



genaustin

GIRLS EMPOWERMENT NETWORK™

annual report 2008-2009

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A NOTE FROM JULIA AND CHRISTIE



julia cuba
executive director



christie horne
board president

Being a girl is hard, and statistics show that it's not getting any easier for our Texas teens. That is why GENaustin provides a safe space for girls to find their voices and learn how to make healthy choices that could affect the rest of their lives.

In a state where teen girls have the highest rate in the nation of delivering babies twice before they turn 18, we know we have an uphill battle. Bullying has become violent, more girls are entering the juvenile justice system, girls' rates of substance abuse and depression have surpassed that of boys, and in general, girls don't feel like they measure up in terms of school, relationships and appearance.

GENaustin believes one way to improve these statistics is to empower girls by challenging them to define their personal values and help them find the confidence to make wise decisions. After graduating from our middle and high school programs, girls enter the world with a head start on academia and the workforce, ready to seek meaningful employment which will lead them to a strong career path and their true earning power.

Through GENaustin, girls become young women of influence. Keep an eye on us—in 2009-10 we'll be 3,500 teen girls strong and growing!

Julia Cuba

CHH

explore empower engage

THE MISSION

of GENaustin is to foster healthy self-esteem in girls by engaging them to explore and define their personal values and to build skills that empower them with confidence and courage to make wise choices.



GIRLS IN THE U.S.

By age thirteen, 53% of girls are unhappy with their bodies.

83% of girls grades 8-11 have experienced sexual harassment in school.

1 in 4 girls show symptoms of depression, a rate 50% higher than boys.

Between 1980 and 2003 there was a 47% increase in female juvenile arrests for violent crimes.



GIRLS IN TEXAS

10% of babies delivered in Texas are to mothers between ages 13-17.

In Texas, 69.3% of girls in grades 7-12 have reported lifetime use of alcohol, compared to 66.5% of boys.

In Texas, 39.4% of female high school students report depressive symptoms of feelings of sadness or hopelessness.

the challenge

Being a girl has never been easy. Statistics on issues ranging from depression to drug use to sexual harassment suggest that things are getting even harder for girls in the United States today. The entire country is experiencing an alarming jump in teen pregnancy rates, with significant increases for 26 states since 2006. In Texas, where the teen pregnancy rate is ranked *third highest in the nation*, GENaustin considers these statistics a sign of a crisis.

During a time in their lives when girls feel the burdens rather than the advantages of femininity, GENaustin builds critical thinking skills, self-efficacy and self-esteem and suggests alternatives to high-risk behaviors that can lead to teen pregnancy, drug use or juvenile delinquency. The knowledge teens gain in our programs is *for life*—it affects how they choose friends, who they date, the choices they make in their education and eventually in their careers.

explore

WHERE WE'VE BEEN, WHERE WE'RE GOING

GENaustin was first created as a resource to help parents explore different ways to help their teenage girls deal with the pressures of growing up. Today, GENaustin helps girls and adults throughout Texas explore issues, face challenges and find solutions.

Originally called the Ophelia Project, GENaustin was created in 1996 by 12 concerned mothers raising adolescent girls in Austin. Inspired by *Reviving Ophelia*, a book by Dr. Mary Pipher, these mothers met to address an increasing trend among middle school aged girls—a systematic decline and sometimes permanent loss of self-esteem. Although only 13 years old, GENaustin has experienced significant growth since it began as a parent support group and speaker series.

Today, GENaustin is a fully operational agency with a statewide Conference and Workshops presence and an expanding clubGEN presence in eight Central Texas school districts. Since being a girl can be hard no matter the circumstances, GENaustin's clubGEN and Girls Now! programs *serve all girls*, whether they are faced with bullying, dealing with an eating disorder or just feeling the normal pressures of growing up.

SCHOOLS RECEIVING GENAUSTIN SERVICES

GENaustin programs served

2,475 girls in 2008-2009

Austin ISD	Del Valle ISD
Ann Richards	Ojeda
Bailey	Eanes ISD
Bedichek	Hill Country
Burnet	Westridge
Covington	Hays ISD
Dobie	Chapa
Fulmore	Wallace
Garcia	Leander ISD
Kealing	Canyon Ridge
Lamar	Leander
Martin	Manor ISD
Mendez	Decker
Murchison	Manor
O'Henry	Pflugerville ISD
Paredes	Pflugerville
Pearce	Westview
Webb	Round Rock ISD
	CD Fulkes
	Chisholm Trail



empower

GIRLS TO CONTROL THEIR FUTURE

GENaustin empowers girls to find and define their own paths through a research-based, peer-led after school program, clubGEN. Curriculum and interactive activities focusing on body image, media literacy, and healthy relationships are designed to promote goal-setting, improved self-esteem, critical thinking skills and higher academic achievement.



over half of teenage girls are,
or think they should be, **on diets**



CLUBGEN

In clubGEN, trained and employed high school girls lead middle school girls through curriculum proven to prevent high risk behaviors. The “big sister/little sister” dynamic creates a support system of smart, strong, and confident young women based on the understanding that “we have all been there.”

