

Girls Incorporated® of Northern Alberta Society Annual Report 2018



**girls
inc.**

of Northern Alberta



of Northern Alberta

Girls Incorporated® of Northern Alberta Annual Report 2018

Table of Contents

Summary	3
Presidents Message	4
Programs	5
New Programs	6
Girls Served	7
Funders	10
Fundraising	11
Fundraising Volunteers	12
Volunteers	12
Community Partners	13
The Girls Inc. Women of Inspiration Presented by Syncrude	14
Community Events	15
Board Members	16
Financial Statements	17

Summary

2018 was a year of resilience. Despite a major transition in leadership, the organization collectively managed the situation and strengthened its capacity.

Since 2017, our reach increased from 383 girls to 776 girls through 45 programs (33 in-school and 12 out-of-school) in 18 communities across the Regional Municipality of Wood Buffalo. Key programs included Girls at Bat, Operation SMART, Staying Strong Mentoring, Friendly PEERSuasion, Project Bold and Media Literacy. Over 10 volunteers participated in these programs by sharing their time and experiences with the girls. We appreciate their continued support and intend to deepen our community engagement.

Above success would not have been possible because of tireless efforts of staff and board members. Prolonged understaffing had meant increased work-load on each staff, including 2 Program Facilitators and 1 Interim Executive Director. However, we ensured to continue quality program delivery and filled 2 vacancies towards the end of year (Administrative Assistant and Executive Director). The Board grew to 19 members – the biggest size that we had ever seen.

Our revenue grew from \$257,934 in 2017 to \$321,856 in 2018. With operational challenges, our fundraising efforts were slower than anticipated. Presented by Fort McMurray First Nations #468 and supported by local businesses, our Golf Tournament remained a key fundraiser event. Given the challenging economic climate, we are very appreciative of the community's continued support.

We strive to increase our reach, particularly in Indigenous communities, while deepening impact so that more girls will become strong, smart and bold.

Presidents Message

As I write this message it has given me the time to reflect on my involvement with Girls Inc., which has spanned nearly 20 years. I started out as a guest speaker at a summer camp to talk about my educational journey and my career in Public Relations. Standing in front of a group of young women talking about the importance of education and never giving up, was exhilarating and I knew I needed to be involved in this organization. I joined the board a few months later, and it has been an excellent experience for me that truly helped me grow as a person. And for that, I am eternally grateful.

This year I have made the hard decision to step down as President. It's time to pass the torch, and I am confident that whomever the next President is, they will do amazing things with the organization! Sometimes you have to make tough choices in life, but it's all a part of the journey. I will continue to volunteer and be on the board. They won't get rid of me completely! I would like to say a huge thank you to the staff! They made being President very easy, because with them running the show, the organization is in great hands!

They have been outstanding and have formed relationships and bonds with the girls that will last a lifetime. They have encouraged the program participants to new heights, and created opportunities for the girls to think outside the box and dream big! Thank you all so much for your contribution.

I must also take a moment to thank our many volunteers that take time out of their lives to help us be the organization we are. Helping with our fundraising, being a part of our board, and helping with events! Without your commitment we couldn't do what we do, as well as we do it! Thank you for showing up, especially when we need you the most!

The past few years, our community has struggled through the economic downturn, the wild fire and rebuilding the city. Despite all that, we continue to have amazing support from our sponsors to ensure that we fulfill our commitment to program delivery, continue to reach more girls and continue to expand our programs to the outlying communities of this region. We could not do this without the support of our funders, staff and volunteers. Thank you for the support!

As an organization we have learned that what we do is very important. It's about the power of example to nurture a new generation. It's about creating positive change and enabling opportunity. It's about learning from failure and being brave enough to break the mold. And it's about building foundations under the dreams of young girls, to create women of vision. This has been a true honor for me. Thank you.

