



# girls inc.

of Northern Alberta



# Girls Inc. of Northern Alberta Network-Aligned Strategic Plan 2021-2025

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**We wish to acknowledge that this document has been developed on the lands of Treaty 8 territory, the traditional meeting ground, gathering place, travelling route and home of the Cree, Dene and Métis people for thousands of years.**

# Summary

The purpose of this document is to outline the strategic directions that Girls Inc. of Northern Alberta aims to take for the period of 2021-2025. As one of the 78 affiliates of Girls Inc. Network across the U.S. and Canada, our strategies are informed by [Girls Inc. 2021-2025 Strategic Plan](#) and [Girls Inc. of Northern Alberta Strategic Plan 2019-2023](#).

Girls Inc. of Northern Alberta is the leading advocate in advancing rights and opportunities for all girls in the Wood Buffalo region.

Each year, we employ a proven, dynamic model to empower all girls to be strong, smart and bold.

Aligning directly with [Girls Inc. 2021-2025 Strategic Plan](#), Girls Inc. of Northern Alberta is ready to grow by:

- developing a sustainable organization,
- creating a resilient culture, and
- building a thriving community.

We go beyond survival and resilience. We catalyze changes in dialogues and underpinning systems. With our technical expertise, community trust, and local experience of nearly 20 years as Girls Inc. Affiliate and 40 years since Fort McMurray Big Sisters Society, we aim to deliver our programs to over 3,000 girls between 6 and 18 years of age across the Wood Buffalo region by 2025 – so that more girls are inspired to become ‘future leaders’ and ‘agents of change’.

In so doing, we will pursue the following strategic priorities to deepen impact in the Wood Buffalo region, particularly where our programming is absent and/or underserved than needed to achieve a diverse, equitable and inclusive world:

1. Girls Inc. of Northern Alberta will deliver programs that are innovative, intentional, research-based, preventative, holistic, context-specific, age-appropriate, barrier-free and transformational to achieve positive outcomes for all girls.
2. Girls Inc. of Northern Alberta will provide opportunities in an inclusive and equitable way that are tailored to meet the diverse needs of all girls so that they can thrive as agents of change and future leaders.
3. Girls Inc. of Northern Alberta will serve as an advocate for all girls to have equal rights, respect and barrier-free life opportunities.

This plan has been developed as a collaborative effort of Girls Inc. of Northern Alberta Board of Directors, Executive Leadership, Staff, community partners, and most importantly, direct voices of our girls.

With this strong guidance, we are confident that many more girls will grow up strong, smart and bold.

# Introduction

Girls Inc. of Northern Alberta is the only registered charity (#119233443RR0001) in the Wood Buffalo region providing gender-specific programming for girls aged 6-18 years old with a **mission to inspire all girls to be strong, smart and bold** through direct service and advocacy. **We envision powerful girls in an equitable society – a world in which all girls value their whole selves, discover their inherent strengths and achieve their goals.**

Operating in the Wood Buffalo region since 1979 – on the lands of Treaty 8 territory containing six First Nations and six Métis communities, Girls Inc. of Northern Alberta provides girls 6-18 years old with the knowledge, skills and experiences needed to **break free from gender stereotypes, create social change and be proud of who they are.** Originally established as Fort McMurray Big Sisters Society, we became affiliated with Girls Inc. National (our funding body) in 2004 in order to advocate the fact that girls go through unique and different sets of experiences and that there is a strong need to continue to provide a safe and pro-girl learning environment.

In so doing, we deliver programs that **are innovative, intentional, research-based, preventative, holistic, context-specific, age-appropriate, barrier-free and transformational** by partnering with three (3) school boards, and more than 20 community organizations – including Indigenous youth centres and local charities with subject expertise.

We are the leading advocate for girls' and women's rights and opportunities. We build the next generation of leaders – or 'agents of change' – by working with girls to **grow positive relationships, find and use their voice, develop positive self-image/confidence and enhance critical thinking ability.**

Echoing our mandate, our programs encompass healthy-active living (**STRONG**), knowledge enrichment (**SMART**) and informed life skills (**BOLD**), facilitated in a gender-specific, safe and supportive learning environment (in-school, after-school, in-person and virtual). We spark girls' interests and passion in building balanced wellbeing (through physical activity, stress management, healthy sexuality and substance abuse education), enhancing critical thinking ability while succeeding academically (through science, mathematics, technology, engineering and mathematics [STEM] based education, financial-economic literacy and career preparation), as well as addressing and preventing gender-based violence (through mentorship, self-defence, acting on anti-bullying, navigating media message, and much more).

