

Girls Incorporated® of the Greater Capital Region
2014 Annual Report

Inspiring ALL girls to be
Strong, Smart, and Boldsm!



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imagination at work

Girls Incorporated® of the Greater Capital Region

This document gives us the opportunity to report to you — our supporters who make our work possible — on our 2014 achievements. To tell all of them would require far too many pages for this booklet. But it is our hope that what is included in this 2014 Annual Report gives you a glimpse at some of what you have enabled us to do as we work to inspire local girls to become educated and independent in adulthood.

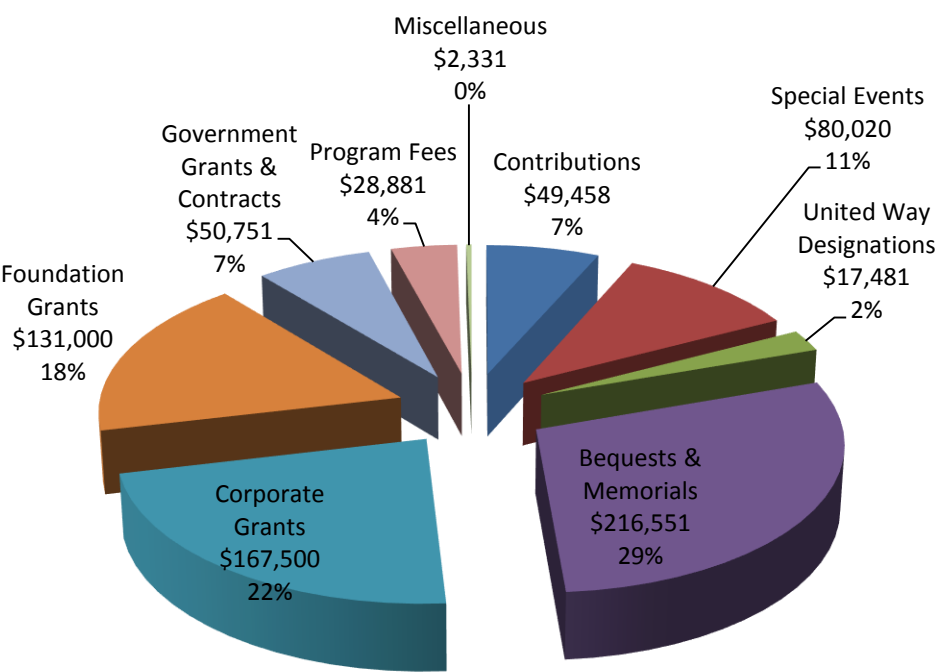
The goal of Girls Inc. of the Greater Capital Region is to be THE premiere program for K-12 girls. With programming based on research conducted by the National Resource Center (NRC), Girls Inc. understands how girls develop and what their priorities are at various ages. Whether poor body image, peer pressures, or even economic barriers are creating obstacles to a girl's personal success, our informal educational programs disguised as FUN teach her how to become confident and able to challenge barriers so that she may pave a path leading to her own fullest potential.

Girls Inc. of the Greater Capital Region serves local girls after-school, during the summer, and on school vacations. Some areas of participation have increased dramatically. The number of girls having the most direct and comprehensive contact with Girls Inc. programming was 723 in 2013 and 799 in 2014. Girls who attended one or two programs rose from 88 in 2013 to 93 in 2014, and other programs led by Girls Inc.-trained individuals has gone from 0 in 2013 to 258 in 2014. Thank you for enabling our agency to reach more girls who will benefit the most from Girls Inc.



Girls Inc. of the Greater Capital Region is a place where girls can be girls, meet new friends, gain self-confidence, explore career possibilities, and prepare for their future, all while having fun in a safe, girls-only environment surrounded by positive, mentoring adults.