Lana Hill
President - Board of Directors
Girls Inc. of Northern Alberta

Programs

Communities Served:

- Fort McMurray
- Anzac
- Janvier
- Fort Chipewyan
- Fort McKay
- Wainwright Military Base

Friendly PEERsuasion®

Girls develop skills to resist pressure to use harmful substances, such as drugs, alcohol, tobacco, and household chemicals. For ages 11-14

- Bill Woodward School
- Holy Trinity School
- Greely Road School
- Athabasca Delta Community School, Helping Hands
- Wainwright Military Base

Media Literacy®

Girls increase their awareness of the scope and power of the media and the effects of media messages on girls and women.

Media Literacy: Media Smarts *for ages 9-11*

Media Literacy: Girls Take Another Look *for ages 12-16*

- St. Paul School
- Fort McMurray Islamic School
- Holy Trinity

Project BOLD®

Girls learn skills and strategies to lead safer lives in their homes, in relationships, in their communities, and online.

Action for Safety *for ages 8-11*

Living Safe and Strong *for ages 12-16*

- St. Paul School
- Thickwood Heights School
- Holy Trinity School

Girls Inc.: Girls Against Bullying Alliance

- Fort McMurray Boys & Girls Club
- Greely Road school
- Christina Gordon school
- Anzac School
- Walter & Gladys Hill School
- Good Shepherd school
- Sister Mary Phillip school
- Fort McKay School
- Good Shepherd school
- Sister Mary Phillip school
- Thickwood Heights School
- St. Kateri School

Girls Inc. “Staying Strong” Mentoring Program

Works on developing a variety of skills and building on knowledge learned during their time with Girls Inc. Activities are chosen by the girls, and facilitated by women mentors. Ages 8-14.

- Staying Strong – Girls Inc. Board Room, Unifor Hall, Wood Buffalo Regional Library
- Staying Strong – Fort McKay Youth Centre

Girls Inc. Discovery Leadership

- Fort McKay Wellness Centre
- Greely Road School

Operation SMART® (Brain STEM Alliance)

Girls gain skills and interest in science, technology, engineering, and mathematics (STEM) alongside engineers

- Annually at Walter and Gladys Hill School

Additional Programing

- After School Math Plus (ASM+) Art Math - Walter and Gladys Hill School
- Careers Next Generation Workshop

New Programs**Girls Inc. Run Club**

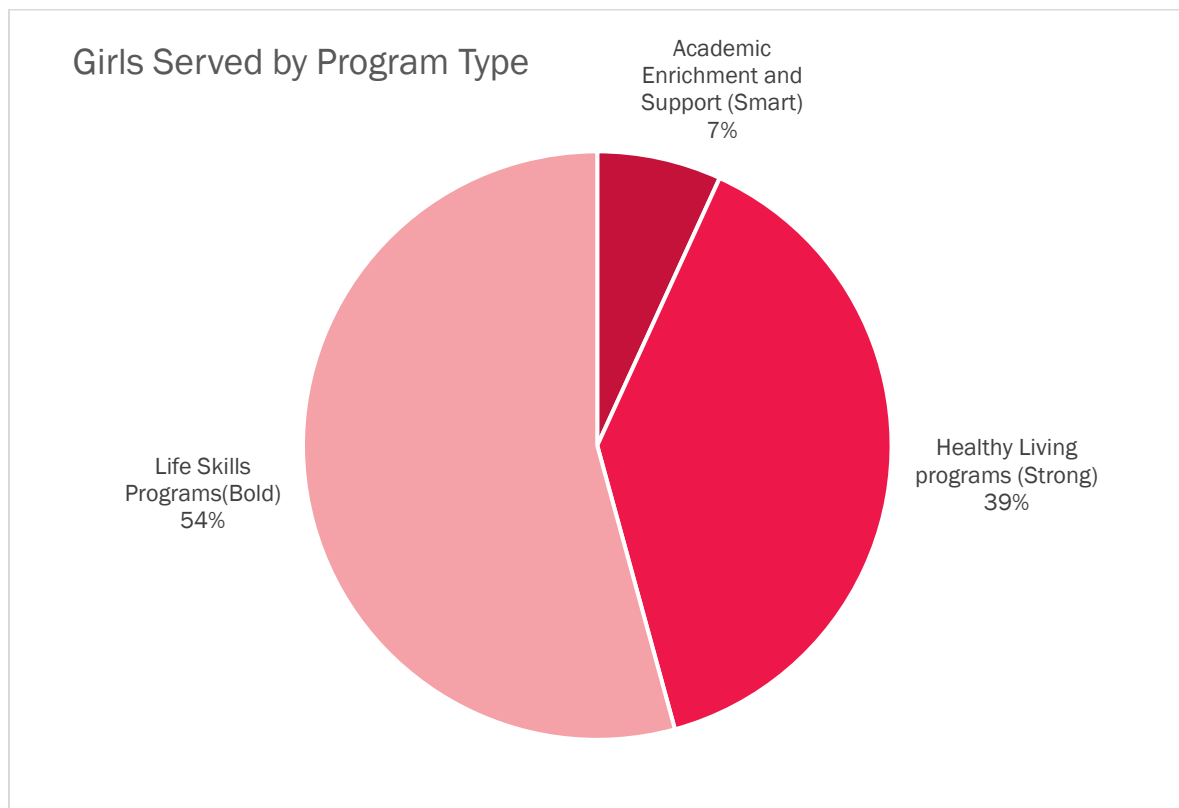
The Girls Inc. Run Club was introduced to create a girls only environment where young girls can feel comfortable to be active, develop friendships, recognize their potentials & strengths, and gain confidence in their abilities to be physically active and with their bodies. Girls Inc. Run Club aims to give girls an environment where they can build their self-esteem, develop healthy body images (zero talk of weight loss or dieting) and have open discussions on such topics as running technique, how to deal with stress, and the benefits of eating healthy and physical activity.