Over the past three years, Girls Inc. of Northern Alberta has grown significantly. In 2020 alone, 1,575 girls were served through 12 different programs in 6 different communities across the Wood Buffalo region (Fort McMurray, Anzac, Conklin, Janvier, Fort Chipewyan and Fort McKay) with 31.3% of girls residing in remote Indigenous communities. This was the highest reach in the organizational operational history with the annual revenue of \$606,355, more than doubled from \$292,314 in 2018. Since 2018, the figures increased from 617 girls with the Indigenous outreach rate of 13%. For more information, please see **Annual Report 2020**.

Today, we are a part of a strong Girls Inc. Network of 78 affiliates serving 134,000 girls across the U.S. and Canada providing life-changing experiences and solutions for girls to grow up **healthy, educated and independent**. In Canada, there are five (5) affiliates: four (4) Affiliates in Ontario (Girls Inc. of Durham, Girls Inc. of Limestone, Girls Inc. of Upper Canada and Girls Inc. of York Region) and only one in all of Western Canada – **Girls Inc. of Northern Alberta**. We actively collaborate with charity partners and for-profit organizations in the Wood Buffalo region and other jurisdictions across Canada.



**When we say all girls, we mean ‘all’ girls.** Many girls need tools and opportunities to realize their tremendous potential, particularly girls of racialized bodies, visible minority, 2SLGBTQQIA+, with disabilities, in isolated communities, and from families with low socio-economic status.

**Girls must lead, from resilience to liberation.** The world needs leaders to guide nations through a challenging and ever-changing time. **Issues and challenges facing girls are multifaceted and interconnected.** Therefore, taking a holistic and multidimensional view of girls is critical to understanding the barriers to their success and strategizing how to overcome them.

Aligning directly with Girls Inc. National, Girls Inc. of Northern Alberta strives to work towards sustainable, resilient and thriving operations by continuing to tackle the intricate web of existing barriers surrounding our girls to inspire more girls to be stronger, smarter and bolder – as outlined below Girls Inc. of Northern Alberta 2021-2025 Strategic Plan.

The following document was crafted by a dedicated Board of Directors and Executive Director after holding in-depth reflection and planning sessions with an external consultant, as well as a series of thorough market research and stakeholder analysis from March 2021 to May 2021.

Girls Inc. of Northern Alberta will implement initiatives between June 2021 and December 2025 to achieve the objectives and outcomes outlined in this plan.



# Moral Owners

The term “moral owners” refers to the stakeholders that a social profit organization is accountable to serve and support. Girls Inc. of Northern Alberta believes that its moral owners are as follows:

- Community program participants
  - All girls between 6 and 18 years of age
  - Scholarship recipients
  - Women of Inspiration
  - Alumni
- Parents, guardians and caregivers of community program participants
- Municipal, provincial, and federal government
- Foundations
- Corporate sponsors and donors
- Individual sponsors and donors (including local business owners)
- School boards and educators
- Indigenous communities and youth centres
- Non-profit agencies and partners
- Volunteers (including Board of Directors, program volunteers and event volunteers)
- Staff

# Vision

A world in which all girls values their whole selves, discover their strengths and achieve their goals.

# Mission

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

# Values

Girls Inc. of Northern Alberta Board of Directors, leaders, staff and volunteers share and are guided by a core set of values in order to deliver high-quality programs and services to all girls.

Girls Inc. of Northern Alberta values:

- Inspiration,
- Advocacy,
- Empowerment,
- Self-development, and
- Integrity.

Through the enactment of these values, Girls Inc. of Northern Alberta Board of Directors, leaders, staff and volunteers hope to inspire all girls to be strong, smart and bold.

# Girls Inc. of Northern Alberta Strategic Plan 2019-2023 Achievements

Girls Inc. of Northern Alberta Strategic Plan 2019-2023 aimed to achieve the following strategic priorities with the results noted below:

1. Girls Inc. of Northern Alberta program framework will effectively deliver desired outcomes for girls.

## Key Results:

Girls Inc. of Northern Alberta institutionalized its data-driven program framework through enhanced and systemic monthly program reporting, scoring 100% on Required Elements, 92% on Core Elements and 81% on Best Practices on the Affiliate Model Assessment Tool (AMAT) set out by the Girls Inc. National.

Girls Inc. of Northern Alberta enhanced its measurement strategy by improving the use of pre- and post-surveys to evaluate girls' experience with Girls Inc. programs.

Girls Inc. of Northern Alberta increased the frequency and improved the quality of program impact story sharing to internal and external audience by streamlining key Girls Inc. messages while developing and implementing a Communication Plan.

