



# Girls Leading Girls

Our mission is to train  
girls to be leaders  
through soccer.

Annual Report 2019





Dear Friends,

At Girls Leading Girls we are **changing the way girls play soccer and how women lead**. This year has been a phenomenal year of growth and mentorship for us. We served over 500 girls this year, with our biggest summer camp and club seasons ever, launched a new mentorship program, and expanded our free after school program to include game days. We also went to France and watched the U.S. Women's National team take home the World Cup trophy!

I've learned three things from the U.S. Women's Soccer Team. One, this is not just soccer. Everything we're doing on and off the field to advance gender equality for girls and women matters. Two, our voice is our power. Using your voice like Megan Rapinoe to speak out against inequalities is so powerful and important in order to ignite change. Three, we are stronger together! So many women in all sectors of society are speaking up, as a collective we are louder and more impactful.

Thank you for being part of our community, together we are stronger, together we are inspiring girls to stand up for themselves, to not be afraid to lead and speak, and to give back to others in need. Now is the time to embrace and empower our girls because **when girls do better, we all do better**.

Yours in community,

*Brianna Russell*

Brianna Russell  
Founding CEO



Oakland free  
after school  
program girls on  
game day!

GLG SOL 08  
Determination  
Competitive team  
winning 1st place  
at the Halloween  
Tournament this  
year!

