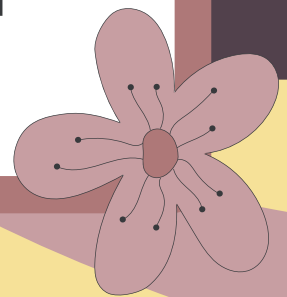
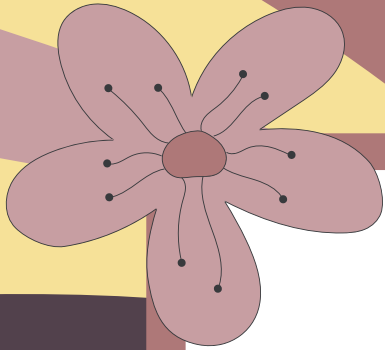




GIRLS | FOR A
CHANGE

Girls For A Change

**EVALUATION REPORT
2021-2022**



REPORT AGENDA

Contents

- p. 2 Our Approach
- p. 3 Evaluation Purpose
- p. 4 Evaluation Activities
- p. 5 GFAC Participant Journey
- p. 6 GFAC Program Findings
- p. 9 GFAC Activities Review
- p. 10 Themes
- p. 13 Recommendations

OUR APPROACH

ABOUT UBUNTU

UBUNTU Research and Evaluation is a team of unapologetic Black women, femmes, and non-binary people working as transdisciplinary strategists committed to disrupting systemic oppression. We educate, facilitate, and evaluate with an explicit focus on race and its intersections with other marginalized identities, including but not limited to gender, sexuality, class, and ability. As strategists, our work is grounded in three core ideas:

(1) We use dignity as our framework. Dignity helps us to better understand the relationships between inequities and solutions. We have developed key concepts of dignity that manifest in our organizational lives that we identify, understand and strategize our work through.

(2) We position equity as a step, not a goal or destination. We hold freedom and liberation values close to our work. We contextualize our work to understand oppression, especially racial oppression, as complex and multifaceted. Freedom and liberation requires a whole new system of social organization to emerge. Equity is a step towards engaging that process, but it is not our final destination. We commit to the ongoing work and setting the pace with organizations to embark in an on-going iterative unlearning and re-contextualizing process.

(3) We hold beloved community as the foundation for creating sustainable organizational equity-based change. As a consequence, we hold ourselves accountable to practicing beloved community within our team and through our work with other organizations. We reference and revisit the work of bell hooks and Dr. Martin Luther King, Jr. to mentor our work. We acknowledge that there are no race neutral situations and we bring the expertise to identify race puzzles in your organization to facilitate learning and growth opportunities across the organization.

EVALUATION PURPOSE

ABOUT GIRLS FOR A CHANGE

Girls For A Change's (GFAC) mission is to empower young women by inviting them to design, lead, fund and implement social change projects that tackle issues girls face in their own neighborhoods.

GFAC programs are designed to provide consistent support to girls, from their youth into their young adulthood, and beyond - including middle and high school girls. Through experiential learning and consistent exposure, GFAC aims to ensure girls are ahead of the learning curve, breaking cycles and closing the opportunity gaps faced by too many disadvantaged, marginalized or underrepresented girls — specifically Black girls. GFAC wants to give every girl* who aspires to get ahead a chance to be seen, heard and celebrated.

**While GFAC has chosen to focus on Black girls for the various reasons listed above, all girls are welcome to participate in our programs as our vision is for every girl to be seen, heard, and celebrated.*

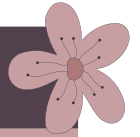
Therefore, the purpose of this evaluation was to understand the girl experience in Girls For A Change programming: Camp Diva, Girl Ambassadors, and Girl Action Team. This also included talking to the coaches and facilitators who lead the work. The key evaluation questions that guided this analysis were:

- **How do girls feel about the overall Girls For A Change experience?**
- **What are the most impactful aspects in each Girls For A Change program?**
- **Why do girls continue onto the next phase of the Girls For A Change program?**

EVALUATION ACTIVITIES



THE EVALUATION PLANNER



DISCOVERY (5 WEEKS)