2. Girls Inc. of Northern Alberta will consistently deliver a high-quality Girls Inc. Experience.

## Key Results:

Girls Inc. of Northern Alberta increased its organizational capacity to sustain, grow and consistently deliver a high-quality Girls Inc. Experience by increasing knowledge of organizational best practices and infrastructure requirements.

Girls Inc. of Northern Alberta strengthened both staff and board development by developing a dynamic team to deliver programming while establishing a strategic, engaging and effective board of no less than 12 directors.

3. Girls Inc. of Northern Alberta will accelerate focus on intensive support for girls and young women from marginalized communities.

## Key Results:

Girls Inc. of Northern Alberta increased service delivery by increasing annual operation budget from \$292,314 in 2018 to \$606,355 in 2020.

Girls Inc. of Northern Alberta increased the number of girls empowered through our programming by more than double, with a grand total of girls served increasing from 617 (13% Indigenous) in 2018 to 1575 (31% Indigenous) in 2020.

Girls Inc. of Northern Alberta increased average annual unrestricted revenue from 14% in 2019 to 18% in 2020.

Girls Inc. of Northern Alberta developed and implemented 3 new programs to better serve the ever-changing needs of girls (#GirlsToo, Power of Stories and Reaching SMART).

4. Girls Inc. of Northern Alberta will deepen its impact by becoming a leading advocate for advancing the rights and opportunities for all girls.

**Key Results:**

Girls Inc. of Northern Alberta advocated for girls by tailoring key message to the specific local context.

Girls Inc. of Northern Alberta elevated its presence in conversations and initiatives that impact key advocacy issues. This was accomplished by expanding its presence in dialogue related to girls' needs, rights and opportunities. Through consistent participation in local, provincial and federal conversations, the organization has become an influential leader.

Girls Inc. of Northern Alberta built the capacity of girls to influence policy and advocacy at the local, provincial and federal levels by accelerating its efforts to engage local policy stakeholders.

Girls Inc. of Northern Alberta increased public awareness by becoming the "go-to" agency when it comes to girls' and women's empowerment.

5. Girls Inc. of Northern Alberta will have the necessary resources, systems and supports to be an influencer that is data-driven and performance-oriented.

**Key Results:**

Girls Inc. of Northern Alberta's Board of Directors gained support needed to execute its strategic priorities by participating in training opportunities, revamping on-boarding process and establishing/maintaining a board skill-set matrix.

Girls Inc. of Northern Alberta ensured inclusivity, community engagement and corporate/government buy-in through strategic improvements in advocacy, office space, fund development and other internal infrastructure.

Girls Inc. of Northern Alberta enhanced human resources by developing a dynamic team, revamping compensation and offering an appealing culture.

Girls Inc. of Northern Alberta increased brand visibility and program impact and advocacy by doubling social media followers and accelerating cause-specific advocacy campaign efforts.

Girls Inc. of Northern Alberta assured funding and other resources by maintaining positive net income, establishing emergency funding and executing cause-specific fundraisers.



While the above list may seem more operational, the 2019-2023 plan certainly guided the organization in the right direction. Adjusting our plan to Girls Inc. National 2021-2025 Strategic Plan, Girls Inc. of Northern Alberta thought about the next stage while distressed and alarmed by these facts:

- 1 in 6 girls ages 10-17 in Canada hate their bodies.<sup>1</sup>
- Bullying, relational aggression and poor body image are key contributors to widespread low self-esteem and high anxiety amongst girls.<sup>2</sup>
- Bullying behavior peaks for girls in Grades 8 and 9 at 28%. Early prevention is thus critical.<sup>3</sup>
- 95% of those who have eating disorders are between the ages of 12 and 25.<sup>4</sup>
- Girls ages 15-17 are twice as likely to experience a high level of daily stress as boys<sup>5</sup>.
- 49% of Canadian survivors of sexual assault in 2009-2014 were under 18.<sup>6</sup>
- Indigenous women are nearly 3 times as likely as non-Indigenous women to experience violent crimes.<sup>7</sup>
- Women in Canada are at a 20% higher risk to experience violence than men, with young women ages 15-34 having the highest risk. Transgender people are nearly twice as likely as cisgender women to experience intimate partner violence in their families.<sup>8</sup>
- Only 6% of girls ages 5-17 met the recommended physical activity guidelines of 60 minutes of moderate to vigorous exercise per day.<sup>9</sup>
- If a girl has not participated in sports by the age of 10, there is only a 10% chance that she will be physically active as an adult.<sup>10</sup>
- For every one dollar earned by men in hourly wages, working women in Canada earn on average 87 cents.<sup>11</sup>
- Only 15% of women university students in Canada were enrolled in STEM degree programs in 2015-2016.<sup>12</sup>
- Girls are more likely to report having been bullied both online and at school than their male peers.<sup>13</sup>
- Unhealthy peer relationships have a serious impact on a girl's decision making ability.
- More than 1 out of every 7 children in Canada live in poverty.<sup>14</sup>
- 2SLGBTQQIA+ youth are more than twice as likely to experience verbal harassment due to their identity as non-2SLGBTQQIA+ youth.<sup>15</sup>
- Strategies to address gender-based violence needs to be grounded in intersectional feminist paradigms in order to acknowledge the multifaceted identities and overlapping contexts of discrimination, privilege and subordination that compound to produce distinct experiences of violence.<sup>16</sup>
- Gender-based violence is both interpersonal and systemic, affecting people across all sectors of society, regardless of gender, age, ethnicity, sexuality, socioeconomic status or other aspects of subjectivity.

