

Girls Incorporated® History Timeline 1864 - 2009

- 1864 First Girls Club founded - Waterbury, Connecticut
- 1895 Second Girls Club founded - Greenfield, Massachusetts
- 1897 League of Girls Clubs founded, purpose was “to better conditions for working girls”, represented 125 clubs in the eastern United States, flourished until 1920, then was disbanded, these clubs served older girls and young women (from 30 Years of Girls Club Experience, Dora Dodge, 1945)
- 1899 Third Girls Club founded - Springfield, Massachusetts
- 1900-1936 Twelve more Girls Clubs organized
- 1936-37 Dora Dodge, Executive Director of Worcester, MA called the first conference with seven people in attendance from Worcester, Pittsfield and Springfield, MA, these clubs were beginning to recognize and serve the needs of younger girls
- 1937 Eastern Association of Girls Clubs formed
Purpose statement:

Little girls of today are the homemakers of the future and the mothers of the next generation of citizens. Opportunities given to them now for cultural background, for building healthy minds and bodies, for training in homecraft and a basic knowledge of motherhood...these determine the standards of our future homes. The character of the future citizens of our communities is dependent largely upon the influences under which the child lives through the formative years. Therefore, there is no task more important in any community than the training of its girl children. (taken from Girls Clubs of America History, Jane Gooch, 1978)
- 1945 Girls Clubs of America founded
Rachel Johnson, Worcester, MA - first president
Nineteen charter member clubs
\$72.64 in first treasury
Mission Statement -

To unite in one organization all existing Girls’ Clubs and to foster the formation of new Girls’ Club organizations. To promote the health, social, cultural, vocational and character development of girls, and to so train them that they will be able to take their places

as good citizens and especially responsible mothers and homemakers. To foster and maintain high standards of program sponsorship, and qualifications for all Girls' Clubs. (taken from "30 Years of Girls Club Experience," Dora Dodge, 1945)

- 1945-47 National office located in Mrs. Johnson's bedroom in Worcester
- 1946 First publication - the Bulletin - was started
- 1947 First 'real' office opened in Springfield, MA
- 1948 First National Executive Director hired - Harriet O. Aull, salary made possible by a gift of \$3000 from Barker Welfare Foundation
First national logo adopted, by-line with the logo stated:
"A key to happy girlhood experiences today that we may have intelligent mothers and responsible citizens tomorrow."
- 1949 "Operation Bootstrap" drive for \$25,000 launched
Membership fee established
- 1949-50 First handbook published: "Formation and Administration of a Girls Club"
- 1950 Adelaide R. St. Jacques hired as first Director of Field Services
National Budget - \$19,557
35 affiliates
- 1951 First Regional Institute held in Johnson City, TN
- 1952 Eleanor B. Clark named National Executive Director
- 1953 Mrs. Dwight D. Eisenhower became first Honorary Chair
First National Awards established
- 1954 Iron Rail National Camp in Beverly, MA, given by Helen Clay Frick
Adelaide St. Jacques as Camp Director
- 1955 10th National Conference in Washington, DC
Launched fund drive netting \$135,000
First training course for staff, now called Management Seminar
National Advisory Committee formed
First public relations director employed
- 1957 Maxine Keith named National Executive Director
Affiliates organized into nine geographical regions

- 1959 Professional Association of Girls Clubs of America formed with Elizabeth C. Henderson of Bristol, CT as first President
Training for college credit instituted at Syracuse University
- 1960 National office moved to New York City
Adelaide R. St. Jacques - Interim National Executive Director
Reader's Digest Career Key Scholarships established
- 1962 Lillian Bean named Executive Director
Affiliate dues increase from 1% to 1 1/2 % of prior year's expenses
Second version of first logo came into use
Mission Statement -

