# ANNUAL REPORT 2017

LIVEGIRL



# Welcome / Statement from Founder:

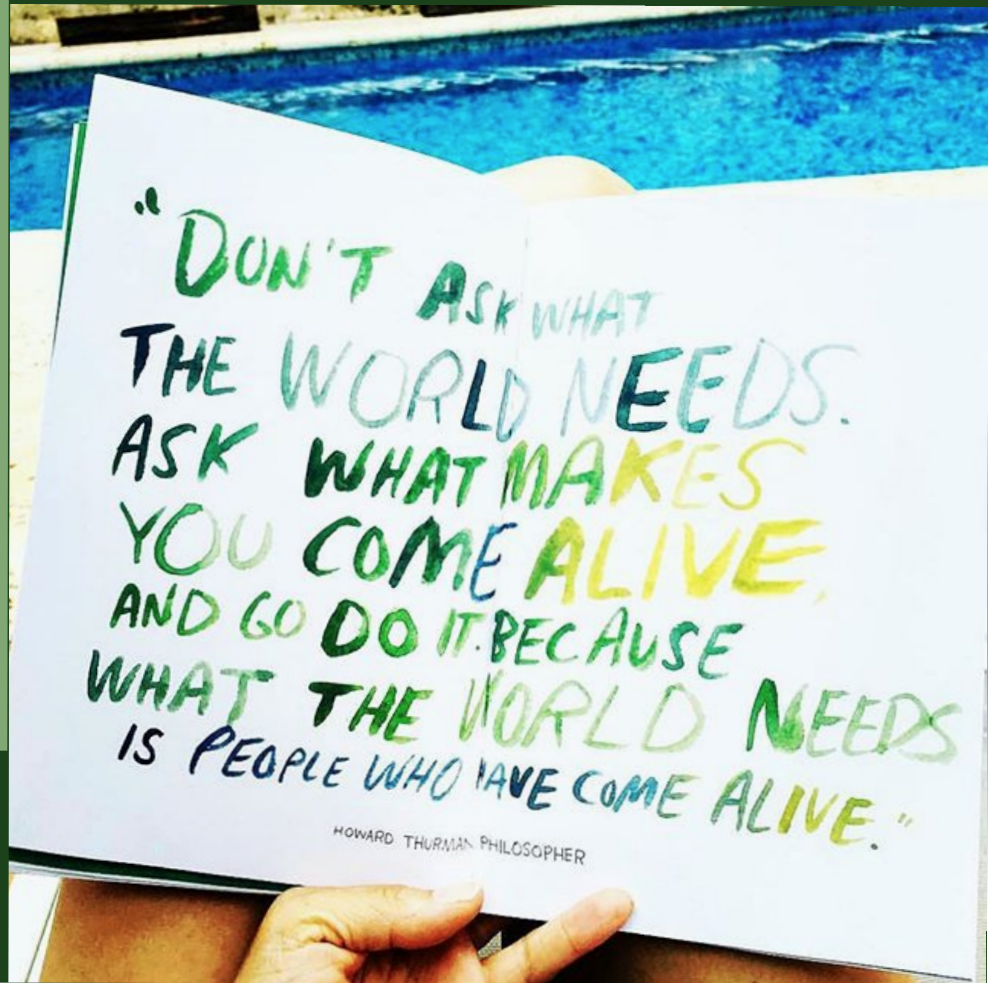
“Middle school is a challenging time, especially for girls. Our goal is to provide a positive community where every girl feels a sense of belonging, where every girl is inspired, and where every girl learns the leadership skills to change the world.” Sheri West



## MISSION

Our mission is to empower girls through year-round leadership development and mentoring that builds self-confidence and fosters diversity. LiveGirl helps young women, especially those who need us most, realize their full potential.

## WHO WE ARE



"DON'T ASK WHAT  
THE WORLD NEEDS.  
ASK WHAT MAKES  
YOU COME ALIVE,  
AND GO DO IT. BECAUSE  
WHAT THE WORLD NEEDS  
IS PEOPLE WHO HAVE COME ALIVE."