<sup>1</sup> Nathan-Tiloy, C., Shann, G., & Skea, B. (2016). *The Dove Global Beauty and Confidence Report*. London: Edelman Intelligence.

<sup>2</sup> National Academies of Sciences, Engineering, and Medicine. 2016. *Preventing Bullying Through Science, Policy, and Practice*. Washington, DC: The National Academies Press.

<sup>3</sup> Alberta Civil Liberties Research Centre. (2019). *Bullying Statistics*.

<sup>4</sup> Eating Disorder Support Network of Alberta (2019). *Common Types of Eating Disorders*.

<sup>5</sup> Hudon, Tamara. (2017). *The girl child*. In *Women in Canada: A Gender Based Statistical Report*. Ottawa, ON: Statistics Canada.

<sup>6</sup> Rotenberg, C. (2017). *Police-reported sexual assaults in Canada, 2009-2014. A Statistical profile*. Ottawa, ON: Statistics Canada.

<sup>7</sup> Statistics Canada (2017). *Women and criminal justice system*, In *Women in Canada: A gender-based statistical report*. Ottawa, ON.

<sup>8</sup> Status of Women Canada (2019). *Who is affected by gender-based violence?*

<sup>9</sup> Statistics Canada. (2017). *Directly measured physical activity of children and youth, 2012 and 2013*. [Canadian Health Measures Survey, 2012 and 2013]. Ottawa, ON: Author.

<sup>10</sup> Canadian Association for the Advancement of Women and Sport and Physical Activity. (2019). *Facts and Stats*,

<sup>11</sup> Moyser, M. (2017). *Women and paid work*. In *Women in Canada: A gender-based statistical report*. Ottawa, ON: Statistics Canada

<sup>12</sup> Statistics Canada. (2017). *Postsecondary enrolments by institution type, sex, and field of study*. Ottawa, ON: Author.

<sup>13</sup> Boak, Angela, Hamilton, Hayley A., Adlaf, Edward M., Henderson, Joanna L., & Mann, Robert E. (2016). *The mental health and well-being of Ontario students: Detailed OSDUHS findings (CAMH Research Document Series No. 43)*. Toronto, ON: Centre for Addiction and Mental Health.

<sup>14</sup> Organization for Economic Co-operation and Development. (2018). *OECD Income Distribution Database (IDD): Gini, poverty, income, Methods, and Concepts*.

<sup>15</sup> Taylor, Catherine & Peter, Tracey. (2011). *Every class in every school: The first national climate survey on homophobia, biphobia, and transphobia in Canadian schools*. Final report. Toronto, ON: Egale Canada Human Rights Trust.

<sup>16</sup> Nagy, Rosemary. "Combatting Violence against Indigenous Women: Reconciliation as Decolonisation for Canada's Stolen Sisters." *Rape Justice: Beyond the Criminal Law*. Ed.

Nicola Henry, Anastasia Powell, Asher Flynn. London: Palgrave Macmillan, 2015. 182-99. Print

# Girls Inc. National 2021-2025 Strategic Goal:

## BOLD GOAL:

Girls Inc. is the leading advocate in advancing the rights and opportunities for all girls. Each year we employ a proven, dynamic model to empower 250,000 girls from low-income communities to discover their strengths and thrive.

## 2021-2025 STRATEGIC GOAL:

Girls Inc. will create a **sustainable organization** that has a **resilient culture** to ensure a **thriving community** of strong, smart and bold girls



Innovate funding and revenue engine



Leverage knowledge of the network



Enhance the core components of Girls Inc.

