

Girls Inc. of Northern Alberta Annual Report 2021



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Summary

We called 2019 a springboard. 2020 was a year of constant navigation, leading to transformation in so many ways. 2021 was a year of action.

Powerful learning has been generated by navigating multiple layers of challenges in 2020, namely the COVID-19 pandemic, flooding and economic downturn. Carrying on the sense of resilience built prior to 2018 and a transformational jump we made using the springboard in 2019, we put learning from last year into action in 2021.

Our impact in 2021 was three-fold:

1. Improved sense of resiliency, connection and empowerment amongst 1,566 girls ages 6-18 in Northern Alberta;
2. Strengthened programming quality reflecting on the magnitude of deepening inequality and injustice, with a greater focus on practical, timely and inclusive approach to better engage girls, families and communities; and
3. Enhanced organizational capacity to continue to take positive risks by coping with, adapting to and transforming the new climate, positioning the organization as the leading advocate for diversity, equity and inclusion.

Building on 2020, the organization supported 1,566 girls ages 6-18 through 15 programs in 5 different communities in a flexible delivery model to best meet the needs of the girls. In particular, greater uptake of hybrid in-school programming was observed, exemplifying effective synergies in enhancing teachers' capacities more than ever. The organization maintained its reach from 2020, more than doubled from 2019 and over four-fold from 2017. This demonstrates increased needs for our programming and a clear organizational growth in meeting such a demand.

Additionally, the organization improved its STRONG-SMART-BOLD programming portfolio balance by strengthening the first two pillars to address holistic wellness (including period poverty), economic literacy and post-secondary readiness, which were identified as areas requiring urgent actions in light of COVID-19 related adjustment challenges. Existing programs also scaled up throughout 2021, with a stronger focus on inter-sectoral advocacy around gender-based violence experienced amongst girls. Aligning with strategic priorities, Indigenous community outreach rate remained over 24% in 2021 with accelerated community consultations, acting on true allyship building.

The organizational revenue grew from \$540,676¹ in 2020 to \$572,671 in 2021, with slight increase in expenses for staffing growth to sustain quality programming while meeting the increased program needs. Increase in fundraising expenses reflects on carrying out both signature events this year in an innovative manner, which contributed to the revenue growth. Additionally, 2 multi-year partnerships were added to the existing 5, with 1 renewed. Such community investments allow all our programs to remain free of charge while enabling the organization to take positive risks.

Simultaneously, the organization acted on accelerating advocacy efforts as well as expanding social media reach in 2021, positioning itself as a leader in championing girls' empowerment and gender equality together with community partners and 54 Champions for Girls who are corporations, foundations, local businesses and individual donors who are dedicated to inspiring all girls to be strong, smart and bold.

These successes would not have been possible without the tireless efforts and unstoppable passion of staff, volunteers, investors and community partners. There were 88 throughout the year who supported the organization in 2021, including our youth volunteers who demonstrated girls-led leadership and Board of Directors who remained supportive, proactive and engaging throughout the year. Strong team

¹ The figure in the 2020 Annual Report reads \$606,355 due to changes in revenue-expenditures statement presentation.

of 8 staff was maintained this year. Finally, echoing Girls Inc. National 2021-2025 Strategic Plan, Girls Inc. of Northern Alberta 2021-2025 Strategic Plan was established to outline the organizational strategic directions for the given timeframe.

The year 2021 continued to reveal how each girl experiences challenges differently in different magnitudes, depending on where and how one is situated in society. Greater isolation vs. adjusting to the 'new normal', with the constant questioning around what 'normal' means. Untapped technological possibility vs. deep existing inequity. As noted last year, we might be in the same storm, but not on the same boat. We listened to and acted upon various voices around us. And we will continue to do so.

In 2022, we will keep working towards sustainable, resilient and thriving operations by acting on the newly established strategic plan, continuing on learning by doing and tackling the intricate web of existing barriers around achieving gender equality so that *all* girls are inspired to be strong, smart and bold.



Nanase Tonda
Executive Director, Girls Inc. of Northern Alberta

Message from Board President

The past year truly tested our resilience as we continued to tackle the challenges brought by the pandemic. We started the year with virtual programming and moved to a hybrid model towards the end of the year, as the pandemic improved. We continued to survive and thrive, regardless of the challenges and uncertainties that we faced.

2021 was a year of transformation for Girls Inc. of Northern Alberta. We welcomed new board members and sponsors, increased the number of girls served and hosted a successful virtual fundraiser to commemorate International Women's Day. We also discovered the benefits of having a hybrid model as it increased inclusion and enabled us to extend our impact beyond the Wood Buffalo region. This success would not have been possible without the effort of our staff, volunteers and board members, who worked hard to ensure the success of the organization.

In addition to inspiring girls to be strong, smart and bold, the success of our Women of Inspiration Virtual celebration proved that we managed to highlight role models for girls in the community. I feel proud to be part of an organization that experienced growth and created a positive impact in the community. As we continue on to 2022, we will strive for sustainability, to enhance inclusion and to increase participation of girls in northern Alberta.



Tasneem Rahim

Board President, Girls Inc. of Northern Alberta

Who We Are

Girls Inc. of Northern Alberta the only non-profit organization in the Wood Buffalo region with a mission to inspire all girls to be strong, smart and bold. We envision a world in which *all* girls value their whole selves, discover their inherent strengths and achieve their goals.

Since 1979, we have been honoured to operate 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. We operated as Big Sisters Society when there was a suggestion that we merge with Big Brothers Big Sisters. We advocated that girls go through unique experiences and that there is a strong need for us to continue to provide a safe, inclusive and gender-sensitive learning environment.

That is why we became affiliated with Girls Incorporated (Girls Inc.) in 2004 – in order to empower girls to realize their full potential and become the leaders for the future. Today, we are a part of a strong Girls Inc. Network of 78 affiliates providing 134,000 girls across the U.S. and Canada providing life-changing experiences and solutions to the challenges girls face. In Canada, there are five affiliates: four 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 are the leading advocate for girls' and women's rights and opportunities. We build the next generation of leaders – or 'game changers' – by working with girls to grow positive relationships, find and use their voice, develop positive self-image/confidence and enhance critical thinking ability.

Every year, Girls Inc. of Northern Alberta equips girls between the ages of 6-18 across the Wood Buffalo region with the knowledge and skills needed to break free from gender stereotypes, create social change, be proud and confident of who they are.



Our Impact & Journey 2021

To address layers of needs and challenges unique to girls, Girls Inc. delivers life-changing programs that are innovative, intentional, research-based, preventative, holistic, context-specific, age-appropriate, barrier-free and transformational. Our work supported girls to realize and unleash their full potential, grow positive relationships, find and use their voice, develop self-confidence, enhance critical thinking ability and champion gender equality.

In 2021, there were 1,566 participants in 15 programs held at 5 different communities across the Wood Buffalo region. The reach was **more than doubled from 700 participants in 2019**. Constant adjustments were made throughout 2021 according to government COVID-19 restrictions. Learning from 2020, our program delivery model remained flexible between virtual, in-person and hybrid, to best meet the needs of the girls.

We lead by example. We can't just stop trying. Our girls are our priority. We will continue to create a safe space for girls to be themselves, feel supported and discover their strengths while adapting to the unprecedented circumstances. We are there for girls. These values kept us going.

Programs were largely implemented virtually for the first half of the year. In July-August, we pivoted back to in-person programming with selected programs offered virtually and in a hybrid format for greater inclusivity. Safety measures included filling out COVID-19 screening questionnaire, wearing masks when 6 feet apart could not be maintained and hand sanitizer use. While returning to virtual programming for September-December, **greater uptake of in-school hybrid programming was observed, demonstrating effective synergies in filling the existing gaps.**

The outreach ratio to Indigenous communities was 24.2% in 2021, achieved mostly through kit delivery and accelerated community consultations. While the figure is slightly lower than 2020, this was largely prolonged strict travel restrictions and stronger community interest in opting-in for in-person programming in the future. Nonetheless, **the reach was nearly 10% above where it was in 2019.**

As in 2020, we kept in touch with our partner organizations or rather **pro-girl allies**, including school boards, youth centres and corporate partners. One of the frustrations and painful realities we continued to face was that **virtual participation might not be an option for all**. The pandemic revealed how each girl experiences challenges differently, depending on where and how they are situated in the community. Not everyone has the access to infrastructure, resources or conditions necessary to participate virtually. On one hand, social connectivity in virtual space certainly yielded some positive impact as a support system. However, we suspected and witnessed **negative impacts on increased screen time, such as cyber bullying, invasion of personal space, overloading information, lack of exercise, virtual fatigue** and so on. In fact, **over 70% of virtual participants continued to indicate that they felt 'empty' in the absence of in-person interactions**. Further, **increased stressors on family members as well as pressure from 'going back to school'** were leading to a great level of anxiety and tension in households, **making girls even more vulnerable to experiencing ripple impacts of such negative factors.**

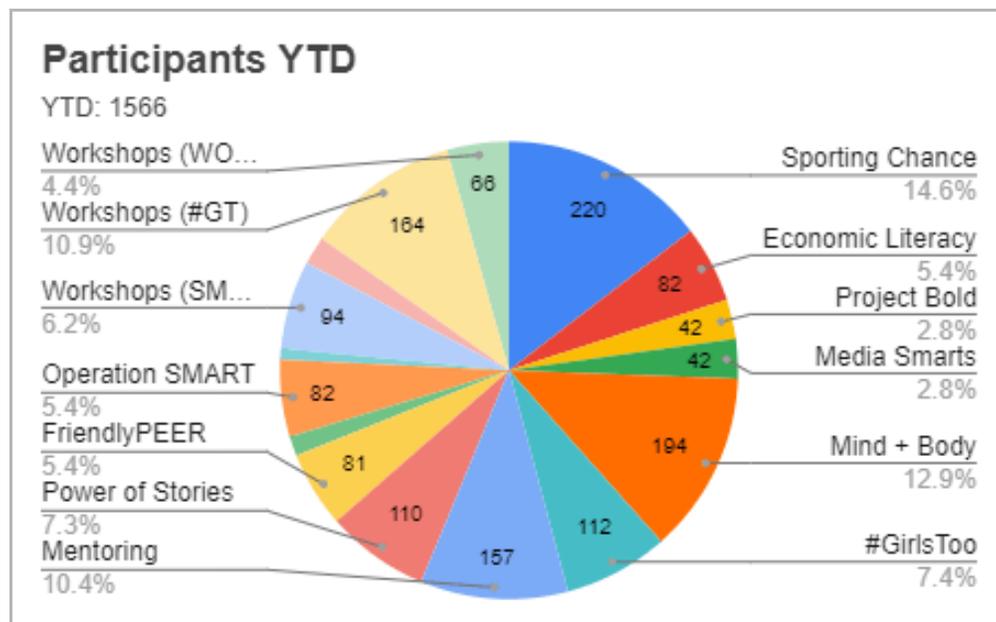
As such, there was an urgent and continued need to address the **increasing sense of isolation and deepening inequality while enhancing community engagement**. Shifting to a flexible program delivery model was proven effective in terms of reach and program quality, a combination of virtual facilitation, kit delivery, direct check-ins, hybrid and in-person facilitation when safe to do so. Kit delivery served two purposes: 1) to complement virtual facilitation to better engage girls and 2) to allow for those who cannot or choose not to participate virtually to experience Girls Inc. programming at home, particularly ones residing in remote/underserved communities with stricter COVID-19 travel restrictions. Direct check-ins/curbside visits created a space for staff to check in with girls' parents/caregivers. Combining these approaches with hybrid and in-person facilitation when feasible, our work helped lift some of the challenges experienced in households and schools.