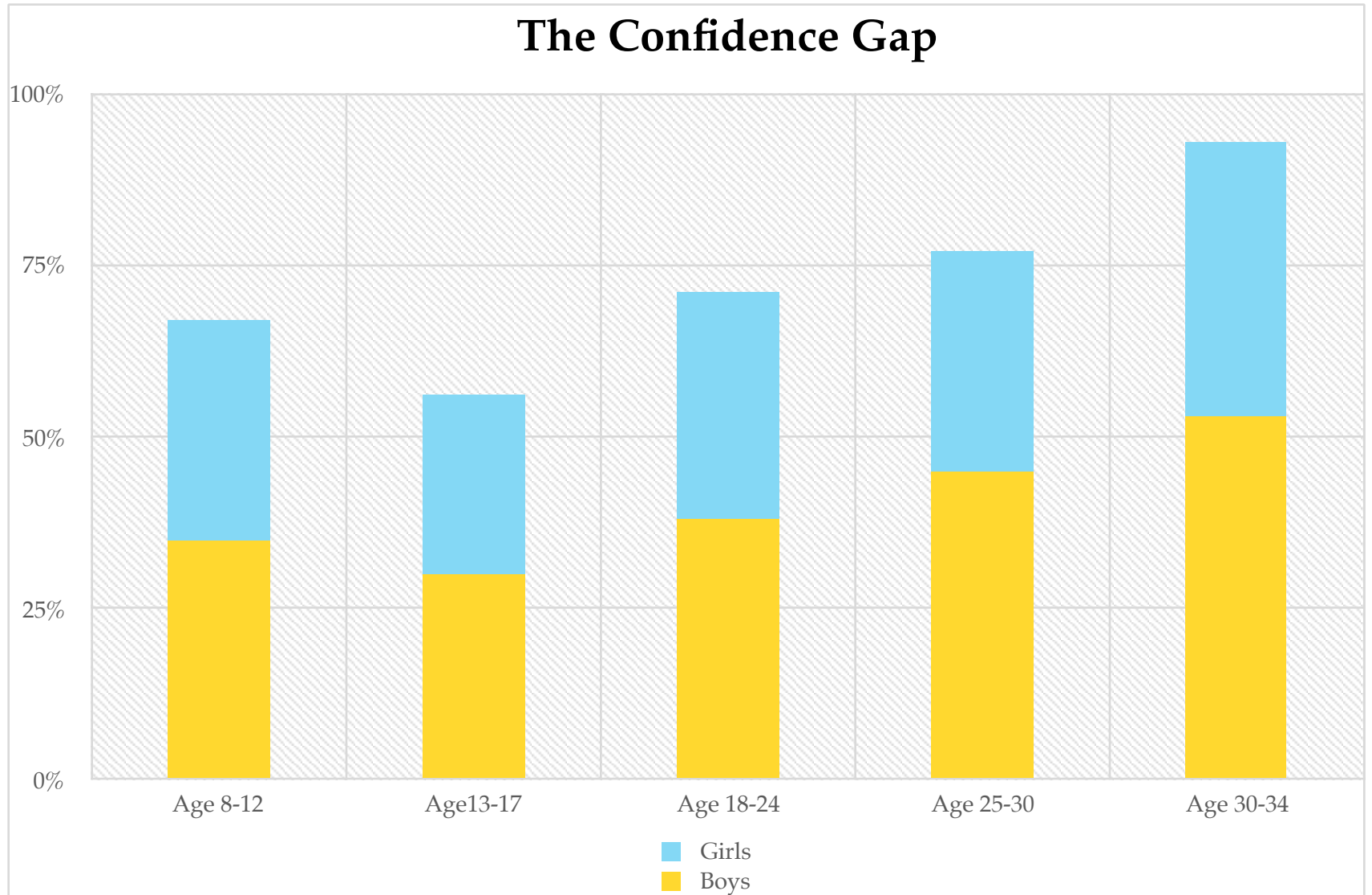


# WE GIVE GIRLS THE TOOLS FOR SELF CONFIDENCE.

All girls (regardless of ethnic or economic background) begin to lose their voice and confidence around age 12.

The gap in confidence between girls and boys never closes as girls become women.

\*We use the term "Girls" which refers to gender expansive youth (cis girls, trans girls, non-binary youth, gender non-conforming youth, gender queer youth and any girl-identified youth).



Shipman, Claire, and Katherine Kay. "The Confidence Code for Girls." Pulse, p.6



Here's how **we close the gap**: soccer skill development, leadership training, female mentors and role models, community service and international exposure. Our girls are being taught and are practicing resilience, risk taking, decision making, overcoming adversity. These are the tools that will close the gap on confidence.



## CLUB SOCCER

GLG SOL soccer club has recreational, competitive and travel teams for girls in 2nd-12th grade.

\*215 girls participated in our GLG SOL Club this past Fall season on 14 teams, with 12 girls on our waitlist to join the club in Spring!

Three of our 14 teams won first place in their league.

## AFTER-SCHOOL PROGRAM

FREE for girls who may not have access to club soccer.

\*204 girls participated from 11 different schools K-8th grade in at-risk neighborhoods of San Francisco and Oakland, CA. This year we included game days thanks to our organizational partners for our girls in Oakland.

## SUMMER CAMPS

All camps are run by licensed women coaches with soccer, leadership and art programs combined.

\*250 girls participated in one or more of our summer camps this year!

## INTERNATIONAL TRIPS

We take girls on international and/or community service trips every summer to help build community and support across the globe.

\*This past summer a group of 12 girls, parents and coaches traveled to Paris, France to watch the U.S. Women's World Cup!

## MENTORSHIP

This new program is all about professional women empowering teenage girls to find their calling in life.

\*Eleven 8th-12th grade girls were matched with 11 professional women in our new mentorship program that launched this year!

In 2019 we gave out \$129,000 in free programming, summer camp & club scholarships!





# Girls' Stories

## Nora Reed

Nora is a player on our 03 Warriors Travel Team in the GLG SOL Club, she is also a Junior Coach, on our Junior Board of Directors, and is a Mentee in our Mentorship program. She is in the 11th grade at Abraham Lincoln High School in San Francisco, CA and has been part of the organization for four years. **"The team makes me happy, no one is left out, and it feels like we're one big family.** I joined this club because I had stopped playing soccer and missed it. Some friends of mine introduced me to the club and instantly I felt welcomed by the team. **I also feel like the coaches actually care about us.** I hope to play professional soccer one day and pursue a career in math."

Nora won the Goal Keeper of the Year Award this year from her high school soccer league. "Nora is such a dedicated and determined person with such a big heart. She is the first one to push her teammates to be better. I have seen her grow as a player and she has also helped me grow as a coach. She gets what this club is about and she sees her team as a family. That is how I look at Nora too. I look at her as family. **I care for her and want to be there for her however I can. It is a privilege to be her coach!"** - Karli Jonasen, GLG SOL Club Program Manager and Coach