15 girls met twice a week to practice, skills and motivate each other. During prep sessions, girls took part in weight training, building on speed and agility all while incorporating games to build stamina. The program builds skills and confidence to partake in the 5 KM race during the MacDonald Island Park Marathon. This program was designed by Girls Inc. of Northern Alberta Program Coordinator, Katlin Okonkwo and supported by Girls in Motion.

Girls At Bat (Jays Care Foundation)

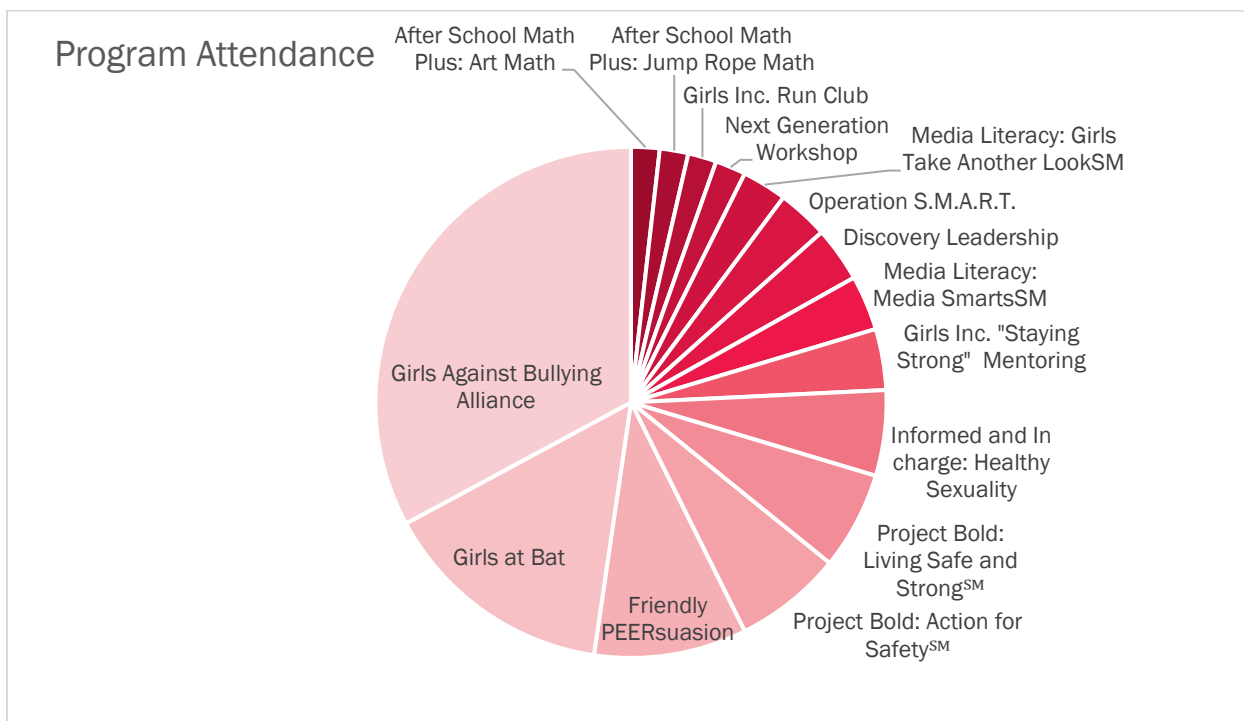
Girls Inc. of Northern Alberta and Jays Care Foundation worked together to specially design a program to make both playing and coaching baseball feel fun and safe that girls and young women who would normally sit on the side-lines or not even go near the field, have the courage to try. Once on the field, the program weaves fun and challenging baseball drills and skills with vital self-esteem, team-building and personal health activities to ensure that all participants gain far more than baseball skills.