2014 Operating Income* (in Dollars)



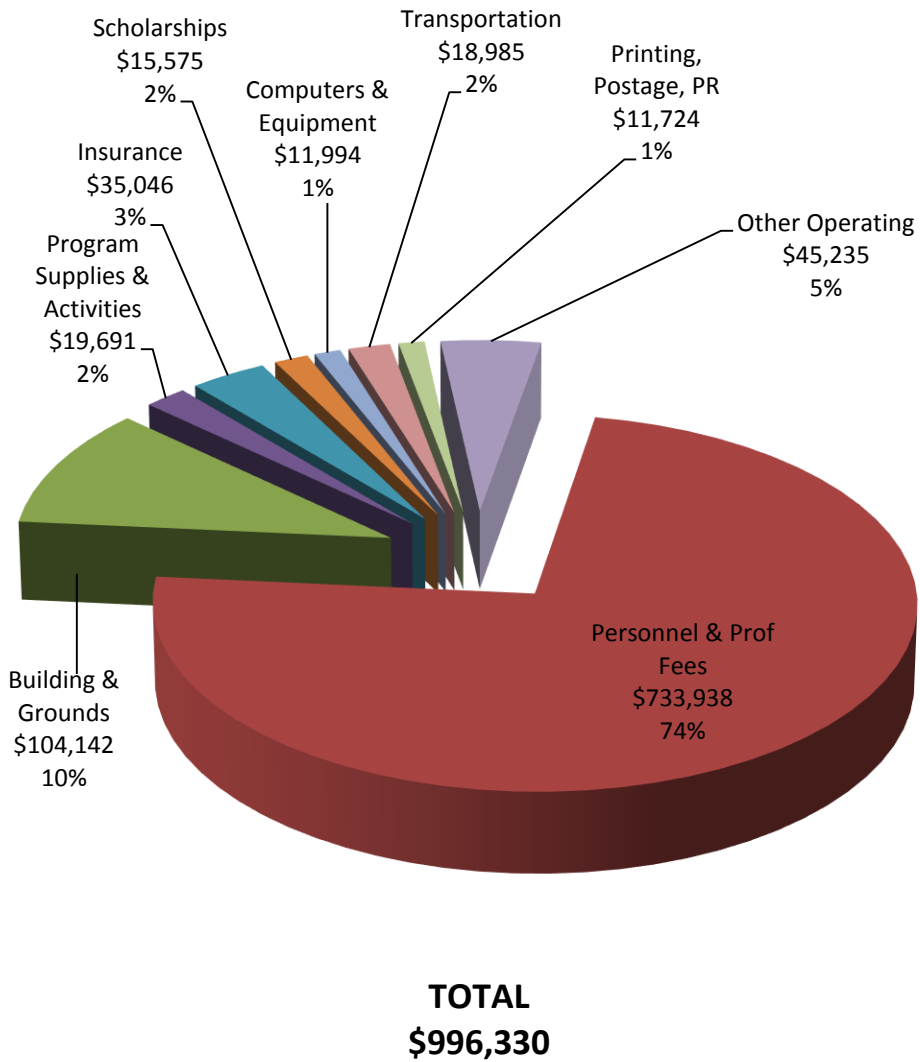
TOTAL
\$743,973

Non-Operational Investment
Income & Realized Gains

Asset Transfers
\$131,069

*unaudited

2014 Operating Expenses* (in Dollars)



*unaudited

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A closer look at an issue affecting children, adults



Girls Inc. of the Greater Capital Region held an anti-bullying panel discussion at SCCC on February 20, 2014. Robyn King, LMHC, facilitated the discussion with five local professionals (above L to R): Randy McGough, Commissioner at Schenectady County Human Rights Commission and retired Director of Human Resources Management at New York State Office of the Medicaid Inspector General; Shai Butler, Chief Diversity Officer at College of St. Rose; Tandra LaGrone, Executive Director at In Our Own Voices, Inc.; Rowie Taylor, Executive Director of YWCA Northeastern New York; and Ebony Belmar, volunteer mediator at Center for Community Justice in Schenectady.

After bringing to light in late 2013 the problem of bullying in various Capital Region schools, many of which are attended by Girls Inc. of the Greater Capital Region's members, our agency responded to requests to take a closer look at bullying. For an audience of about 100, five local professionals were gathered for a panel discussion presented jointly by Girls Inc. and Schenectady County Human Rights Commission on February 20 at Schenectady County Community College (SCCC). These individuals addressed how to safely combat bullying, which not only occurs among children in schools but also among adults in the workplace.

