



Focus Areas & Objectives

Girls Inc. LA requested support creating a **refreshed 3-year roadmap** as they seek to **expand their school programming** and **update their funding strategy to attract new donors**



FOCUS AREAS

- **Grow reach and deepen impact:** Expand into high schools and integrate programs into the school day to maximize impact and the number of students with programming
- **Remain sustainable and expand base of supporters:** Secure and diversify funding through private fundraising, individual donors, and corporate partnerships to support program expansion and internal program stability



PROJECT OBJECTIVES



Integrate Programming into School Days: Integrate programming during the school day to maximize students participating in the program



Expand High School Programming: Identify opportunity areas (e.g., career exploration) for high school programming to articulate a unique value proposition for Girls Inc. LA to meet the pressing needs of high school girls



Increase Funding: Diversify funding sources, grow individual donor base to garner new financial partnerships to ensure funding stability & support for program expansion



Funding Events Refresh: Reimagine fundraising events to support individual outreach and attract new donors, meeting each prospective donor where they are at

Our Understanding

Girls Inc. LA background, mission highlights, and project drivers

CLIENT OVERVIEW

About Girls Inc.

About Girls Inc.

Girls Inc. is an organization designed to provide mentorship through equitable, pro-girl environments and research-backed programs

Girls Inc.'s Mission

Girls Inc. is committed to inspiring a lasting difference by encouraging exploration of one's authentic self and developing skills to help reach full potential

Key Programs and Initiatives

The Girls Inc. Los Angeles affiliate is currently serving at elementary, middle, and high schools in the Los Angeles area, focusing their programming within under-resourced LA neighborhoods. Starting this year, Girls Inc. LA expanded programming to high school girls at Venice High School

KEY PROJECT DRIVERS*

Programming Refresh

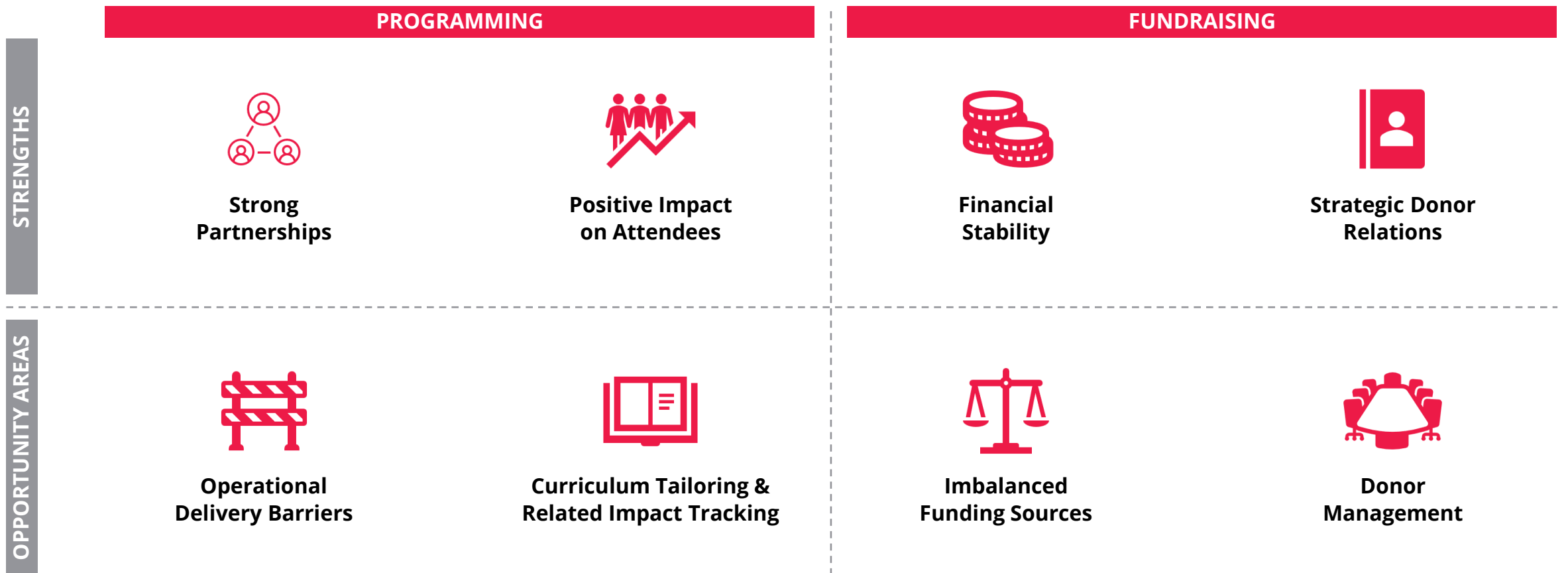
- Girls Inc. LA sees **a major opportunity to serve more girls by offering programs during regular school hours**, reaching students who cannot attend their traditional after-school programs
 - In elementary schools, Girls Inc. LA aims to utilize PE or psychomotor classes to engage a wider student base
 - In middle and high schools, advisory periods present a strategic avenue to connect with more students
- Girls Inc. LA has launched a pilot partnership with Venice High School in Fall 2025
- The organization is focused on **developing differentiated, high-impact programming for high schools.**
- The organization is looking for guidance on **articulating Girls Inc. LA's unique value proposition to attract new participants** in high school, as well as understanding their competitive landscape and programming of non-profit peers

