

I AM  
THAT  
GIRL

2015  
ANNUAL REPORT

# TABLE OF CONTENTS

	<b>4</b>	<b><i>Mission</i></b>
	<b>6</b>	<b><i>Theory of Change</i></b>
	<b>8</b>	<b><i>Why We Exist</i></b>
<b>12</b>		<b><i>2015 Accomplishments</i></b>
	<b>14</b>	<i>Local Chapters</i>
	<b>18</b>	<i>Curriculum</i>
	<b>20</b>	<i>Leadership Retreat</i>
	<b>24</b>	<i>Online Community</i>
	<b>28</b>	<i>Sponsor A Girl Initiative</i>
	<b>31</b>	<i>Brand Partnerships</i>
	<b>37</b>	<b><i>Staff &amp; Board</i></b>
	<b>39</b>	<b><i>Finances</i></b>
	<b>41</b>	<b><i>Donors</i></b>
<b>43</b>		<b><i>The Year Ahead</i></b>







**OUR AMBITIOUS  
VISION**

**+**

**FOCUSED  
MISSION**

*Our ambitious vision is to*  
**SHIFT GIRL CULTURE** — *raising*  
*the standards for how girls treat*  
*themselves, and how the world*  
*treats girls.*

---

**I AM THAT GIRL** *is a*  
*movement inspiring girls to*  
**LOVE, EXPRESS, and BE**  
*exactly who they are.*

# I WHO WE ARE



## WE ARE A PEER-TO-PEER COMMUNITY

*We are a community, a support system, and a movement inspiring girls, age 14-22, to **LOVE, EXPRESS, AND BE** exactly who they are. A girl's physical, emotional and mental well-being is rooted in her self-worth. And we are living in an epidemic of self-doubt. **I AM THAT GIRL** is helping girls to transform self-doubt into self-love by providing a safe space to connect and have honest conversations about things that matter.*

**WE ARE SHIFTING CULTURE** - raising the standards for how girls treat each other, themselves, and the world. By building a community for girls to be seen, be heard, and belong, we are giving them something bigger than themselves to stand for and creating a healthier, more beautyFULL world.

We are **I AM THAT GIRL.**

## WE ARE SHIFTING GIRL CULTURE.

**I AM THAT GIRL** supports and educates an engaged and growing community of girls through peer-to-peer online and offline programs and initiatives that address their emotional, mental and physical well-being. Our tools and resources focus on leadership development, emotional intelligence, professional skills, and personal growth.

Being a part of **I AM THAT GIRL** means feeling safe to speak honestly about the things all girls struggle with yet no one talks about, lifting each other up instead of breaking each other down, and holding each other accountable when they get stuck in the patterns of gossip, negative self-talk, and unhealthy behavior.



# OUR THEORY OF CHANGE

1

**Girls shift girl culture  
on their own**

2

**Society, media, and consumer  
culture surrounding girls shifts  
girl culture**

*Our Theory of Change guides all programming efforts. To reach our vision, we will develop initiatives and forge partnerships across the pillars below:*



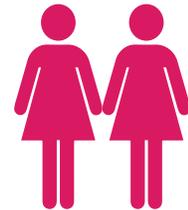
## **IDENTITY + BELONGING**

*Invite girls to join our community, to embody the I AM THAT GIRL values and to discover who they are.*



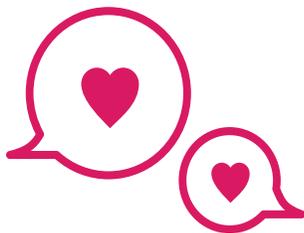
## **PERSONAL DEVELOPMENT**

*Educate girls on wellbeing and their power to make change in their world.*



## **PEER SUPPORT**

*Empower girls to directly support each other through real life connections and tangible community.*



## **HEALTHY CONTENT**

*Create and curate healthy pieces of media about and for girls*



## **SPREAD MESSAGE**

*Enlist like-minded partners and influencers to spread our message and mission.*



## **STAMP OF APPROVAL**

*Endorse the people, organizations, and media who uphold I AM THAT GIRL values.*

**WHY**  
**I AM THAT GIRL**  
**EXISTS**

# 7 in 10 girls believe they are not good enough

Source: *Real Girls, Real Pressure: A National Report on the State of Self-Esteem* Commissioned by the Dove Self-Esteem Fund: June 2008