In 2008-2009, clubGEN served nearly 1,000 middle school girls and 41 high school girls throughout central Texas, with 37 clubGENs in five school districts—Austin, Del Valle, Manor, Round Rock and Eanes ISDs.

CLUBGEN LEADERS

High school girls who work as clubGEN leaders gain much more than a paycheck. They realize their power as role models and leaders in an employment setting where they are valued for their creativity, intellect and professionalism.

Leaders also attend weekly planning and educational sessions and monthly workforce development trainings. Through GENaustin’s partnerships with local agencies, they are able to explore financial literacy, career goal setting, and higher education opportunities.

engage

THE COMMUNITY WITH EXPERT ADVICE

GENaustin's Girls Now! Conference and Workshops help build an informed and supportive community by offering girls and the adults who interact with them the opportunity to learn from experts about the tools they will need to face life's challenges.



Girls Now! Conference and Workshops served **1,494** girls and **274** adults in 2008-2009

GIRLS NOW! CONFERENCE

The Girls Now! Conference, a state-wide one-day seminar for girls grades 5-12, their parents, educators and social workers explores the issues of Bullying, Body Image and Being a Girl through hands-on, interactive workshops with over 30 nationally-recognized experts and community organizations.

Last year's Conference on Oct. 25, 2008 was a collaborative effort of GENaustin, Latinitas, The Ladies Room with Lolis, and the Ann Richards School, with Global Ambassador Jess Weiner of the DOVE Self-Esteem Fund presenting the keynote speech. 400 girls and 200 parents attended. This year's conference on Nov. 14, 2009, still a collaborative community event, is now an official GENaustin program.

GIRLS NOW! WORKSHOPS

The Girls Now! Workshops (formerly GirlTalk in 2008-2009) are offered as a year-round extension of the Conference to schools and community groups. Conducted onsite by GENaustin staff, volunteers and Conference partner agencies, the statewide Workshops address issues like bullying, body image, media literacy, parent-daughter relationships, physical health and wellness and more.

In 2008-2009, GENaustin expanded its Workshops to Eanes, Hays and Leander ISD schools. The 2009-2010 schedule offers 150 workshops in Texas and will reach a record number of girls and adults.



In 2008-2009, 971 girls participated in clubGEN in 24 middle schools in 5 districts:

- Austin
- Manor
- Del Valle
- Round Rock
- Eanes

An additional 41 high school girls, employed to facilitate clubs, garnered benefits including:

- leadership
- employment skills
- personal skills such as empathy, perspective taking and deeper knowledge of club topics

Middle school girls reported high levels of:

- bonding
- self-efficacy
- problem-solving skills

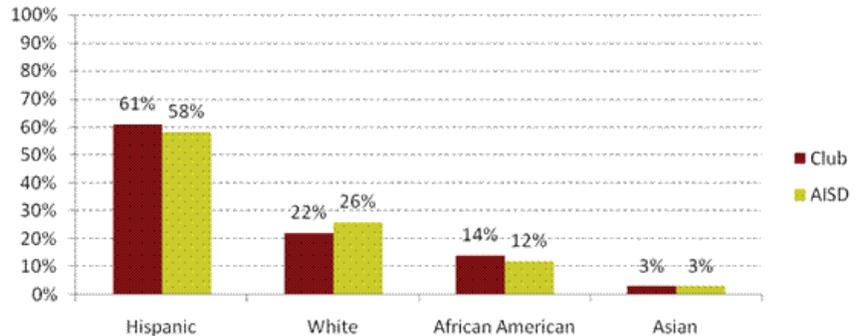
Club participation had a moderate, but significant effect on in-school behavior. Girls who attended club more also tended to:

- attend school more
- perform better on the math portion of the TAKS test
- to have fewer disciplinary incidents

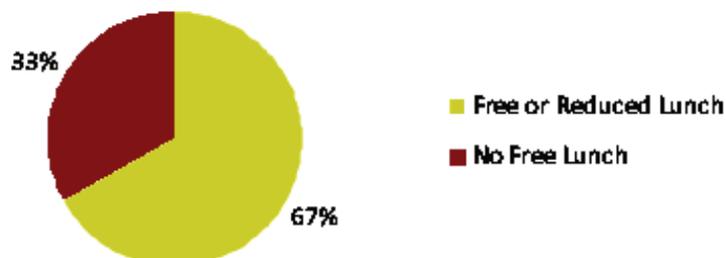
In 2008-2009, GENaustin began working with Shore Research, Inc. to implement a long term evaluation of the clubGEN program. During the course of the year, clubGEN leaders worked closely with the staff from Shore Research Inc. to design research instruments that would assist GENaustin to understand the impact of the clubs on the girls who participated and to improve the clubs over time and on an ongoing basis.