## STRATEGIC PRIORITIES

### Diversity, Equity and Inclusion:

dynamic strategy, hiring & promotion, partners

### Culture of Innovation:

agile & accountable network, digitally native organizations, girl service through technology

## UNDERLYING TRUTHS

	<b>Sustainable organization</b> 	<b>Resilient culture</b> 	<b>Thriving community</b> 
<i>is defined as...</i>	Having the resources needed to exist well into the future	Meeting the Girls Inc. mission while responding to a rapidly changing world	Fostering an environment that allows the entire Girls Inc. ecosystem to flourish
<i>... and is characterized by key challenges such as...</i>	A need to increase reserves and generate increased flows of unrestricted funding	A need to rapidly and effectively adapt to adverse conditions while staying true to mission	A need to raise brand awareness on a national and local level and be seen as a leader in this space
<i>... and might be addressed by approaches such as...</i>	Identifying and activating new sources of funding and revenue streams within a rapidly changing financial landscape	Deploying digital technology so that each affiliate's superpowers can propagate across the entire network	Adopting an innovative culture to scale Girls Inc.'s reach, capacity, and brand awareness

Girls Inc. 2021-2025 Strategic Plan can be accessed from [here](#).

# Girls Inc. of Northern Alberta Strategic Plan 2021-2025

Aligning with the Girls Inc. National 2021-2025 Strategic Plan, Girls Inc. of Northern Alberta will participate in all Girls Inc. Network to collectively achieve the Girls Inc. National 2021-2025 Strategic Goal above.

In order to achieve a diverse, equitable and inclusive world for all girls, we will pursue strategic growth in the Wood Buffalo region where our programming is absent and/or is at a lower program delivery level.

## **STRATEGIC PRIORITY I:**

Girls Inc. of Northern Alberta will deliver programs that are innovative, intentional, research-based, preventative, holistic, context-specific, age-appropriate, barrier-free and transformational to achieve positive outcomes for all girls.

## **STRATEGIC PRIORITY II:**

Girls Inc. of Northern Alberta will provide opportunities in an inclusive and equitable way that are tailored to meet the diverse needs of all girls so that they can thrive as agents of change and future leaders.

## **STRATEGIC PRIORITY III:**

Girls Inc. of Northern Alberta will serve as an advocate for all girls to have equal rights, respect and barrier-free life opportunities.



**STRONG**  
**SMART &**  
**BOLD**



## STRATEGIC PRIORITY I:

Girls Inc. of Northern Alberta will deliver programs that are innovative, intentional, research-based, preventative, holistic, context-specific, age-appropriate, barrier-free and transformational to achieve positive outcomes for all girls.

<p>Objective 1.1.</p> <p>To engage stakeholders and consult subject matter experts to accurately assess the programming needs of all girls and continue to develop appropriate programs</p>	<p>Performance Indicators:</p> <ul style="list-style-type: none"> <li>● The number of stakeholders actively seeking to support programs will increase</li> <li>● The number of stakeholders responding to requests for input, feedback and collaboration will increase</li> <li>● The number of girls indicating positive change will increase</li> <li>● The total number of girls served from our programming will increase</li> <li>● The number of relationships and frequency of consultation with subject matter experts will increase</li> </ul>
<p>Objective 1.2.</p> <p>To develop a sufficient and sustainable human and financial resource base to continuously support the program delivery to all girls</p>	<p>Performance Indicators:</p> <ul style="list-style-type: none"> <li>● The volume of funding available to develop and deliver programs will increase to \$1M per year by 2025</li> <li>● The volume of unrestricted funding will increase</li> <li>● The number of funding source will increase</li> <li>● The diversity of funding sources will improve</li> <li>● The volume of staff and Board turnover will decrease</li> <li>● The staff and Board onboarding and training process will improve</li> </ul>
<p>Objective 1.3.</p> <p>To measure and evaluate the performance of all programs and use the insights obtained through these activities to optimize the quality of programming available to all girls</p>	<p>Performance Indicators:</p> <ul style="list-style-type: none"> <li>● The impact that programs make on all girls who participate in them will be consistently measured</li> <li>● The impact that programs make on all girls who participate in them will improve overtime</li> </ul>



## STRATEGIC PRIORITY II:

Girls Inc. of Northern Alberta will provide opportunities in an inclusive and equitable way that are tailored to meet the diverse needs of all girls so that they can thrive as agents of change and future leaders.

