

2019

# The ForUsGirls Foundation Impact Report

A Summary of 2019 Impact & Activities



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# Annual Report Content



**Take a review of our 2019 year.**

We scaled our programs  
Created new partnerships  
Expanded into new cities  
and added to our impact  
reach.

– The ForUsGirls Foundation





# President & CEO Message

## Our mission just got started!

I am proud of the impact, work and achievements of The ForUsGirls Foundation. Our small, although, highly effective and mighty team works tirelessly and passionately to amplify the voices of Black young womxn and girls of color in Canada to create better opportunities for them and their communities.

At The ForUsGirls Foundation we have a magic to our programming, delivery, executive and community relationship. As we continue to grow, develop, scale and strengthen our work we look to our membership to guide our changes and to continue supporting our work, mission and value.

This is a collective tasks that we have to ensure that all womxn and girls in Canada and the world have the access to the same opportunities to men and boys, and are awarded the freedom to be their full authentic selves and to achieve their level of success and happiness.





# Board of Directors

## Meet The Team



**Felicia Sangare**

Vice-President Partnerships



**Caroline Bourbonniere**

Vice-President Public Affairs



**Rashida Geddess**

Director Administrator



# Programs Team

## Meet The Team



**Indina Remy**

Chairwoman & Legal Counsel



**Jade Parkinson-Gayle**

Community Development Worker



**Alicia Weaver**

Experimental Learning Lead (Intern)



# Programs Team

## Young Global Leaders Accelerator KW



**Sara Omar**

Social & Media Coordinator



**Ummimulkheir Mohammed**

Community Outreach Coordinator



**Shama Shaleh**

Assistant Program Coordinator



# Programs Team

ForUsGirls Foundation Jamaica



**Shellon Mckenzie**

Educator at Irwin Primary  
School



**Tracey-Ann Williams Vaughns**

Educator at Somerton Primary  
School



**Heloise Marriot**

Educator at Goodwill Primary





# By The Numbers Highlights

**\$17K**

**Private Donations &  
Crowdfunding**

**1027**

**Program & Event  
Participants**

**3,256+**

**Volunteer  
Hours**



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# Community: Mission, Vision

## **Empowering fierce and daring leaders.**

The mission of The ForUsGirls Foundation is to create transformative change in the lives of Black, Indigenous and racialized young womxn and girls to develop into community and global leaders. Our mission is to provide innovative, skills-building and leadership development opportunities to create change in their lives. Our focus is to develop their inner self confidence, belief and vision to dream new realities for themselves, communities and the world. This annual general report provides a review and update on our progress to achieve this mission.







# Overall Signature Empowerment & Development Programs

- **Be Fierce & Daring – School based program**  
A confidence, self-empowerment, wellness and leadership development program for diverse girls grades 6 to grade 12 to develop their inner strength, voice and leadership skills.
- **C for Coding– Community based program**  
A technical training program to develop young women and girls with coding and computer programming skills; in future ready job preparedness for girls aged 10–17.
- **Young Global Leaders Accelerator – Private Sector program**  
An entrepreneurial, professional development and social leadership accelerator for young women to create businesses and community projects to solve the UN 17 Global Goals.



# Be Fierce & Daring

In 2019, this program scaled from one high school (Beurling Academy) to **five schools** between Montreal and Ottawa-Gatineau **5 days a week**.

- We partnered with Dawson College Social Service program to offer internships for their **2 and 3 year students**.
- In total **100+ girls, trans and non-binary** students participated in the weekly lunch-hour program across the 5 schools, Riverview Elementary, Verdun Elementary, Beurling Academy, Parkdale Elementary and Pierre Elliot Trudeau School.
- This program received two micro for a total of **\$4401.00** to support the coordination of the program, resources purchased and support for the students.