“The purpose of this organization shall be to foster the character development of all girls through a program of educational, vocational, health, social and recreational activities; to help them become responsible mothers, homemakers and citizens of the community; to coordinate the programs of member clubs; to encourage and assist in the formation of new clubs; and to help establish and maintain high standards for all Girls Clubs in programming, leadership and sponsorship.” (From National Roster of Girls Clubs, 1966-67)
- 1963 Gertrude DonDero named National Executive Director
- 1964 First Regional Office opened in Los Angeles with Martha May Newsom as Director
- 1965-66 Second “Operation Bootstrap” raised \$75,000
Manuals to enrich programs and operations increased
National Advertising Council agrees to do national spots
- 1967 “Fit for Life” physical fitness institutes held on eight college campuses-
taught by Bonnie Prudden, funded by Reader's Digest
- 1968 New York City townhouse dedicated as national headquarters
- 1969 Handbook for Organization and Administration of Girls Clubs states that the purpose of Girls Clubs of America is:

“To assist in uniting the work of existing Girls Clubs and to foster the formation of new Girls Club organizations, to assist in promoting the health, social, cultural, vocational, and character development of girls 6 years of age through high school regardless of race, creed or national origin and to so train them that they will be able to take their places as good citizens and especially as

responsible mothers and homemakers, to foster and maintain high standards of program, leadership, sponsorship and qualifications for all Girls Clubs.”

- 1970 \$1,000,000 gift given by Mr. & Mrs. DeWitt Wallace for expansion and training
25th Anniversary Conference
- 1971 Mrs. Giles Whiting remembers GCA in her will - bequeathed items auctioned at Park Bernet Gallery in New York - nets about \$480,000
Washington DC office opens - Mildred Kiefer Wurf, Director
- 1972 First TV spot
Third logo proposed in January, voted down in April, no logo for next five years
- 1974 Edith B. Phelps named National Executive Director
Regions restructured from nine to seven
Iron Rail Camp sold
Purpose revised and National Board evaluated itself
First long range plan established, including goal “to take a leading role as advocates for girls of all backgrounds and abilities”
Revised Purpose:
“The purpose of Girls Clubs of America, Inc. is to help girls of all backgrounds to grow and work together in a climate of freedom and harmony; to help girls find their own identity, develop their potential, and achieve a sense of responsibility to self, family, community, country, and world; to help girls of all racial, religious, and economic backgrounds to live and develop creatively in a democratic society in a continuously changing world. To achieve these goals, the organization fosters and maintains high relevant standards of citizenship, program, leadership, and qualifications for all Girls Clubs, assists in uniting the work of existing Girls Clubs, and encourages the formation of new Girls Clubs.” (From Girls Clubs of America History, by Jane Gooch, 1978)
- 1976 GCA joined National Collaboration for Youth
Testimony given at congressional hearings on behalf of girls
- 1977 Headquarters building sold - moved to new office space
Fannie Belle Burnett appointed first Director of Program Services
Fourth logo adopted
- 1978 Today’s Girls/Tomorrow’s Women national conference held at Wingspread Conference Center in Wisconsin; eminent scholars, educators and leaders

- discussed needs and concerns of girls
 A publication and a series of seminars resulted
 First government grant for delinquency prevention - funds for 7 sites
- 1979 Fleischmann Foundation awards \$1,118,000 to build National Resource Center in Indianapolis, Lilly Endowment pledges operating funds for first three years
 “What Do We Know About Girls?” Conference held in Boston
 Affiliate dues increase to 2% of prior year’s operating expenses
- 1980 Second “What Do We Know About Girls?” Conference held in San Francisco
- 1981 NRC opens - Patricia Turner Smith is the first Director
 GCA continues legislative activity focusing on youth employment, juvenile justice, Title IX, and teen pregnancy
- 1983 Margaret Gates named National Executive Director
 Service Centers established in New York City, Indianapolis, Atlanta and Santa Barbara
- 1985 40th Anniversary Celebration in New York City
 First Celebration Luncheon held at national conference
 37 & Solution Seminar held
 Action Agenda published
- 1986 National Council adopts Program Associate category of affiliation
 Operation SMART introduced
 New mission statement adopted:
 “The purpose of Girls Clubs of America is to assist Girls Clubs in effectively meeting the needs of girls in their communities; to help girls overcome the effects of discrimination and to develop their capacity to be self-sufficient, responsible members of the community; and to serve as a vigorous advocate for girls, focusing attention on their special needs.”
- 1987 Core Program for Girls Clubs introduced – “Going Places Program Planning Guide”
 New Agenda II: A Sporting Chance for Girls Conference held in Indianapolis
- 1988 Regions restructured to four
 Family Ties - Girl Hero special event in Los Angeles
 National Collaboration with Salvation Army - Army units affiliate
 Preventing Adolescent Pregnancy program introduced