HOWARD THURMAN, PHILOSOPHER

# OUR GOALS

Build social emotional intelligence and self-esteem and to prepare girls to have a positive impact on the world.



**BE YOURSELF**



**BE BRAVE**



**BE KIND**



**BE EMPOWERED**

- **LIVE your true self:**  
Love yourself, believe in yourself, and embrace your original, unique self.
- **LIVE brave:**  
Embody resilience and perseverance to overcome obstacles; stand up and speak out for what you believe in.
- **LIVE kind:**  
Connect positively with yourself and others and have a positive impact on the world around you.
- **LIVE your power:**  
Identify and leverage your inner powers; activate and self-empower to change the world.

*"Leadership skills are social emotional intelligence skills."  
- Google Leadership Institute*



# WHAT WE DO



**Background:** LiveGirl was founded in November 2014. We equip girls with the necessary leadership skills to thrive. Our program evaluation demonstrates that we successfully teach girls how to be leaders, which boosts their social emotional intelligence and self-esteem. Today's middle school girls are vulnerable as they face adolescent pressures amplified by social media. 7 in 10 girls believe they are not good enough. (Source: Real Girls, Dove) Only 4% of Connecticut teen girls report talking to a parent, teacher, or school counselor when feeling sad or anxious. (Source: CDC) We foster a positive, safe space for girls.

## **What We Do:**

LiveGirl unites and empowers by bringing together middle school girls from across Fairfield County for a variety of leadership experiences. We offer year-round programming that fosters deep connections, including a leadership series, weekly mentoring groups, and a summer camp. We employ a variety of leadership activities, athletics, and performing arts to facilitate bonding in a diverse, team-based environment.

# WHO WE SERVE

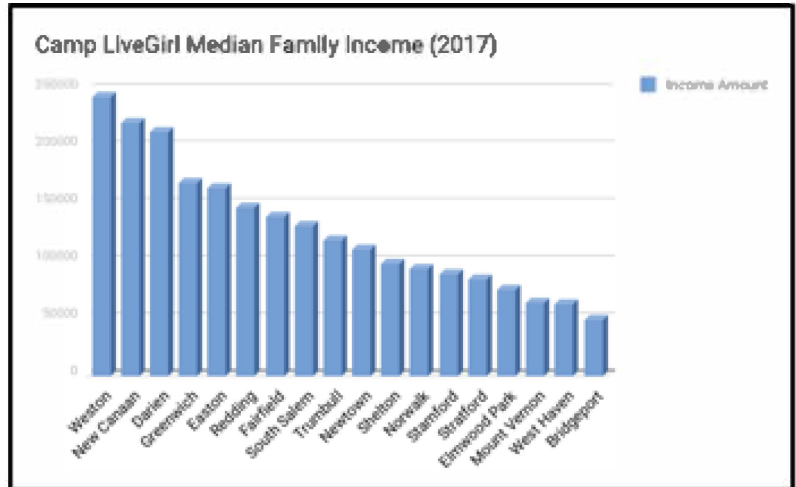
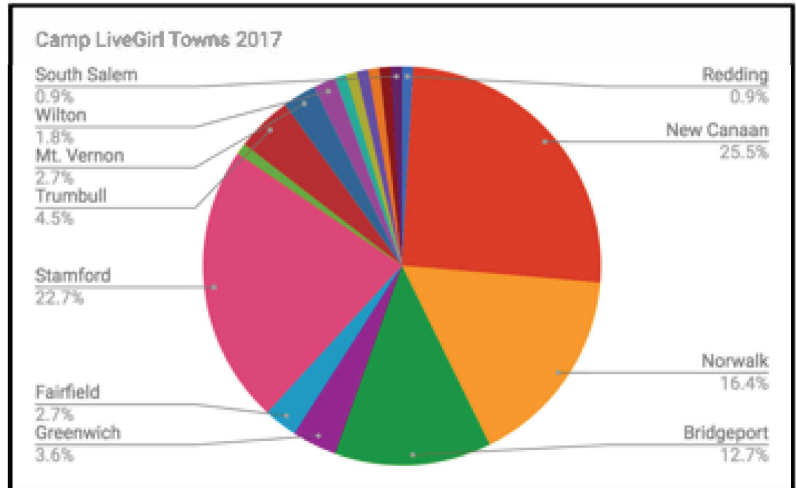