Girls Served

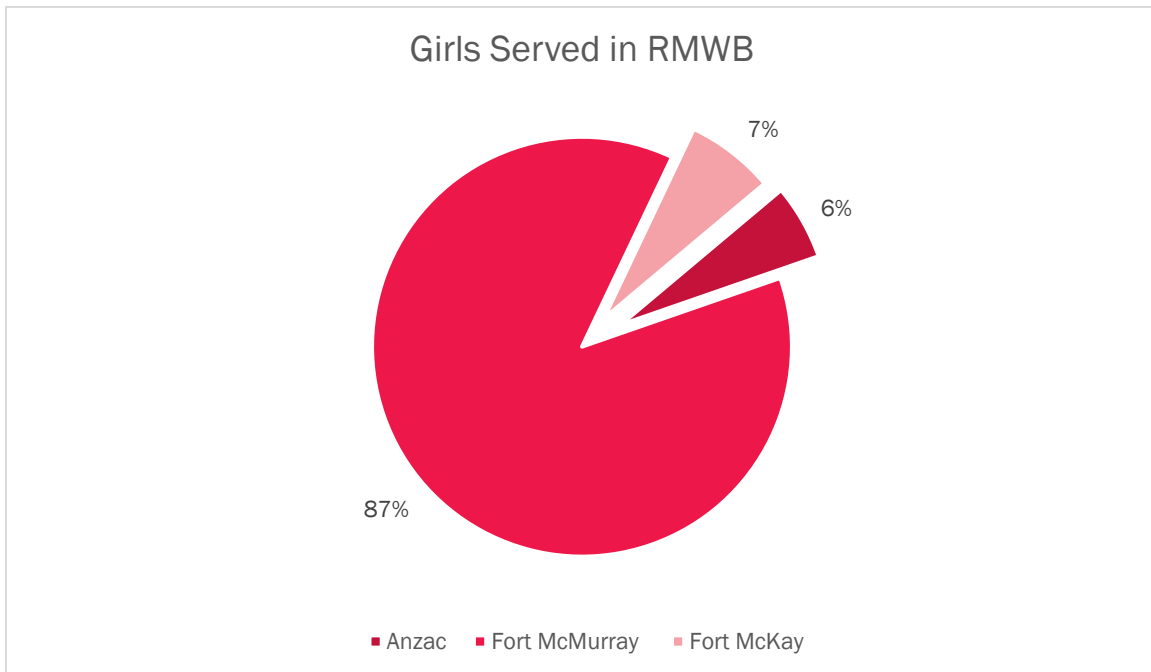


Healthy Living (Strong)	Academic Enrichment and Support (Smart)	Life Skills (Bold)
Informed and In Charge: Healthy Sexuality	Operation SMART	Girls Against Bullying Alliance
Staying Strong Group Mentoring Programs		Friendly PEERsuasion
Project Bold: Action for Safety Living Safe and Strong		Media Literacy: Media Smarts Girls Take Another Look
Girls Inc. Run Club	After School Math plus (ASM+)	Discovery Leadership
Girls at Bat		Careers Next Generation Workshop