Fundraising Efforts

- Girls Inc. LA recognizes the challenges of fundraising and is seeking effective tools and strategies to communicate **the impact of their work to current funders, as well as to engage new potential supporters**
- Girls Inc. LA is seeking recommendations on the most effective ways to pitch their organization to donors. They are interested in learning **what makes a compelling case for investment and best practices from other successful organizations**, rather than just having a list of potential donors or foundations
- Girls Inc. LA aims to gain insights into articulating **their unique value proposition** and differentiators within the broader nonprofit landscape
- Girls Inc. LA is also **seeking alternative channels and events to attract new donors** outside of their existing events (e.g., LA Girls Rise)

Current State Assessment - Overall Themes & Findings

An **organizational assessment**, including interviews with Girls Inc. leadership, was performed to understand current state strengths and opportunities for areas of improvement across **programming and fundraising** efforts



Current State Assessment Deep Dive - Programming

PROGRAMMING

STRENGTHS

- **Safe and Supportive Spaces:** Provides welcoming and inclusive “third spaces” where girls can connect, build friendships, ask questions, and express themselves.
- **Strategic Partnerships:** Schools and districts facilitate free access to new sites and support program expansion that provide unique competitive advantage to programming.
- **Accessible/Flexible Delivery:** Offers programming in various formats—after-school, lunch, etc.—to reach more students.
- **Holistic Wellness Focus:** Programming prioritizes mental health, life skills, and emotional well-being, offering adaptable curricula tailored to the unique needs of each site.
- **Career and STEM Exploration:** Introduces girls to a broad range of careers and STEM fields through hands-on experiences, industry partnerships, and educational field trips.
- **Long-term support to girls:** Continuous programming over years provide long-term support throughout the girls’ growth journey.

OPPORTUNITY AREAS

- **School Leadership Turnover:** Frequent changes in school leadership/ principals require ongoing relationship building, which increases risk to program continuity and expansion.
- **Limited Facilitator Capacity:** Program facilitators are stretched across multiple schools, limiting the ability to scale and expand.
- **Difficulty Embedding Programming During School Day:** Due to inconsistent and limited scheduling windows, embedding programming during school hours is an issue with schools.
- **Unofficial Participation Complicates Measurement:** Student participation often exceeds formal enrollment, making impact measurement and stakeholder communication challenging.
- **Disruptions from School Schedule and Policy Changes:** Frequent changes disrupt program planning and require ongoing adaptation, hindering long-term growth and consistency.
- **Need for Localized Curriculum:** The national curriculum lacks LA relevance. Tailored content and a sustainable delivery model within schools (i.e. an advisory period) is necessary for growth.

Current State Assessment Overview – Fundraising

FUNDRAISING

STRENGTHS



Financial Stability

Girls Inc. has built a strong financial pipeline for the next 5 years via strategic contracts with key partners and prudent cost management (e.g., 5-year LAUSD contract, working remote, minimal expenses, etc.)



Strategic Donor Relations

By prioritizing donor relations, Girls Inc. has been able to launch strategic initiatives that promote collaboration, increase organizational visibility, and strengthen their partnerships (i.e., FPMovement sale donations, tiered sponsorship levels, etc.) to enable growth

OPPORTUNITY AREAS



Imbalanced Funding Sources

Although diverse funding streams exist, in the current state, Girl Inc. has a higher reliance on corporate funding; a more diverse funding stream and increase in individual sources would enhance this diversification and provide risk mitigation



Donor Management

Operational limitations in donor management (i.e. limited staffing, underutilized tracking systems) and confusion about Girls Inc's affiliate model increase challenges to engage existing and potential donors



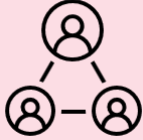
Strategic Vision & 3-Year Roadmap

OBJECTIVE:

Define **organizational strategic vision and priorities** that will drive key initiatives on **3-year roadmap**

Key Targets for 3-Year Roadmap

| | 2026 | 2027 | 2028 |
|--|--------|--------|---------|
| Number of Girls Served | 3000 | 3500 | 4000 |
| Percentage of Girls Served for Two Years or More (at Returning Schools) | 50% | 60% | 70% |
| Partners with School-day Programming | 4 | 8 | 12 |
| Revenue Budget | \$2.2M | \$2.5M | \$2.75M |
| Number of Staff | 17 | 19 | 20 |



Programming Refresh & Expansion

OBJECTIVE:

Provide **insights and recommendations** for “best practices” to **update programming to align with changing needs** for elementary, middle, and high school students

Programming Refresh & Expansion Objectives

1

Overview of current program structure / offerings

2

Evaluation of options to expand Girls Inc. LA programming into instructional time (e.g., advisory, PE)

3

Identification of high school programming opportunity areas, assessment of peer offerings, and articulation of unique value proposition for Girls Inc. LA for high schools and high school students