**LOW SELF-ESTEEM**

**LEADS TO...**



**FEELINGS OF INADEQUACY**



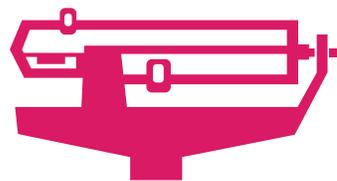
**PROBLEMS IN SCHOOL**



**NEGATIVE BODY IMAGE**



**HURTING HERSELF OR OTHERS**



**EATING DISORDERS**



# 2015 ACCOMPLISHMENTS



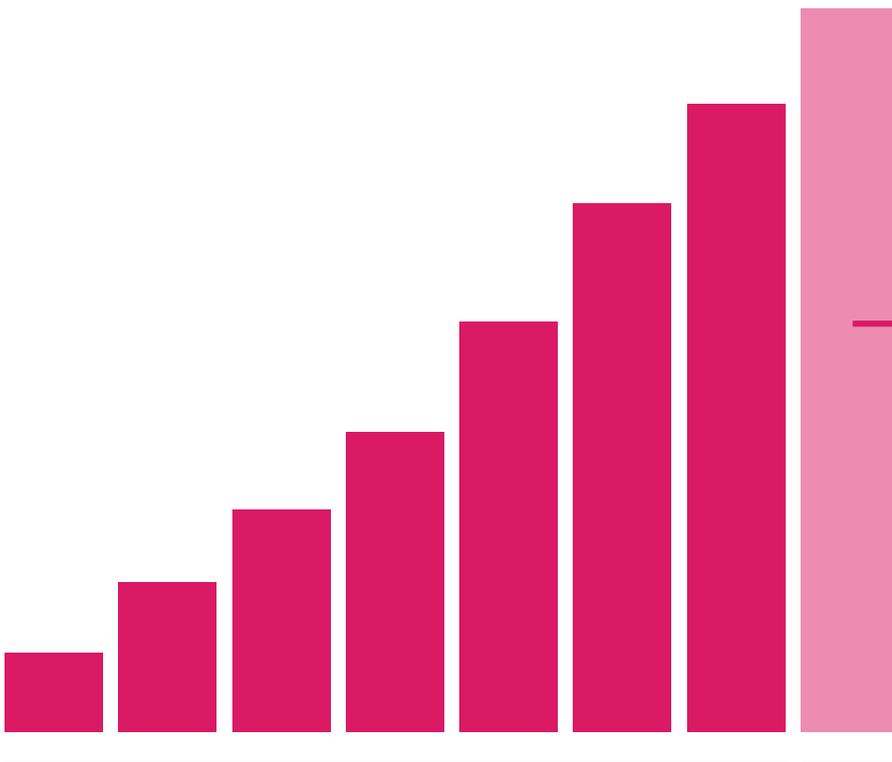
2015 ACCOMPLISHMENTS | GREW LOCAL CHAPTERS

**ACROSS THE  
GLOBE,  
THERE WERE**

**171 ACTIVE  
LOCAL CHAPTERS  
OF I AM THAT GIRL**

*Our Local Chapter Program gives girls the power to create a community of supportive, inspiring peers.*

*Local Chapters are made up of girls inspiring girls - peer-to-peer. Girls learn to share what's in their brilliant hearts and on their beautyFULL minds, and in the process gain the confidence to be who they are (instead of who they think they're "supposed" to be). It's a powerful thing when girls unite, let their guards down, and speak their truth. Around the world, members are turning self-doubt into self-love, competition into collaboration, and shifting girl culture through meaningful, intentional discussion and connection.*



**SPONSOR A GIRL:**  
*Our goal is to reach 240 chapters by the end of 2016. Help us get there by sponsoring a girl.*

*We grew **27%** in 2015. Local chapter programming now directly reaches over 4,000 girls.*