<p>Objective 2.1.</p> <p>To expand the reach and accessibility of programming for all girls</p>	<p>Performance Indicators:</p> <ul style="list-style-type: none"> <li>• The volume of girls who participate in all available programs will increase</li> </ul>
<p>Objective 2.2.</p> <p>To ensure that all girls, including girls living in isolated and underserved communities, have access to programming</p>	<p>Performance Indicators:</p> <ul style="list-style-type: none"> <li>• The proportion of girls residing in isolated and underserved communities who participate in all available programs will increase</li> <li>• The existing gap in program provision will decrease</li> </ul>
<p>Objective 2.3.</p> <p>To provide free or low-cost programming to all girls and ensure that all financial and structural barriers that prevent program participation are eliminated</p>	<p>Performance Indicators:</p> <ul style="list-style-type: none"> <li>• The existing gap in program provision will decrease the volume of girls who cannot participate in programming due to financial or structural barriers will decrease</li> </ul>
<p>Objective 2.4.</p> <p>To ensure that program content is inclusive, timely and tangible that all girls can relate to or gain value from program participation</p>	<p>Performance Indicators:</p> <ul style="list-style-type: none"> <li>• The proportion of girls participating in programs who report that programs are high-quality (i.e. safe, engaging, relevant, practical, meaningful, purposeful and aligned with their future needs) will increase</li> </ul>

### STRATEGIC PRIORITY III:

Girls Inc. of Northern Alberta will serve as an advocate for all girls to have equal rights, respect and barrier-free life opportunities.

<p>Objective 3.1.</p> <p>To strengthen relationships with inspiring women, alumni and other influential people with a pro-girl attitudes and engage these individuals as mentors as role models for all girls</p>	<p>Performance Indicators:</p> <ul style="list-style-type: none"> <li>• The number of inspiring women, alumni and other influential people with pro-girl attitudes who are willing to serve as mentors and role models will increase</li> </ul>
<p>Objective 3.2.</p> <p>To strengthen awareness and knowledge of the Girls Inc. brand while improving community engagement and support</p>	<p>Performance Indicators:</p> <ul style="list-style-type: none"> <li>• The level of awareness and knowledge within the community about Girls Inc. and its programs will increase</li> </ul>
<p>Objective 3.3.</p> <p>To establish Girls Inc. as a thought leader when it comes to the girls' rights and needs</p>	<p>Performance Indicators:</p> <ul style="list-style-type: none"> <li>• The number of individuals and organizations that engage and consult with Girls Inc. in relation to girls' rights and needs will increase</li> </ul>
<p>Objective 3.4.</p> <p>To enhance partnerships and linkages with organizations that reflect Girls Inc.'s values</p>	<p>Performance Indicators:</p> <ul style="list-style-type: none"> <li>• The number of partnerships and linkages with organizations will increase</li> </ul>
<p>Objective 3.5.</p> <p>To increase Girls Inc.'s presence in conversations related to selected advocacy issues and influence policy decisions at the local, provincial and federal levels.</p>	<p>Performance Indicators:</p> <ul style="list-style-type: none"> <li>• The number of opportunities that Girls Inc. have available to engage in advocacy and policy discussions at the local, provincial and federal levels will increase</li> </ul>

## Appendix I: Girls Inc. of Northern Alberta Programming Overview

	Program	Description/Purpose	Type	Age
<b>STRONG</b>	<b>Girls Inc. Friendly PEERsuasion</b>	Girls will learn and develop transferrable skills that will help resist societal pressures (from peers and the media), refuse to engage in risky behaviours such as harmful substance usage (drugs, alcohol, tobacco, vaping, and household chemicals), and manage their stress. After learning these healthy strategies while concurrently building self-esteem, girls become peer educators ('PEERsuaders') for younger girls. Friendly PEERsuasion targets the years during which girls begin to more fully experience and respond to influence and pressure to participate in risky behaviours.	In-school After-school Workshop	9-12 13-15
	<b>Girls Inc. Sporting Chance</b>	Girls will build a foundation for enjoying sports, adventure, and physical activity in an inclusive, safe environment. Girls develop movement and athletic skills, cooperative and competitive spirit, while trying out various types of physical activities to explore their own sense of wellness. Girls will experience the benefits and excitement of taking positive risks and trying something new that bolster their self-confidence and personal growth.	After-school Workshops	6-8 9-12 13-15
		<u><b>Girls at Bat</b></u> Girls will increase their sense of connection, courage, leadership and love of sport with fun baseball drills paired with vital self-esteem, team-building and personal health activities. The program makes playing and coaching feel fun and safe so that girls and young women who would normally sit on the side-lines or not even go near the field can have the courage to try.		6-8 9-12
		<u><b>Run Club</b></u> Girls will build their self-esteem while having open discussions on physical activity and specifically running techniques. Girls will delve into developing healthy body image and having a positive relationship with food and nutrition through running practice, weight training, speed-agility drills and stamina building via fun games. All hard work will pay off when our team takes part in the 3-5km MacDonald Island Park Marathon.		9-12 13-15
	<b>Girls Inc. Mind+Body</b>	Girls will approach wellbeing holistically, particularly in the areas of physical activities, body (body image, sexuality, menstruation etc.), nutrition and stress management. Girls will unpack the relationships between these areas through thoughtful conversations and activities. Participants will be equipped with appropriate resources, information, tools, skills and knowledge to complement their learning.	In-school After-school Workshops	6-8 9-12 13-15 16+
	<b>Girls Inc. Healthy Sexuality</b>	Girls will understand and embrace sexuality with a positive, empowered approach that is built on a foundation of accurate information, cultural sensitivity, inclusiveness and respect. Girls will acquire the knowledge and skills necessary to take charge of and make informed, thoughtful decisions about their sexual health.	In-school After-school Workshops	13-15 16+