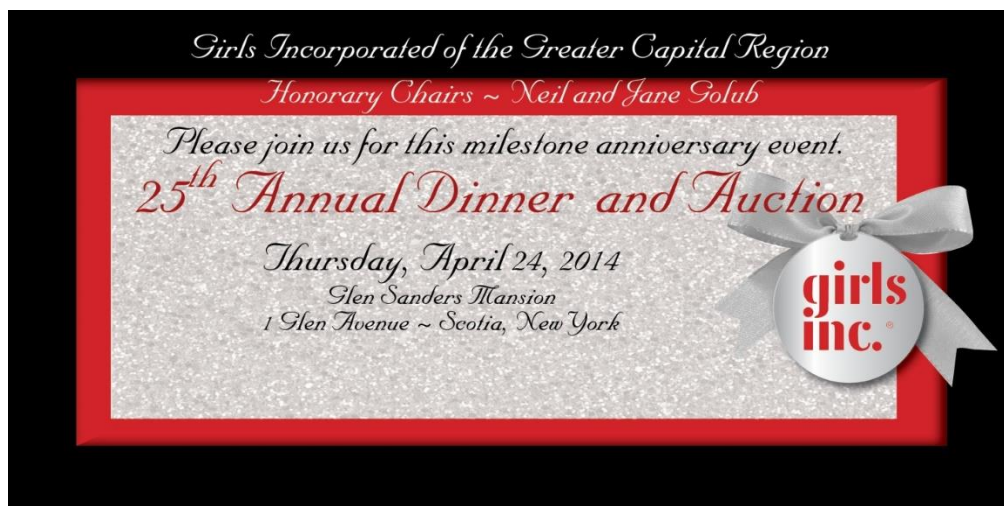
Our Agency's first-ever ambassador, Robyn King, Licensed Mental Health Counselor (LMHC) at SCCC, helped us advance our 2014 focus of Anti-Bullying throughout the community. In addition to speaking to Girls Inc. members about the issue, she moderated the February panel discussion.



Robyn King, LMHC

While bullying may occur frequently in schools attended by many current Girls Inc. members, we have a zero tolerance policy. Many parents of our members tell us they appreciate that our centers in both Albany and Schenectady are safe havens for their daughters after school. We adopted programs this year that stress kindness and collaboration and suggest safe ways to become an ally for bullying victims. Those programs have been successful for our members. With this panel discussion, Girls Inc. shared with the Schenectady community ways to combat bullying behaviors.

Our signature celebration's silver anniversary



The agency significantly raised the bar on our 2014 Annual Dinner and Auction to mark our signature fundraiser's 25th anniversary, and it became our most successful dinner and auction, to date.

Owners of Golub Corporation and local anti-bullying advocates Neil and Jane Golub, strong supporters of Girls Inc. for years, were Honorary Chairs. With approximately 300 guests, Glen Sanders Mansion in Scotia, New York was nearly sold out. A wine pull was a very successful addition, and sixty silent auction items were up for bid. LeGrande Serras, founder of Albany's Reel Seafood Company and volunteer fundraising auctioneer, graciously agreed to work with us for our live auction. He certainly put the "fun" into fundraising and our live auction raised a record amount for our agency. For the second consecutive year, Time Warner Cable News Network morning anchor Julie Chapman was our emcee.



Above are two of our members dressed in their personalized garb a short time before their dance performance at the Girls Inc. of the Greater Capital Region's 25th Annual Dinner and Auction on April 24, 2014.

While current Girls Inc. members are always part of the evening, some of our members had a very special role which we managed to keep under wraps until the moment of the "big reveal." Tom and Tamara Russell of TNT Dance in Ballston Lake very generously volunteered their time and talents as instructors for a dance program added to the 2014 spring after-school session. They led 10 girls in a dance number they rehearsed for weeks and performed at the Dinner and Auction. By the thundering applause, guests enjoyed the entertainment, a never-before component of the event. Thanks to the generosity of our corporate sponsors and partners, our Honorary Committee members, and guests, the event's actual net revenue was \$6,000+ over goal.

25th Annual Dinner and Auction

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Our signature celebration's silver anniversary



LEFT: Tahnaya Brown (right), mgr. of SEFCU's branches in Schenectady and Honorary Chair of 2014 Diamonds in the Rough, poses during the event with special guest Miss Mohawk Valley 2014 Lauren Crandall at the 205 on Wolf in Albany.



LEFT: Executive Director Ashley Jeffrey Bouck (left) takes a moment with grand prize winner Jennifer Campione who is enjoying her new, sparkling diamond necklace at 2014's Diamonds in the Rough.

Diamonds in the Rough helps to “friend-raise” among young professionals in the Capital Region, and connects us with supporters in the area surrounding our Albany center.