**Who:** LiveGirl provides free-of-charge programming to middle school girls. LiveGirl provided free programming to more than 700 middle school girls in 2017.

**Why:** Research has shown that middle school is 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.

**Demographics (2017):** Town / Median family income:

- 25.5% New Canaan (220,278)
- 22.7% Stamford (88,050)
- 16.4% Norwalk (93,009)
- 12.7% Bridgeport (47,894)
- 4.5% Trumbull (117,855)
- 3.6% Greenwich (167,825)
- 2.7% Mount Vernon (62,948)
- 2.7% Fairfield (138,067)
- 1.8% Wilton (181,763)
- .9% South Salem (129,632)
- .9% Stratford (83,369)
- .9% Shelton (97,211)
- .9% Westport (182,659)
- .9% Ansonia (71,329)
- .9% West Haven (62,330)
- .9% Redding (145,833)
- .9% Weston (242,361)





## Ethnicities (2017):

35.7% White

29.6% Black/African American

20.0% Latino/Hispanic American

7.0% Black/African American,  
Latino/Hispanic American

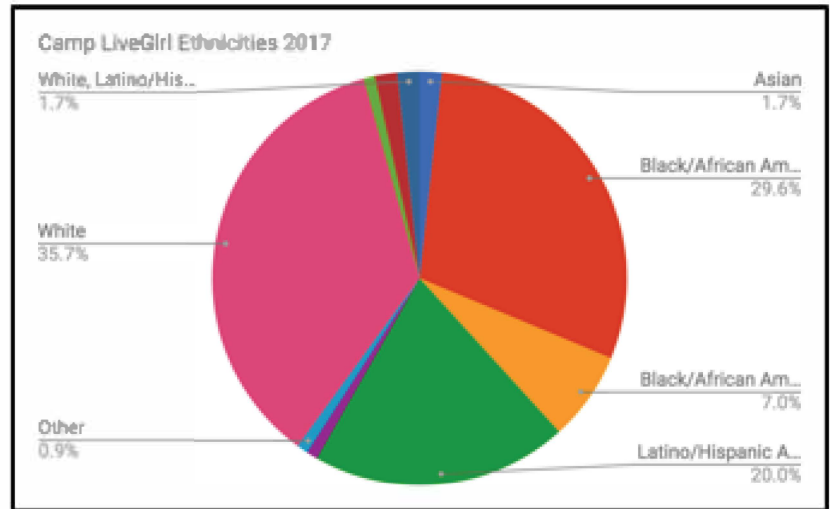
1.7% Asian

1.7% White, Black/African American

1.7% White, Latino/Hispanic American

0.9% White/Asian

0.9% Latino/Hispanic American,  
Other 0.9% Other



## **Partnerships:**

LiveGirl has partnerships with and provides free programming to the following organizations

Bridgeport: Wakeman Boys & Girls Club, Jerome Orcutt Boys & Girls Club, Cardinal Shehan Center  
Greenwich: Greenwich Boys & Girls Club, CCI of Greenwich  
New Canaan: New Canaan Public Schools  
Norwalk: Carver Center, Nathan Hale MS, Norwalk Housing Authority  
Stamford: Stamford Boys & Girls Club, Stamford Peace

## **Goals for the Future:**

- 1.) LiveGirl seeks to increase our funding sources so that we may meet the demand for our programming. We currently have a waitlist for all programs.
- 2.) We would like to increase our community/parent education programming. We see a real need to offer interactive programming, including mother/daughter workshops, as parents serve as powerful role models for their daughter.

