PRACTICING CRITICAL THINKING DURING A GIRLS ROCK! CONFERENCE

CLAIMING THEIR STRENGTH AT A GIRLS ROCK! CONFERENCE ACTION SPOT

BUILDING LEADERSHIP THROUGH COALITION GAB: WE CAN DO IT!

HARDY GIRLS* HEALTHY WOMEN
2018-2019 ANNUAL REPORT

*SELF-IDENTIFIED, TRANS GIRLS, AND GENDER EXPANSIVE FOLKS

WWW.HGHW.ORG | INFO@HGHW.ORG
PO BOX 821, WATERTownE, ME 04903-0821
I really love seeing girls get angry. I'm always surprised to see people frown when I say this. It's not taking particular delight in anger for anger's sake, but watching the girls and female-identified youth we work with fully inhabit their experience and name their emotions. So often in our culture, girls are conditioned from an early age to express their emotions, as long as they are positive. The message may be delivered subtly, but the implications run deep.

In our programs, we support girls to dig underneath stereotypes and societal expectations, pull back the curtains on media, politics and power, to discover whole systems that ignore their brilliance. At first, so many feel trapped by the whirlwinds of what society expects a girl should be, do, and look like.

As they witness others around them experiencing the same thing, they realize they are not alone. There is usually some relief. A feeling of “no wonder I have feelings of inadequacy. I'm not alone in this!”

Then, quite quickly, relief turns to anger. “This is messed up!” they say out loud, a thrumming energy in the room as they turn to each other and the dominoes fall. “Why is it like this?” “Why do guys get to make so many decisions?” “Why are there not as many women in positions of power?” “I can do anything a man can do!”

And these are the moments I love to witness. The anger tells me they are starting to claim their right to the power so often denied to them. It's the transition from acceptance of “the way things are” to “it doesn't have to be this way.” It is the tipping point into action.

We get to be in the room as they realize the other girls around them are their allies. They sit up and ask questions. They make plans. They organize. They actively work to change the culture of their schools, their communities, our country, and our world. They know what they are up against and they go for it anyway. That's hardiness.

It is challenging to capture our work in a handful of pages and numbers. In all the evaluation and reporting we do, there is one number that stands out to me: 79%. This is the number of young people who - after our workshops - feel they could make change in their communities.

Taking girls seriously is fun and thrilling - profound and hilarious and enlightening. We are so grateful to all of you for joining us in taking girls seriously.

Kelli McCannell, Executive Director
Hardy Girls Healthy Women takes girls seriously and puts the power in their hands to challenge a society that ignores their brilliance. We dare adult allies to join us in standing with girls. Our vision: Girls cause a ruckus.

Our in-school programming is focused in central and southern Maine; conferences in Bangor, Waterville, and Portland; statewide trainings; and nationwide curriculum.

Our People

Hardy Girls Healthy Women has 2 full time staff members, an 11 woman Board of Directors, 16 high school Girls Advisory Board members, 22 Colby Muses, and 20+ volunteers.

Our Financials

- **Revenue**: $178,139
  - Grants: 27%
  - Contributions: 60%
  - Earned Income: 13%
- **Expenses**: $149,237
  - Development: 20%
  - Administration: 15%
  - Programming: 65%
    - Training Institute: 21%
    - Girls Advisory Board: 12%
    - Girls Rock! Awards: 12%
    - Girls Rock! Conferences: 11%
    - Girls Coalition Groups: 9%
Girls* who participated in our programming this year from Mount Desert Island to York

1,132

Girls spent in coalition with other girls

7,328

Girls spent in coalition with other girls

72

Community partners, including 56 schools (including Maine Boys to Men, Yellow Tulip Project, Planned Parenthood, and more)

2018-2019

By the numbers

*Self-identified, trans girls, and gender expansive folks
THE RESULTS

Our consciousness-raising, in-school workshops introduce media literacy, build awareness of social constraints on gender norms and stereotypes, and foster youth’s confidence in effecting change. After participating, students report:

90% MORE AWARE OF DIFFERENT PARTS OF AN INDIVIDUAL’S IDENTITIES (RACE, CLASS, GENDER, SEX, ETHNICITY, ETC)

95% KNOW WHAT A STEREOTYPE IS

85% LOOK MORE CAREFULLY AT HOW WOMEN AND GIRLS ARE REPRESENTED IN THE MEDIA

92% MORE AWARE OF WOMEN’S ROLES IN MEDIA CREATION

79% FEEL THEY COULD MAKE CHANGE IN THEIR SCHOOL OR COMMUNITY

INCREASE IN KNOWLEDGE

SHIFT IN PERCEPTION

CHANGE IN BEHAVIOR

"I didn’t know very much about self-expression. So I learned a lot about not being afraid to show who you are.”
- Girls Advisory Board Member

"It just felt like a safe place where you could really find yourself and talk about who you are.”
- Scarborough Middle School Participant

"GAB has given me a platform to use my voice and make a change.”
- Girls Advisory Board Member

"I didn’t know very much about self-expression. So I learned a lot about not being afraid to show who you are.”
- Bangor Conference Participant

“I didn’t know very much about self-expression. So I learned a lot about not being afraid to show who you are.”
- Scarborough Middle School Participant

"GAB has given me a platform to use my voice and make a change.”
- Girls Advisory Board Member

"It just felt like a safe place where you could really find yourself and talk about who you are.”
- Bangor Conference Participant

"GAB has given me a platform to use my voice and make a change.”
- Girls Advisory Board Member

"It just felt like a safe place where you could really find yourself and talk about who you are.”
- Bangor Conference Participant

"GAB has given me a platform to use my voice and make a change.”
- Girls Advisory Board Member

"It just felt like a safe place where you could really find yourself and talk about who you are.”
- Bangor Conference Participant

"GAB has given me a platform to use my voice and make a change.”
- Girls Advisory Board Member

"It just felt like a safe place where you could really find yourself and talk about who you are.”
- Bangor Conference Participant