

# Girls Incorporated® of Northern Alberta

## Annual Report 2014



**girls  
inc.**

Inspiring all girls to be  
strong, smart, and bold

## **Girls Incorporated® of Northern Alberta Annual Report 2014**

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## Introduction

2014 was a year of growth for Girls Incorporated® of Northern Alberta. We continue to strive to reach more girls and to “Inspire (them) to be STRONG, SMART & BOLD<sup>SM</sup>.” Our dedicated staff and board make this possible.

## Programming

The number of schools which run Girls Incorporated® programs: 12

- **Communities Served:**
  - Fort McMurray
  - Anzac
  - Fort Chipewyan
  - Wainwright Military Base
- **Friendly PEERsuasion®**
  - Fort Chipewyan Athabasca – Delta School
  - Holy Trinity High School (2)
  - Greely Road School
  - Beacon Hill School
  - Westview School (2)
  - Dr. Clark School
  - Bill Woodward School
  - Father Patrick Mercredi School
- **Media Smarts<sup>SM</sup>**
  - Greely Road School
  - Walter and Gladys Hill School
  - Bill Woodward School
  - Father Patrick Mercredi School
- **Project BOLD®**
  - Greely Road School
- **Mentoring Program**
  - Staying Strong (Tuesdays) – Girls Inc. Board Room
  - Staying Strong (Saturdays) – Girls Inc. Board Room
- **Operation SMART®**
  - Science Program – Group Activity Area – Girls Inc.



- **Mixing in Math** (An enhanced after school math program)
  - Walter and Gladys Hill School
  - Greely Road School



## Staffing

We had 7 staff, 3 programmers. One programmer is specifically designated to the Alumni Program (which is a Mentorship Program). The other 2 programmers deliver the Friendly PEERsuasion®, Media SMART<sup>SM</sup> and Project BOLD® programs. The Program Director delivered the Mixing-In-Math as an after-school enhanced math program.

## Funders

- Girls Inc. is a United Way funded agency
- Canadian Women's Foundation has funded our Friendly PEERsuasion®, Media SMART<sup>SM</sup>, Project BOLD® and Mentoring programs 2012-2016
- Syncrude Canada continues its Title Sponsorship for our Women of Inspiration Series
- Regional Municipality of Wood Buffalo (RMWB) provided a grant for programming
- Conoco Phillips provided a small grant for a Media Project
- Syncrude funded the Summer Program

## Fundraising

Girls Inc. held another fun filled successful Golf Tournament with strong corporate support. Some of our sponsors included

Conoco Phillips  
Shoppers Drug Mart  
CEP Local 707  
Finning

The Bouchier Group  
CNRL  
Jacos  
B.P. Energy

SMS Equipment  
Total  
Nexen  
Syncrude Canada

Metis Local 1935  
Casman Group  
Fort McKay Group  
of Companies

As well – we must acknowledge all of the businesses who donated prizes and make the golf tournament a great success.



**Please note that other than our Summer Program, Girls Inc. does not charge for programming as we do not want finances to be a barrier for participation.**

Other Funding sources included:

- The Syncrude Good Neighbour Program is a good source of income, as many of our amazing volunteers work at Syncrude
- Green Beast was a fun day for all who participated
- RMWB gave us a small grant in return for the Girls beautifying power boxes in utility lanes around town
- Suncor Energy opened up training space for the 7 Habits of Highly Effective People
- The Walkie Talkies Ladies Group gave us a donation
- A local theatrical production made a donation

A great number of people are very giving of their time and donations or sponsorships. This generosity makes it possible for Girls Inc. to provide direct programming for girls throughout our region. The Society is very appreciative of this support and thanks them all for making a difference in their lives.

## Volunteers

While we have trained paid staff to provide the programming in the RMWB, we do make extensive use of volunteers.

Our Science Program (Operation SMART®) was organized and delivered by a young, energetic woman who works as an engineer at Suncor. D'Andre Wilson Ihejirika for the past 3 years ran our science program. She recruited 20 other female volunteers (engineers) to help with delivery. The girls had a great experience and there will be more than a few future engineers coming out of that program.

Girls Inc. uses volunteers to augment our program delivery, be it Shaw Cable staff that comes into our Media Smarts<sup>SM</sup> program, or the recovering female addict who shares her story with the girls. This experience was a powerful one for the girls as it put a face to the information they learned through Friendly PEERsuasion®.

Our Staying Strong Alumni Program is a mentoring program and we have many positive female mentors who share their life experiences. Our summer program makes use of volunteers who share their skills with the girls.

## Networking

Girls Inc. networks and works with many other great non-profit and businesses within the RMWB.