# Testimonials

## Quotes/Stories of Success:

“You are the only person that will be or ever has been exactly you, and you should flaunt it. Use your voice, tell your story, and never ever ever doubt that you in particular have something to say” —Lauren Oliver, NY Times bestselling author

“There are many many things we share, that unify us together, and those things are very important, but equally important are the things that make us different, the unique stories and the perspectives we have on the world”  
—Lauren Oliver

“I love LiveGirl. It's one of the only times I feel like I can be myself.”

“Our female youth, especially those in the middle school years, need programs just like LiveGirl. LiveGirl emphasizes that they can, and will, reach their goals, if they strive to work hard at what they want. These young ladies, regardless of their background or socio-economic status, deserve the best that life has to offer and LiveGirl exposes them to ideas and people that show them that they are smart, strong and special people.”

— Laura Magnotta, Wakeman Boys & Girls Club Program Director

“LiveGirlTalk gives me a safe space to open up and discuss issues that are causing me stress. I enjoy the creative activities and sharing with other girls like me.”

— Brynne (New Canaan)

# Testimonials

“LiveGirlTalk fosters self-confidence and teaches the leadership and conflict resolution skills necessary to navigate middle school. The girls have fun while talking through the different challenges they face in middle school. The LiveGirlTalk Mentors serve as essential positive role models for the girls.”

— Jeff Pytlak, Stamford Boys & Girls Club Program Director

“Over the course of the leadership series, I have made some really good friends. It feels empowering to have a network of friends across Fairfield County - just like me! I always feel welcome and good about myself at LiveGirl. And my LiveGirl friends remind me not to sweat the small stuff that happens at school.”

— Ahhsha (Stamford)

“I just want to say to everyone that I had the greatest experience in my life. ... I learned to stay healthy, believe in myself, show the real me, and not let the past bother the present.” — Mariyah (Stamford) on Camp LiveGirl

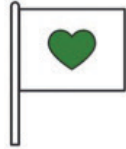
“This really was a great experience, I made a bunch of new friends and tried new sports and leadership skills... Meg Domino taught us how we should always like and be COMFORTABLE in our body image no matter what people say. In all truthfulness this camp has only brought better things into my life, I've been eating better and drinking more water. This camp really is the best!” — Emily (Bridgeport) on Camp LiveGirl

“Being a LiveGirl has taught me to try new things, be more open minded, advocate for myself and others, and how to be a leader. I've learned more about myself and I've met some awesome girls in this program. The amazing speakers and role models have taught me important life lessons, from staying fit/ healthy to loving myself and having self-esteem. I love being a LiveGirl and can't wait for camp next summer.”

— Aameera, 13, Bridgeport



# BE A LIVEGIRL LEADER



BE YOURSELF



BE BRAVE



BE KIND



BE EMPOWERED

## 2017 HIGHLIGHTS

701 Girls Enrolled

*This year, we reached more girls & locations, innovated our curriculum, and launched “A Million Likes”.  
Named 2017 Community Champion by Boys & Girls Club of Stamford.*

### CORE PROGRAMS:



#### LiveGirlTalk

204

- 10-week after school mentoring/discussion group
- Building social emotional intelligence & self-esteem
- Topics include communications, relationships, resilience, self-care, body image and social media



#### Leadership Summits

262

- Bringing girls together from across FF County, fostering diverse connections
- Keynote speakers: Caroline Simmons (CT Congress), Heather Cabot (Author “Geek Girl Rising”), Samantha Hodgkins (CEO Sparkfire Active), Patti Russo (Yale Women’s Campaign School), Tanisha Akinloye (CEO Empowering Thru Beauty & TEDx Speaker), Sarah Edwards (Queen of Diamonds)