## Zhariah Jackson

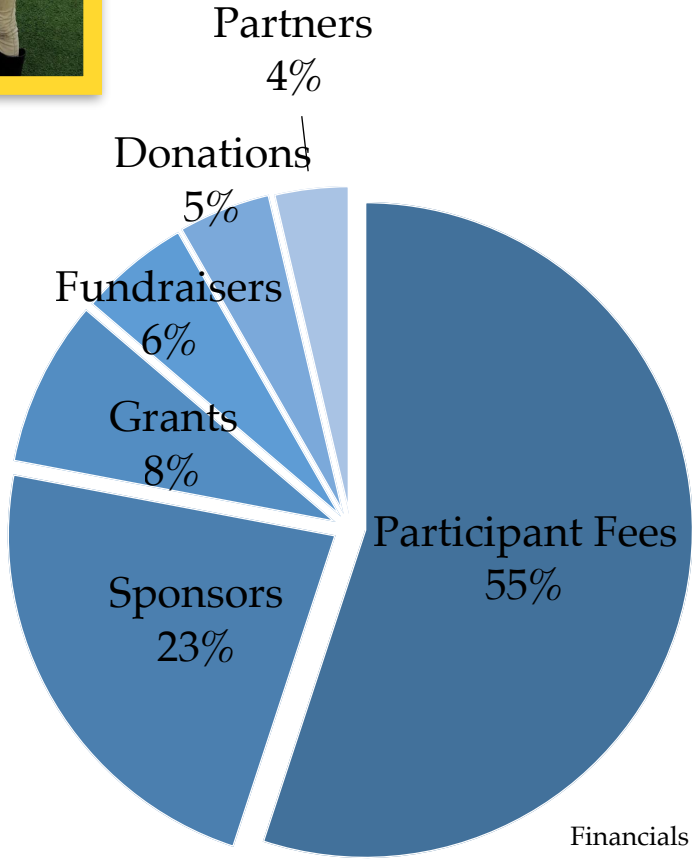
Zhariah is a 5th Grader from MLK Elementary School in Oakland, CA, and a participant in our free After School Program. Zhariah is the "big sister" at MLK, and has been the coaches helper and assistant coach. She has great patience and is great at listening and explaining directions to her peers when needed. Zhariah always comes to soccer smiling and is excited about learning new things. **"I like the fun activities we do in the program and like getting to play soccer with my friends."** She wants to be a teacher when she grows up because of how much she loves to lead and help others the way she has been taught with Girls Leading Girls.



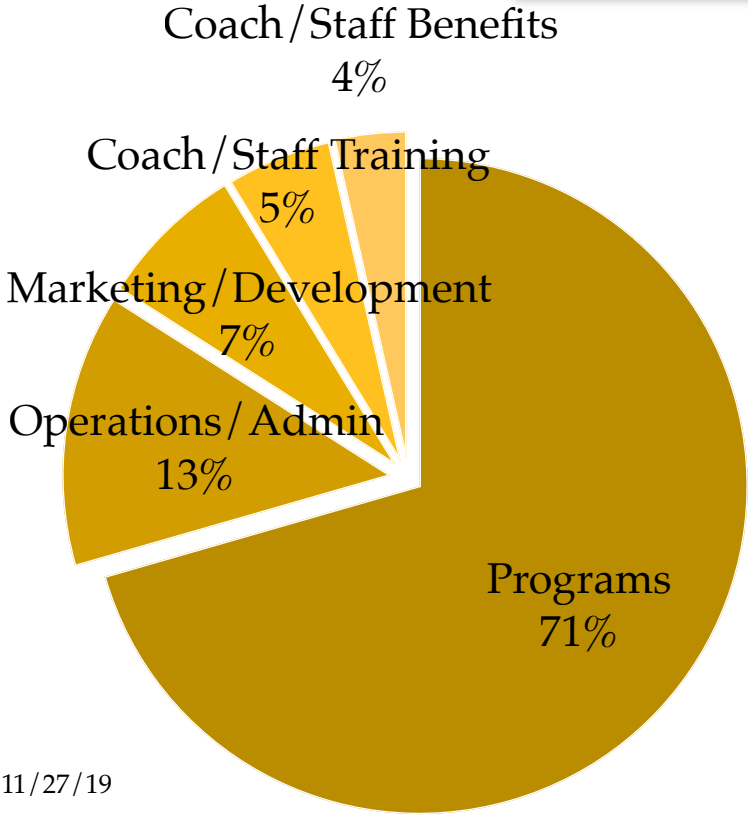
# Financials 2019



Total Revenue  
\$571,423



Total Expenses  
\$ 526,405



Financials as of 11/27/19





# Thank you!!!

## Board of Directors

Amy Chan Hardison | Secretary of Board

Wilita Sanguma | Treasurer of Board

Aichi Daniel

Shannon Burns

Chance Daniel

Merri McCann

Morgan Woodhouse

Natalie R. Macias

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Laura Patnode

Kindley Walsh Lawlor



## Junior Board

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Emiliana Santana

Nora Reed

Caroline Hill

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Secret Deodorant

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[www.girlsleadinggirls.org](http://www.girlsleadinggirls.org)