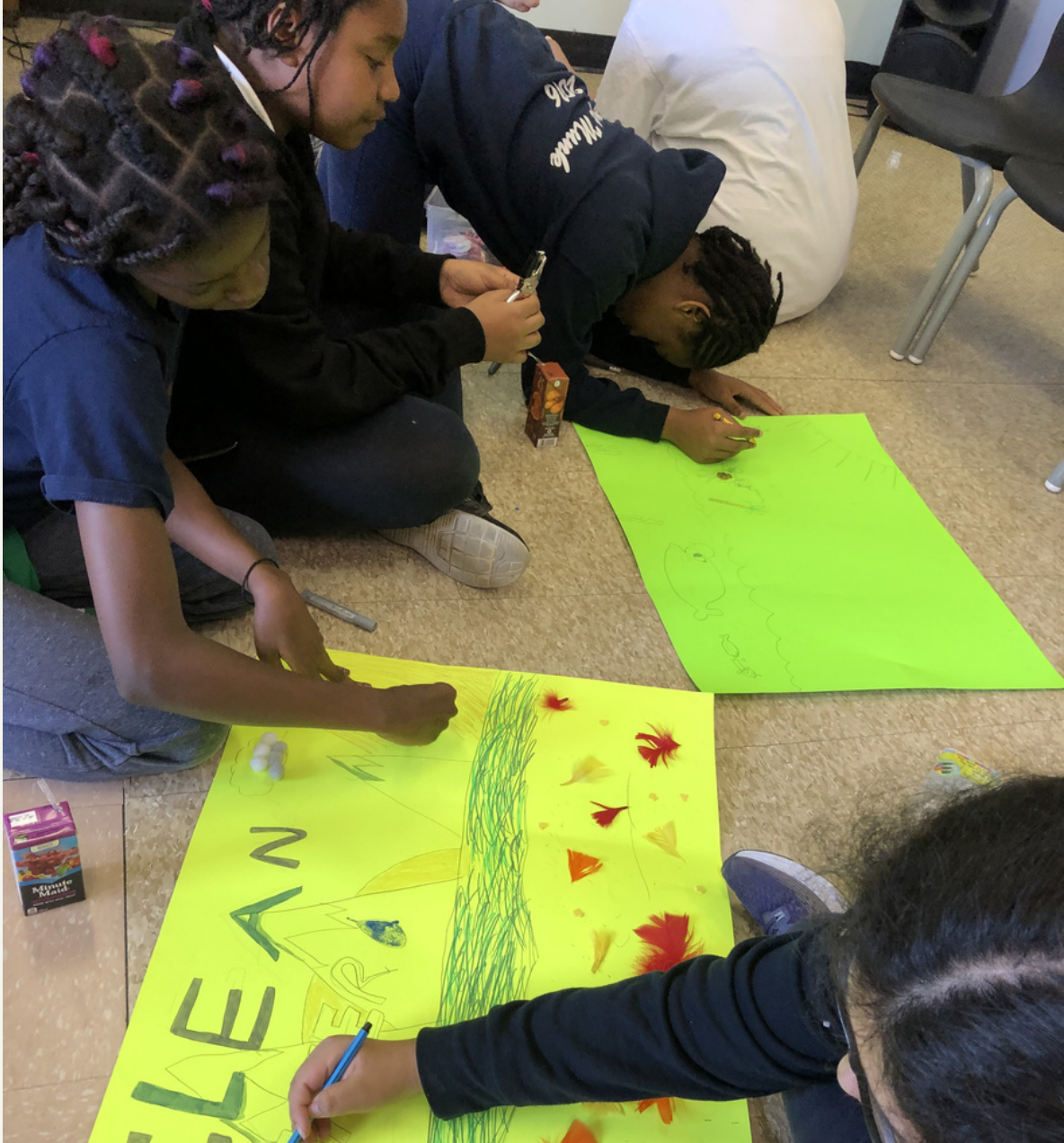
# C for Coding Program

In 2019, this program established a two new partnership with the Apple Store St. Catherine and Talsom Services to provide new coding learning opportunities.