- Understanding GFAC programs
- Meeting with the GFAC team
- Developing focus group questions
- Scheduling focus groups according to GFAC programming

DATA COLLECTION (7 WEEKS)

- 7 focus groups, total = 47 participants
 - Camp Diva (20)
 - Girl Ambassadors (13)
 - Girl Action Team (8)
 - Coaches & Facilitators (6)

ANALYSIS (4 WEEKS)

- Transcription and open coding review (ATLAS.ti)
- Qualitative analysis
- UBUNTU evaluation team reflection (memos & digital peer communications)

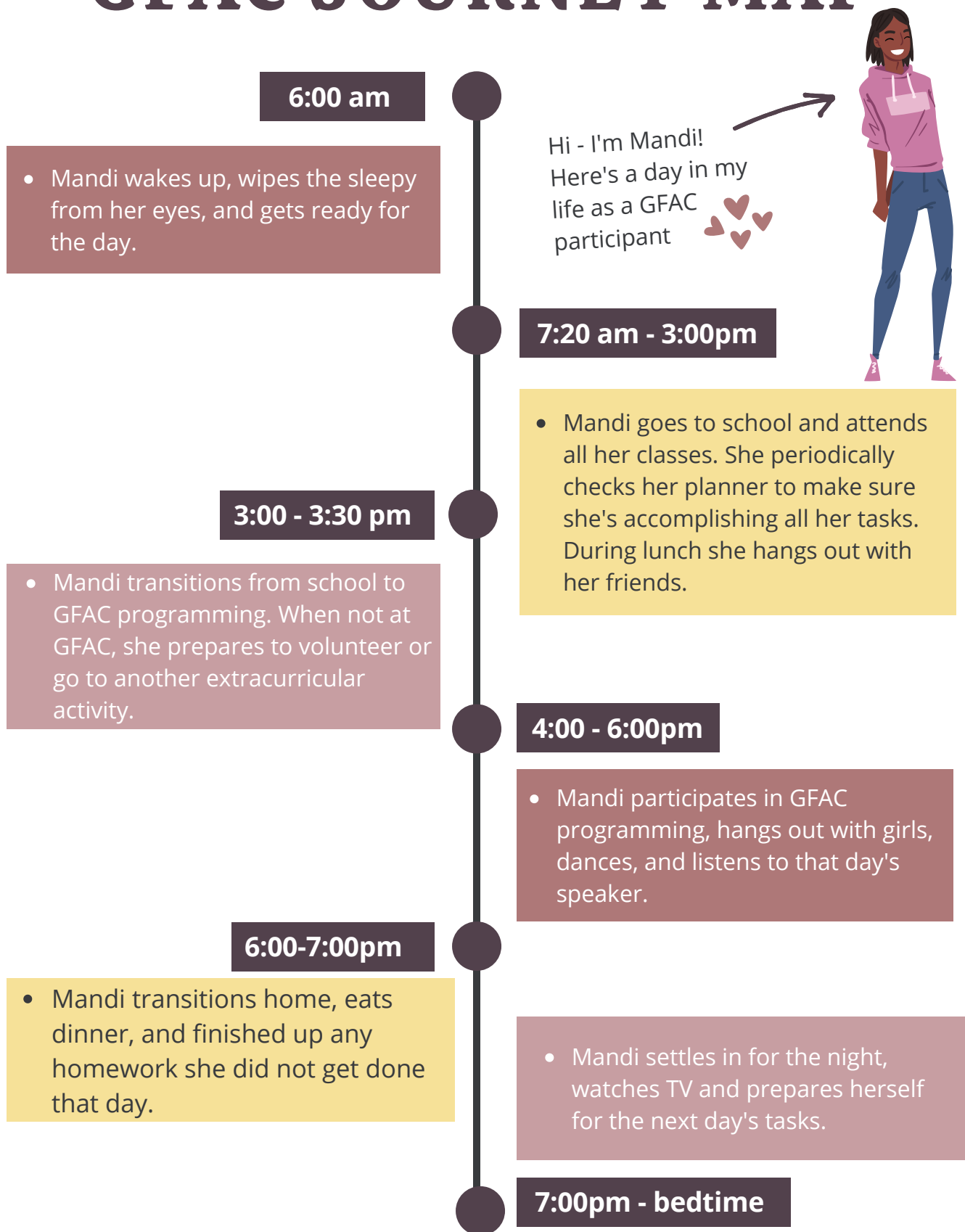
COLLABORATION WITH GFAC TEAM

- The GFAC team provided thought-partnership with UBUNTU to establish goals and objectives for this process
- UBUNTU provided expertise on evaluation and focus group questions with GFAC's overall vision in mind