Held in Albany on June 19, the light fare evening, with a chance auction and putting contest, offered the opportunity to win a stunning piece of diamond jewelry with each purchase of a flute of champagne. The grand prize, graciously donated by

Frank Adams Jewelers of Albany, was a .90ct diamond cluster necklace with a 14kt white gold chain. Thank you to these very generous event sponsors: M & T Bank, CDPHP, Berkshire Bank, and Homestead Funding.

We will raise the bar on this event, also, and explore ways to increase its profitability while making it new and different for 2015.

The **Strong, Smart, and Bold Breakfast** officially announces our agency's focus for the coming year and the Ambassador who will help us to advance that focus within Girls Inc. and throughout the Capital Region.

This 2nd annual event, sponsored by M & T Bank, Times Union, and CAP COM Federal Credit Union was held November 6 in Albany. In her keynote address, **Coleen Paratore**, Troy native and author of 18 published books including her acclaimed debut novel, *The Wedding Planner's Daughter*, explored how our children's future success is impacted by reading and writing literacy, our 2015 agency focus. Coleen shared her passion for both reading and writing, and encouraged guests to write when the idea sparks! Part of her role as our 2015 Agency Ambassador includes working with Girls Inc. members in our Schenectady and Albany centers to increase interest in reading and writing, and to help us find ways to improve girls' skills.

To open the morning's program, Girls Inc. alumna **Hemavattie Ramtahal** described some of the significant challenges she faced as a very young girl. Since then she has paved a path toward independence and in the process, made some very noteworthy achievements. She is a Girls Inc. of the Greater Capital Region



Above: Hemavattie Ramtahal

Top: Coleen Paratore

scholarship recipient and, in 2009, received a scholarship from the Girls Inc. national organization, which makes her a “National Scholar!”

Another banner year for our Executive Director

Ashley Jeffrey Bouck was officially inducted into Albany Business Review’s 2014 Class of Forty Under 40 at an Albany celebration attended by several hundred guests on April 29. For 13 years, the Business Review has recognized 40 up-and-coming professionals under the age of 40 and in recent years, this has become one of the biggest local business award programs. Winners are chosen for making a difference in their Capital Region communities and businesses and warrant special recognition for their promise and achievements.



*Executive Director
Ashley Jeffrey Bouck*

The newspaper calls each year’s group a diverse class of rising stars. Business leaders select the winners from hundreds of nominations submitted each year by the newspaper’s readers.

In addition, Albany-Colonie Chamber Women’s Business Council selected Ashley as a 2014 Woman of Excellence in the category of “Emerging Professional.” The award’s criteria states the nominee must illustrate that she is making significant progress toward personal and professional growth, has continually accepted additional responsibilities, and has made significant contributions to her work environment. The selection team also evaluates the individual’s upward career mobility and leadership skills. The nominee must be in her first profession or a transitioned career for less than 10 years.

“When my children were young and I needed a safe place for them while I was at work at GE, you were there for my daughter, Jean. When my daughter was there, I felt at ease. Thank you.” - Betty R.



Eureka!® program completes first internships

In August, our first-ever cohort in the five-year STEM-focused Girls Inc. Eureka!® program at SUNY CNSE (SUNY Polytechnic Institute Colleges of Nanoscale Science and Engineering) completed their third program year, which includes a four-week summer internship. At a CNSE reception for all program participants, interns displayed poster presentations illustrating what they each learned from their experiences. Thanks to these generous corporate partners, interns enjoyed placements at these businesses and organizations:

AIDS Council of NENY
Albany Co. Family Court
Austin's School of Spa Technology
CMOST
Ellis Hospital
1st Playable

Girls Inc.
Grace Fellowship Church
Guilderland Chamber of Commerce
Meier Law Firm, PLLC
SEFCU
Windstream



These rising 10th graders and members of the first-ever Eureka!® cohort celebrate completion of their first summer internships at a reception at CNSE in August. They will complete a second four-week internship next summer, and a third and final internship the summer before the start of their senior year.

About 70 girls are now enrolled in the FREE program which begins the summer before 8th grade and follows each participant for 5 school years, nurturing interests in STEM-related careers.

Girls in our second cohort will complete their first internships in 2015. Those in year one of Eureka!® just completed a four-week summer day camp at CNSE; a second camp at CNSE will follow next summer. During the school year, girls must participate in at least one monthly Eureka!®

activity or one that is eligible for Eureka!® credit.