- 1988-89 Girls Clubs of America sues Boys Clubs of America for name protection
Two temporary injunctions and an appeal are won; \$740,000 settlement accepted
Friendly PEERsuasion and Keeping Healthy, Keeping Safe programs introduced
- 1990 NameQuest Committee proposes new name
National Council votes to change name to Girls Incorporated
Fifth logo adopted
Program Implementation Project, funded by DeWitt Wallace Foundation and Pew Memorial Trust
Partnership for Tomorrow's Women with YWCA of the USA
Teen Connections Project funded by Kellogg Foundation
Steppingstones Program introduced
Mission Statement updated to reflect new name:

“The mission of Girls Incorporated is to assist affiliates in meeting the needs of girls in their communities; to help girls and young women overcome the effects of discrimination and to develop their capacity to be self-sufficient, responsible citizens; and to serve as vigorous advocates for girls, focusing attention on their special needs.”
- 1991 Program Directors Institute offered for the first time
- 1992 Career Key Awards program ends
Girls Incorporated Scholars Program begins with \$4.4 million trust fund from Lucille M. Wright estate (long-time national board member)
Springfield College Scholarship established by Jid Sprague, past National President
Trustee Education for Excellence Project funded by Lilly Endowment and James Irvine Foundation
- 1993 Isabel Carter Stewart named National Executive Director
National dues lowered to 1 1/2 % of prior year's expenses
135 affiliates
Total operating expenses for 1993: \$4,350,000
Career Key Awards program celebrated at national conference in Orlando
“Voices” published to honor Career Key program

"Strong, Smart and Bold" first appeared as new tag line, began replacing "Growing Up is Serious Business"
Eureka! summer math/science program started
November - Training Department established

- 1994 January - NYC Schools Chancellor Ramon Cortines visits outreach site in East Harlem school, which will later become first Urban Girls location
New program resources released: "In-Service Training Course", "What's Equal", "Program Planning Guide"
New program initiatives funded:
Healthy Girls Initiative
Discovery Leadership Program
Girls with Disabilities Get SMART
Bridges
April - "In Their Own Words" released to honor Donna Brace Ogilvie, national chair of the board
National staff restructured to create two associate executive directors--Jan Roberta and Heather Johnston Nicholson named to positions
Direct mail campaign started
Fall - "The Art of Trusteeship", "Girls Re-Cast TV"; Girls Incorporated Strategic Plan for 1995-98 introduced
138 total affiliates, collaboration with YWCA results: 30 YWCA's now affiliated as program associates
- 1995 Urban Girls Initiative unveiled
Girls Incorporated 50th Anniversary Celebration at national conference in New York City, April
Strategic Goals for 95-98 and proposal for Biennial Conferences, after 1996, adopted by Council
Harris Poll on Girls Images in the Media released, September
- 1996 51st National Conference - San Diego, CA, April
New Programs: Bridges, Poetry Writing Project, Discovery
Movie Premieres that benefited Girls Incorporated: Member of the Wedding; Harriet the Spy, (in 1997) HOPE
Regina Montoya elected National Board President
"Prevention and Parity" published and Conference held in partnership with OJJDP in Washington, DC
License Market Test begins – using Steppingstones program
1st Los Angeles Luncheon held
YWCA License Agreement begins
"Prevention and Parity – Girls in the Juvenile Justice System" national meeting held in Washington and publication of book, funded by Office of Juvenile Justice and Delinquency Prevention.