Current State Programming and Offerings

SMART

STRONG

BOLD

SCHOOLS

Elementary School

- Hands on experiments/experiences
- Academic curiosity and resilience

- Body Image and wellness
- Mindfulness and mental health
- Social wellness and healthy relationships

- Leadership
- Self-advocacy
- Confidence
- Identifying healthy relationships
- Conflict resolution

74th Street Elementary

99th Street Elementary

75th Elementary

Charles W. Barrett
STEAM Academy

93rd Street STEAM
Academy

Stoner Ave. Elementary

95th Street Elementary

West Athens
Elementary

Middle School

- Hands-On Experiments
- STEAM Projects (Chemistry, Robotics, Architecture)
- STEAM based career options

- Body Image and wellness
- Mindfulness and mental health
- Social wellness and healthy relationships

- Entrepreneurship
- Critical Thinking
- Developing Voice
- Problem Solving
- Relationships with Peers and Adults
- Positive Risk-Taking

Bret Harte Preparatory Middle School

Marina Del Rey Middle School

Dr. Mary McLeod Bethune Middle School

High School

- STEAM Experiments and Projects


- Body positivity
- Self-care and mental resilience

- Entrepreneurship (UCLA Partnership)
- Leadership & Advocacy
- Community Building
- Career Based Development
- Study Habits

Venice High School (Spring 2026 pilot)

Opportunities To Incorporate Programming Into “Instructional Time”

| High-level General School Agenda & Programming | | Additional Incorporation & Integration Opportunities |
|---|---|---|
| Before School | <ul style="list-style-type: none"> • Early Care / Arrivals • Before-school Programming | <ul style="list-style-type: none"> • Example Programming / Opportunities: Nutrition clubs, breakfast buddies, mindfulness/wellness |
| Morning Academic Block | <ul style="list-style-type: none"> • Academic / instructional time | <ul style="list-style-type: none"> • Example Programming / Opportunities: Reading mentors, classroom student supports |
| Morning Intervention / Enrichment Time | <ul style="list-style-type: none"> • Physical Education | <ul style="list-style-type: none"> • Example Programming / Opportunities: “Opt-out” based programming that Girls Inc. LA delivers during designated PE periods using full-time or intern staff support |
| Lunch & Recess | <ul style="list-style-type: none"> • Nutrition, socialization, unstructured play | <ul style="list-style-type: none"> • Example Programming / Opportunities: “Opt-out” based programming that Girls Inc. LA delivers during designated lunch time, including activities such as recess rockstars, garden clubs, or lunch-and-learn programs |
| Afternoon Academic Block | <ul style="list-style-type: none"> • Science, Social Studies, Inquiry Projects • Project-based learning, hands-on science investigations, social studies explorations | <ul style="list-style-type: none"> • Example Programming / Opportunities: STEM workshops, environmental educators, museum outreach |
| Afternoon Intervention / Enrichment Time | <ul style="list-style-type: none"> • Small-group instruction, acceleration/enrichment, social-emotional lessons | <ul style="list-style-type: none"> • Example Programming / Opportunities: “Opt-out” based programming that Girls Inc. LA delivers during designated enrichment periods using full-time or intern staff support |
| End-of-Day Routines | <ul style="list-style-type: none"> • Pack-up, Closing Circle, Dismissal • Reflections, sharing, preparing to go home. | <ul style="list-style-type: none"> • Example Programming / Opportunities: Continue delivering afterschool programming |

 Denotes opportunity area to incorporate programming into instructional time



Fundraising Strategy

OBJECTIVE:

Identify and provide recommendations for a **funding strategy that prioritizes individual donors, incorporates a diversified funder mix and refreshes current fundraising events**