Of the more than 90 Girls Inc. affiliates in the United States and Canada, ours is one of 11 currently offering the Eureka!® program. Very generous financial support from SUNY-CNSE, SEFCU, RBC Wealth Management, and M & T Bank make this educational program possible for local girls.

Steep support from Oprah Winfrey and Starbucks



Judy Vredenburg (center), President and CEO of Girls Incorporated, is flanked by Oprah Winfrey and Howard Schultz, Chairman, President and CEO of Starbucks as it announced a collaboration to co-create Teavana® Oprah Chai Tea. Beginning April 29, the new tea was sold in Starbucks and Teavana stores across the U.S. and Canada, with Starbucks making a donation for each product sold to the Oprah Winfrey Leadership Academy Foundation to benefit four youth educational organizations, one of which is Girls Inc. To hear Ms. Winfrey tell why she is so passionate about Girls Inc. and supporting girls to achieve academic success through sales of Teavana® Oprah Chai, visit the following web address - <http://media.oprah.com/own/steep-your-soul/20140319-own-girls-inc-message.mp4>.

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Each year, our agency holds its annual Girls' Summit and invites 100 local 7th grade girls to a day of hands-on STEM-related (science, technology, engineering, and math) career fields. This year, half of the day entailed a session called Made with Code, named for a recent Google social media initiative designed to inspire millions to explore computer coding and to help them see coding as a means to pursue their dream careers. The 2014 Summit, sponsored by Time Warner Cable, was held at Tech Valley in Malta.

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Girls Inc. would like to thank GE, our Signature Sponsor. Each year, GE contributes more than \$100,000 to support programs and in the Fall, hosts Tech Day with members of its Women's Network. During their visit to GE, girls attended and participated in fun, hands-on activities with scientists and engineers.

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Girls Inc. would like to extend our gratitude to the College of Nanoscale Science and Engineering (CNSE), SEFCU, RBC Wealth Management, and M & T Bank for making it possible to offer local girls the opportunities afforded to them through the STEM-based Eureka!® 5-year program.

Donations were made to honor or remember the following individuals:

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In Honor of Christine Daniels

William & Jennifer
Kenneally

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Consultants Inc.
Ferri Formals & Bridals
First Niagara Bank
Ann Fisher
Fit for Life Wellness
Center
Fitness Together
Frank Gallo & Son
Florist
The Ginger Man
Glennpeter Jewelers
Diamond Centre
Mona Golub
Hampton Inn & Suites
Albany Downtown

Healing Path Massage
Tiffini Henderson
Informz
Joanna Jackson
Johnny Tillerweed
Dr. Margaret King
Lake George Steamboat
Company
Leland Paper Co.
Lia Group
Longfellows Hotel &
Restaurant
Bob Mackin
Macy's – Rotterdam
Square Mall
Marotta's Bar-Risto
Monica Marrow
MASS MoCA
Microknowledge, Inc.
MiSci
Mohawk Honda
Moscatiello's
Nigro Companies
Niskayuna Wines &
Liquors
Olde Bryan Inn
Out of the Fire Cafe
Pelton Tools LLC
Pioneer Hills Golf
Course
Planet Beach
Poolville Country Store,
Restaurant, and B&B
Pottery Place
Power House Athletics
Premiere Transportation
Group
Proctors Theatre
Professional Staff
Association
Ms. Sue Rock
RPI Athletics
Sanctuary Spa
Saratoga National Golf
Club
SPAC
Schenectady County
Community College
Silver Parrot
Six Flags Great Escape
Properties
Skin-Candi

Sweet Breads Bed &
Breakfast
Times Union
Times Union Center

TnT Dance
Ms. Jeannine Trimboli
Union College Athletics
Van Dyck Lounge

Washington Tavern
Barbara & Stan Yake
Yono's Restaurant
Zen Asian Fusion



Margaret M. Noble
Planned Giving Society

Stephanie Albers
V. Pilar Arthur-Snead
Teri Bordenave
Karen Carpenter-Palumbo
Marcia Czyzewski Moore
Gretchen De Kalb
Betty Dietz
Marjorie Hayden
Kris & Paul Hoagland
Nancy E. Hoffman
Dorothy & John Kochan, Jr.
Anne & Terry Phillips
Dorothy H. Thompson
Dr. John Wilkinson



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