- 1997 Program Directors as “Change Agents” study published- “Strong, Smart, and Bold Report”
 Discovery Published
 Career Action Guide Published
 Jane Fonda joins National Board
 Lilly funds GirlsLink for \$895,000
 Girls Incorporated web site launched
 CDC funds a 6-year project for \$1.5 Million to revise and disseminate PAP including a version in Spanish
 Girls Incorporated and OppenheimerFunds co-sponsor a Press Conference titled- “Girls, Money & Independence”
 Participated in Presidents’ Summit for America’s Future in Philadelphia
 Girls Incorporated, Urban League and the National Campaign to Prevent Teen Pregnancy sponsor “Creating Safe Passages for Youth” meeting in Washington, DC featuring speaker, Donna Shalala, Secretary of Department of Health and Human Services
 Premiere of “The Member of the Wedding” with Lifetime, held at the White House, with both Hillary Clinton and Donna Shalala at the reception. Over 200 people attended.
- 1998 NY National Offices move to new building on Wall St.
 New York Celebration Luncheon tops \$1 million in revenue
 National Conference held in Washington, D.C.
 National Council adopts a new Mission: “Girls Incorporated inspires *all* girls to be strong, smart and bold” and a new strategic plan.
 Economic Literacy Initiative launched. Action for Safety, a component of Project Bold, is printed and distributed to affiliates
- 1999 National Staff reorganized, adding position of Chief Operating Officer.
 Sandra Timmons is hired as the first COO
 In September, Isabel Stewart announces she will depart Girls Incorporated by September of 2000
 Funding is received from the Lilly Endowment and the Edna McConnell Clark Foundation to conduct an organization-wide audit of business operations.
 The organization closed FY99 with a surplus for the first time in several years
 FY00 budget reached a record \$9.8 million
 Strategic alliances formed in 1998 with Mattel’s Barbie division and Nabisco’s
 Snackwells division. “Working Woman Barbie” is introduced and Snackwell’s Mother/Daughter Communications workshops take place
 New programs released: Eureka!, Teens for Teens, Spanish version of Growing Together and Will Power/Won’t Power. Girls Dig It started in pilot phase, Friendly PEERsuasion goes into revision stage.
 141 program providers, including 74 member organizations, 12 program

associates, 3 intent-to-join and 42 licensees.

- 2000 Girls' Rights Campaign kicks off in March at the New York Celebration Luncheon
53rd National Conference held in Dallas in April. Council elects first male national board president – Francis X. Burnes III. National policy statements reorganized into Advocacy Statements, following Girls' Bill of Rights as the outline.
"President Barbie" doll introduced and Girls' Bill of Rights is included in copies of Barbie catalog
New program curricula released: Bridges, Poetry Writing, and Youth as Philanthropists.
"Reaching More Girls" initiative starts, to build affiliate capacity to serve more girls
National Executive Director title changed to President/CEO.
President/CEO Isabel Carter Stewart departs on June 30, 2000.
New President/CEO Joyce Roché begins in September, 2000.
- 2001 National board adopts Business Plan for 2001 - 2003
The Lilly Endowment awards \$6.3 million over 3 years for expansion of the National Resource Center, technology upgrade, and infrastructure to support growth.
Reaching More Girls project expands -- Anheuser-Busch awards \$600k to support affiliate capacity building.
Girls Inc. Works newsletter introduced.
New Girls Inc. PSAs distributed nationwide.
Affiliate Central website launched
Cause Marketing division of Development Dept. established.
- 2002 SBC Foundation awards 3 year \$1.2 million grant to pilot a Girls Inc. Online Membership program.
National Science Foundation awards \$2.2 million for Thinking SMART project.
Groundbreaking for NRC expansion.
- 2003 Edna McConnell Clark Foundation awards up to \$4 million in support of Girls Inc. Business Plan
Girls Inc. Economic Literacy program published and distributed.
Girls Inc. Friendly PEERsuasion program revision published and distributed.
First Washington DC Celebration Luncheon is launched.
Dedication of completed NRC expansion
New set of PSAs distributed nationally—the "Tell Me" campaign
Corporate partnerships with Lancôme and Coach introduce Corporate Camp, Holiday Hires
Marcia B. Kropf hired as new COO, Anna Gross as CFO