#### Camp LiveGirl

103

- Featuring Leaders In Action, multi-sports, musical theatre, electives
- Keynote speakers: Anne Espiritu (Technology VP), Hadley Pollet (Founder & CEO), Kate Vanek (CFO Nielsen), Sabrina Thompson (CEO KUU & Survivor), Vicencia Adusei (CEO Vase Mgmt)



#### High School Service Leadership Programs

50+

- Mentors, Fellows, Summer Camp Counselors
- Artists’ Guild and Internships

#### Community Programs

150+

- “A Million Likes” Social Media Campaign
- Parent/Daughter Workshops

#### CONNECT:

Learn more at [www.goLiveGirl.com](http://www.goLiveGirl.com) | Program Registration | Blog | Resources  
“Like” us on Facebook (@goLiveGirl) | Event Calendar | Research | Program Updates  
“Follow” us on Instagram (@goLiveGirl) | Girl-Powered Community | Event Photos

# SELECTED FINANCIAL DATA

## Operating Budget

### 1/1/17 Cash Balance

\$36,350

### Cash In-Flows

Donations and Grants	\$65,342.00
Camp Tuition	\$13,000.00
<b>Total</b>	<b>\$78,342.00</b>

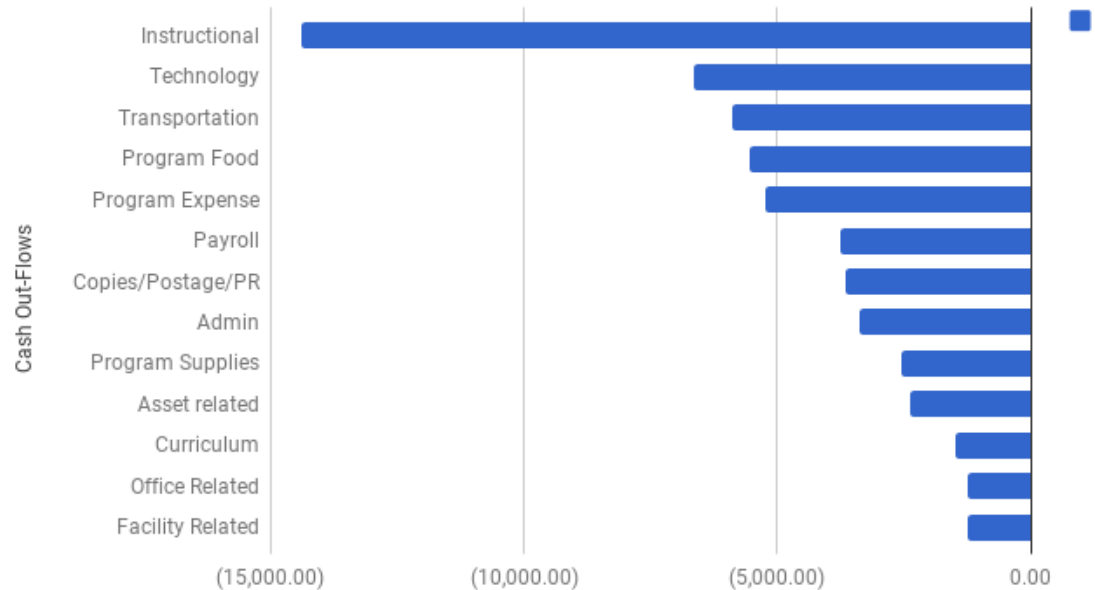
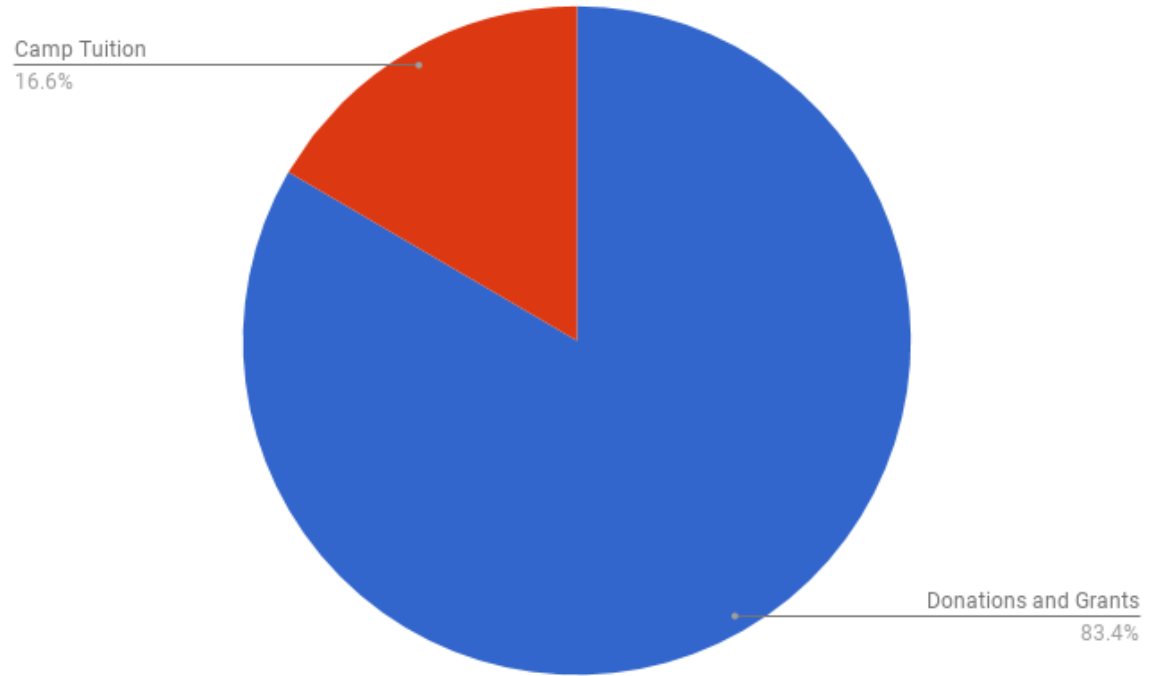
### Cash Out-Flows