Despite economic uncertainty, increase in revenue was attained by executing two flagship fundraising events while accelerating fund development efforts throughout the year so that the organization can continue to be there for girls when they need us the most.

Breakdowns are as below. See 'Growth at a Glance' for historical comparison.

Five Year Growth at a Glance	2021	2020	2019	2018	2017
# of girls served	1566	1575	700	617	383
% outreach to remote/underserved communities	24.2%	31.3%	15.1%	13%	13%
Annual Revenue	\$572,671	\$540,676 ²	\$493,585	\$292,314	\$396,799
STRONG:	34%	31 %	37%	39%	35%
SMART:	22%	18 %	8%	7%	9%
BOLD	44%	51 %	55%	54%	56%

Girls Served

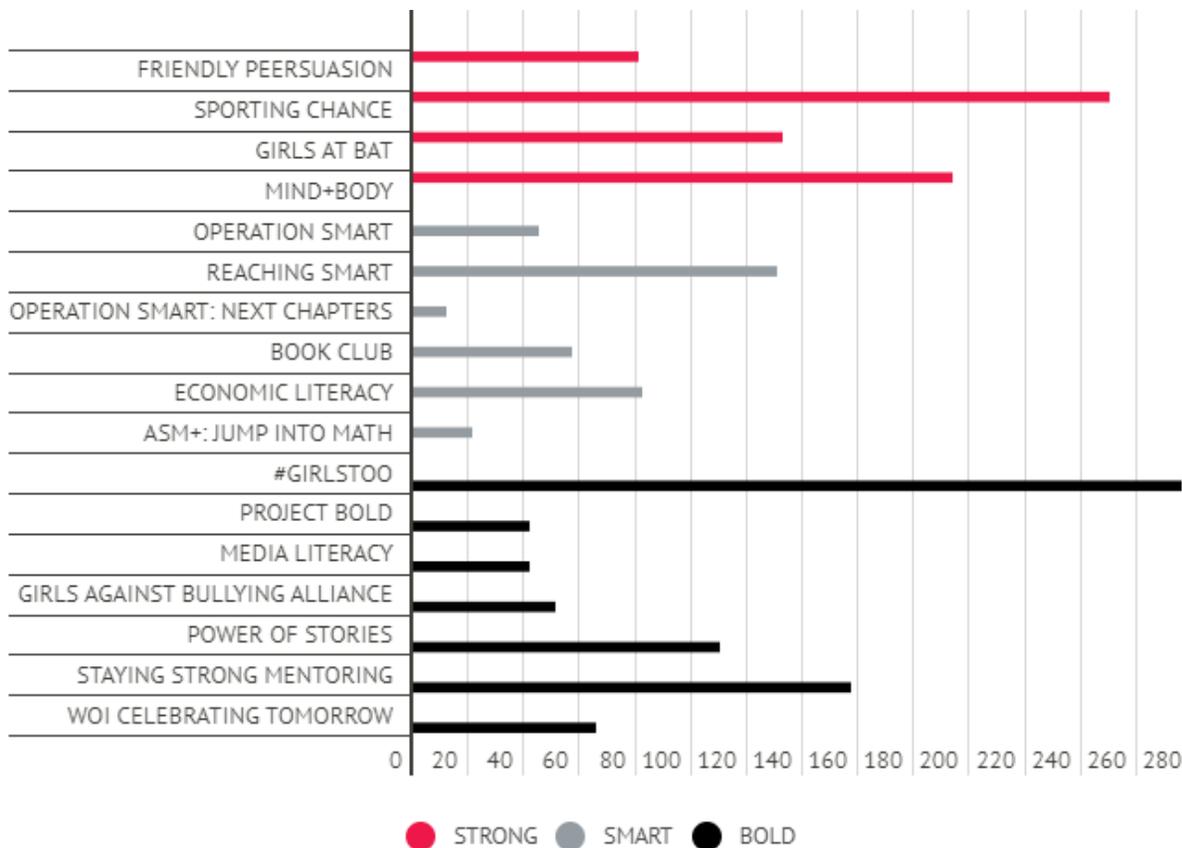


Echoing our mandate, our programs encompass Healthy-Active Living (STRONG), Knowledge Enrichment (SMART) and Informed Life Skills (BOLD), facilitated in a gender-sensitive learning environment, in both in-/after-school settings. Overall, **the STRONG portion increased from 31% in 2020 to 34% in 2021 while SMART increased from 18% in 2020 to 22% in 2021.** This growth is

² The figure in the 2020 Annual Report reads \$606,355 due to changes in revenue-expenditures statement presentation.

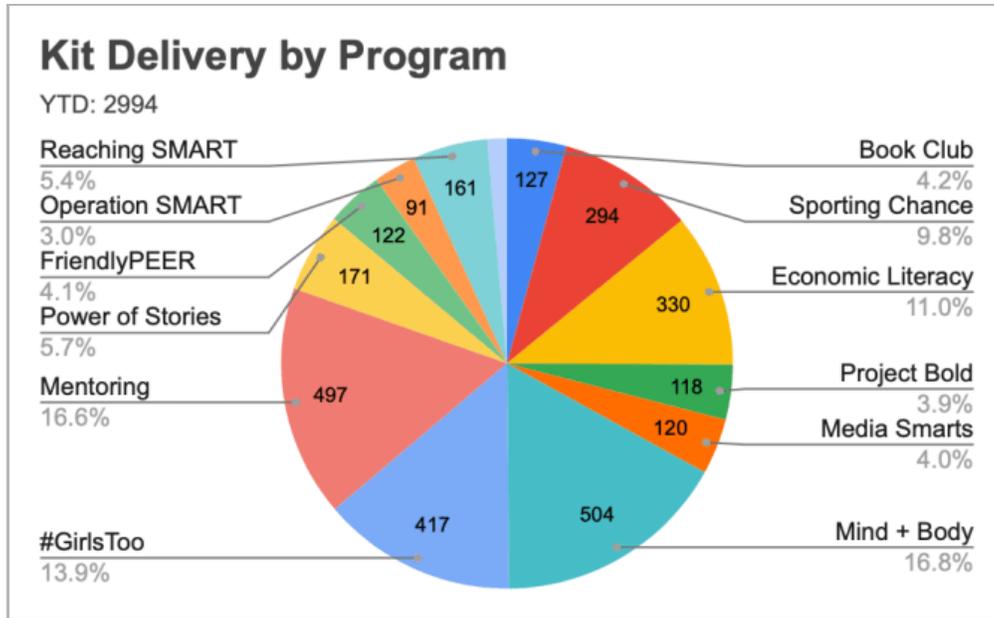
owing to **8 new/pilot programs reflecting on the increasing needs expressed and observed amongst girls**, namely Mind+Body (with a focus on healthy sexuality and period poverty), Girls Inc. Basketball League with the Northern Trailblazers Basketball, Wellness Wednesdays, Operation SMART: Next Chapters, Book Club, Jump into Math and Economic Literacy. For more description, please see Section [Programs: STRONG, SMART & BOLD \(p.11\)](#).

Participants by program



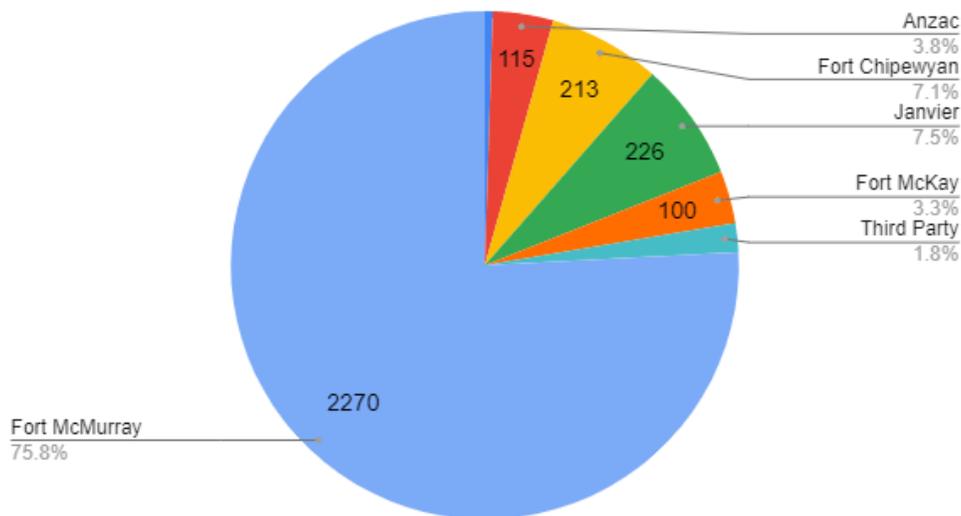
The quality of programs continued to improve through our inclusive and innovative approach to addressing emerging needs and challenges surrounding our girls’ lives in 2021.

Similar to previous years, it was observed that workshops are effective and tend to resonate well with girls and their parents/caregivers, especially when experiencing Girls Inc. programming for the first time and/or outreaching to Indigenous communities. In addition to returning girls, we welcomed many new girls in 2021 – **together with youth volunteer engagement**. We will continue to learn and implement ‘what works’.



Looking at the kit delivery breakdown by program, it is evident that most kits were with BOLD programs (#GirlsToo, Power of Stories, Mentoring, Project Bold & Media Smarts). **This indicates more girls were equipped with – and interested in attaining – skills, tools and knowledge to increase confidence and resilience through year two of the COVID-19 pandemic where virtual fatigue, cyber bullying and increased screen time continued.**

Communities Served by Kit Delivery



Programs: STRONG, SMART & BOLD

STRONG

Friendly PEERsuasion (Ages 9-12 & 13-15)

Girls develop skills to resist pressure to use harmful substances, such as drugs, alcohol, tobacco, and household chemicals.

- Dr. Clark Elementary School
- Elsie Yanik Catholic School
- Walter & Gladys Elementary School
- Online/After-school

A total 81 girls participated, with 44 in-person through in-school programming and 37 online through after-school programming. 10 kits were delivered to rural communities of Wood Buffalo. The program focused on age-appropriate topics, such as communication and refusal skills, along with the standard curriculum. Peer-to-peer mentoring relationships were formed as a result.

The virtual setting allowed the girls to have a sense of anonymity while asking questions around sensitive topics, such as drugs and alcohol. It was observed that the majority of participants are looking for ways to manage stress. Facilitators also observed that participants showed a better understanding of over the counter drugs. Survey results from one in-school program showed that **95% of participants were able to successfully acknowledge the peer pressure scenarios given and refuse them in a positive manner.**

Sporting Chance (Ages 6-18)

Girls increase self-esteem, enhance physical-psychological well-being and promote healthy lifestyle to the wider public.

In 2021, we held virtual challenges encouraging girls in the community to get active during a time when COVID19 made exercising and staying active difficult. A total of 332 girls participated by logging their daily wellness activity including walking, biking, meditation and more.

We also reduced economic barriers to participation in the 2021 Fort McMurray Marathon 3km race by covering participation fees while enhancing family engagement in achieving girls' empowerment in sport. The program attendance rate of 90% was maintained throughout the program.

Participants experienced the benefits and excitement of taking positive risks that bolster self-confidence and personal growth.