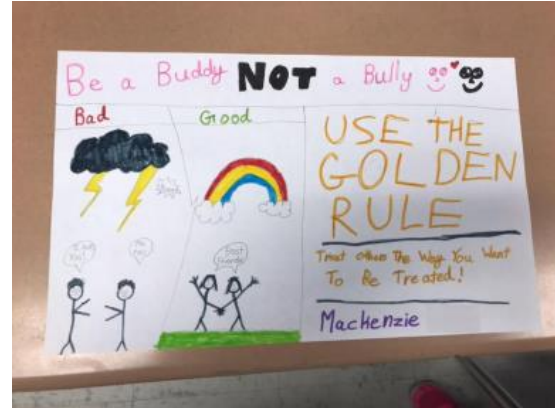
2018 Program Attendance



Program Name	# of Program Sessions	Girls Served
After School Math Plus: Art Math	6	14
After School Math Plus: Jump Rope Math	6	14
Girls Inc. Run Club	17	14
Next Generation Workshop	1	15
Media Literacy: Girls Take Another Look SM	12	22
Operation S.M.A.R.T.	7	25
Discovery Leadership	12	27
Media Literacy: Media Smarts SM	14	27
Girls Inc. "Staying Strong" Mentoring	25	30
Informed and In charge: Healthy Sexuality	7	42
Project Bold: Living Safe and Strong SM	14	48
Project Bold: Action for Safety SM	14	53
Friendly PEERsuasion	14	75
Girls at Bat	8	115
Girls Against Bullying Alliance	6	255
Total		776



Facility, Location	Girls Served
Anzac Community School - Anzac, AB	9
Bill Woodward School - Anzac, AB	36
Holy Trinity Track / Unifor Hall -Fort McMurray	14
St. Kateri School - Fort McMurray	14
Bob Lamb Building Building- Fort McMurray	15
Fort McKay School - McKay, AB	15
Unifor Hall / Office / Library - Fort McMurray	20
Christina Gordon Public School- Fort McMurray	22
Fort McMurray Boys & Girls Club - Fort McMurray	26
Fort McMurray Islamic School -Fort McMurray	33
St. Paul School - Fort McMurray	34
Thickwood Heights school - Fort McMurray	38
Greely Road School -Fort McMurray	56
Sister Mary Phillip School - Fort McMurray	61
Walter & Gladys Hill School - Fort McMurray	62
Good Shepherd School- Fort McMurray	64
Holy Trinity Baseball Field - Fort McMurray	64
Holy Trinity Catholic High School - Fort McMurray	140
Fort McKay Wellness Centre - McKay, AB	53
	Total: 776



Funders

Agency	Program	2018	2018-2019 Total Approved
Government of Canada	Summer sports coordinator position	\$4,242	
Regional Municipality of Wood Buffalo	Sporting Chance	\$9,125	
United Way	Various programs	\$67,500	\$90,000
APEGA (Association of Professional Engineers and Geologists of Alberta)	Operation SMART	\$ 2,500	
Canadian Red Cross	Wildfire Relief: Project Bold / Anti-Bullying Alliance	\$13,517	\$27,035
Girls InMotion	Run Club	\$593	
Jays Care Foundation	Girls at Bat	\$2,111	
Rotary Club	Mentoring	\$10,000	
Suncor	Operation SMART	\$15,000	
Synchrude	Women of Inspiration (Celebration Series & 3 Scholarships)	\$23,020	\$27,520

Fundraising

The 25th Annual Golf Tournament (2018) was another great success with the business and corporate community continuing to support us. Our sponsors included:

Title Sponsor \$10,000 - Fort McMurray First Nations #468

Golf Cart Sponsor \$3,000 - McElhanney Consulting Services Ltd. & McElhanney Geomatics Engineering Ltd.

