



OCTOBER 1, 2019 - SEPTEMBER 30, 2020

2020 Annual Report

**GIRLS INC.
OF GREATER ATLANTA**



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KIM SHUMWAY
Board Chair



TIFFANY COLLIE-BAILEY
CEO

Dear Partners and Friends,

2020 has taken Girls Inc. of Greater Atlanta to new levels of impact and demonstrated the resiliency and strength of our mission. As challenges surfaced, we embraced them as new opportunities to shape a better future. That is a testament to the commitment from our community partners, financial supporters, volunteers, and staff. It has not been an easy year. We have had to make significant adjustments and make hard decisions. We have asked more from you than ever. The result of all the effort is amazing!

This year marked our second year in the strategic plan for Girls Inc. of Greater Atlanta. This plan began with developing a stronger brand foothold in new communities to reach more girls and expanding program options. Although not executed as we would have imagined, we are proud to have touched on these areas by meeting the immediate needs of our girls and parents through the creation of our virtual learning program and Girls Inc. University.

Virtual learning allowed us to stay connected to our current girls and introduce our program to new girls beyond metro-Atlanta. In addition, to support the immediate needs of our surrounding communities we launched Girls Inc. University. This was an onsite academic day support program created to support parents' return to work and girls' online learning. With our partners & donors, we shifted their attention to providing girls with school supplies at home, helping parents find financial resources, and ensuring girls had quality programming no matter the obstacle.

Again, **thank you,** for we are humbled by the generosity from our community and grateful for your investment in Girls Inc. of Atlanta to inspire all girls to be strong, smart, and bold.

Sincerely,

Kim Shumway
Board Chair

Tiffany Collie-Bailey
CEO

CONTACT DETAILS

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www.girlsincatl.org

OUR MISSION

To inspire all girls to be strong,
smart, and bold.

OUR VISION

Empowered girls and
an equitable society.





STANDOUT PARTNER 2020

THANK
YOU!

for supporting our digital learning
and being our STEM Club Sponsor!

COX
ENTERPRISES

Thank you to our 2020 Sponsors and Partners!



Champions for Girls

The national Girls Inc. giving society that recognizes individuals from across the U.S. and Canada who have donated a gift of \$1,000+.

Andrea Woods

Kristen Appleman

Janet Gagliano

Tiffany Collie-Bailey

Kim Shumway

William Roach

Marlene Kelly

Joanne Leanza

Troy Young

Sabra Woods

Dana Brown

LeVoyd Carter

Sarah Adams

Jeanine Abrams McLean

Janie Dumas

Barbara Sanders

Joyce Dunaway Parker

Sivan Hines



BY THE NUMBERS

CORPORATE

\$237,732

INDIVIDUAL GIVING

\$47,003

FOUNDATIONS

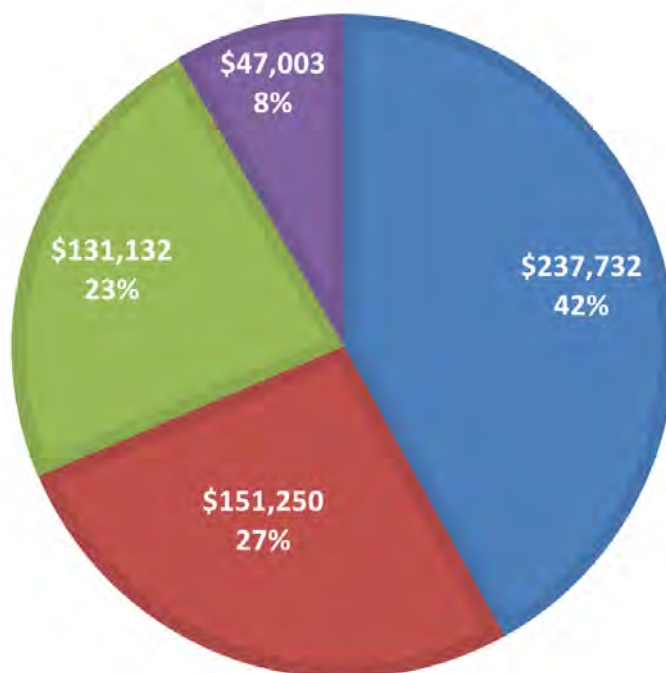
\$131,132

SPECIAL EVENTS

\$151,250

GIRLS INC. OF GREATER ATLANTA

■ Corporate ■ Special Events ■ Foundations ■ Individual Giving



**girls
inc.**

of Greater Atlanta



By the numbers in programs and outreach.