While addressing geographical barriers was difficult due to prolonged COVID-19 related travel restrictions to enter rural communities, we were able to offer support where needed through the implementation of our kit deliveries. In collaboration with respective community groups, girls from Janvier, Fort McKay, Fort Chipewyan, Anzac, Nistawoyou Friendship Centre, and Conklin received kits with materials like sunscreen, soccer balls, jump ropes, and yoga mats along with complimenting program informative resources, such as a sun safety handout.

Girls at Bat (Ages 6-8 and 9-12) - in partnership with Jays Care Foundation

Girls increase their sense of connection, courage, leadership, and love of sport with activities designed to build vital self-esteem, team-building and personal health. Participants gain far more than baseball skills.

- St. Anne's School baseball field
- MacDonald Island, Nexen Field House
- Online/After-school

A total 133 girls participated with 30 online and 103 in-person. 10 kits were delivered to the rural communities of Wood Buffalo.

Started off with a virtual introductory workshop in April, Girls at Bat (GAB) was offered in-person in July and August. Based on overwhelmingly positive feedback from the July program where girls and parents expressed how much fun they had and wished GAB would take place every day, we enhanced the August program by running it again with the **first-time, GAB inter-community friendly match with participants from Fort McKay**. 4 youth were engaged as 'coaches' where girls were able to **build positive relationships and leadership experience**.

Girls learned skills and game play for baseball, adjusting intensity and difficulty based on age and current skill level. Recurring themes were observed when girls were asked to describe their Girls at Bat experience, namely: fun, inclusive, awesome, active and amazing. Overall, the program affirmed the clear increased programming needs for girls to be in a safe and inclusive environment where they can **try new things, take positive risks, increase self-esteem and enhance their sense of belonging via sport**. Positive impact observed around girls' physical-psychological wellbeing included high attendance rates, increased self-esteem and happiness, and high volume of returning participants for the program.



Group photo after the virtual introductory workshop held in April.



L: Participants Miwa and Pranshi practicing catching the baseball with the glove.
R: Participant Kendra practicing her batting.



Group photo with participants from Fort McMurray and Fort McKay after a collective baseball game.

NEW: Wellness Wednesdays (Ages 6-8 & 9-12)

Focusing on four critical content areas (physical activity, body image, nutrition, and stress management), this program focuses on improving our overall wellbeing while having fun.

The program mixes physical activity like different types of tag and circuit training with discussions around the importance of physical activity, how to handle stress in positive ways and the basics of nutrition. Girls develop movement and athletic skills, cooperative and competitive spirit, as well as healthy habits. **100% of participants indicated** physical activity was something that they learned a lot about, while body image, self-confidence, and stress management were also learning areas that participants indicated they learned something about through the program.



L: Ages 9+ group playing a game of reverse soccer.

R: Ages 6-8 group doing their final cheer during the last session of Wellness Wednesdays.

NEW: Girls Inc. Basketball League (Ages 14-18) – in partnership with Northern Trailblazers Basketball

Aligning with Girls Inc. Sporting Chance, the league contributes to building strong community leadership and resilience for greater societal wellbeing in Alberta. The league aims to increase access to safe, inclusive, cost-/barrier-free and gender-specific wellness enhancement opportunities for teenage girls in the Wood Buffalo region.

- Elsie Yanik School

A total of 33 girls participated in the Girls Inc. Basketball League in 2021. The league was piloted from October to November where girls developed basketball skills, self-esteem, and an appreciation for team sports and physical activity. Within each practice girls discussed topics relevant to youth their age including body image, gender dynamics and disparities within athletics, stress management, and goal setting. Post-program survey findings include **90% of participants stating they will continue playing basketball highlighting the effectiveness of the league for developing an interest in athletics amongst teenage girls.**

“This was very beneficial in giving me confidence to try out for my school team” – Girls Inc. Basketball League Participant



L: Girls between playing against one another during practice.

R: Participants developing their basketball skills during a practice game.

Girls Inc. Mind+Body (Ages 6-8, 9-14, 15+)

Girls approach wellbeing holistically, particularly in the areas of physical activities, body (body image, sexuality, menstruation etc.), nutrition and stress management. Girls are equipped with appropriate resources, information, tools, skills, and knowledge to complement.

- St. Kateri Catholic School
- Christina Gordon Public School
- Dr. KA Clark Public School
- Anzac Community School
- Online/After-school

A total 194 girls gained access to the program and a series of Mind+Body tool kits, such as ‘first period pack’, yoga mats, injury prevention, wraps, hands/foot warmers, etc. Additionally, 340 kits were delivered to the rural communities of Wood Buffalo.

The program was offered in a multi-session format for girls virtually after-school and gender diverse classes for in-school facilitation. In both formats, participants learned in-depth about the topics of body image, physical activity, stress management, and nutrition. For the older age groups, **puberty was added to the topics discussed, with the highest attendance recorded on the days of these sessions.** Participants noted it was a **helpful space for girls to have such ‘touchy’ discussions**, evidencing the importance of pro-girl environments.

Facilitators observed an increase in overall participation, engagement, and attendance for the after-school programs. Girls made positive connections to the topics with things they have learned at school throughout the program and with one another. For example, by the end of the program they were saying hello to each other when joining, would use the chat to respond to each other and even started using the reactions when they shared positive thoughts and events that were happening in their lives. Overall, this highlights how **the program provides a pro-girl space where friendships can be developed even virtually.**

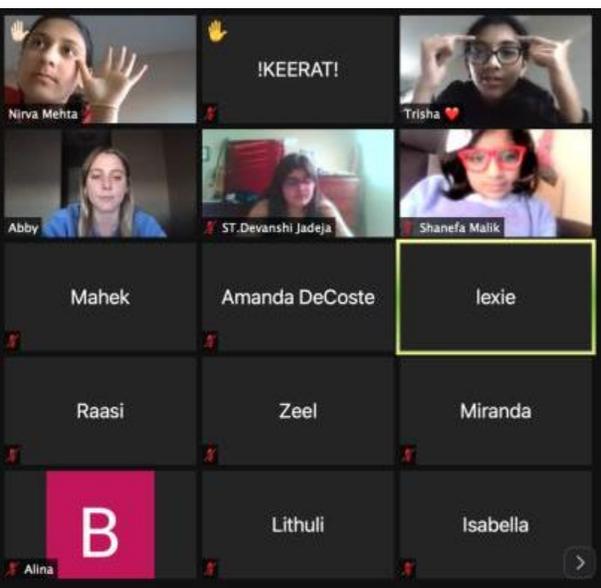
Teachers shared the program was extremely relevant to the health curriculum, with the most impactful session being on body image. One teacher shared a standout moment from the program was when we discussed the way women are portrayed in commercials or social media and the impact of editing on self-esteem and body image, highlighting the importance of a holistic approach to wellness that includes these kinds of discussions.

“I loved the kits we got and Abby and Hanna's explanation on things like puberty, nutrition, and body image.” - Mind+Body participant, Age 10



L: Kits girls in the ages 9+ group received for the sessions exploring menstruation and puberty.

R: Participants ages 6-8 learning tree pose after exploring the benefits of yoga.



Participant sharing something they love about their body being “I can do the sports I love to do”.

SMART

Operation SMART (Ages 9–13) – in partnership with BrainSTEM Alliance

Through hands-on activities, girls 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 attainable options for themselves.

- Unifor Hall
- Online/After-school

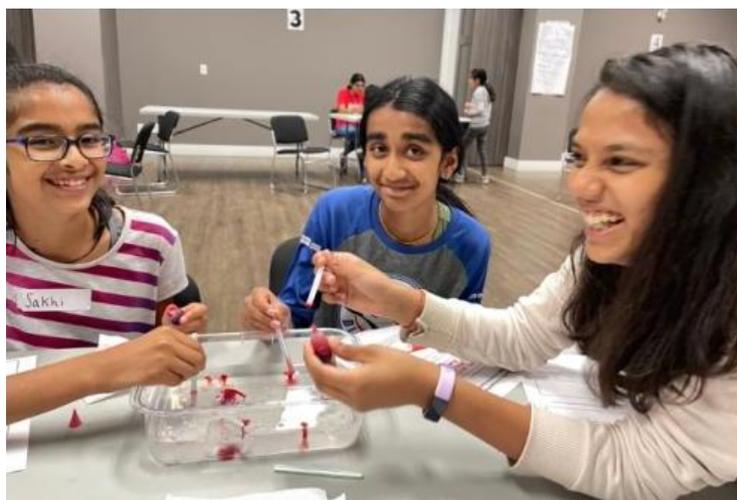
A total of 45 girls participated in Operation SMART with 22 for the summer in-person program and 23 during the fall online.

In July, we piloted a 4-day camp style Operation SMART program in-person with a focus on food security. Participants explored the science behind the local ecosystem and beyond covering pollinators, GMO's, biodiversity, food chains and webs, and more. In the fall, we resorted back to virtual facilitation with program kit delivery aligning with public health protocol. Kits complemented virtual participation and ensured learning opportunities for girls who cannot or choose not to participate in the live sessions for various reasons including lack of access to resources/infrastructure or virtual fatigue. We explored a variety of STEM topics including various engineering disciplines, biology, chemistry, and 3D printing through inquiry-based activities to develop an interest in the subjects and the participant's critical thinking skills all while learning from role models in the fields themselves.

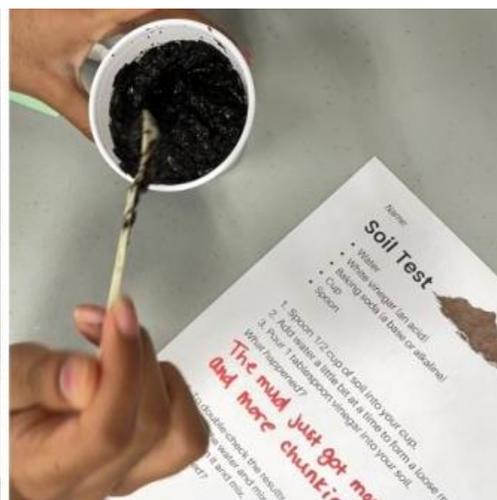
When asked to provide two examples of science being connected to our everyday lives, girls used specific examples from the program that we discussed - cooking and baking (chemistry sessions), breathing (biology session), driving (kinetic/potential energy, mechanical session), indicating **clear increase in awareness and interest in STEM**. 100% of respondents said that science is important and **100% believe that it is important for girls to learn about STEM**. Additionally, 100% of respondents said the kits helped their learning, and multiple participants shared that the kits were very easy to do on their own time.

A program targeted for ages 6-8 is in development.