Mulligan Sponsor \$1,500 - Teck Frontier Energy Corporation

Hole Sponsors \$2000:

- Fort McKay Strategic Services LP
- Energy Nexen ULC
- SMS Equipment Inc.
- Métis McMurray 1935
- Kinettes
- TransCanada
- Townhall Public House Fort McMurray (Game Hole)

Tee Box Sponsor \$500:

- Associated Engineering
- Canadian Helicopters
- Birch Mountain Enterprise
- Birch Mountain Enterprise
- ConocoPhillips
- Dreamline Promotions
- APE Maintenance

A huge thank you to all of our sponsors and businesses who donated great prizes. The Golf Tournament is a fun filled day of good sport, good food, good times and support for Girls Inc.

Girls Inc. does not charge for programming as we do not want finances to be a barrier for participation. Events such as the Golf Tournament help to make this possible even in the lean years.



Girls Inc. 25th Annual Golf Tournament, July 29th 2018 at the Fort McMurray Golf Club

Other Funding sources included:

- Syncrude Good Neighbour Program
- AGLC: Casino
- AGLC: Raffle
- Donations

Fundraising Volunteers

Girls Inc. could not be as successful if not for the commitment of our volunteers. Be it the volunteers who navigate the Society through the Board, or the countless volunteers who help out with Casino shifts, Golf Tournament and Zombie Run. It is volunteers – working hand in hand with staff – that enables us to provide valuable programming for girls within the RMWB.

Volunteers

A large group of dedicated committed volunteers help our staff in program delivery.

Our Operation SMART® (Science Program) is organized and delivered by D'Andre Wilson-Ihejirika. D'Andre is an engineer at Suncor and she recruits an amazing number of female engineers from across the region, who help her deliver a fun filled program where girls can explore through hands on activities the many disciplines of engineering. In 2018, the program was delivered on Saturdays out of Walter and Gladys Hill School. The number of girls registered was 25. This program showed girls the possibilities of science and math as career options.

Many programs (including Media SmartSM, Friendly PEERsuasion® and Staying Strong Mentoring) mobilized volunteers, mentors and guest speakers to share their stories and experiences with the girls. This resulted in a well-rounded and comprehensive learning experience, yielding positive and powerful impact on the lives of young girls. Our program delivery is getting richer and more powerful because of our volunteers – thank you all!

Community Partners

Girls Inc. continues to partner with many other great non-profits and business throughout the region sharing resources and experience.

- The “Helping Hands” out of Fort Chipewyan works with Girls Inc. to provide our Friendly PEERsuasion® Program
- The Wood Buffalo Regional Library provides a venue for our Staying Strong Mentoring Program
- School Boards – the Fort McMurray Public School Board, the Catholic School Board, and Northlands School District welcome us into their schools
- RMWB works with us to execute the Zombie Run as does the Ptarmigan Nordic Ski club
- Fort McKay – Youth Centre
- Careers NextGeneration
- Waypoints
- HIV North Society
- Fort McMurray Fire Fighters
- Unifor 707A supports Girls Inc. in a number of our activities and programs
- Stacs Fine Food assisted in various way in our fundraising throughout the year
- NAABA is an ongoing support for Girls Inc.
- Some Other Solutions (S.O.S)

The Girls Inc. Women of Inspiration Presented by Syncrude



2018 was the 7th year for the Women of Inspiration Program. In each month for 12 months (June through May), a woman was selected by community nomination with a goal to recognize women throughout the Wood Buffalo region. These women were selected because they inspire others, break new ground or old barriers, help create change and embody the mission of Girls Inc. – to inspire all girls to be Strong, Smart & Bold. The series showed local girls positive role models who live within their community.

In 2018, we showcased the stories of 12 local women who were driving positive change for other women and girls, either directly or by example. All 12 successful nominees were acknowledged at our 7th community celebration event in June 2018 at the UNIFOR Union Hall. Many people, including the nominees' family members, came out to celebrate. This marked the last year of Syncrude Canada being the title sponsor for the Women of Inspiration Series and Celebration event. Mix 103.7FM and McMurray YMM were media sponsors for this event.