SMART	Girls Inc. Economic Literacy	Girls will learn about money and the economy at an age-appropriate level, including how to manage, save, budget, invest, and help others through philanthropy. Girls Inc. Economic Literacy goes beyond personal financial literacy by positioning girls as global citizens and addressing economic injustice. As girls explore how the economy affects everyone locally and globally, they develop skills critical to being financially savvy and to becoming economically independent adults.	In-school After-school Workshops	6-8 9-12 13-15 16+
	Girls Inc. Operation SMART	Through hands-on activities, girls will explore, ask questions, persist, and solve problems relating to science, technology, engineering and mathematics (STEM). Girls develop enthusiasm, skills and interest in STEM. By interacting with women role models in STEM, girls come to develop interest in STEM and view these careers as exciting and realistic options for themselves.	After-school Workshops	6-8 9-12 13-15
		<u>Reaching SMART (Since 2020)</u> Through the harmonized lenses of Indigenous land-based knowledge and Western STEM, girls will approach questions through inquiry-based activities while increasing their connection to land and culture and exploring possible STEM field career opportunities. Reaching SMART was developed to facilitate pop-up workshops for girls in remote/isolated communities so that they could gain access to STEM-based learning opportunities that would not be accessible otherwise due to various existing barriers. The program has evolved to raise inter-cultural sensitivity amongst all girls.	Workshops	
		<u>Book Club (Piloted in Summer 2021)</u> Girls will have the opportunity to read, analyze and discuss books that they may not have otherwise read on their own. While fostering love for books, girls will gain critical content analysis skills, public speaking abilities and sense of belonging by working with their peers to read, discuss and participate in hands-on, interactive activities.	After-school	6-8 9-12 13-15
		<u>Operation SMART: Next Chapters (Piloted in Fall 2021)</u> Girls will increase understanding of available post-secondary options and paths that best fit their long-term goals. With girls constantly feeling pressured over making the "right decision" and their post-graduation choices being tied to identity, finances and long-term goals, the program will unveil not only available opportunities but how to get there. Girls will form meaningful relationships with role models to assist them through the process of deciding for what, where, and how they will get to the next chapters in their life – individually and collectively. Participants will volunteer at one of the Girls Inc. programs or events to increase their community engagement while enhancing their resume/applications.	In-school After-school	15+
	Finning Canada STEM Award	Girls Inc. of Northern Alberta and Finning Canada recognize two girls annually for breaking gender stereotypes as they pursue a career in STEM related field(s). In 2021, the \$1,000 scholarship will be increased to \$3,500 and awarded to a woman in or entering a post-secondary STEM-related program. Preference for the first award will be given to a previous participant of Girls Inc. Operation SMART and lives within the Wood Buffalo region. The second scholarship will be awarded to an Indigenous woman or a candidate with deep involvement in Indigenous communities.	Scholarship	17+