- 2004 140th Anniversary Celebration at National Conference in Atlanta
 Girlhood, a website for program-connected activities, is launched
 Girls Inc. Online Membership program announces pilot sites
 Latina Initiative begins with exploratory meeting in April
 Licensing of Girls Inc. programs ends
 Quality Assurance Standards and review process introduced
- 2005 Girls Inc. sponsors A Dialogue Between Women and Girls about Math,
 Science and Gender, held on March 9 at Merrill Lynch and sponsored by
 Mercedes Benz
 Donna Brace Ogilvie Legacy Society for Planned Giving founded, reception
 held on June 26th in NY headquarters
 New York Luncheon surpasses \$1.3 million goal, Washington DC luncheon is
 first experiment in sharing revenue with local affiliate
 Lilly Endowment funds a technology assessment, conducted by consultants
 from Deloitte
 Tell Me Campaign surpasses one billion gross impressions. Print PSAs were
 launched.
 Girls Inc. partnership with American Girl Doll Company marred by protests
 from religious right. Girls Inc. visibility increases by 2 percentage points
 overall, and online contributions soar.
- 2006 Girls Inc. develops a new business plan for 2007 – 2011. Staff task forces are
 created to develop the plan. The plan is presented to the national board and
 adopted in September.
 New national programs released in 2006: *Living Safe and Strong, Girls Make
 the Message, In Our Own Hands, Adventure Girls*. New affiliate programs
 released: *Art Expenditions, GAMES, Building Better Citizens, Girls Make
 HERstory, and Scrapbook of FAME*
 Girls Inc. Public Policy Office sponsors *Safe In My World* photography
 contest, and *She Votes 2006* program
 Biennial Conference held in Washington, DC. Hillary Clinton speaks at Hill
 Day reception.
 Girls Inc. Dialogue Event held in New York City, speakers and topics from
 the book *What I know Now...Letters to My Younger Self*, featuring letters by
 Joyce Roché and board member Susie Buffett.
 Esther Harper hired as new Chief Development Officer after retirement of Jan
 Roberta.
 Warren Buffett donated his personal car with “Trifty” license plate to be
 auctioned on eBay to benefit Girls Inc.
 Los Angeles Celebration Luncheon exceeded budget by \$50,000 for first time.
 Washington Celebration Luncheon (a partnership with our affiliate there)
 exceeded its goal by 10%

The first Corporate Camp for Entrepreneurs was held in New York City, sponsored by Goldman Sachs
Home Depot Project Dollhouse event was held with participation from teams of girls at over 40 affiliates.
Major changes to the Affiliate Awards program introduced.
Girls Inc. reached a total of 78 member organizations, with 17 provisional members in development,

2007 Girls Inc. launches corporate partnership with ABC's *Ugly Betty* television program.
New national programs released: Girls Inc. Living Safe and Strong, Girls Inc. Girls Make the Message, Girls Inc. In Our Own Hands, Girls enCourage, and Money Talks Family Financial Literacy Workshop. Also this year, new Strengthening Families Awards Programs were released – program guide on CD for Mother/Daughter Book Club, Commit to Be Fit, and Fostering Families
Girls Inc. began developing new program initiative, Mind + Body
Girls Inc. Friendly PEERsuation and Girls Inc. Preventing Adolescent Pregnancy listed as model programs on the federal Helping America's Youth website and the OJJDP Model Programs Guide
Girls Inc. Latina Initiative releases its collection of affiliate resources, designed to help affiliates reach more Latina girls in their communities.
National database of *Will Power/Won't Power* pre and post-tests reaches 1300 matched sets.
Girls Inc. Marketplace created, to offer logo items and merchandise for sale to affiliates.
Girls Inc. Affiliate Fundraising Project begins, with a Fund Development Toolkit on Affiliate Central, the Fundraising Helpline and fundraising webinars available to all affiliates.
Release of report, *The Supergirl Dilemma: Girls Grapple with the Mounting Pressures of Expectations*.
Fiscal year changed from October-September to April-March
Girls Inc. added five new member organizations, bringing the total to 83.
First ever federal budget earmark for Girls Inc. was approved by Congress, and signed into law by the President. The first amount approved was \$470,000.