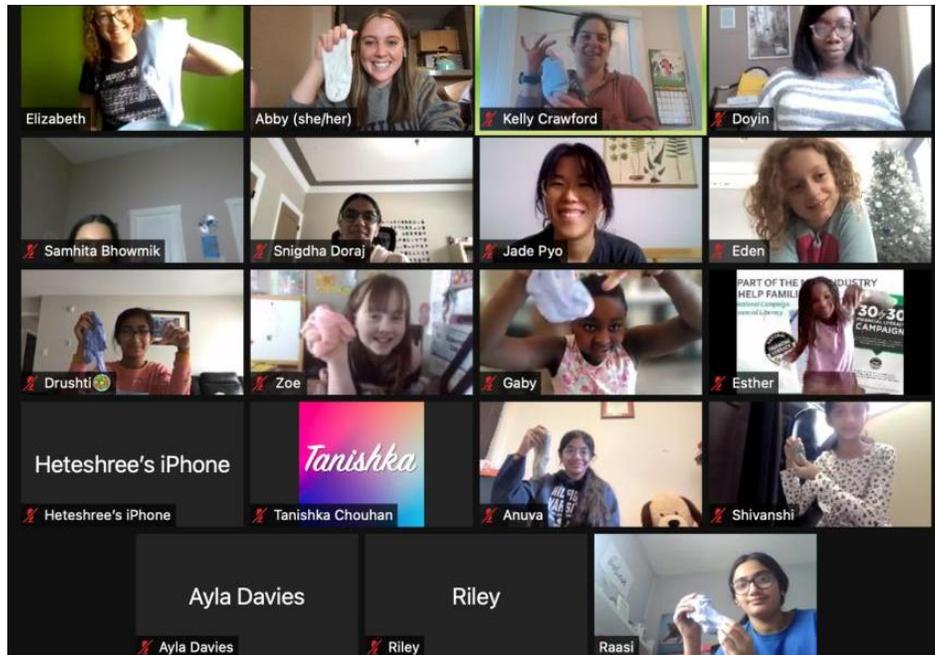
“I thought all the experiments were fun and were put towards learning about what scientists do and what we can become when we grow up.” – Operation SMART participant



L: Participants completing investigating inputs into the environment.



R: Participant investigating the pH of soil.



Participants showing off their slime experiment after investigating chemical engineering.

Reaching SMART (Ages 9-13) – in partnership with Medical Makers

Through workshops, girls will increase connection to land and culture and explore career possibilities in STEM fields by approaching inquiry based ‘big-questions’ through a harmonized lens of Indigenous land-based knowledge and Western understanding of STEM.

- Lions Club
- Keyano College
- Online/after school

A total 131 girls participated with 37 in-person, and 94 virtual. 72 kits were delivered to the rural communities of Wood Buffalo.

Building on Operation SMART, Reaching SMART was launched in 2020 to facilitate pop-up workshops for girls in remote Indigenous communities so that they could gain access to STEM-based learning opportunities that they would otherwise be unable to due to various existing barriers.

Throughout 2021, we offered 3 virtual workshops and 2 sets of 2-day in-person workshops. Through partnerships with BrainSTEM Alliance, Medical Makers, and local Indigenous community leaders, all workshops aimed to harmonize the lenses of western STEM and local indigenous land-based knowledge. All three of the virtual workshops included kit delivery with activity instructions and materials to complement the sessions.

Virtual participation from the target communities was limited due to existing layers of barriers, namely lack of access to infrastructure and resources. **As revealed through a series of consultations with Indigenous community members and schools, in-person facilitation is preferred for effectiveness and greater impact. This will be prioritized in 2022.** Building on 2020, the program was offered to non-Indigenous girls as well. Notably, this approach has played a **vital role in leveraging Indigenous knowledge and Western approach as a reconciliation process.**

The February workshop tackled ‘how do people manage ice in the wintertime?’. Participants experimented with water and salt chemistry and listened to stories of how Indigenous people work with the ice rather than against it through land-based management strategies. April’s workshop explored

‘what is flooding and how can we manage it?’. Girls investigated drainage patterns, learned how engineers manage water/materials, and listened to the Indigenous perspective on beavers' influence on flooding. All these activities **contributed to building resilient communities by enhancing understanding of harmonized Indigenous knowledge and Western approaches to STEM.**

The two August workshops were facilitated with Elder Robert Cree who generously shared his land-based knowledge about the 4 elements at HangingStone River. Girls learned by listening, participating in a smudging ceremony, seeing traditional medicines, and exploring the landscape. We complemented this through inquiry-based activities (like watershed demonstration, sampling, and filtration) and discussing water sources, cleaning, and discourse surrounding water accessibility. **Many participants were able to link recent extreme climate events around flooding, wildfire etc. to the current and long-term environmental impact by asking questions to Elder Robert and staff, showing increased sense of connection to land/culture and increased interest in environment conservation.** Prior to this workshop, Elder Robert generously took Girls Inc. staff out for a ‘nature walk’ for concept development, which was critical to inform the design of the two workshops.

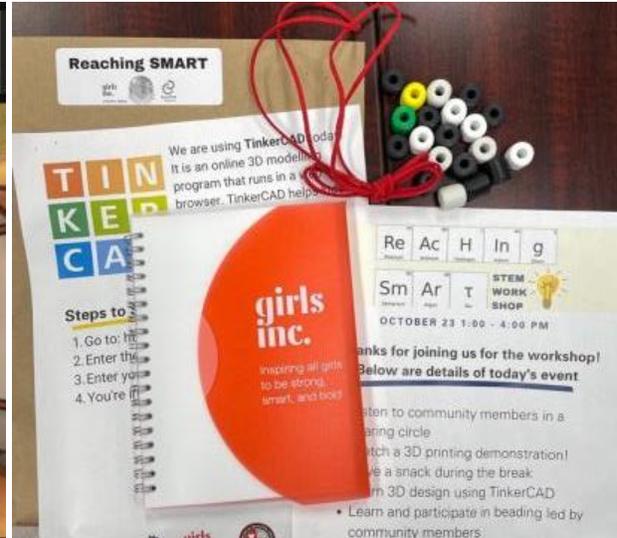
Lastly, October’s workshop explored 3D printing with Medical Makers, Keyano College, and Indigenous artist from Fort McMurray First Nations #468 Kim Coppard of Bebi Gah Creations. Participants learned about 3D printing, watched a live demonstration, 3D designed on TinkerCAD, and learned about the 7 teachings while learning how to bead.

"The activities were realistic, hands-on, and engaging. Also, led by diversity of women in science so that the girls get a chance to see that women have a place in science. Overall, an excellent workshop that is well executed. The creativity with Zoom is also good that you get the packages to the girls before the event so that they can participate." –

Volunteers Robert & Tamar



*L: Participants listening and learning from Elder Robert Cree sharing traditional Indigenous medicines.
R: Participant’s exploring HangingStone River to explore connections between the four elements.*



L: Artist Kim Coppard of FMFN #468 explaining the importance of patience while beading.

R: An example of October's 3D printing workshop kit participants received.

NEW: Operation SMART: Next Chapters

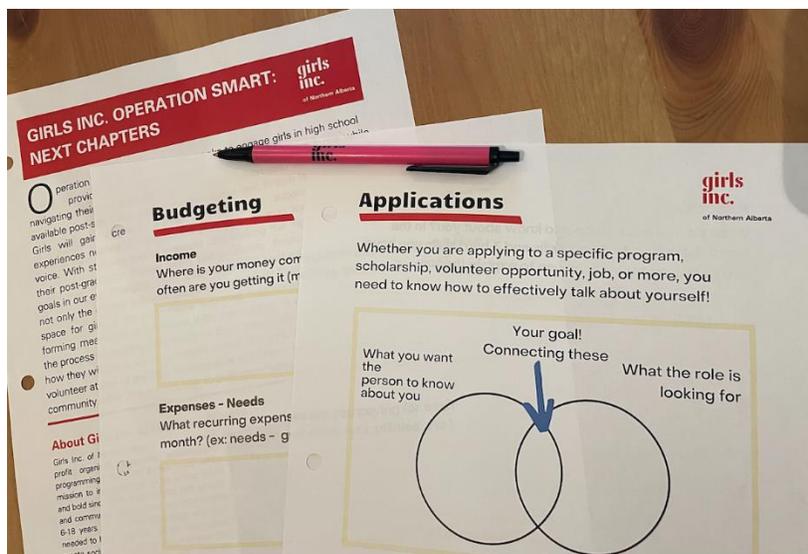
Next Chapters engages girls in high school by providing them with a space to strengthen their confidence while navigating their post-graduation options through increased understanding of available post-secondary options and paths that best fit their long-term goals. Girls gain access to tools, skills, support system and experiences needed to navigate their post-graduation journey to develop and use their voice.

A total of 12 girls from Fort McMurray Composite High School participated in the pilot of Next Chapters in the fall.

This program creates a space for girls to be comfortable exploring post-secondary options while forming meaningful relationships with role models to assist them through the process of exploring the best fit for what, where and how they will get to the next chapter in their life. A total of 11 role models joined us throughout the sessions, emphasizing an interest in sharing knowledge in post-graduation navigation.

89% of post-program survey respondents shared that they believe that having a space to discuss life after finishing high school is important for girls, and 89% agreed with the statement 'I deepened my understanding of my options for post-graduation during the Next Chapters program.' Many participants also shared the session they learned the most from 'financing the future', unveiling a **need for transferable critical life skill development** for high school aged girls.

"I always thought you could only go one way or the other when it came to what to do after high school, so I really appreciated how we were assured that we can do anything and make something out of it!" - Next Chapters Participant



Example of Operation SMART: Next Chapters kit received by participants

NEW: Book Club (Ages 9-12 & 13-16)

As a core part of our SMART programming, girls will increase literacy and analytical skills while developing a love for reading by exploring a chosen book as a group.

- Online/after-school

A total of 57 girls participated virtually in Book Club and 15 kits were delivered to rural communities.

Book Club was piloted in the summer with 27 participants ages 9-16 and replicated in the fall with 30 participants. Based on best practices and lessons learned from the 2021 pilot initiative, we intend to replicate and scale up this programming in 2022.

During Book Club, age groups read their respective book's assigned chapters each week then joined together for activities and meaningful discussions around gender equality, including race, privilege, friendship, confidence/self-esteem, friendships, gender roles, and stereotypes.

100% of post-program survey respondents stated they looked forward to attending Book Club each week, highlighting the success of the program's mission to create a space **where literary skills and critical thinking abilities are developed while having fun.**

“Book Club was a great way to learn, discuss, and have fun. During Book Club we had several discussions about events that happened in the book. We also did lots of fun activities like book review and recreate the cover.” – Book Club Participant Manar, Age 10

Summary of Chapters 9-13

- Edie's braces are really bothering her. They are painful & she hates them.
- They are at Uncle Phil's house for his _____ & a BBQ.
- Uncle Phil has a pet _____ named _____.
- Edie is frustrated because everyone is treating her like a little kid and her parents have not told her the truth yet.
- Edie talks with _____ and asks him if she knows where her name comes from.
- She tells them about the box.
- Uncle Phil knows where her name comes from, who Edith Anne Graham is, but says _____.

Participants visible in the grid: Hanna (she/her) - Girls Inc, Abby (she/her) - Girls Inc, Kristen Dizon, Andriana, Manar, Shivanshi, Roxanne, Jayla, Aarya Patel, Roxanne, Jayla, Kendra Dizon, Riya, Ira, P-Ujjala Hussain.

Ages 9-12 participants completing a trivia style review of their assigned chapters for the week.

Welcome to Book Club!

Session 1 - Intro to Race To The Sun

Participants visible in the grid: Zoeynator, Nikithā Rājē..., abiha, Nirva Mehta, Trisha, Katlin, Rofyda Omar, Savvy Chan, Rebekah Yeshaw, Mahek.

Ages 13-16 participants being welcomed to the first session of Book Club by Katlin.

NEW: Economic Literacy (ages 6-8, 9-12, 13-15)

Economic Literacy seeks to empower girls to recognize early on that they can exercise control over their financial future, to promote with girls a sense of economic justice, and to develop skills that girls need to make informed decisions.