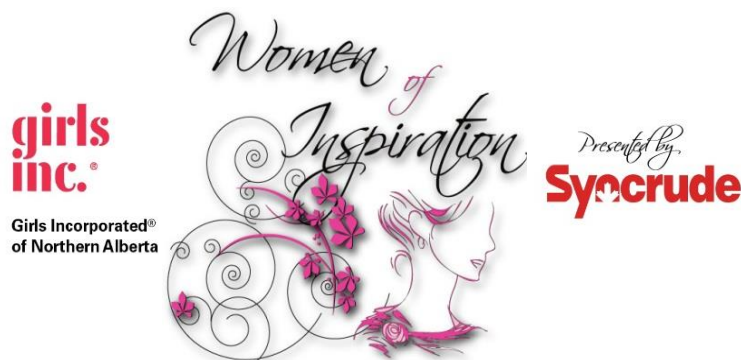
- The Mark Amy Treatment Centre has opened its staff training to the Girls Inc. Staff (this is valuable in our substance abuse prevention program)
- The girls in the summer program volunteer in clean ups and beautification of the RMWB
- The SPCA comes in and talks to the girls about how they can help



- The “Helping Hands” out of Fort Chipewyan are trained to deliver our Friendly PEERsuasion® Program
- The Lions Club provides a venue for programs
- The HUB provides a venue for program delivery
- The schools provide space for programming
- NAABA is an amazing ongoing supporter of Girls Inc.
- Bouchier Group of Companies supports us in a great many ways from donating a Ford Escape to the Society for travel to programs to providing seats for the Enbridge Famous Five speaker's series
- Unifor 707A also supports Girls Inc. on an ongoing basis by providing meeting space, as well as seats for the Enbridge Famous Five speaker's series. Unifor 707A also provided Girls Inc. with office space as we will move from our current location in 2015
- The RCMP detachment, Victim Services, Unit House and Stepping Stones partner with Girls Inc. to provide our Girls Beware workshop

## Community Role Model Celebration

Girls Inc. continued the Women of Inspiration Series (started in 2013). In May, Girls Inc. held a showing of the documentary Miss Representation. This documentary demonstrated how women are misrepresented or underappreciated in positions of authority and power. It examined how the media does women a disservice in portraying women. One of the tag lines in the film was: “You can't be what you can't see.” While no one can argue with this statement, Girls Inc. decided that if this was true than the opposite must also be true “You Can Be What You Can See,” and our Women of Inspiration (WOI) was born. Each month for 12 months, the selection committee accepts and screens nominations from across the Regional Municipality of Wood Buffalo (RMWB). The nominees must be women who have broken gender barriers or have accomplished something to better their community. They must be positive role models for young girls for young girls. They must represent what the girls can aspire to be and accomplish. At the end of the 12 months, Girls Inc. hosts a Celebration (Syncrude Canada is the title sponsor for this series). All 12 successful nominees are acknowledged at a community celebration event. Our second Celebration was held June 14<sup>th</sup> 2014 and was a huge success. The community came out to celebrate these amazing women. Girls Inc. feels that this series and event helps counter the negative messaging from the media about what women are capable of achieving.



Our 2013-2014 Women of Inspiration were:

Monica Mankowski  
Lori-Anne Jensen  
Mary Thomas  
Melissa Blake

Kiran Malik-Khan  
Leanne Patey  
Julie Dolmont  
Louise Cooke

Jo-Anne Packham  
Verna Murphy  
Farah Ahmad  
Olive Wooden



All of these women are fantastic role models to young girls. Their experience covers a wide range from international humanitarian work, to being leaders within their communities, to making amazing breakthroughs in educational programming. They all are passionate about helping others. Our third series has seen more amazing women being nominated. The celebration will happen on June 21<sup>st</sup> 2015 at the Royal Canadian Legion. Mix 103.7FM is the media sponsor of this event which helped us promote and highlight the accomplishments of these women.

To bring everything full circle, Girls Inc. offers three \$5,000 scholarships to young women within the RMWB, to help them achieve their dreams. Successful winners must not only be successful scholastically but must demonstrate their involvement and contribution to their community in some way. Girls Inc. view these young women as the next generation of Women of Inspiration. The response to our second call for applications was even greater than last year. The three winners were:



These young women are very involved in their community and are going to accomplish great things in their lives. Girls Inc. is looking forward to investing in 3 more young women in June 2015.



## Community Events

One of the most fun-filled community events for Girls Inc. is the Zombie Run which is held either late September or early October as a United Way fund raiser. The response from the community is overwhelming as runners, zombies, and make-up artists volunteer for the day. This scary run brings out over 100 people to help raise money for the United Way Campaign and gives the runners the chance to survive the zombie apocalypse.



## Board Members

### Girls Incorporated® of Northern Alberta Board Members

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## **Girls' Fund Evaluation**

## Financial Statements