Funding Strategy Objectives

1

*Current state funding
overview*

2

*Individual donor
expansion
recommendations*

3

*Corporate growth
recommendations*

4

*Foundation and
District
recommendations*

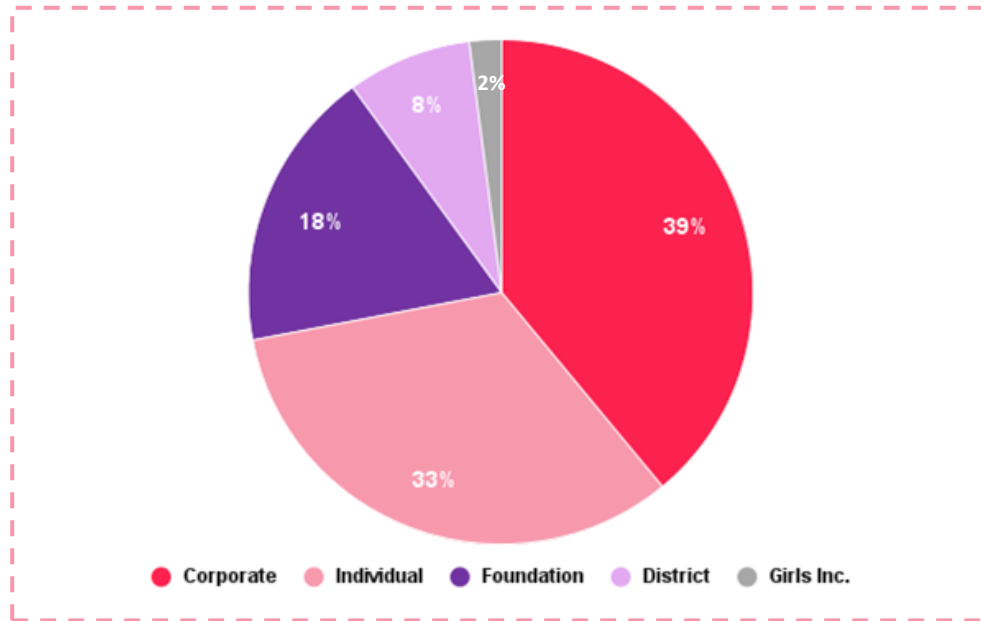
Current State Funding Evaluation

Girls Inc. LA currently brings in a significant portion of its annual fundraising from corporate sponsors...

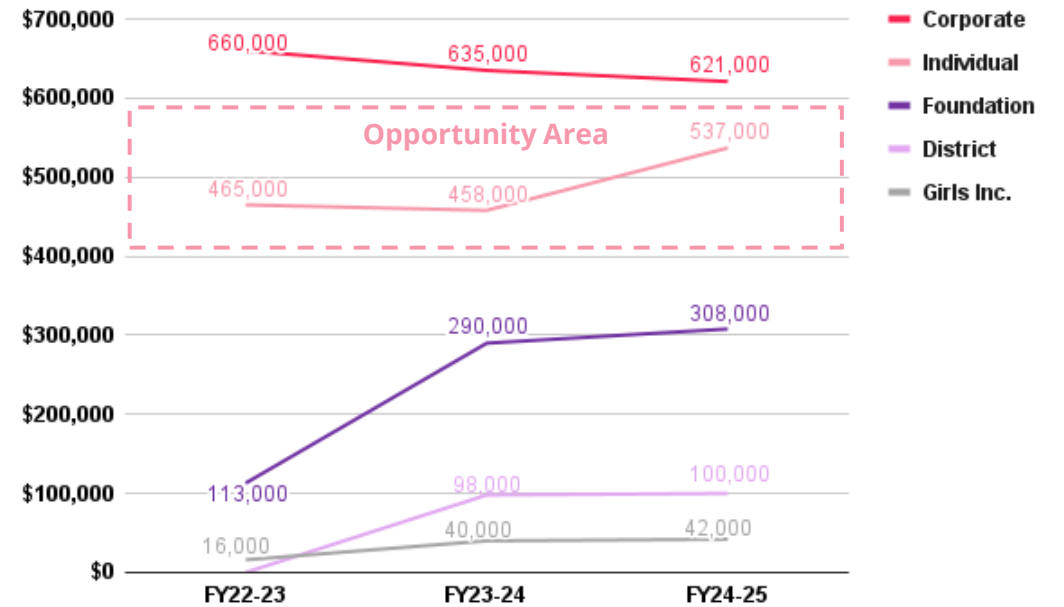


...but are seeking to strengthen and grow their individual donor base to be less reliant on corporate sponsors and grants.