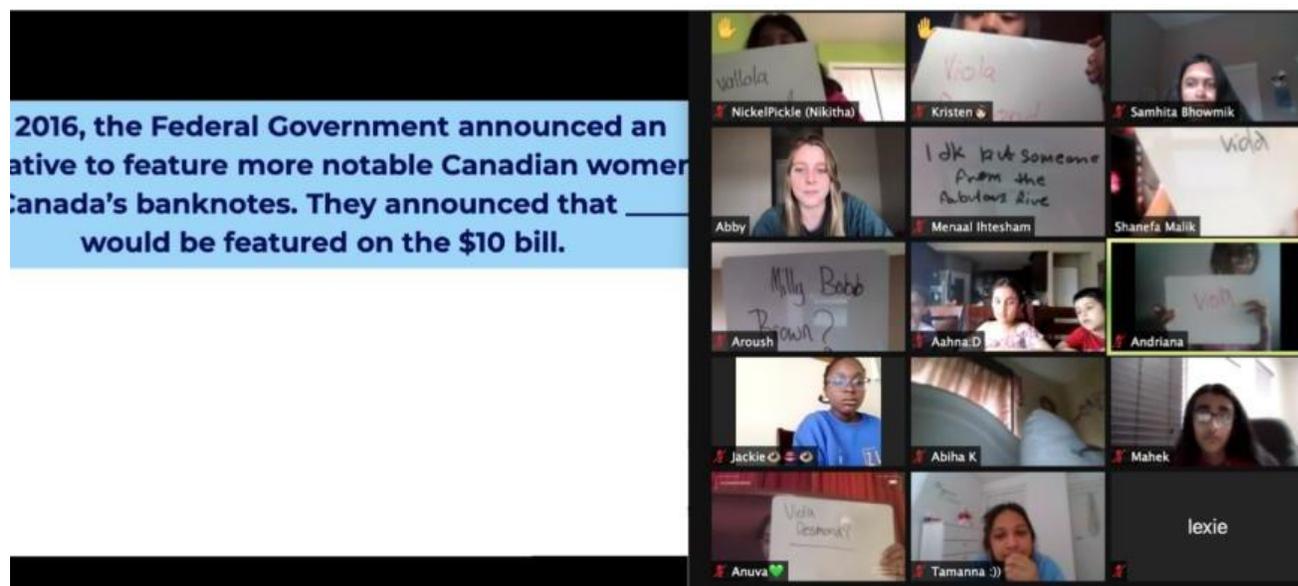
- Walter & Gladys Hill Public School
- Holy Trinity Catholic High School
- Online/after-school

A total 82 girls participated in the program, 22 through in-school programming and 60 through virtual after-school programming. 99 kits were delivered to the rural communities of Wood Buffalo.

Beyond personal finances, participants learned about how the economy works on an individual, local, and global scale at an age-appropriate level with intertwined mental math practice to enhance cross-curricular learning. Participants gained understanding of the fluidity of our economic systems and the social, economic, political, and demographic impacts to people across the world. We discussed the influence of the global health crisis to Canadians, specifically women and girls, and the importance of economic empowerment in times of intensifying barriers to financial freedom.

Teachers shared those hands-on activities **throughout the program that were extremely effective for students' learning, notably the budgeting and entrepreneurship activities.** 92% of participants reported strongly agreeing that it is important for girls to learn about managing money, highlighting the interest in this topic by girls themselves. With gender inequality worsened by COVID-19 locally, nationally and worldwide, this program will continue to be prioritized in the coming years.

“I love the hands-on activities and the amazing amount of information I learned from goods to services to needs to currencies!” – Economic Literacy Participant



Participants reviewing bills and coins in a trivia style format using their whiteboards from their kits.

NEW: ASM+: Jump into Math (Ages 6-8)

The program is designed to help girls find the math in everyday experiences and create awareness about the importance of math skills for future educational choices and career options. It aims to challenge patriarchal discourse around math.

- Unifor Hall

A total of 21 girls ages 6-8 participated in person in the summer.

Girls practiced their math skills while getting physical activity through jumping rope and other games. During the program, we saw a wide range of jump rope and math skill levels so to ensure all participant's felt comfortable and included, we did a variety of math activities aligning with multiple grade levels.

Participants shared their favorite parts of the program to be the activities involving teamwork, playing math games, and practicing skipping. **Facilitators observed girls' confidence changing throughout the four days, with increased engagement in the math content and with each other.** Additionally, girls shared how excited they were to **continue developing their skipping skills outside of the program** proving the impact beyond the program space itself and development of physical activity habits. This program will be replicated in 2022.



*L: Participant's completing a mental math group activity.
R: Girls exploring non-traditional units of measurement.*



Girls practicing their jump rope skills while their partner prompts them through practicing their mental addition, subtraction, and multiplication skills.

BOLD

#GirlsToo (Ages 9-12 & 13-15)

Building on the #MeToo movement and our flagship programs *Project BOLD* and *Media Literacy*, girls create a cultural shift towards breaking the silence around gender-based violence (GBV). Through art, girls express their learning about consent, gender equality and healthy relationships. Girls-led advocacy takes place in Sexual Violence Awareness Month in May as well as 16 Days of Activism against Gender Based Violence between November 25 and December 10.

- Elsie Yanik Public School
- Dr. KA Clark Public School
- St. Martha School
- Christina Gordon Public School
- Lions Club (workshop)
- Online/after-school

A total 276 girls participated (134 online and 142 in person) and 148 kits were delivered to the rural communities of Wood Buffalo.

The #GirlsToo program facilitated a virtual after-school program for 11 weeks with kit delivery after-school for girls across the RMWB, 10 in-school programs with kit delivery, online workshops as well as various advocacy efforts throughout the year.

We adapted in-school #GirlsToo program to co-ed where needed, with a strong emphasis on pro-girl message. This was a very welcomed change to our program from our school partners, which **allowed boys and gender-diverse youth to learn challenges and barriers that are unique to girls and how to be a true ally. This addressed the need for COVID-19 related cohorts while creating a gender equality sensitization opportunity for all students to learn about GBV and the impacts it has on everyone — with differences in magnitudes, depending on how intricately one's subjectivities are intersecting one another.** We continued to supplement our virtual program with kit deliveries, allowing more hands-on activities and the class to feel more engaged and connected to the program itself.

We facilitated online workshops with kit delivery exploring the following topics: personal boundaries and peer pressure, supporting survivors for Sexual Violence Awareness Month, online safety, Convention on the Elimination of all Forms of Discrimination Against Women (CEDAW), the media and GBV, Islamophobia and allyship, and supporting survivors of GBV. We also held a 2-part workshop series where girls learned about self-defence in the summer.

Through art, girls expressed their learning about consent, gender equality and healthy relationships to be displayed in a community exhibit. As part of girls-led advocacy efforts, art pieces created by girls were displayed at MacDonald Island during 16 Days of Activism against GBV for **greater public knowledge dissemination**. For the same purpose, the organization partnered with 6 local restaurants via take-out napkin distribution. **While advocating for actions, this helped local businesses off-set their expenses as well.** Letter to Editor was also submitted for greater advocacy, **raising awareness around GBV in the community.**

The #GirlsToo program successfully **enhanced participant's understanding around advocacy and effective allyship in terms of combating GBV, learning about healing, while connecting them to community resources and one another.** Participants have continuously cited Girls Inc. staff and resources shared through the program as people they would reach out to in times of need, sharing

that they “enjoyed learning self-defense moves”, and “liked the amazing thing I learned and my mentors”. Additionally, they have vocalized how the program contributed to their overall sense of selves. Engagement of gender diverse groups with pro-girls’ lens has also shown effectiveness in terms of fostering the sense of diversity, equity, and inclusion.

“Thank you to Girls Inc for running this workshop. My daughter enjoyed it and we discussed the topics after and at the stage in life she is at, it was all relevant” – Parent of #GirlsToo Workshop Participant



L: Participant’s holding their certificates from the self-defense workshop with Feather Light Defense.
R: Participant Kristen sharing her PSA from the 16 Days of Activism Workshop Series.



L: Portion of #GirlsToo art display at MacDonald Island Park during 16 Days of Activism against Gender-based Violence.

R: Napkins distributed to five local restaurants to raise awareness during 16 Days of Activism against Gender-based Violence.

Project BOLD (Action for Safety) (Ages 9+)

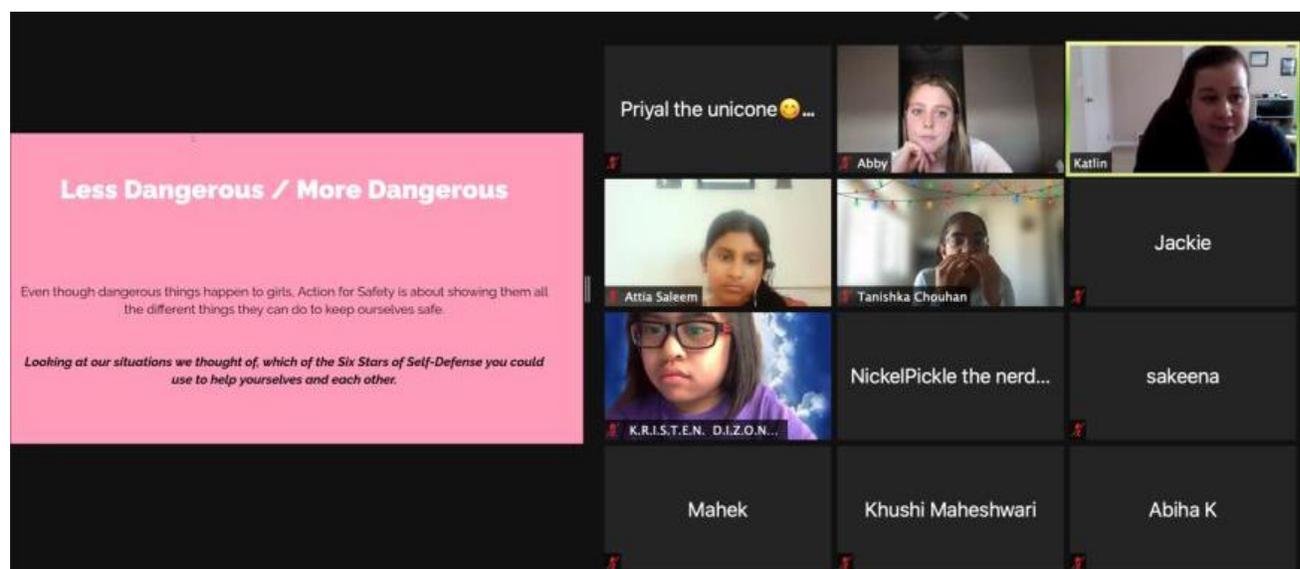
Girls learn skills and strategies to lead safer lives in their homes, in relationships, in their communities, and online.

- Online/after-school

In 2021, 42 girls participated online, an increase from 14 in 2020.

Project Bold was offered as a virtual after-school program in the spring of 2021 with strong discussions about our rights, the 6 stars of self-defense and National Awareness Day for Missing and Murdered Indigenous Women and Girls, and how to be an advocate for gender equality. We also learned self-defense moves like the head block, making a proper fist and front stance. **100% of participants stated that girls their age can work together to make their schools and community safer.** The highlights of the program according to participants included learning moves from the facilitators and applying their learning through fictional scenarios.

“I learned a lot in Project Bold. It made me more confident to stand up for myself” – Project Bold Participant Abiha, Age 12



Girls listening to Katlin explain how to choose appropriate techniques for different scenarios.