- Coding with Swift & Sphero Spring & Fall cohorts with a total of **30 girls participated. 80% of the program participants were Black** or bi-racial Black girls.
- On February 23, Talsom in Old Port Montreal hosted a Design Thinking & Innovation workshop for **15 of our C for Coding girls**.
- The Apple Team nominated The ForUsGirls Foundation for corporation donations via the Benevity program. No funds were administered.



# Parkdale Elementary



Aminka Belvitt President & CEO seen to the left with girls at Parkdale Elementary in St. Laurent, Montreal during the last day of the "Be Fierce and Daring" Spring 2019 session.



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# C for Coding @ Apple



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# Young Global Leaders Accelerator

A 7-week entrepreneurial training, professional development and global leadership accelerator for Black, Indigenous, Womxn of Color aged 16–24 to create social businesses to support the United National 17 Sustainable Development Goals. This accelerator provides training in Design Thinking, Project Management, Branding & Marketing, Personal Branding, Financial Management, Sponsorship, Social Development

# 90%

**Program Completion Rate**

# YGL Accelerator Demographics & Cohort



## Reach

The YGL Program is **70%** Black young womxn; **20%** Latinx; **9%** Middle Eastern; and **1%** Indigenous/Native American

## Locations

**Shopify** and **Fulhaus** hosted the First Edition February – March 2019. The **City of Kitchener Downtown** Community Centre hosted the Second Edition October – November 2019

## Performance

**25** YGL cohort participants completed their social business plan and pitched their ideas at the accelerator finales in Montreal and Kitchener-Waterloo.

## Analytics

- Edition I – 15 Participated
- 5 – pitched completed projects
- Edition II – 31 Participated
- 21 pitched completed project decks



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# CBC Montreal Media YGL Feature



## In November 2019

CBC Reporter and Producer Shari Okeke featured the work of The ForUsGirls Foundation and its impact on young BIWOC who participated in the Young Global Leaders Program Accelerator, in Montreal.

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## Coming up with a plan



Danielle Cayabyab, 20, moved to Montreal just a year ago and says participating in For Us Girls boosted her confidence, giving her the courage to switch programs at school.



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# YGL Accelerator



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# Humanitarian Assistance: Jamaica



April 2019

The ForUsGirls Foundation Inc. receive over **1000** Math, Social Science, Geography, French Literature, and Science textbooks to donate to our sponsored schools in Trelawny, and St. James, Jamaica. We partnered with UPS to sponsor 70% of the shipping cost to express the textbooks to Goodwill Primary school in Goodwill, Jamaica. The books were cleared from Jamaican customs after the Easter Holiday weekend.



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# Humanitarian Assistance: Jamaica



For the 2019 Back2School season, The ForUsGirls Foundation shipment two boxes of school supplies, personal hygiene items and small toys to Somerton Infant & All Ages primary school in Somteron, Jamaica. This shipment was received by our local ForUsGirls Foundation Jamaica Executive team member and teacher Tracey-Ann Vaughan-Williams.





# Level of Impact & Reach

## Local: Canada – National

The ForUsGirls Foundation local mission and mandate is to provide empowerment, skills development and mentorship programs and opportunities for underserved and underrepresented young womxn and girls in **Montreal, kitchener-Waterloo** and on a national level in Canada through our signature skills-building and development programs; C for Coding; Be Fierce & Daring; and Young Global Leaders Accelerator



## International United States – New York

The ForUsGirls Foundation created A NEW REALITY: Tech Summit for Girls in New York City to serve underserved and underrepresented young womxn and girls – to spark their innovative creativity, to prototype design solutions for the UN 17 Global Goals and to consider STEM careers.



## Global: Jamaica

The ForUsGirls Foundation responds to its responsibility as a global citizen to serve under resourced communities in emerging economies in Latin America & the Caribbean. Currently, ForUsGirls focuses its global efforts in rural Jamaican communities.