TIMELINE ADJUSTMENTS

- GFAC transitioned their programming to virtual due to the COVID-19 pandemic
- There was a slight timeline adjustment to pause in fall 2021 and resume in spring 2022 due to the virtual pivot

GFAC JOURNEY MAP



CAMP DIVA FINDINGS SUMMARY

ABOUT THE PROGRAM

The Camp Diva Leadership Academy is where Black girls build sisterhood and self-esteem and deepen scholarship outside the classroom. For over two decades, GFAC has supported more than 1500 girls in a culturally curated space that encourages Black girls to take their rightful place as leaders.

WHAT THE GIRLS HAD TO SAY

Camp Diva participants are more reluctant to return to GFAC programming.

Some stated they would want to return, others said no, and maybe. However others noted they would like to move onto the Girl Ambassador Program. Participant quotes included:

- *"I still come back even after the conflict."*
- *"I feel like it's not for me."*
- *"I'm not coming back and I've been here since it started."*
- *"It feels like school."*

Camp Diva participants enjoyed their field trips with GFAC staff and felt supported by them during programming. Participant quotes included:

- *"We're so excited because we get to go shopping and we will have our own stylist that will follow us. Of course, we'll have a counselor near us so we don't get kidnapped [laughs]."*
- *"She [Sister Genesis] is fun. She is nice and understanding. She is amazing. She is funny. She is cool and can understand what you're going through. She's the best counselor. She's the best counselor there."*

GIRL ACTION TEAM FINDINGS SUMMARY

ABOUT THE PROGRAM

The Girl Action Teams are a free 12-week program where girls in grades 6-12 identify challenges in their communities, and design and implement creative solutions to address them as teams. Each group also has two women coaches to guide and support the girls through the project.

WHAT THE GIRLS HAD TO SAY

Girl Action Team programming exposes the girls to new opportunities and helps them build toward their future career. Participant quotes included:

- *"We had been invited by Warner Brothers to go on the set of the different shows and movies that they make films, and I've always had an interest in it, but I never took it seriously to think of it as a career, so being there, seeing the atmosphere, seeing other people of color pursuing the same thing that I had an interest in kind of just pushed me to go about it. "*

Black Girl Rally provided a space for girls to network, collaborate with others, and be inspired in their work and future. Participant quotes included:

- *"I've been doing a lot more collaborations with different women in my community. One of them is a HBCU in my areas, they have the dancers and I often collaborate with them and I've been doing it more consistently since the Black Girl Rally."*
- *"It was a very great networking opportunity for me because there were a lot of different entrepreneurs, and I'm also a entrepreneur, so just seeing different Black women successful in their careers is very exciting and motivating. Also, the conversations and the topics we discussed, going over the different issues that Black girls face daily and trying to figure out solutions to them, which is a very important and vital conversation, so it made that very exciting as well, and just the energy. The energy was so great. "*

GIRL AMBASSADOR FINDINGS SUMMARY

ABOUT THE PROGRAM

The Girl Ambassador Program (GAP) purpose is to create access to relevant skills, experiences, and support to ensure Black women not only see themselves in those roles, but have a clear path and the resources to get there. GAP aims to see Black women in the boardroom, starting businesses, and leading the next tech revolution.

WHAT THE GIRLS HAD TO SAY

Girl Ambassadors feel valued and supported by the GFAC staff. They felt when there's conflict it will be dealt with properly to get the program on track. The girls stated the GFAC staff has fast communication with them, are open to the girls' ideas, and makes them feel like their opinions are heard.

