

# LEVERAGING THE POWER OF THE NETWORK AND THE BRAND: STRATEGIC PLAN 2016-2020

Despite increasing opportunities for girls and women in accessing higher education, in employment and in leadership roles, real and troubling barriers persist for girls' success, especially girls from low-income communities and families.

**1 in 6 girls** will not finish high school.

**78% of girls** report being unhappy with their bodies.

**1 in 20 U.S. teen girls** becomes pregnant each year, the highest rate in the developed world.

**1 in 4 girls** experiences sexual abuse or assault by age 17.

For these reasons, Girls Inc. established a long term Bold Goal for the future:

***Girls Inc. is the leading advocate in advancing rights and opportunities for all girls. Each year, we employ a proven, dynamic model to empower 250,00 girls from low-income communities to discover their strengths and thrive.***

The Bold Goal requires Girls Inc. to leverage the network and the brand in innovative ways for high impact growth. Our current plan and shorter term goals are clear. By 2020, 100,000 girls will be empowered through the proven, dynamic Girls Inc. experience and an integrated network-wide policy campaign will be initiated.

The doubling of girls served with measurable impact from the 2015 baseline and dramatic expansion of our collaborative advocacy efforts will be achieved through five strategic priorities identified in the 2016-2020 Strategic Plan.

- **Strategic Priority One:** Girls Inc. programming framework effectively and consistently delivers desired outcomes for girls throughout the network.
- **Strategic Priority Two:** Girls Inc. affiliates are strong, sustainable, and growing, able to consistently deliver high quality Girls Inc. comprehensive programming.
- **Strategic Priority Three:** The number of girls served from low-income communities is increasing both through existing and new markets.
- **Strategic Priority Four:** Girls Inc. is a leading advocate and collaborator to advance the rights and opportunities for all girls.
- **Strategic Priority Five:** Girls Inc. has the necessary resources, systems, and supports to be a data-driven and performance oriented network and external influencer.

Our Strategic Plan is ambitious but built on a track record of achievement and fueled by the large number of talented board leaders, staff, supporters, and partners committed to making it possible for many more girls to grow up strong, smart, and bold.