527

of Girls Served

We welcomed girls ages, 6-18, onsite and online, through the following: afterschool program, STEM club, Girls Inc. University, summer camps, school-based programs, leadership summit, and sponsored workshops.

39,613

Hours of Service to Girls

Girls Inc. of Greater Atlanta is committed to serving girls through dynamic and enriching programming. This number reflects the total hours of service provided to girls onsite, offsite, and online.

12

of School Partners

Being able to work with K-12 public schools in the metro-Atlanta area is key to our outreach. We seek to increase these partnerships every year. We are proud to have finally expanded our programming to Clayton County.

64%

% of Girls on Scholarship

Girls Inc. of Greater Atlanta is committed to being an aid to parents and girls- not a burden. Our funding sources help provide scholarships and financial assistance to deserving young girls.

Girls Inc. University

AN ACADEMIC DAY
SUPPORT PROGRAM

The site gives parents a supervised place to send their child during day to do their online school work. Staffers, in some cases volunteers, help students keep up with their classes, troubleshoot technology problems and even provide a bit of social interaction or extracurricular fun.

“There’s obviously a need, and there’s a lot of programs taking this really seriously and figuring out how to do it safely,” said Katie Landes, director of the Georgia Statewide Afterschool Network.

"THERE'S OBVIOUSLY A
NEED..."



Where Atlanta parents
turn when children
can't do online school
at home

GIRLS INC. OF GREATER ATLANTA

October 1, 2019-
September 30, 2020



**2020 TO US MEANS
RESILIENCY AND
STRENGTH.
LET'S TAKE A LOOK
BACK.**

*Leadership Summit with
Travelers Insurance (February)*



*Launch of Virtual
Learning (March)*



*Girls Inc. at
JP Morgan Chase (April)*



*The Girlfriend's Brunch-
1st Virtual Event (May)*



*Dr. Jeanine Abrams
McLean, Vice President,
Fair Count, Inc.*



*Melissa George,
Founder, Melissa George &
Associates*

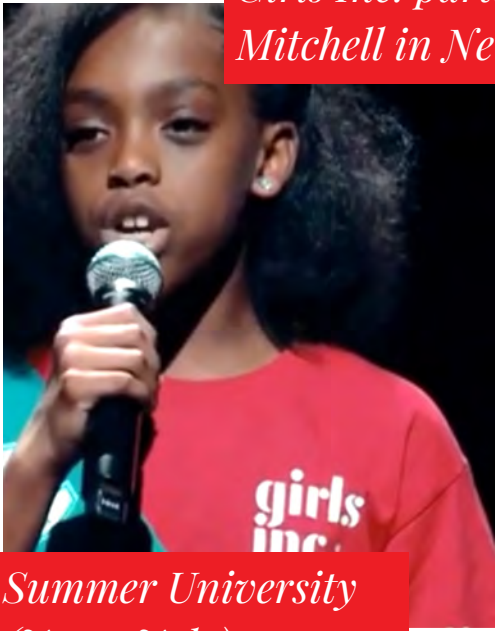


*Tristan Marsh
CEO, Marsh Mental
Health Management, LLC*



*Tracy Nicole
CEO, Tracy Nicole Clothi*

Girls Inc. participant Kenedi Mitchell in Netflix's "Becoming."