<b>BOLD</b>	<b>Girls Inc. Project BOLD</b>	Girls will learn skills and strategies to lead safer lives in their homes, in relationships, in their communities and online. Girls learn specific self-defense techniques and how to seek out and talk to caring adults about personal violence. Girls will understand how they can contribute to a safer community for all. Older girls will take on a community action project to advocate for a safer world for all women and girls.	In-school After-school Workshop	6-8 9-12 13-15
	<b>Girls Inc. Media Literacy</b>	Girls will develop their critical thinking skills when analyzing messages in all forms of media. The program will also teach important tips to stay safe while using online devices. Girls will increase their awareness of media scope, power and effects on girls and women. Girls will learn how to advocate for change in entertainment, news, and advertising. Girls will explore media-related careers and the positive use of the media.	In-school After-school Workshop	6-8 9-12 13-15 16+
	<b>#GirlsToo (Since 2019)</b>	Girls will learn how to create a cultural shift towards breaking the silence around sexual violence through education about consent, gender equality and healthy relationships. Building on our flagship programs (Girls Inc. Project BOLD and Girls Inc. Media Literacy), #GirlsToo engages girls and young women as important agents of change. Girls will enhance their understanding of the intersecting vulnerability to gender-based violence that Northern girls face. Additionally, girls will come to see the societal need for a system to transform negative norms, attitudes and stereotypes towards allyship. As a girls-led advocacy around systemic violence, the program ends with a cumulating activity where girls create art work to digest and express their learning, which will be exhibited on social media and within the community.	In-school After-school Workshop	9-12 13-15 16+
	<b>Power of Stories (Since 2019)</b>	Girls will gain skills, knowledge and learning experience to break the cycle of violence surrounding Indigenous girls and women through the “Teachings of the Grandmothers” – a set of local Indigenous values passed over generations that promotes connection to Indigenous cultures and Indigenous ways of life: honesty, respect, love, patience, courage, acceptance, wisdom and storytelling. These teachings serve as guiding themes to discuss topics unique to Indigenous girls. Girls will learn how to build inclusive social transformation systems for greater gender equality in Alberta. Through an Indigenous-historical-feminist lens, girls will unpack and understand why and how girls of various background experience unique layers of challenges differently. This is an inter-cultural awareness and violence prevention program, developed closely with local Cree, Métis, and Dene land-based knowledge holders to offer true insight into their local experiences living in the Wood Buffalo region. The program reflects upon the past, explores the present, and aims to create a brighter future through documenting oral histories in Indigenous languages. Power of Stories seeks to raise awareness around how to address and prevent violence of all forms against and around women and girls in our community.	In-school After-school Workshop	6-8 9-12 13-15 16+
	<b>Girls Against Bullying Alliance</b>	Girls explore the depth and breadth of bullying and its impact. They will develop a toolkit of strategies to manage bullying if it happens to them or someone else. In a safe and inclusive environment, girls will discuss how to deal with bullying, how to seek help, and how to develop healthy friendships with others. Ultimately, girls will become leaders against bullying in their communities.	In-school Workshop	6-8 9-12
	<b>Girls Inc. Staying Strong Mentoring</b>	In a safe and inclusive environment, girls and trained mentors will build positive relationships through various interactive activities to become future leaders in their community. Girls will learn about community, communication, and healthy friendships while improving self-esteem, and leadership skills.	After-school	6-8 9-12 13-15 16+

<b>BOLD</b>	<b>Girls Inc. Leadership and Community Action</b>	Girls will build leadership skills and create lasting social change through community action projects. With support from women in their community, girls celebrate the heritage of girls and women as leaders and social change agents while realizing their own power as community resources and trustees of the common good. This program could be implemented to complement Girls Inc. Staying Strong Mentoring.	After-school Workshop	9-12 13-15
	<b>Women of Inspiration Education Award presented by Syncrude</b>	Girls Inc. of Northern Alberta and Syncrude will recognize three (3) young women who are pursuing studies in post-secondary education. The award is given based on the financial need, academic achievement, and extracurricular and community involvement. The Barb Jewers Memorial Scholarship will be awarded to an applicant who demonstrates a sincere commitment to volunteerism and community activism. The Elsie Yanik Memorial Scholarship will be awarded for demonstrated Indigenous identity, advocacy and community involvement. To honour the legacy of Girls Inc. of Northern Alberta's founder Ann Dort-MacLean, the Ann Dort-MacLean Scholarship will be awarded to an applicant with demonstrated passion for youth empowerment and gender equality.	Scholarship	17+
	<b>Women of Inspiration Series presented by Bouchier</b>	Girls Inc. of Northern Albert and Bouchier will recognize and honour five (5) women annually who break new ground and/or old barriers while helping to create change. The initiative will show local girls positive role models who live within their community. Over the course of a year, we showcase the stories of local women who are driving positive change for other women and girls, either directly or by example. We host a Women of Inspiration Celebration around the International Women's Day in March to celebrate the contributions of all the nominees.	Community Engagement	18+