Media Literacy (Media Smarts) (Ages 9+)

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

- Online/after-school

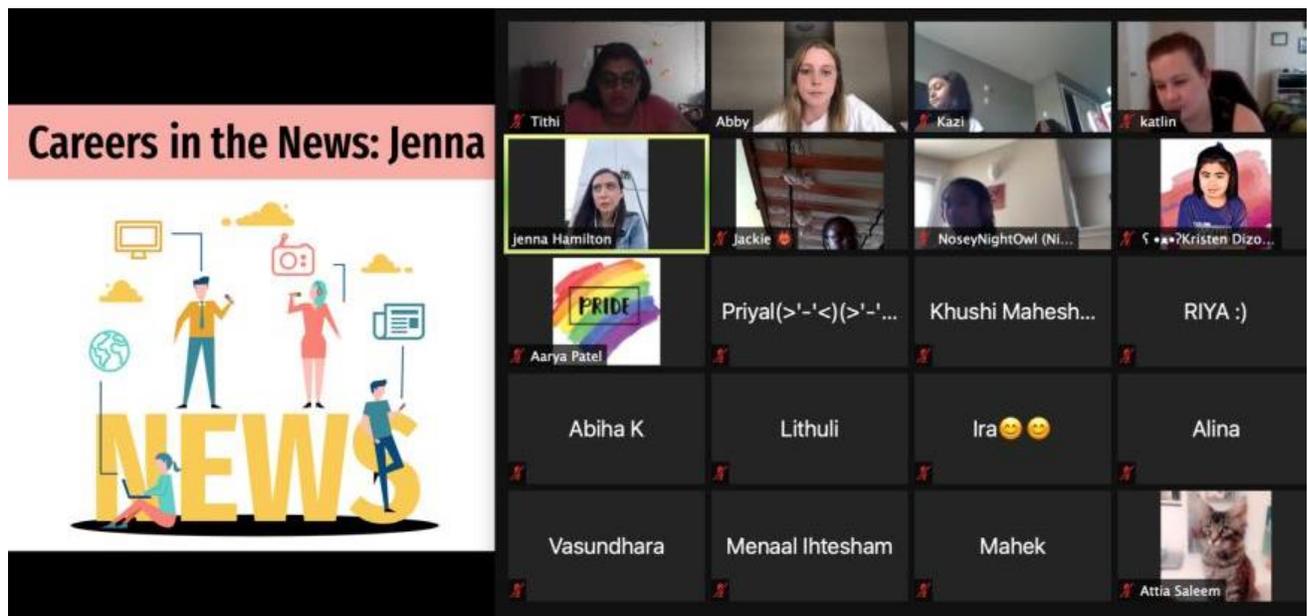
In 2021, 42 girls participated online. Media Smarts was offered as a virtual after-school program in the spring.

Girls discussed the meaning behind advertisements and shared their own thoughts and experiences. We discussed representation, diversity, and inclusion in media forms like TV, movies, music, etc. We also had a reporter/radio host join us to explore how media workers choose what messages are

important and how they write titles in a 'breaking news' activity. As sessions continued, we deepened our understanding of who is involved in the choices made by the media.

Our post-program survey found 88.9% of respondents disagreeing with the statement "you can believe everything you see in the media", highlighting development of critical thinking skills. Additionally, only 11.1% of respondents stated they see themselves in characters in their favourite TV shows/movies, emphasizing the importance of media analysis and developing interest in media to change that for future generations.

"I LOVE this program so much! I learned so much from Media Smarts!" – Media Smarts Participant



Participant's listening to guest Jenna share about her career and responsibility in journalism.

Girls Inc. Girls Against Bullying Alliance (ages 9-12 & 13-15)

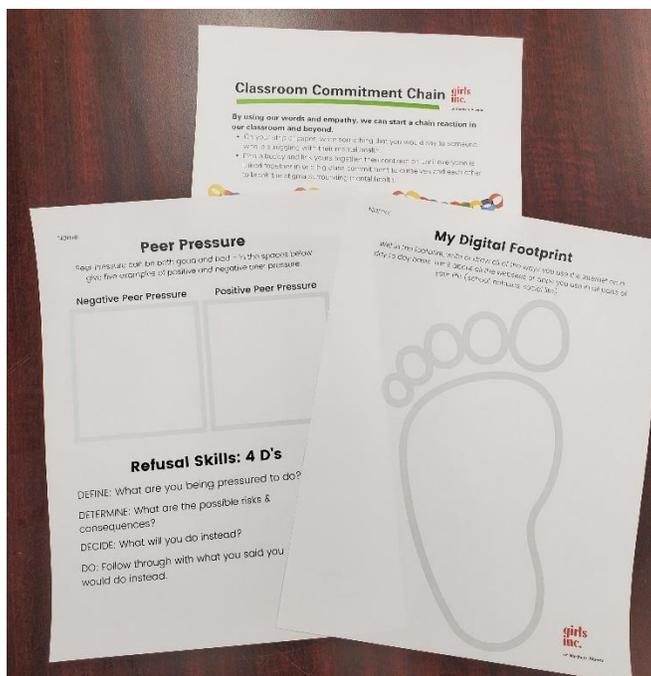
Girls explore the magnitude of bullying, how it affects people, how to deal with it, how to seek help, and the importance of healthy relationships.

- St. Martha School
- Elsie Yanik Catholic School

In 2021, 51 girls participated online.

Girls Against Bullying Alliance was facilitated in-school where participants explored bullying and its impacts across Canada, healthy relationships, being an active bystander, conflict resolution, emotional regulations, and respecting differences. Facilitators saw students making strong connections to their own lives and were comfortable sharing their personal beliefs and experiences, proving the value of a safe space provided through the program.

"Thank you for your great work! These are topics that are hard to navigate, and you created a safe space for students to express and share" – Teacher from St. Martha School



Example of Girls Against Bullying Alliance kit received by participants.

Power of Stories (Ages 6-8 & 9-12)

Power of Stories is an intercultural awareness and violence prevention program. It was developed closely with local Cree, Métis, and Dene land-based knowledge holders as well as Indigenous liaison professionals across the Wood Buffalo region to offer true insight into their local experiences living in the region.

Taught through the “Teachings of the Grandmothers”, this program reflects upon the past by examining the legacy of colonialism and residential schools; explores the present and how girls face adversity in their day-to-day lives; and aims to create a future free from gender-based violence through empowerment, education and girls-led voice.

- St. Gabriel School
- Unifor Hall
- Lions Club
- Online/after-school

In 2021, 110 (73 in-person, 37 online) girls participated.

Girls learned how to advocate for change and be leaders in preventing and eliminating inter-generational gender-based violence in their communities by increasing connection to land, culture and Indigenous way of life. They have also learned how to apply Indigenous values to everyday adversity unique to girls by standing up for themselves and using their voice to tell their stories.

Many girls participating in the program said they **feel closer to the community they live in and can now recognize various forms of violence against Indigenous women and girls**, including bullying, physical violence and sexual assault – **an important step close to authentic reconciliation.**

“I liked the beading. I didn't think I could do it but, in the end, I kept trying and I did it.” – Participant, Age 7.



Orange shirts created by participants. Girls practice patience with beading led by Mara.

Girls Inc. Staying Strong Mentoring Program (Ages 6-8 & 9-14)

Mentoring focuses on healthy lifestyles, self-esteem, art, leadership, and anti-bullying through activities facilitated by trained youth and adult mentors with Girls Inc. staff. Mentoring helps to build self-confidence and enhance relationships with family and peers while developing a higher engagement in one’s community.

- Online/after-school

In 2021, 157 girls participated online.

Staying Strong Mentoring was facilitated in an after-school multi-session format both ages 6-8 and 9+ groups throughout the year. Girls learned about themselves, each other, and the world around them through stories of current events and related activities to engage them as local and global citizens. We were joined by 2 adult mentors and 6 youth mentors. We also had 6 one-time adult mentors.

Overall, Mentoring remains a popular program for girls to support one another and increase their self-esteem. Throughout the season we saw **girls themselves play a vital role in the upholding of our inclusive space** by being kind and taking opportunities to be leaders, proving that the program facilitates self-esteem development and encourages girls to grow as individuals.

“Thank you for the support and the learning provided to Sniti at home for both the classes. She has been telling a lot about the education and the learning you are providing to her every week.” – Parent of Sniti, Age 7.



L: Ages 6-8 participant's holding up their completed winter art project at the final Mentoring session.
 R: Participant Sniti sharing her completed 'All About Me' activity when Mentoring first began.



Ages 9+ participants showing off their rainbow loom bracelets made in the youth mentor led session.

Program Development

Girls Inc. of Northern Alberta is excited to launch the following programs in 2022:

Girl Boss Chess (Ages 6-8 & 9-14)

As part of Operation SMART, Girl Boss Chess works to break down barriers for girls in chess. It uses accomplished chess instructors from all over the world and provides the opportunity for girls-only tournament play.

We know that key reasons girls stop playing sport are low self-confidence, negative body image, perceived lack of skill and not feeling welcome. Studies show girls become less self-assured by their teenage years. Girl Boss Chess starts young when self-esteem first begins to rise. Girls as young as age 6 are aware of the stereotype that “good chess players are usually boys” which affects the way girls play. The program is implemented in a series of 6-10 weekly sessions. The pilot will begin in April 2022 for ages 6-8 and 9-14 with the intention of scaling up later in the year.

The Power Within (Ages 9-14)

In partnership with Plan International Canada, the Power Within equips girls with the skills, knowledge and resiliency they need to develop strong body confidence and self-esteem.

One study found that on days that girls do not feel good about their bodies, 15% stay home, 13% won't give an opinion, 5% will not go to a job interview and 3% will not go to work. [source](#). The Power Within projects seeks to tackle the root causes of low self-esteem and body confidence, including beauty ideals and negative body talk.

It promotes an enduring cycle of positive self-esteem and body confidence, a culture shift that embraces and promotes self-esteem and body confidence, a reduction in stigma around conversations about self-esteem and body confidence, and an increase in digital literacy and resiliency to social media pressures.

Girls Inc. of Northern Alberta has been selected as a pilot partner organization. The program will be implemented through six 90-minute sessions via Zoom in April 2022 for ages 9-14.

Combatting Period Poverty/Healthy Sexuality Workshops (Ages 9+)

Girls will acquire knowledge and skills necessary to make thoughtful and informed decisions about their sexual health. Girls will build skills to engage in healthy relationships, be inclusive and supportive of sexual diversity and rights, and explore values, build skills for handling various situations and think about their futures and the world around them.

The program also aims to reduce period poverty through intersectoral collaboration while addressing the underlying factors of people's wellbeing, stigma around mental health and social inequities through a lens of intersectoral approach to period poverty.

- 34% of women and girls in Canada have had to regularly or occasionally sacrifice something else within their budget to afford menstrual products.
- 63% have regularly or occasionally missed an activity because of their period and concerns about not being able to access menstrual hygiene products or proper facilities. [source](#)

The program will be implemented via workshops throughout the year. It is scheduled to launch in May 2022 for ages 9+, with parents/guardians encouraged to attend.

Women of Inspiration Series & Women of Inspiration Virtual Celebration

Over the last 10 years, Bouchier and Girls Inc. have strengthened a close working partnership through various programs, events and vehicle donations – critical for our outreaching efforts.

In February 2019, Bouchier committed \$125,000 over five years towards the Women of Inspiration program. Bouchier is committed to recognizing excellence in women leadership in Wood Buffalo.

On March 8, 2021, we hosted second Women of Inspiration Celebration and the very first virtual event of this kind in light of COVID-19. This was **one of the very first virtual events of this scale in the community, taking place in an inclusive and interactive manner** with at-home celebration kit being delivered to each guest so as to replicate Girls Inc. virtual program experience.