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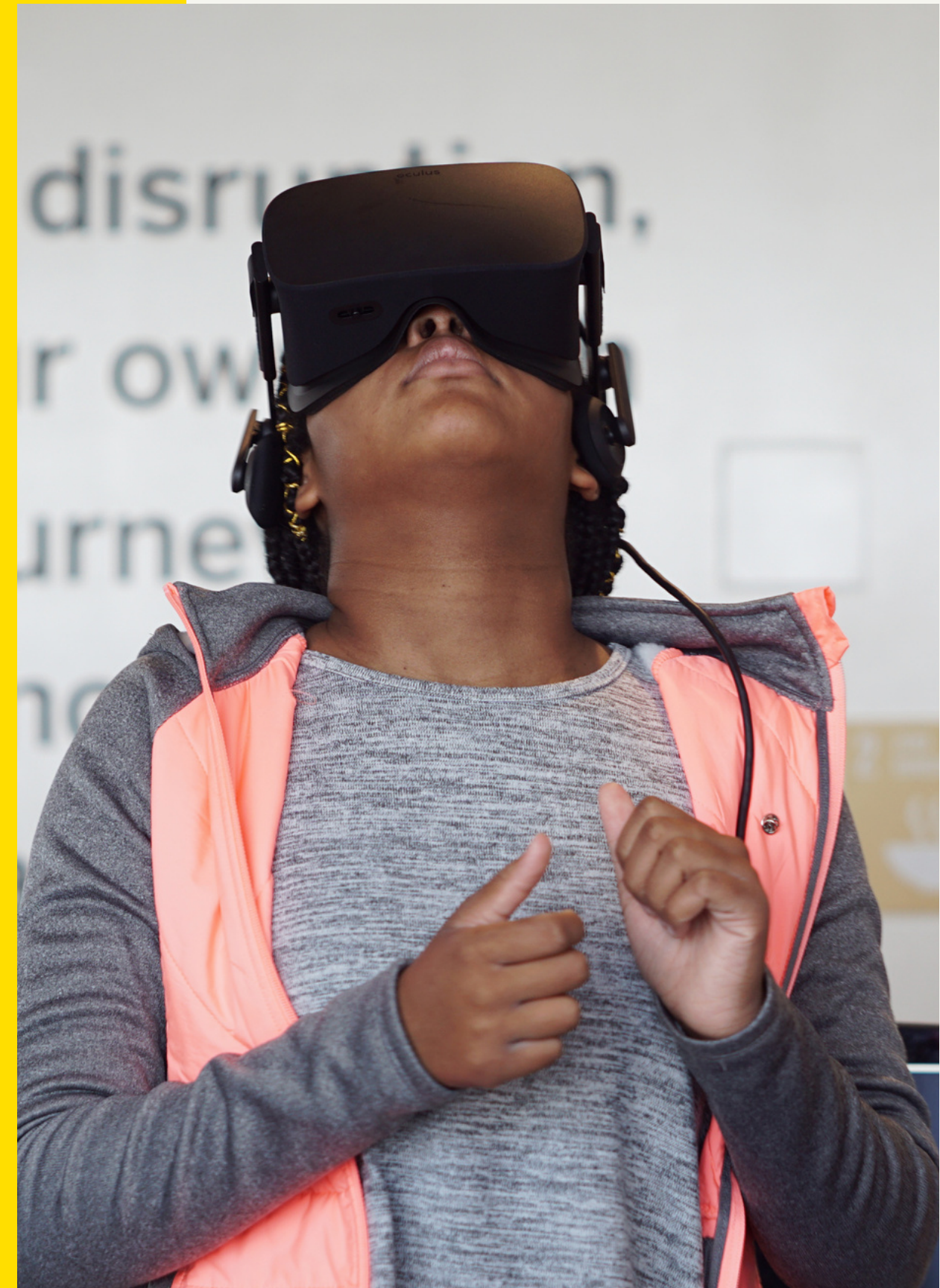