% of Funds by Donor Type¹



Donor Contributions From 2022-2025¹



1. Fundraising data provided by Girls Inc. LA from FY 22-23, FY 23-24, and FY 24-25

Current State Funding Evaluation

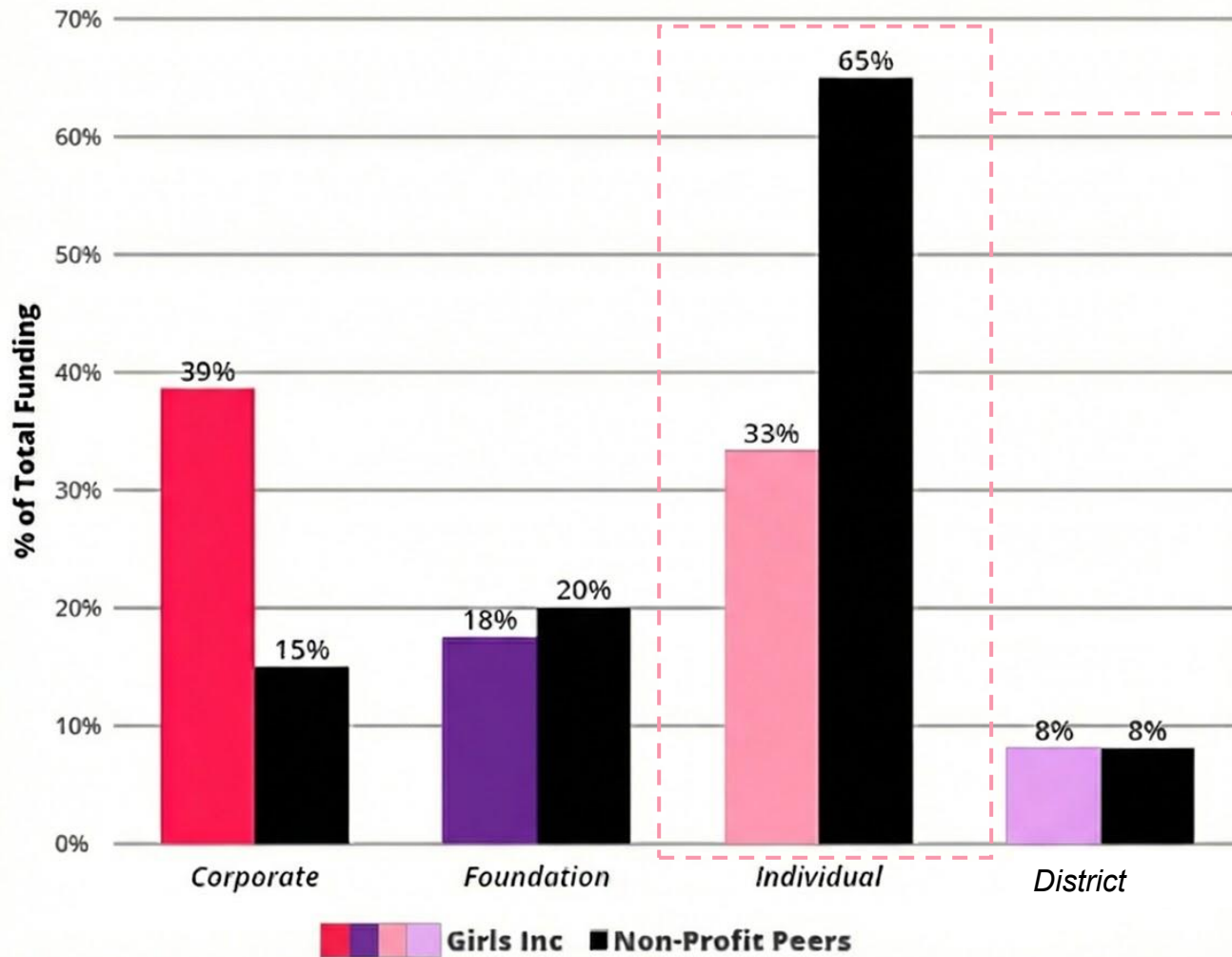
| | CORPORATE | INDIVIDUAL | FOUNDATION |
|------------------|---|---|--|
| FY 24-25 Funding | \$620,958 (39%) | \$537,152 (33%) | \$307,991 (18%) |
| Strengths | <ul style="list-style-type: none"> • Potential for multi-year commitments and in-kind/non-cash support (volunteers, workshops) • Can help Girls Inc. LA raise profile and credibility in Los Angeles corporate ecosystem (especially given LA focus) | <ul style="list-style-type: none"> • Direct donor engagement builds loyalty and can lead to major gifts/sustainers • Signature events (e.g., LA Girls Raise) raise visibility, brand, and can catalyze new relationships | <ul style="list-style-type: none"> • Foundation grants can be high-value and multi-year, offering stability for program growth • Builds credibility (if awarded) which can unlock other revenue sources |
| Weaknesses | <ul style="list-style-type: none"> • Corporate partnerships may come with restricted uses and specific requirements • Corporations' giving priorities shift with business cycles or executive turnover (e.g., many law firms recently dropping funding) | <ul style="list-style-type: none"> • Events can be expensive to produce and may not always yield strong ROI • Individual donor cultivation (major gifts) requires long-term investment in relationships, CRM, donor stewardship | <ul style="list-style-type: none"> • Competitive landscape as many foundations now prioritize multi-year relationships with fewer organizations • Application and reporting cycles can be labor-intensive |
| Opportunities | <ul style="list-style-type: none"> • Expand beyond Entertainment, Beauty & Healthcare industries Tech, Finance, & Real Estate • Offer sponsorship opportunities to align partners to specific programs (e.g., high school STEM/AI) | <ul style="list-style-type: none"> • Target high-net-worth individuals and family offices • Cultivate relationships with highly engaged & supportive individuals (e.g., potential future board members) • Leverage "friendraisers" and intimate events to attract new potential donors | <ul style="list-style-type: none"> • Prioritize multi-year and increased renewals with current funders where possible • Target foundations with interest in STEM/AI, youth leadership, female empowerment, mental health, workforce readiness and education equity • Pursue all place-based LA funders and any collaborative opportunities where Girls Inc. LA fits clearly |

Current State Funding Evaluation

| | DISTRICT | GIRLS INC. |
|------------------|--|--|
| FY 24-25 Funding | \$99,798 (8%) | \$42,254 (2%) |
| Strengths | <ul style="list-style-type: none">• Consistent revenue stream through school-based contracts• Creates more “buy-in” from schools to give Girls Inc. LA more programming opportunities in the school day | <ul style="list-style-type: none">• Provides access to national funding and credibility through Girls Inc. HQ that can offer baseline support and visibility beyond what the affiliate could secure independently. |
| Weaknesses | <ul style="list-style-type: none">• High resource cost: proposal development, reporting, compliance, restricted uses• Funding limited by LAUSD budget constraints & renewal dependent on leadership transitions | <ul style="list-style-type: none">• National fundraising and partnership structures can limit local affiliates' access to certain corporate relationships and reduce direct control over sponsor cultivation and stewardship at the local level. |
| Opportunities | <ul style="list-style-type: none">• Increase government/municipal grants (city/county/LAUSD) for school-day integration• Tie program outcome metrics to district KPIs like attendance to bolster value prop for schools | <ul style="list-style-type: none">• Use HQ pass-through funding to strengthen local fundraising by converting national partnerships into local support. |