Specific scenarios of help the girls received were college readiness, internship support, and power chats to learn from other girls. Participant quotes included:

- *"I definitely feel like it's an open space."*
- *"I feel very secure with GFAC."*
- *"They make it a point to let you know that they're always here."*
- *"They are always encouraging."*

Girl Ambassadors feel the program exposes them to new opportunities and helps them build toward their future career. The programming provides a space for the girls to learn and explore their interests and career ambitions. Participant quotes included:

- *"Being involved in workshops, we get lectures from great people from all different fields which allows us to gain future connections and knowledge for the future."*
- *"Just the knowledge I would say that I gain. I feel like I always go in knowing that I'll obviously learn something, but I always feel like walk out of it learning a lot more than I thought I would."*

GFAC ACTIVITIES REVIEW

WHAT DO THE GIRLS THINK?

ACTIVITIES THEY ENJOY NOW

The following activities below are things the girls look forward to or miss most when not in GFAC programming:

- Internship (though this depends on the assignment received)
- Gaining new skills
- Meeting other girls and getting to know the staff
- Coding labs
- Speakers coming in and giving advice
- Sisterhood and bonding
- Physical exercises
- Networking

ACTIVITIES TO EXPLORE MORE

The following activities below are things the girls would like to do more of in GFAC programming:

- More icebreakers or anything interactive with each other
- Resume building
- Group arts and craft
- Creating vision boards
- Deepening the personal connections amongst the girls
- Not feeling forced to talk all the time, but having the opportunity or choice

"With the sisterhood and opportunities and having it [GFAC] be on a resume...being in Girls For A Change is a flex."

- Girl Ambassadors participant

THEMES

Based on the focus groups and coding process, here are overall themes:

Overall, GFAC participants displayed feelings of stress when discussing how they show up in GFAC programming.

Many girls are juggling their full course loads and experiences outside of school, including volunteering, internships, and GFAC programming, which impacts their participation.

While they enjoy GFAC programming, some of the mandatory events are added pressure onto their external GFAC commitments.

- *"I'm in dual enrollment, so it's different expectations. At my college I go to, it's just more heavy work and it's more rigorous and then at my actual high school, it's too many people, it's too many kids." - Girl Action Team participant*
- *"It can be a little stressful because there are mandatory events you have to attend and you have a lot going on outside of Girls For A Change." - Girl Ambassadors participant*

Overall, participants felt a positive connection to GFAC participants and programming.

The girls mentioned how GFAC programming makes them feel safe which helps them create positive memories in their programs. Participants also have a good relationship with coaches and feel supported by them. And across all programming, bonding with the other GFAC participants is important for them to build connections and community.

THEMES

"I am friendly and talk to others in my neighborhood but I wasn't always active in my neighborhood because there was a lot of violence and to keep myself safe I would join programs like Girls For A Change and other programs that were in the area to kind of prevent any unforeseen events from happening." - Girl Action Team participant

"I've been reviewing the footage from the documentary I'm working on and you know those jam sessions we have in the middle of classes, one song comes on and then one of us just gets up and starts dancing, that is definitely something I remember too." - Girl Action Team participant

Overall, GFAC programming allowed access for the girls to learn about their interests and have a more grounded sense of what they want to do in the future.

GFAC participants noted how much they learned in GFAC programming and built their confidence to go after a goal or passion.

"I'm really concerned about how my business is like, crocheting is really not that popular, there's not really any mainstream crocheters, but one of them [an entrepreneur] reassured me it's a really big thing now, because Rihanna wore it. It's just a big thing now, so if I really took it serious, it could actually be something, and since she was older, she knows more than me. It was easy to trust what she said." - Girl Ambassadors participant

GIRLS FOR A CHANGE PLAYLIST PICKS:



Respect by Aretha Franklin
Run The World (Girls) by Beyonce
Independent Women by Destiny's Child
BOSS by Fifth Harmony
We Are Family by Sister Sledge



WHY GIRLS RETURN TO GFAC

WHAT THE GIRLS HAD TO SAY

Participants felt that GFAC programming helped them grow as young Black women to find their voices and passions. Additional reasons they love the programming are for:

- **The sisterhood.** The girls feel like they made friends to hang out with outside of GFAC programming.
- **The learning.** The number of opportunities in GFAC programming motivates the girls. If not for GFAC they wouldn't be doing half the activities they are doing outside the program. Also, they voiced enhanced interpersonal communication skills due to relationship building with the girls.
- **The intentional leadership.** The girls feel the GFAC leadership cares about each and every girl.