Commemorating International Women’s Day 2021, Regina Oppon, Victoria Brown, Rachel Ivey, Chithra Udayashaukar, and Shreeya Patel were each celebrated as 2020-2021 Women of Inspiration. They join 77 other women who have been nominated since the launch of the program in 2012 with Syncrude.

Featuring Farah Mohamed, former CEO of the Malala Fund and founder of G(irls)20, the event brought 304 guests together – increased from 226 in 2020 -- to bring the ‘shattered’ pieces from 2020 together to celebrate the rich ‘mosaic’ they create. The celebration continued on March 12 with *Women of Inspiration Celebrating Tomorrow*, a youth mentoring event for 66 girls ages 6-15 with Maryam Tsegaye, the first Canadian to win Breakthrough Junior Challenge.

The event raised over \$66,500 in proceeds, jumped from \$45,000 in 2020. All proceeds raised from the virtual celebration allowed Girls Inc. to continue delivering barrier-free programming to girls 6-18 years old across the Wood Buffalo Region.



Presenting Partner: \$25,000 (Bouchier)

Women of Inspiration Celebrating Tomorrow Partner: \$7,500 (Syncrude)

Platinum Partners: \$ 5,000 (Stahl Peterbilt, CEDA)

Gold Partners: \$3,500 (Scotiabank, CNOOC International, Inter Pipeline)

Silver Partners: \$2,500 (Canadian Tire, Canadian Natural, ConocoPhillips, Enbridge, NorthStar Auto Group, TD)

Donation Partners: Printing Unlimited, Hines Health Services, Kinette Club, Peter Pond Mall

Media Partners: YMM magazine, Nextraction, YMM parent

Special Virtual Partner: UpClose Team

Youth Participation Partners: APE Maintenance, Scotiabank, Associated Engineering, Cummins, BrainSTEM Alliance, Helcim, Anonymous Donor



Women in Business Vendors:



Thank you to every partner, local business that donated items to our silent and live auctions, women in business virtual bazaar vendors and volunteers that made this event such a success. We couldn't have done this without you.

Throughout 2021-2022, we recognized five local women for breaking new ground, challenging stereotypes and igniting change in our region. They were: Dr. Jacinta Sullivan & Dr. Samantha Clouthier, Elder Lina Gallup, Jillian Martin, Sundas Shamshad and IJ Uche-Ezeala. Their excellence will be celebrated at VOICES: Women of Inspiration Celebration on March 19, 2022 (hybrid: in-person and virtual).

The nomination for 2022-2023 will be open throughout the year. Nominate today:

<https://girlsincofnorthernalberta.org/nomination-form-2022-2023/>



Scholarships

Women of Inspiration Education Awards

Syncrude Canada has been a long-term partner of Girls Inc. of Northern Alberta as a co-initiator of our [Women of Inspiration Series \(pg. 32\)](#) since 2013. Since then, Syncrude Canada has also facilitated 27 education awards for women pursuing post-secondary education.

In 2019, Syncrude Canada chose to focus on the education award alone. And we are grateful for their continued support.

This year, we proudly awarded three local girls \$3,000 each to assist them as they navigate their post-secondary education. These girls were chosen for their volunteerism, chosen career paths and financial needs.

Two of the scholarships have been named after our former Women of Inspiration. The Barb Jewers Memorial Scholarship is awarded to an applicant who demonstrates a sincere commitment to volunteerism and community activism. The Elsie Yanik Memorial Scholarship is awarded to a qualifying applicant with First Nations or Métis ancestry.

The Ann Dort-MacLean Scholarship, which was created in 2019, is awarded to an applicant with a demonstrated passion for youth empowerment and gender equality. This special award was created to honour the legacy of Girls Inc. of Northern Alberta's founder Ann Dort-MacLean who retired in 2018.

The 2021 recipients were:

Areebah Mansoor for the Barb Jewers Memorial Scholarship

“I’ve worked with a lot of women, different youth, and mentorship programs because I think it’s so important. Those resources were useful to me when I was in their position and my desire is to give back to the community as much as I can.”

Denna Flett for the Elsie Yanik Memorial Scholarship

“I really appreciated just watching Dr. O’Conner interact with the community and seeing these long-standing connections. He was talking with mothers who he treated as a child. I thought that was so wonderful to be able to be a part of their entire life, or at least a lot of their life. It was inspiring to have that sort of connection with the community while also working to bridge the gap in healthcare for Indigenous communities.”

Laurell Pallot for the Ann Dort-MacLean Scholarship

“Your voice doesn’t have to be vocal. You could start petitions, do other things. I think a big part of it is the actions. Being the change you want to see.”

Women of Inspiration Education Award Recipients 2020-2021

Presented by

Syncrude

**girls
inc.**
of Northern Alberta



Areebah Mansoor



Laurell Pallot



Denna Flett

Finning Canada STEM Awards

In 2016, women made up 34 percent of Science, Technology, Engineering and Mathematics (STEM) bachelor's degree holders and 23 per cent of science and technology workers among Canadians aged 25-64.

In 2019, Girls Inc. of Northern Alberta joined forces with Finning Canada in a three-year partnership (2019-2022) to change those statistics. In 2021, this scholarship was increased from \$1,000 to \$3,500 to address thicker and taller barriers that girls face in pursuing STEM-related post-secondary education.

These two scholarships are awarded to women who are enrolled in, or applying for, post-secondary education pursuing a degree in STEM-related field(s), including applied sciences such as nursing, economics, medicine and social sciences.

In 2021, we awarded **Chantel Tait** and **Manorama Joshi** with \$3,500 each. They join Janelle Flett and Aparna Gupta who were awarded in 2020.

"I am incredibly honoured to be one of this year's recipients of the Finning Canada STEM Award. I am immensely overjoyed to be recognized by the award in my hometown and it motivates me to continue my involvement. With my passion for pursuing a career in technology, I look to continue on my journey in STEM as a leader and bring more diversity to the fields. I am thankful for the incredible support and cannot wait to see what more is in store!" – Manorama Joshi

"While pursuing my Bachelor of Science in Nursing degree, this award will assist me in financial stability throughout my school year which allows me to focus on my studies. I believe this scholarship is powerful because it symbolizes the importance of empowerment of women in society." – Chantel Tait

Finning Canada STEM Awards



Manorama Joshi



Chantel Tait

Our Advocates

We are proud and grateful to work with our partners who advocate for the rights and opportunities of girls. Together, we continue to create a gender-specific safe space where girls can find sparks, passions and strengths in their own terms and act as agents of change. Without our advocates we cannot do what we do.

Partners at a Glance

Government			
Government of Canada	Canada Summer Jobs	\$4,791	2021
	Operation – COVID19	\$65,329	2021-2022
	Operation	\$11,635	2020-2021
	Sporting Chance	\$33,078	2020-2022
	Economic Literacy	\$31,511	2021-2022
Government of Alberta	Power of Stories	\$20,000	2021-2022
Regional Municipality of Wood Buffalo	#GirlsToo	\$89,633	2021
	Reaching SMART	\$25,261	2020-2021
Corporation			
	Staying Strong Mentoring	\$21,000	2021-2022
Syncrude	Women of Inspiration Education Awards	\$9,000	2021-2022
Bouchier	Women of inspiration Series	\$25,000	2021-2022
Suncor	Operation SMART (Operation SMART, Reaching SMART, Next Chapters, Book Club)	\$20,000	2021
Finning	Operation SMART (Operation SMART, Reaching SMART)	\$8,000	2021-2022
	Finning Canada STEM Awards	\$7,000	2021-2022
TD	Economic Literacy	\$10,000	2021-2022
Imperial	Mind+Body: Intersectoral approach to combatting period poverty	\$9,750	(2022)
Foundation			
Wood Buffalo Community Foundation	Mind+Body/Power of Stories	\$40,000	2021-2022
	Reaching SMART	\$9,782	2021
	Mind+Body – COVID19 recovery	\$3,600	2020-2021
Community Foundation Canada	Investment Readiness Program	\$25,000	2021
Canadian Tire JumpStart	Sporting Chance/Mind+Body	\$16,266	2020-2021
Canadian Parks and Recreation Association	Sporting Chance	\$15,000	2021-2022
Canadian Women's Foundation	Power of Stories/ COVID19 recovery	\$10,433	2020-2021
Jays Care Foundation	Sporting Chance	\$6,900	2021

Shoppers	Mind+Body	\$5,000	2021
United Way			
United Way	FriendlyPEERsuasion	\$7,453	2021
Girls Inc. National			
Girls Inc. National	Pass through	\$4,323	2021

Multi-Year Partnerships

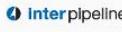
In 2021, Girls Inc. of Northern Alberta added 2 multi-year partnerships to the existing 5 multi-year partnerships established in 2019, with 1 multi-year partnership renewed.

This helps us significantly in terms of long-term program delivery so that more girls in our community can become stronger, smarter and bolder.

- Bouchier: \$125,000 for 5 years (2019-2024) for Women of Inspiration Series
- **RENEWED:** Syncrude Canada: \$90,000 for 2 years (2021-2023) for Staying Strong Mentoring and Women of Inspiration Education Awards
- Finning Canada: \$15,000 for 3 years (2019-2022) for Operation SMART and Finning Canada STEM Awards
- Government of Alberta: \$60,000 for 2.5 years (2019-2021) for operational cost support
- Government of Alberta: \$39,699 for 1.5 years (2020-2022, no-cost extension granted for COVID19 related implementation challenges) for Sporting Chance
- **NEW:** Government of Alberta: \$31,511 for 1.5 years (2021-2022) for Economic Literacy
- **NEW:** Government of Alberta: \$20,000 for 1.5 years (2021-2022) for Power of Stories

Champions for Girls

Champions for Girls recognizes the generous philanthropists who are dedicated to inspiring all girls to be strong, smart and bold. They are corporations, foundations, local businesses and individual donors.

\$50,000+		\$3,000 - \$4,999	
			
			
\$20,000 - \$49,999			
			
			
\$10,000 - \$19,999		\$1,000 - \$2,999	
			
			
			
			
\$5,000 - \$9,999			
			
			
			
			
			
\$500 - \$999			
			
			
<p>Lana Hill</p> <p>Phanisree Timmaraju</p>			

Community Partners

- School Boards (Fort McMurray Public School Division, Fort McMurray Catholic School Division, Northland School Division No. 61)
- Nistawoyou Friendship Centre
- Janvier Sekweha Youth Centre
- Métis Local #125
- Mikisew Alternate School
- Fort McMurray 468 First Nation
- McMurray Métis
- Athabasca Tribal Council
- Fort McKay Wellness Centre
- Fort McKay Youth Centre
- Anzac Community School
- Métis Local Fort Chipewyan
- Fort Chipewyan Community School
- Omisimâw Wellness
- Waypoints
- Victim Services
- Some Other Solutions
- Juniper Naturopathic Clinic
- YMCA Eagle Ridge
- Northern Trailblazers
- Wood Buffalo Sport Connection
- Canadian Mental Health Association
- NorthReach Society
- Wood Buffalo Food Bank
- Wood Buffalo Regional Library
- Keyano College
- Fort McMurray Boys & Girls Club
- Big Brothers Big Sisters of Wood Buffalo
- The HUB/Early Years Coalition
- Mandla's Foundation
- Centre of Hope
- Salvation Army
- Autism Society
- Special Olympics Wood Buffalo
- BrainSTEM Alliance
- Queens in Code
- MedicalMakers

Fundraising Events

All our programs are free of charge as we do not want finances to be a barrier for participation. This is only possible because of the generous support and powerful engagement with our community through a series of fundraising events - even in the lean years.