Peer Evaluation & Opportunities for Girls Inc. LA

How Girls Inc. Funding Mix Compares to Non-Profit Peers¹



What Can Girls Inc. LA Do

Key Opportunity Area

1

Grow individual donor base by targeting high-net worth individuals and family offices from a variety of different industries to increase funder mix through current network and board connections

2

Focus on long-term, high-value corporate sponsors aligned to Girls Inc. LA's mission who can provide additional benefits beyond financial support. Leverage existing network to tap into corporate network, while also using corporate network to grow / convert to individual donor base

3

Strengthen foundation and district partnerships to attract multi-year funding by tying program outcomes to foundational / organizational priorities (e.g., attendance)

1. Based on research and reporting from Giving USA AP News report in 2024

Individual Donor Expansion Recommendations

1

GROW A DIVERSIFIED, INDIVIDUAL DONOR BASE



Target Specific and Diverse Mix of Individuals and Family Offices

- Conduct **segmented research** to **identify individuals** of interest based on philanthropic focus, industry, and giving capacity
- Map existing networks to discover **warm connection opportunities** to diverse individuals and family offices through board or staff relationships



Develop Robust Engagement Strategy that Centers Unique Value Proposition

- Intentionally **craft and implement outreach initiatives anchored in the target donor's priorities** to deepen connections and build loyalty
- **Showcase importance** of mission by sharing **compelling, data-driven stories** that illustrate the impact and align with the interests of targeted donors



Leverage Network to Expand Reach through Specialized Events

- **Pilot unique events such as backyard "friendraising"** to bring new potential donors into Girls Inc. network and meet them where they are at
- **Delineate between Girls Inc. staff and board member responsibilities** through different phases of the potential donor journey

Events Strategy Refresh

| | Existing Events | | ★ Potential New Event Opportunities | |
|---------------------------------|---|--|--|--|
| | LA Girls Rise | Women's Leadership Breakfast | "Friendraising" Events | Small Breakfast/Lunches |
| Cost | High | Medium | Medium | Low |
| Money Raised | High | Medium | Medium | Low |
| Target Audience | <ul style="list-style-type: none"> • Corporate sponsors, high-net-worth individuals, and industry leaders • Long-time supporters including board members professional networks & VIP guests | <ul style="list-style-type: none"> • Highly curated women professionals, executives and community leaders • Prospective individual donors & potential corporate partners | <ul style="list-style-type: none"> • Prospective individual donors within the host's personal and professional network • Mostly newer to Girls Inc. LA | <ul style="list-style-type: none"> • Potential donors from existing connections of various giving capacity • Diverse industry experience |
| Frequency | 1x Per Year | 1x Per Year | 2-3x Per Year | 3-4x Per Year |
| # of Attendees | 400 - 500 | 150 - 200 | 30 - 50 | 10 - 20 |
| New vs. Returning Donors | Both | Both | New | New |

Piloting Smaller Events Like Backyard “Friendraising” or Small Networking Breakfasts or Lunches Can...

1

Meet Donors Where They Are At

Not every supporter enters at the same giving ability and level. Smaller, lower-lift events allow Girls Inc. to **engage donors at different capacity points**, making philanthropy more accessible while **nurturing long-term relationships that grow over time**.

3

Tailor Events to Donor Interest & Industries

Hosting themed experiences (e.g., “Lunch for Women in Tech” or “Breakfast with Real Estate Leaders”) allows Girls Inc. to **align its mission with specific donor passions or professional communities**, expanding reach beyond the entertainment sector and opening new networks.

2

Build Intimacy & Authentic Connection

Intimate gatherings foster **deeper storytelling and personal connection** than large events can. They allow attendees to **hear directly from Girls Inc. leadership, participants, and alumnae**, creating emotional resonance that often translates to higher donation rates.

4

Diversify Donor Entry Points & Pipeline

Smaller events **create multiple “doors” into the Girls Inc. ecosystem**. These gatherings serve as **feeder events** that identify, qualify, and **warm new prospects who can later be cultivated through larger events, direct appeals, or board recruitment**.

Corporate Growth Recommendations

2 ESTABLISH HIGH-VALUE CORPORATE PARTNERSHIPS THAT PROVIDE MULTIPLE CHANNELS OF SUPPORT



Target Corporations from Various Industries

- Conduct **segmented research** to **identify individuals** of interest based on philanthropic focus, industry, and giving capacity
- Map existing networks to discover **warm connection opportunities** to diverse individuals and family offices through board or staff relationships



Leverage Existing Network to Expand Corporate Connections and Reach

- Leverage **board member, employee, and existing donor networks** to systematically identify and prioritize corporations in targeted areas with shared philanthropic interests and strategic relevance to Girls Inc.
- **Develop / implement KPIs or expectations** tied to corporate network connection for board members, staff, and existing donors to uncover high-potential corporate connections