2008 *She Votes 2008* program introduced.
Heather Johnston Nicholson, Director of Research, retires after 26 years of service. Laura Plybon is hired in September to replace her.
Bridgette Heller elected as National Board Chair.
Esther Harper, Chief Development Officer, resigns and is replaced by Lynn Hepburn.
57th National Conference takes place in Newport Beach, CA. The theme is Navigating Across Cultures.

Girls Inc. re-aligns its four service regions to equalize the number of affiliates in each region.

83 member organizations and 14 provisional members by the end of the year. Girls Inc. of Sarasota County named outstanding affiliate with the Excellence in Action Award, presented at National Conference.

Family Strengthening Summit was held at the NRC. Three affiliates received \$10,000 Family Strengthening Awards with funds from the Annie E. Casey Foundation.

Latina Initiative receives second major grant from Goizueta Foundation, with pass-through support for three Georgia affiliates.

Third Goldman Sachs funded Corporate Camp for Entrepreneurs was held in New York City with teams of girls from four affiliates.

ING Investment Challenge program initiated.

Girls Inc. Health Bridge was re-written and re-released as a component program of the Mind + Body Initiative

Build IT Program, a collaboration with SRI, undergoes pilot-testing with several northeastern affiliates.

Girls Shape the Future Study and Understanding Afterschool Programs Study results are finalized, with preliminary reports released.

Dear World campaign launched, with new PSA and online letter-writing campaign.

Girls Inc. enters the world of social networking, with a channel on YouTube, a Facebook cause and a LinkedIn group. A Girls Incorporated Store opens on eBay, featuring clothing from Eileen Fisher.

The year ends with design and production of a 2009 Girls Inc. Thinking SMART calendar.

2009

Dove Self-Esteem Campaign to benefit Girls Incorporated

Eileen Fisher 25th Anniversary Celebration benefits Girls Inc. affiliates through in-store events

Cone Non Profit Power Brand 100 report lists Girls Inc. as number 99

Girls Inc. and 40 affiliates participated in President Obama's National Day of Service to commemorate September 11th.

Girls Inc. installs customized version of Salesforce, a constituent relationship management software program to replace affiliate databases and donor databases for the organization

Girls Inc. establishes itself on Facebook, Twitter, Linked-In and YouTube social networking websites.

Marcia Kropf testified at a Congressional hearing held by the Subcommittee on Research and Science Education, a part of the Committee on Science and Technology on July 21, 2009

Girls Incorporated/Goldman Sachs Corporate Camp held in July. Four affiliates sent teams of girls to New York for the weeklong camp. The girls ring the closing bell at NASDAQ on July 13.

ING Investment Challenge adds two more affiliates in the second year of the project, for a total of 6 affiliates participating

12

Catherine Cushinberry hired as new Director of Research.
Affiliate Fundraising Project concludes in the fall of 2009, with much progress noted among affiliates.
2.2 billion audience reached by the Dear World PSA campaign.
14 affiliates field teams of girls to participate in Motorola Lego League Competitions for FIRST Robotics
Lilly Endowment funds the updating of the Program Planning Guide, Assess for Success and In-Service Training Guides. All updated guides will be provided to affiliates through Affiliate Central
Joyce Roché announces that she will retire from Girls Inc. in early 2010