In 2021, we took positive risks to resume fundraising events with careful consideration as the majority of planned activities had to be cancelled due to COVID19- last year. In doing so, we pivoted to alternative community engagement methods that are safe and inclusive.

2021 Fundraiser Calendar

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Proceeds
MOSAIC: Women of Inspiration Virtual Celebration													\$66,511
AGLC Cash Calendar (@\$20 x 500)													\$3,948
AGLC Casino: (not until 2022)													\$36,951 (proceeds from 2020 deposited in 2021)
AGLC Bingo: Cancelled (planned in May)													
HomeHardware BBQ: cancelled (planned in May)													
27 th Annual Golf Tournament Fore Girls Inc.													\$24,153
Zombie Run: Third-party virtual run: cancelled													
Name That Tune: Cancelled (planned in December)													

Golf Tournament

The 27th Annual Golf Tournament Fore Girls Inc. was rescheduled from 2020 to September 4, 2021, at Miskanaw Golf Club. The event brought in over \$24,000.

We pivoted from the usual 18-hole tournament to a 9-hole fun tournament, reducing players from 144 to 72. This included a virtual silent auction for those unable to attend in person to still participate in the event and help support our organization. We made the bold decision to change the tournament style to encourage fun and safe gathering in a safe environment in the midst of the pandemic.

Presenting partner Fort McMurray First Nation Group of Companies suggested the theme be **tie-dye to celebrate the power of inspiration and fun-spirited positivity.**

Pembina and Teck each put \$2,000 towards the event in 2020, while ConocoPhillips and Associated Engineering each contributed \$500 which we were able to roll into the 2021 tournament.

All proceeds from the event will be reinvested to ensure that all of our programs remain cost-free, such as Mind+Body where we approach wellbeing holistically through physical activities, body (body image, sexuality, menstruation etc.), nutrition and stress management.



Golf Cart **PEMBINA**

Swag Bag **ah**

Mulligan **CNOOC**

Media

YMM nextraction



Tee Box Supporters



Special Donations



Mind+Body Supporters

Each supporter provides Mind + Body program kits to 10 girls across the RMWB to enhance overall wellness, increase self-esteem and strengthen stress management skills.



Prizes



Home Hardware BBQ

Usually, Girls Inc. of Northern Alberta celebrates the beginning of summer with a weekend-long BBQ in partnership with Home Hardware. In 2021, this fundraiser had to be cancelled again due to COVID-19 restrictions. We miss BBQ! We hope to resume in 2022.



Cash Calendar

In 2021, Girls Inc. offered our supporters 22 chances to win up to \$550 in the month of November. The money raised went towards our pro-girl programs. Tickets were \$20 each and only 500 tickets were printed. All 500 tickets were sold and some money was donated back to us. For 2022 Cash Calendars (scaled up to 750 tickets with greater prize), visit:

<https://girlsincofnorthernalberta.org/cash-calendar/>

NOVEMBER 2021 CASH CALENDAR
Licenza #: 574555

SUN	MON	TUE	WED	THU	FRI	SAT
	1 \$50	2 \$50	3 \$50	4 \$50	5 \$150	6
7	8 \$50	9 \$50	10 \$50	11 \$50	12 \$150	13
14	15 \$50	16 \$50	17 \$50	18 \$50	19 \$150	20
21	22 \$50	23 \$50	24 \$50	25 \$50	26 \$150	27
28	29 \$50	30 \$550				

girls inc. of Northern Alberta

Zombie Run

In 2021, due to ever-changing restrictions and ongoing pivoting to ensure high quality programs, we chose not to host Zombie Run.

Name That Tune

Unfortunately, Name That Tune had to be cancelled in 2021 for a second year in a row due to COVID-19 restrictions. We are excited to bring it back in 2022!

Social Media Impact

In 2021, Girls Inc. of Northern Alberta has overall seen robust growth on its social media platforms, namely **Instagram having grown by 22%** to 845 followers. **Facebook is also showing consistent growth** at 2,361 followers at the end of 2021.

Social Media tracking began in growth since from March to December 2021³:

Facebook: 2,262 to 2,361 (+4.4%)

Instagram: 688 to 845 (+22.8%)

Twitter: 1,617 to 1,624 (+0.4%)

In 2022, we plan to start utilizing LinkedIn more regularly and growing our reach via our partners and professional audience.

**Social media tracking began in March 2021*

Volunteers

In 2021, 75 volunteers and 13 board members in total supported Girls Inc. of Northern Alberta. Of these volunteers, 15 assisted with fundraising and 68 assisted with programming.

We are grateful for the many committed volunteers that ensure Girls Inc. of Northern Alberta is as successful and sustainable as possible. We couldn't do it without them.

Program & Fundraising Volunteers

In 2021, a large group of dedicated volunteers continued to help our staff in program delivery.

Many of our programs rely largely on volunteers, mentors and guest speakers, whether in-school, after-school or community-based. They bring authentic perspectives to what we may be discussing in a program. These volunteers, who take their time to connect with our program participants, offer a well-rounded and comprehensive learning experience, yielding a positive and powerful impact on the lives of young girls.

Our program delivery continues to be more and more powerful because of our volunteers – thank you all!

³ Social media growth tracking began in March 2021.

We also have a dedicated group of volunteers who help make our fundraising events as successful as possible. Our pool of volunteers continues to grow and allows us to have trusted individuals creating a strong reputation and advocating for Girls Inc. of Northern Alberta.



Committee Volunteers

In 2021, we had various committees of volunteers. Our Fund Development Committee was made of 6 people who assisted in executing our fund development plan through events and other fundraisers, while also promoting fund development initiatives. Our Women of Inspiration Selection Committee brought together 9 members who reviewed nominations for the Women of Inspiration series, as well as scholars for the Syncrude Women of Inspiration Education Award and selected the recipients. We also had 9 members on our STEM Committee who reviewed applications for the Finning Canada STEM Awards and selected two recipients.

Board of Directors

In 2021, Girls Inc. of Northern Alberta introduced three new members to its board of directors. In total, there were 13 valued members who all volunteered their time to govern our organization and share their passions: 4 resigned throughout the year (Shelley Tourangeau, Tara Stephenson, Anne Marie Newsham, Phanisree Timmaraju) and 3 joined (Victoria Brown, Jesse Wowk, Kevin Thornton).

2021 (January to June)

- Board President - Tasneem Rahim
- Board Vice President - Kate Erb
- Board Secretary - Gina Snooks
- Board Treasurer - Arlene Vanderzwaag
- Board Director - Annalee Nutter
- Board Director - Anne Marie Newsham
- Board Director - Farooq Shamshad
- Board Director Phanisree Timmaraju
- Board Director - Tara Stephenson
- Board Director - Shelly Tourangeau

2021 (June to December)

- Board President - Tasneem Rahim
- Board Vice President - Kate Erb
- Board Secretary - Gina Snooks
- Board Treasurer - Arlene Vanderzwaag
- Board Director - Annalee Nutter
- Board Director - Farooq Shamshad
- Board Director Phanisree Timmaraju (resigned)
- Board Director - Tara Stephnson (resigned)
- Board Director - Shelly Tourangeau (resigned)
- Board Director – Victoria Brown
- Board Director – Jesse Wowk
- Board Director – Kevin Thornton



Staff

Executive Director: Nanase Tonda

Program Director: Leigh Grant-Simms

Interim Program Director/Senior Program Coordinator: Katlin Okonkwo

Executive Assistant: Erin Piercey

Communications & Development Lead: Jenna Hamilton, succeeded to Nathalia Cordeau-Hilliard

Program Coordinator: Abigail Falvey

Program Coordinator – Indigenous Relations: Meghan McNally, succeeded to Hanna Alexander

Program Coordinator – Indigenous Community Engagement: Mara Nokohoo

Program Assistant: Tithi Soni



Financials

GIRLS INCORPORATED OF NORTHERN ALBERTA SOCIETY

Statement of Financial Position

December 31, 2021

	2021	2020
ASSETS		
Current		
Cash (Note 3)	\$ 509,564	\$ 458,531
Restricted cash (Note 3)	26,333	12,522
Accounts receivable	38,079	320
Prepaid expenses	8,160	-
	<u>582,136</u>	471,373
TANGIBLE CAPITAL ASSETS (Note 4)	<u>7,095</u>	6,764
	<u>\$ 589,231</u>	<u>\$ 478,137</u>
LIABILITIES AND NET ASSETS		
Current		
Accounts payable and accrued liabilities (Note 5)	\$ 7,201	\$ 11,886
Government remittances payable	13,278	4,476
Bonuses payable	4,319	3,907
	<u>24,798</u>	20,269
DEFERRED CONTRIBUTIONS (Note 6)	135,832	206,457
LONG TERM DEBT	-	40,000
	<u>160,630</u>	266,726
Net assets	<u>428,601</u>	211,411
	<u>\$ 589,231</u>	<u>\$ 478,137</u>

GIRLSINCORPORATED OF NORTHERN ALBERTA SOCIETY

Statement of Revenues and Expenditures

Year Ended December 31, 2021

	2021	2020
INCOME		
Grants	\$ 436,460	\$ 368,508
Donations and fundraising	108,000	126,315
Alberta Gaming and Liquor Commission	25,354	23,245
GST rebate	2,857	2,620
Emergency funding- National	-	19,988
	<u>572,671</u>	<u>540,676</u>
EXPENSES		
Wages and benefits	408,109	295,159
Programming	81,164	56,148
Rental	32,480	42,620
Advertising and fundraising activities	33,118	64,751
Accounting and legal	5,330	4,798
Automotive and travel	4,362	5,041
Interest and bank charges	3,013	2,170
Office	3,886	2,279
Amortization	3,564	2,534
Training	3,062	1,041
Telephone	2,082	2,135
Board Expense	1,250	965
	<u>581,420</u>	<u>479,641</u>
EXCESS (DEFICIENCY) OF INCOME OVER EXPENSES FROM OPERATIONS	<u>(8,749)</u>	<u>61,035</u>
Other income (expenses)		
Government assistance (Note 7)	225,701	65,392
Interest income	238	287
	<u>225,939</u>	<u>65,679</u>
EXCESS OF INCOME OVER EXPENSES	<u>\$ 217,190</u>	<u>\$ 126,714</u>

GIRLSINCORPORATED OF NORTHERN ALBERTA SOCIETY

Statement of Changes in Net Assets

Year Ended December 31, 2021

	2020 Balance	Excess of income over expenses	Contributions	Withdrawals	2021 Balance
General Fund	\$ 204,648	\$ 220,754	\$ -	\$ (3,895)	\$ 421,507
Tangible Capital Asset Fund	6,763	(3,564)	3,895	-	7,094
	<u>\$ 211,411</u>	<u>\$ 217,190</u>	<u>\$ 3,895</u>	<u>\$ (3,895)</u>	<u>\$ 428,601</u>
	2019 Balance	Excess of income over expenses	Contributions	Withdrawals	2020 Balance
General Fund	\$ 82,300	\$ 129,248	\$ -	\$ (6,900)	\$ 204,648
Tangible Capital Asset Fund	2,397	(2,534)	6,900	-	6,763
	<u>\$ 84,697</u>	<u>\$ 126,714</u>	<u>\$ 6,900</u>	<u>\$ (6,900)</u>	<u>\$ 211,411</u>