Summer University (June-July)



Ms. Carolyn, Girls Inc. Facilitator, featured in Times Square (May)



Mother & daughter duo give a live testimony for SSB Virtual Awards



Girls Inc. hosts townhall meeting with Cobb County School Board Rep., Charisse Davis



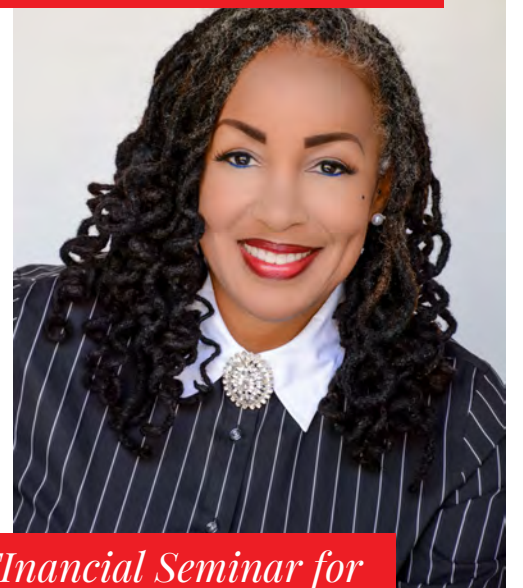
Strong, Smart, & Bold Virtual Awards with Stacey Abrams, Keynote Speaker (August)

Donation from Aaron's for Women's Equality Day (August)



Virtual Afterschool with Ms. Lea, Yoga Class (September)

Afterschool Program reopens (Sept.-Oct.)



Cox Enterprises sponsors STEM Club (October)

Online Financial Seminar for parents with Melissa L. George



In partnership with Girls Inc. of Greater Atlanta, Cox Enterprises presents

COX STEM SCHOLARS

program supports girls in choosing STEM majors and leading S careers.




Girls Inc. gets a new van with support from the CDBG and Woodward Funds.

From our Community

[I] hope other groups will open up programs like [Girls Inc. University]. My daughter came home after the first few days excited and full of stories: "She's been very happy."

- Ms. Pettaway, Parent

We are here to help [Girls Inc.] in any way we can!

- Savannah Jo, Aaron's

We are happy to support [Girls Inc.] virtual summer programs and... help promote them to our clients to register for each opportunity.

- Brittany, United Way of Greater Atlanta

I consider Girls Inc. MY charitable organization! I loved the SSB Awards!

- Coach Mamie, Longtime Supporter

We're looking forward to supporting this STEM program. Thanks for your partnership!

- Brien, Cox Enterprises

[This is] a phenomenal organization! Happy to support during these times.

- Arthur R., 1st Time Supporter



Girls Inc. of Greater Atlanta Leadership Staff

Tiffany Collie-Bailey,

CEO

Jennifer Walker,

Director of Finance

Shanita Miller,

Director of Development

Michelle Graves,

Director of Programs

Bridget Trawick,

Operations Manager

Kenya Turner,

Center Manager

Board of Directors*

Kim Shumway, Board Chair, Executive VP, Allconnect

Keisha James, Vice Chair
Chief Information Officer, GE

Chinenye Ezeh, Secretary
Senior Electrical Engineer/Project Lead, Panasonic Automotive Systems of America

Brandon Bloodworth,
Treasurer
Managing Director, Risk Consulting KPMG, LLP

LeVoyd Carter, Fund Development
Chair
Executive Director of Diversity and Inclusion, Cox Communications

Kristen Appleman, VP Health & Wealth, ADP Comprehensive Outsourcing Services

Dana Brown, Founder/CEO, D Lynn Consulting
Touchpoint Support Services Group

Esther Lee Johnson, Advisory Services, Ernst & Young, LLP

Vernecia Johnson, HR Director, Lockheed Martin

Stacy Y. Cole, Director of
Government & Community Affairs,
Comcast

Jeanine Abrams McLean, PhD, Vice President, Fair Count

Angelique Dumler, Founder, Inlight Wealth Management

Narin Smith, PhD, Director of Market Planning, Georgia Power Company

Jocelyn Jones, Vice President, Compass Group- Touchpoint Support Services Group