Participant quotes included:

- *"I was real quiet and I stood up for myself but not in a positive way. Now I know that I can speak up for myself and I can pitch into something without it being negatively said or taken." - Girl Action Team participant*
- *"I loved all of it, but when I first joined I just gained so much insight about myself and being a Black girl, just the value that we have, that we have voices, so when I first joined there were a lot of new things that I was learning and was a totally different environment for me. Being around a supportive sisterhood was something that I didn't really see before, so that was also wonderful." - Girl Action Team participant*
- *"I would definitely go again and bring more people with me because I feel like I definitely could have done more on that end [with the rally], but I would definitely come back." - Girl Action Team participant*

RECOMMENDATIONS

Based on the focus groups and themes, here are UBUNTU's recommendations:

We recommend that GFAC should tighten up certain aspects in the program structure, including Camp Diva Leadership Academy.

While Girl Ambassadors and Girl Action Teams voiced they would return to GFAC, Camp Diva seemed a bit more mixed on if they'd want to return. We suggest digging more deeply into why the Camp Diva girls feel that way compared to the other programs and how they can be supported better. Additionally, we recommend more training and support for younger staff that may not have as much youth development experience.

- *"Some of the instructors are teenagers or they're not really communicating or making it fun for us most of the time." - Camp Diva participant*

We recommend that GFAC should explore more peer-to-peer mentorship across GFAC programming to enhance the girl experience,

As mentioned above, Camp Diva participants voiced more conflict with their overall experience than Girl Ambassadors and Girl Action Team participants. For a possible solution, we recommend more collaboration between programs. Bonding and sisterhood is a big reason why girls said they return and perhaps that can be enhanced for Camp Diva participants through interprogram mentorship.

We recommend that GFAC should provide stress management training for staff to further enhance support of GFAC participants.

The girls were vocal about their stress due to their commitments and enjoyed the physical activity/exercising aspects of programming. They are already building strong skills around time management and are eager to find more balance, which can be enhanced with stress management strategies. We recommend building in more mindfulness and collective care for GFAC participants.

RECOMMENDATIONS

Based on the focus groups and themes, here are UBUNTU's recommendations:

- *"My balance honestly comes with the day. But I make sure when I'm working it's in my calendar and the sessions to make sure I make it. But I don't really plan downtime, it just happens when I take it." - Girl Ambassador participant*

We recommend that GFAC continues Camp Diva, Girl Action Teams, and the Girl Ambassador Program and advocates for the holistic growth of the girls, and for the work they do, with funders.

Overall, the girls are enjoying their GFAC programming & leadership - we believe that should continue! We recommend that GFAC aims to expand the services they can provide to girls (i.e, mental health resources, college visits, alternative career support, etc).

The girls and coaches are passionate about GFAC. Continue to lead by example, model healthy practices of communication and community internally with staff!

- *"We have to remind them [the girls] that we are amazing, because we're Black women showing up for them or the community showing up for them, and that we have to consistently remind them because most of the time they're not hearing that they are awesome." - GFAC Coach*
- *"I knew that I was facilitating an experience rather than saying you need to learn this, you need to do that, and I think that is kind of echoed throughout Girls For A Change, at the center of it is thinking about how do we let girls lead and kind of making sure that we consistently think about how we can stand out of the way to facilitate the process not necessarily drive it." - GFAC Coach*
- *"These girls come through the door and they might not feel that way as soon as they walk in, but by the time they leave or finish the program and go onto different things, I believe their confidence has grown." - GFAC Coach*

Closing & Contact

EVALUATION REPORT 2021-2022

UBUNTU Research & Evaluation would like to thank Girls For A Change for having us consult on this project! For any questions, feel free to contact UBUNTU below.

Email address: learn@ubunturesearch.com

Phone number:
(414) - 563 -7907