# A NEW REALITY: TECH SUMMIT FOR GIRLS

**Second Edition – May 24, 2019**

A NEW REALITY: Tech Summit for Girls is a full-day immersive tech experience for underserved and underrepresented young women and girls focusing on Black and Latinx students. This experience provides on-hands tech workshops, demo, and creative prototyping challenging to inspire girls to consider careers in tech and other STEM fields. SAP hosts A NEW REALITY: Tech Summit at its 10 Hudson Yards location in New York City,

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# FEATURED SPEAKERS



as a Brand Lead at Google in NYC, partnering with the largest beauty brands in the world to help them drive business growth using various Google ad products.

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**Sylvie Armand**

Brand Lead, L'OREAL, Google



The Werk! Place. Engineer Turned Style Influencer! Tiffany M. Battle is the Digital Curator of a fashion and lifestyle site called The Werk! Place.

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**Tiffany M. Battle**

Style Influencer



is a consumer technology marketer, brand strategist, and diversity and inclusion advocate who works with business leaders and hiring companies to shape the future of the industry.

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**Ryann Richardson**

Speaker, Advocate, Founder



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# Second Edition



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# Summer 2019 Activities

August 7, 2019

## Coding at Apple

The group of 75 students from Tom Rivers, New Jersey separated into groups and participated in Swift coding workshops at Apple Grand Central while others participated in the A.I. workshop.

## Design Thinking Workshop

In partnership with the Hasso Plattner Institute German Design Thinking Engineers created a half-day workshop on developing leadership skills for A NEW REALITY: Tech Summit participants.





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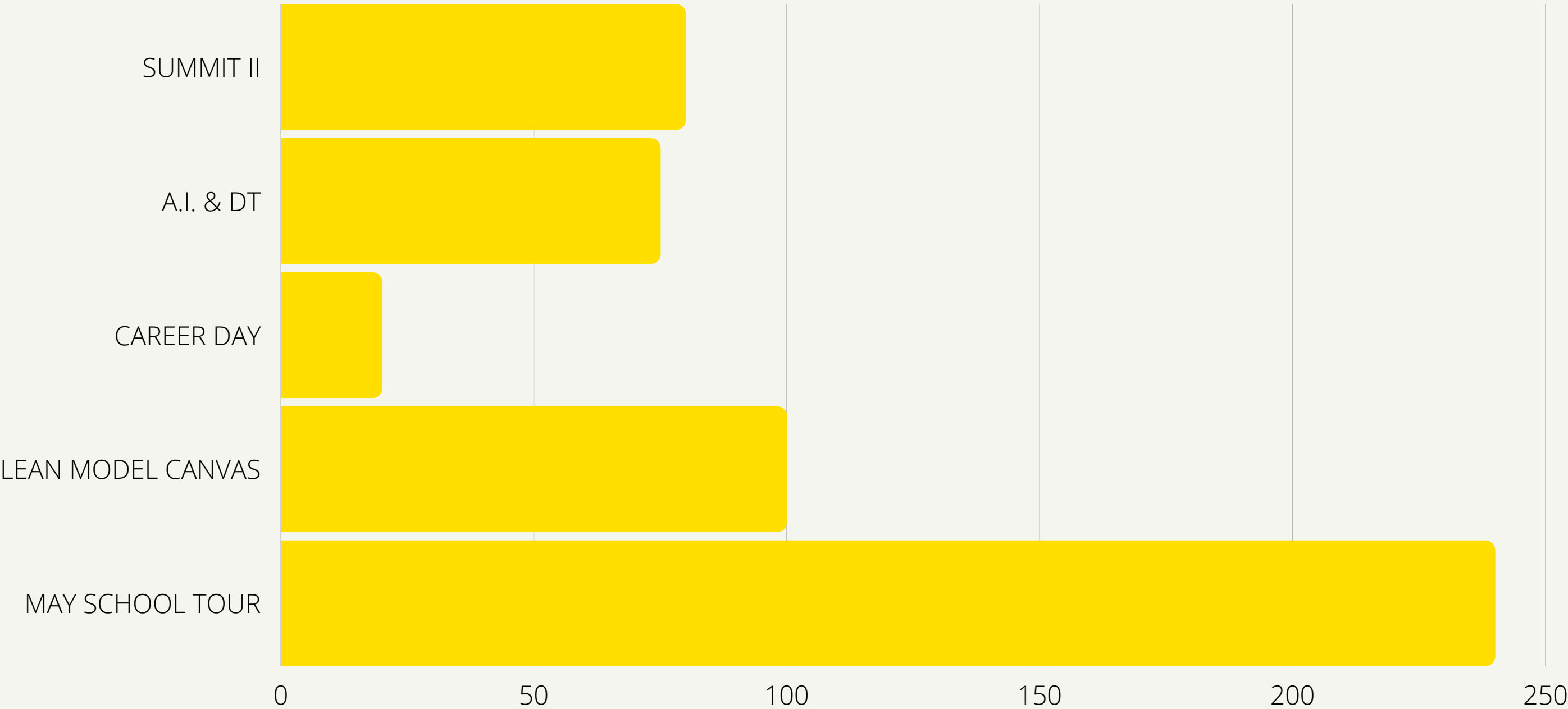