To bring the program full circle, there continued to be a scholarship portion where each of 3 young women had received a \$3,000 Scholarship to help them work towards their goals and dreams. These winners, we feel, are our Women of Inspiration of the future. Syncrude Canada will continue to sponsor the scholarship series. 2018 Scholarship winners were: Kennedy Dirk, Vaishvi Patel and Maria Golosky. Congratulations!



Maria Golosky



Vaishvi Patel



Kennedy Dirk

Community Events

As usual, one of the most fun-filled community events for Girls Inc. was the Zombie Run which was held on September 29 as fundraiser for United Way Campaign. Despite unexpected cold weather, over 50 people came together as runners, zombies and make-up artists volunteer for the day. What a way to survive the zombie apocalypse!



Girls Inc. 7th Annual Zombie Run in Support of United Way Fort McMurray, September 29th, 2018.

Board Members

Girls Incorporated® of Northern Alberta Board Members

Title	Name
Board President	Lana Hill
Vice President	Lisa Decker
Board Secretary	Angela MacDonald
Board Treasurer	Annalee Nutter
Board Director	Nora Kirkpatrick
Board Director	Dale Baggs
Board Director	Dean Tabin
Board Director	Gina Snooks
Board Director	Manjit Athwal
Board Director	Sara Eweia
Board Director	Anne Marie Newsham
Board Director	Therese Picton
Board Director	Britainea Young
Board Director	Natalya Barney
Board Director	Jessica Jackson
Board Director	Idil Jeilani
Board Director	Tasneem Rahim
Board Director	Arlene Vanderzwaag
Board Director	Farooq Shamshad

Financial Statements

GIRLS INCORPORATED OF NORTHERN ALBERTA SOCIETY

Balance Sheet

December 31, 2018

(Unaudited - See Notice To Reader)

	2018	2017
ASSETS		
CURRENT		
Cash	\$ 65,415	\$ 57,956
CAPITAL ASSETS <i>(Net of accumulated amortization)</i>	<u>3,432</u>	<u>5,258</u>
	<u>\$ 68,847</u>	<u>\$ 63,214</u>
LIABILITIES AND SHAREHOLDERS' EQUITY		
CURRENT		
Accounts payable	\$ 9,717	\$ 5,911
DEFERRED GRANTS	<u>13,385</u>	<u>-</u>
	<u>23,102</u>	<u>5,911</u>
RETAINED EARNINGS	<u>45,745</u>	<u>57,303</u>
	<u>\$ 68,847</u>	<u>\$ 63,214</u>

GIRLS INCORPORATED OF NORTHERN ALBERTA SOCIETY

Statement of Loss

Year Ended December 31, 2018

(Unaudited - See Notice To Reader)

	2018	2017
SALES		
Donations and fundraising	\$ 43,929	\$ 21,054
GST rebate	1,484	1,445
Interest Income	81	124
Casino	27,253	-
Grants	182,124	206,436
Golf Tournament	37,443	28,875
	<u>292,314</u>	<u>257,934</u>
EXPENSES		
Accounting and legal	2,767	2,901
Advertising and fundraising activities	22,240	21,309
Amortization	1,826	3,465
Board Expense	105	604
Insurance	8,217	2,666
Interest and bank charges	2,327	1,869
Memberships	5,265	5,528
Office	3,659	5,016
Programing	3,094	4,463
Rental	28,349	26,169
Salaries and wages	212,419	257,597
Scholarship	9,000	4,500
Telephone	2,052	3,528
Training	746	325
Vehicle	1,806	4,121
	<u>303,872</u>	<u>344,061</u>
NET LOSS	<u>\$ (11,558)</u>	<u>\$ (86,127)</u>

GIRLS INCORPORATED OF NORTHERN ALBERTA SOCIETY

Statement of Retained Earnings

Year Ended December 31, 2018

(Unaudited - See Notice To Reader)

	2018	2017
RETAINED EARNINGS - BEGINNING OF YEAR	\$ 57,303	\$ 143,430
NET LOSS FOR THE YEAR	<u>(11,558)</u>	<u>(86,127)</u>
RETAINED EARNINGS - END OF YEAR	<u>\$ 45,745</u>	<u>\$ 57,303</u>

STRONG
SMART &
BOLD