Evaluation incorporated a multi-method design and gathered data from key stakeholder groups. Research participants included clubGEN staff, coordinators, high school leaders and the middle school girls who attended club. In total, more than 550 girls and 50 club leaders and staff provided the information used in evaluation findings.

Racial/Ethnic Backgrounds of clubGEN Participants and AISD Students as a Whole



clubGEN Percentage of Participants Qualifying for Free or Reduced Lunch



contributors

A SPECIAL THANKS TO OUR SUPPORTERS



APPLIED MATERIALS®

Bank of America.



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Whole Foods Market



BRILLIANT
THE LUXURY LIFESTYLE MAGAZINE OF TEXAS

annual report 2008-2009 **8**

MAKE IT COUNT

\$1,500

pays for one high school girl's salary for the year to lead clubGEN

\$1,000

pays for four weeks of financial literacy for 15 middle school girls in clubGEN, teaching them about the importance of investing for their future.

\$300

pays for one middle school girl to attend clubGEN for a year

\$150

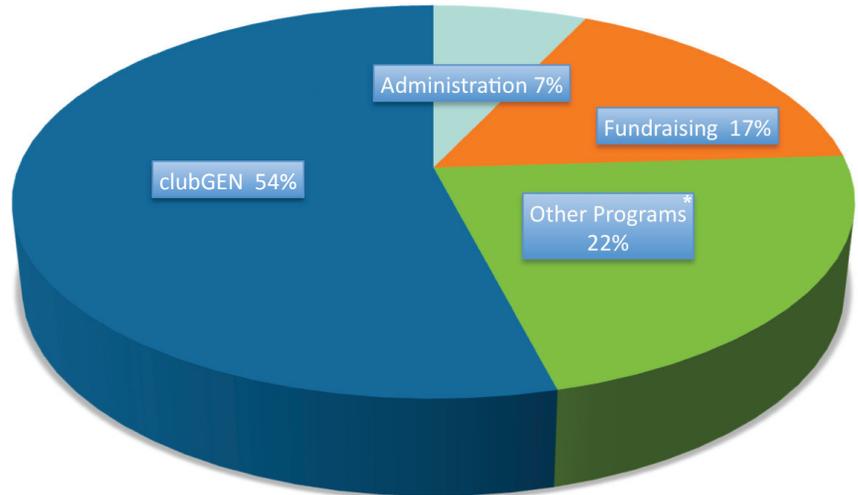
pays for one high school girl's training for clubGEN, building facilitation, employment and leadership skills

\$20

pays for one teen girl to attend GENaustin's Girls Now! Conference on November 14, 2009

financial...

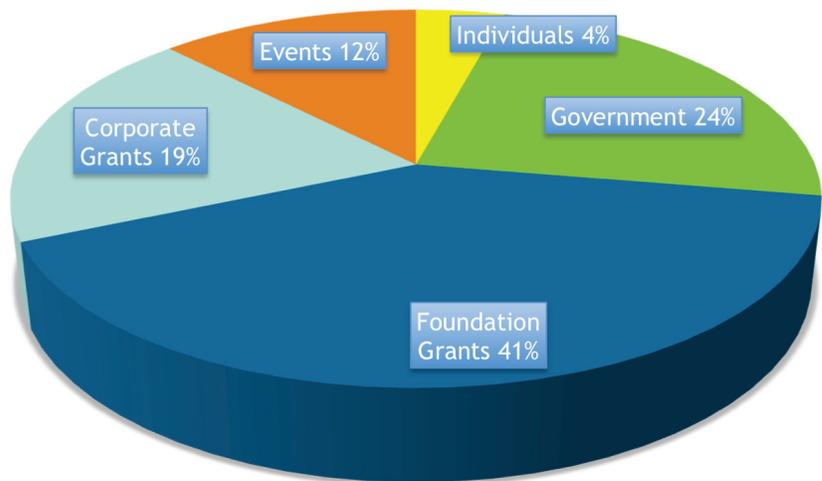
2008 expenses



total 2008 expenses: \$687,328

*other programs include workshops and adult education

2008 revenue



total 2008 revenue: \$655,706



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