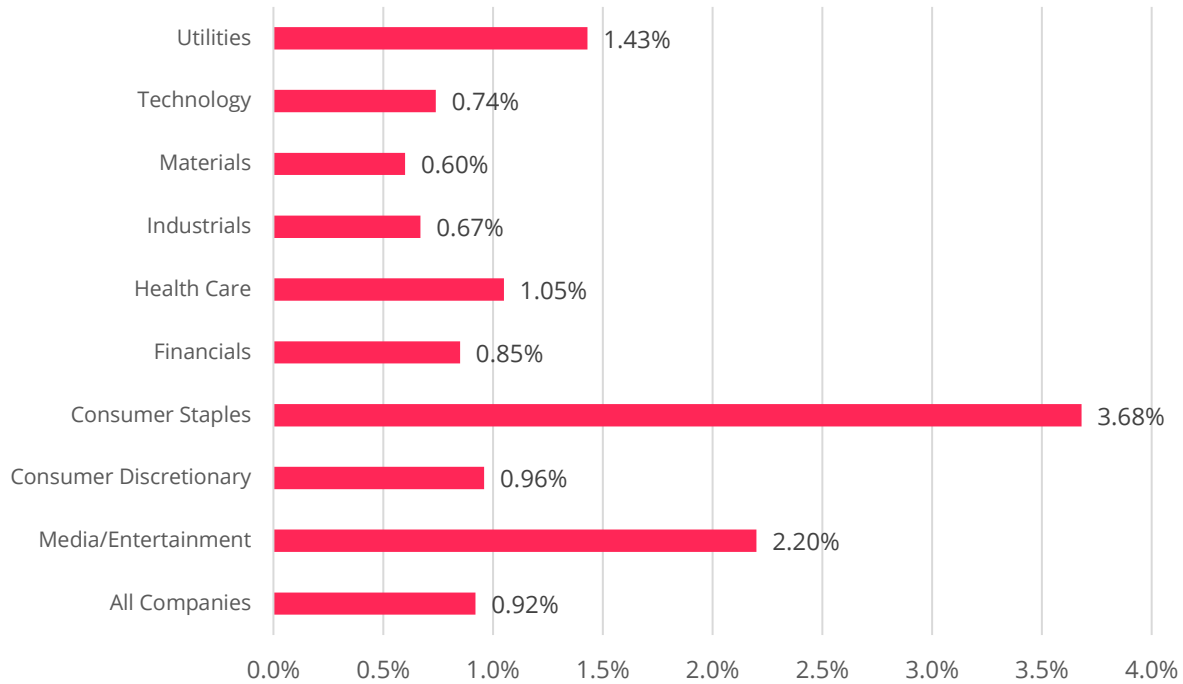


Convert Existing Corporate Connections to Individualized Donors

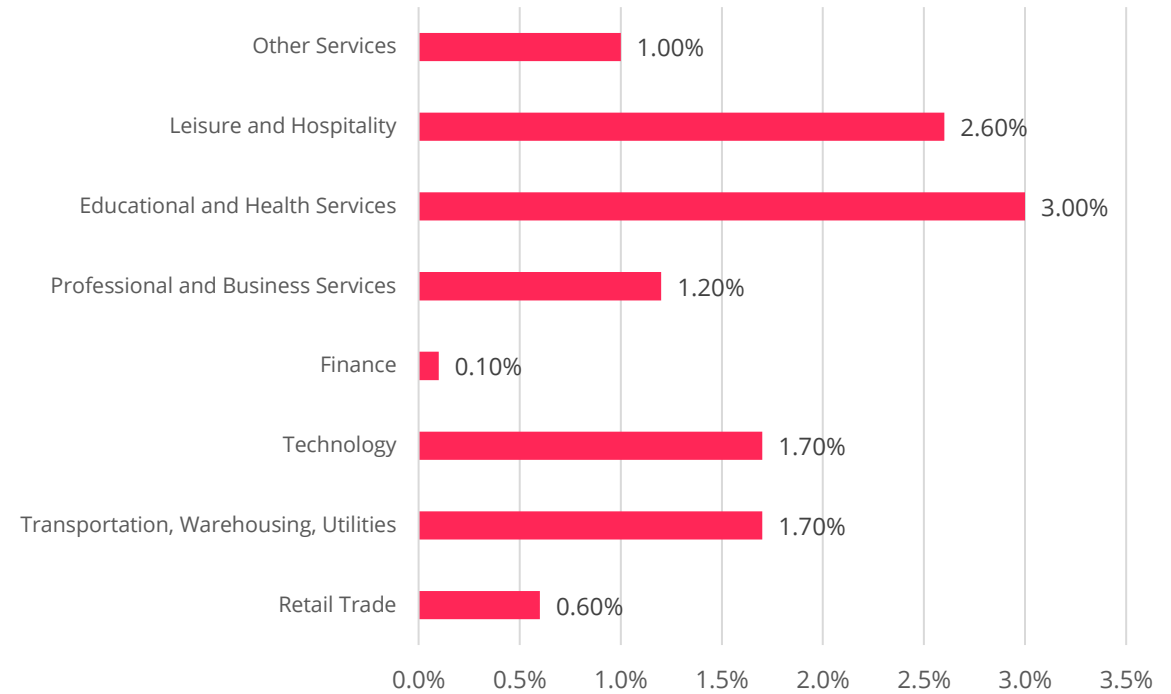
- **Analyze existing corporate giving records** to identify key decision-makers and champions with personal philanthropic interests who can be cultivated as **prospective individual donors**
- Develop segmented engagement strategies **targeting influential corporate contacts**, leveraging relationship insights to personalize outreach and encourage individual philanthropic support