Instructional Stipend	(14,377.00)
Technology	(6,658.00)
Transportation	(5,906.00)
Program Food	(5,561.00)
Program Expense	(5,242.00)
Payroll	(3,758.00)
Copies/Postage/PR	(3,652.00)
Admin	(3,385.00)
Program Supplies	(2,541.00)
Asset related	(2,400.00)
Curriculum	(1,500.00)
Office Related	(1,259.00)
Facility Related	(1,251.00)
<b>Expenses</b>	<b>(57,490.00)</b>

**Net Change** **20,852.00**

**12/31/17 Cash Balance** **57,202.00**

**Investment Account** **325,414.00**



# BOARD OF DIRECTORS

Dr. Meg Domino, Executive Director, New Canaan CARES

Ms. Melika Forbes, JD, School Law Practice, Shipman & Goodwin L

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

Dr. Jeanne Peloso, Director of Student Life and Wellness at Yale  
University

Mr. Brian West, President and Chief Financial Officer, Oscar

Ms. Sheri West, Founder, President & Executive Director, LiveGirl

# WE ARE GRATEFUL

FOR THE INDIVIDUALS AND BUSINESSES WHOSE  
GENEROSITY MAKE OUR WORK POSSIBLE.

## **Thank You -- Sponsors / Grants / Community Partnerships:**

Bankwell

Fairfield County Bank Foundation

Fairfield County Community Foundation Fund for Women and Girls

Fippinger Foundation

Grace Farms (free space grant)

Kiwanis Club of New Canaan

New Canaan Community Foundation

New Canaan Health & Human Services

Oxygen Fitness (free space grant)

Silver Hill Hospital

Simply Delicious Catering (discounted catering)

Walter Stewart's (T-Bill donation)





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