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# New York City Program Attendees

515

STUDENT ATTENDEES





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# Ethical A.I. & Design Thinking



## **Bryant Park, New York City**

On August 7th, A NEW REALITY: Tech Summit for Girls provided an Ethical A.I. workshop in Bryant Park, New York City for junior & senior high school students from Tom Rivers, New Jersey.



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# Sponsors & Partners

## How we do it?





# Corporate Sponsors

## Shopify

Shopify is our title sponsor for The Young Global Leaders Accelerator. They provided space, resources and food for our Montreal Edition I.

## City of Kitchener

The City of Kitchener Downtown Community Centre hosted the Young Global Leaders Accelerator Edition II in Fall 2019.

## Apple Saint Catherine

The Apple Saint Catherine Store in Downtown Montreal sponsors our C for Coding program with the instruction of coding activities, ipads, to use while in the sessions and robotics tools like Sphero.







# Corporate Sponsors

## **SAP Next-Gen**

SAP Next-Gen is the host of A NEW REALITY: Tech Summit and additional leadership development and innovation workshops in New York City.

## **Verizon**

Provided a \$3,000 sponsorship for A NEW REALITY: Tech Summit 2019 that was used in 2020 to support the 3rd Edition and activities.

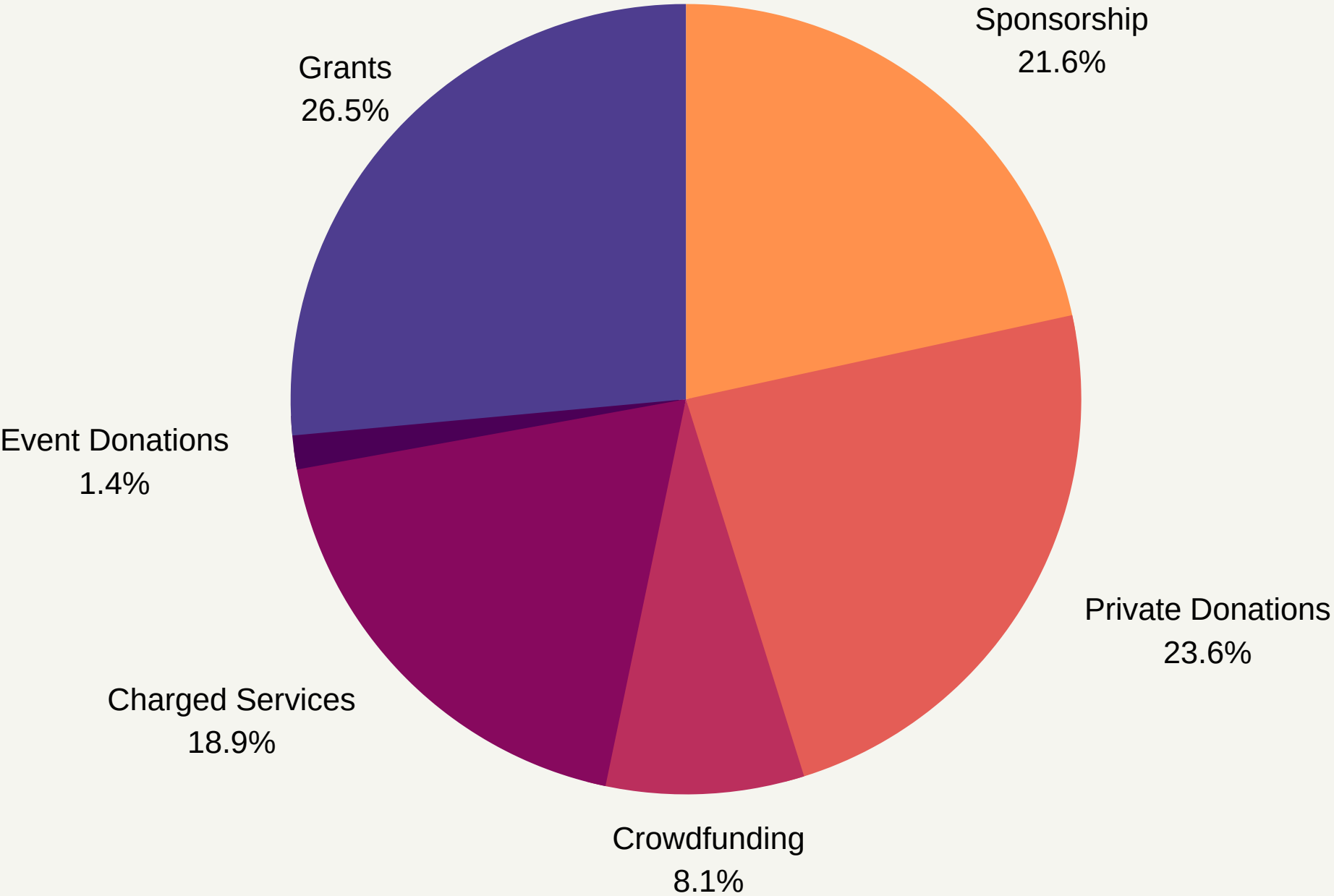
## **Communitech**

Communitech is a globally recognized tech accelerator and incubator located in Kitchener, Ontario. They hosted the Young Global Leaders Accelerator program Edition II program finale December 2019.





# Founding Sources







# Community Partners

## **United under the same mission.**

Creating transformative change in the lives of young women from underserved communities who are Black, Indigenous and Racialized is a large mission and one only achieved through collective action.

The ForUsGirls Foundation works with community organizations, collectives and grassroots groups to achieve our vision and program objectives. In Fall 2019, ForUsGirls partnered with the Kitchener-Waterloo Multicultural Centre, Carizon Counselling Services, and Pathway Educations to expand our program offerings for at-risk secondary students.

To this date, ForUsGirls continues to foster these established relationships to provide employment support, COVID19 community response services and leadership opportunities for selected communities.



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# Our Reliable Social Media Channels



@forusgirlfoundation



@ForUsGirlsInI



@forusgirlsfoundation

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Our vision is for every  
Black young womxn and  
girl in Canada to believe in  
her ability to create  
change within herself, her  
community and the world  
with skills, leadership,  
confidence and  
happiness.

— The ForUsGirls  
Foundation Inc.



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# Empower With Us



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We'd love to  
work with you.

## Phone Number

438-223-1834

## Email Address

[info@forusgirls.org](mailto:info@forusgirls.org)

## Website

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