Corporate Industries to Target Based on Trends

Median Community Investments as % of Pre-Tax Profit¹



Projected YoY Growth of LA Industries 2022-2028²



1

In addition to targeting primary industries in entertainment, finance, and tech, Girls Inc. LA should also **explore individuals and corporate sponsors from the consumer industry**. The consumer sector offers strong **sponsorship potential through cause-marketing** (e.g., Free People), leveraging **board access** to networks in retail, fashion, and lifestyle brands.

2

Similar to consumer, **leisure and hospitality is projected to see large economic growth in Los Angeles and provides viable sponsorship opportunities for co-branded campaigns**. Additionally, there is a **larger concentration of high-net-worth individuals** and network involved in hospitality.

1. Based on Giving in Numbers 2024 report from Chief Executives for Corporate Purpose. Sample includes 2019 companies

2. Based on LA County Economic Development report for job growth 2022-2028

Foundation and District Recommendations

3

STRENGTHEN FOUNDATION AND DISTRICT PARTNERSHIPS



Target General Education and Youth Development Foundations

- **Frame foundational proposals around programmatic impact** and tangible metrics
- Pursue broad foundations and funding sources
- Focus foundational outreach with **local and regional foundations and community & education focused funders**



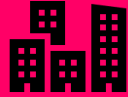
Align Girls Inc. LA Outcomes to Partner (LAUSD) Priorities

- **Map Girls Inc. outcomes to LAUSD critical KPIs** (e.g., attendance, academic performance)
- Establish **consistent data collection** across schools (e.g., surveys, participation tracking) and **package insights into quarterly dashboards** and impact briefs
- **Frame programming as an enrichment** and addressing a direct need of the school



Create Tiered Partnership Models

- **Develop clear partnership tiers for LAUSD schools contingent** on the amount of funding provided (e.g., larger funding leads to more programming)
- **Pursue additional procurement benches** within LAUSD to broaden opportunities to partner with schools and access other funding streams
- **Co-create multi-year goals with partners** to develop shared outcome targets that give funders a clear stake in long-term success



Career Exploration Expansion

OBJECTIVE:

Differentiate Girls Inc. of Los Angeles' value proposition by expanding opportunities for real-world exposure to career pathways and catalyzing hands-on experience through field trips, shadow days and internships

Career Exploration Recommendations



Create Pilots for Key Learning

- **Leverage key learnings** from high school programming to inform approach to internships and other career placements
- **Pilot shadow days** to determine potential challenges and opportunities before launching internships
- Seek **feedback from hosts and girls** about best framework for placement, including appropriate length of placement



Create Mutual Value for Hosts & Participants

- **Provide girls with training and support** to enter workplace
- **Ensure quality experience for girls** by requiring dedicated liaison, clear project or set of tasks
- **Provide guidance and training to host** to prepare them for interactions with girls
- **Consider placing 2-3 girls at a site** to provide community



Resource Career Pathways

- **Create staff position** with internship and career pathways as key job function
- **Invest or leverage partners to remove logistical barriers** (transportation, clothing, meals, etc.)
- **Compensate girls** for participation in internships (stipend)
- **Prioritize girls for scholarship opportunities** offered by Girls Inc. and the community



Strengthen Organizational Operations

OBJECTIVE:

Ensure that Girls Inc. of Los Angeles has the culture, capacity and professional acumen necessary to sustain organizational growth

Operational Effectiveness Recommendations



Professionalize Finance and Operational Staff

- In year two, **add Operations Manager or Special Projects Coordinator** to support organizational functions
- In year three, **add COO or Chief of Staff position** to manage HR, finance and other operational functions



Team Culture & Retention

- Explore **retention benefits** for long-term staff (sabbaticals, professional development, certification programs, participation in HQ opportunities, etc.)
- Continue to create a **culture of belonging** that prioritizes team building, transparency and accountability



Office Space

- Determine **feasibility of flexible office space** to serve as home base for team
- **Explore co-location or other community-based spaces** that allow team to gather and collaborate
- **Leverage partners or seek sponsorship** for investment of office space

Next Steps for Implementation

1

Develop Three Year Implementation Plan

Using Three Year Road Map (page 8), **build incremental action plan** with key milestones for 2026, 2027 and 2028.

2

Socialize Plan with Stakeholders

Disseminate plan with Board of Directors, staff, funders and key partners. Seek feedback, particularly on key areas of growth and operational excellence.

3

Annually Assess Progress and Key Lessons

Recognize that this is a **living plan that can be adapted** based on challenges and opportunities. Annually review progress with board and staff and adjust as needed.