## I AM THAT GIRL LOCAL CHAPTERS:

- *Have regular face-to-face meetings*
- *Have meaningful, guided conversations about topics ranging from friendship to mental illness*
- *Use the I AM THAT GIRL “Formula For Creating A Safe Space” - a step by step guide for encouraging open + honest conversation*
- *Give back to their local and global community through chapter-driven service and member support of I AM THAT GIRL campaigns.*
- *Are part of a worldwide network of girls who are on a mission to raise the standards for how they treat themselves, each other, and the world.*



### MEET-UPS

*In 2015, our chapters held over 4,000 meetings where girls put our mission into practice.*



### TOOLS + RESOURCES

*Our program focuses on leadership development, emotional intelligence, professional skills, and personal growth.*



### 34 STATES

*Chapters exist in 34 states and 15 countries.*



## MEET HALEY, 19

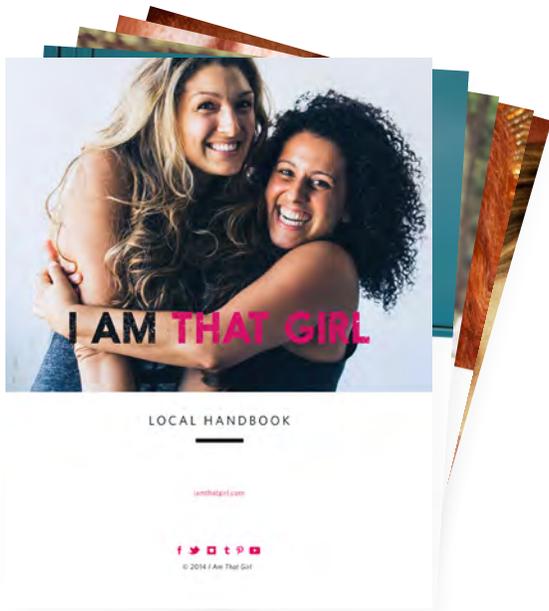
*Honestly, when I first saw this picture I thought I looked sad. I wanted to open the file and see a picture of me smiling or laughing. I struggle with the notion that I can only be beautiful or exude light when I am happy. That is not a realistic or an authentic way to live. **I AM THAT GIRL** reminded me that I want to experience all the emotions, feel each feeling deeply and unapologetically. I want to sit in the hard moments so that when the moments of bliss come I can be exceptionally grateful. I want to see beauty in a picture that may show a hint of sadness. This photo is from the **I AM THAT GIRL** retreat. This retreat was the most incredible weekend of my life but in some ways it was the hardest. I love this picture because I can see the strength and power that exists within me.*

*I was adopted from Haiti, so the first thing you'll notice about me when you see me is the fact that I am black. I used to feel sorry for those who had to look at me when I passed by. I used to feel ugly and not light enough to be considered beautiful. I grew up being taught by peers, media, and ads that to be dark skinned was not something to be proud about, that it meant I was stupid and not good enough. This tore me apart and made me feel horrible about myself and the worse part was the fact that I was born black and I couldn't change that. During my freshman year in high school I started questioning why there was such a limited definition of what beauty was. Then I found **I AM THAT GIRL**. I loved everything it stood for and became a part of it as fast as I could. They didn't have a chapter at my school so I started one. Because of this organization I can say that I **LOVE** my dark skin color, that I **LOVE** my curves, and that I **AM** beauty**FULL** just the way I am! Yes, I am black. **B.L.A.C.K.**: the very darkest color, but I am also the combination of all colors. Yes, I am as dark as night, but like the night I get to help others shine their very brightest like stars. I am no longer ashamed of who I am and it is my goal to help other girls be proud of who they are, and I get to do that very thing through **I AM THAT GIRL**.*



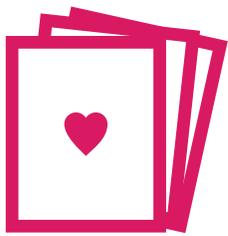
## MEET JOLIE, 16

**INTRODUCED A  
5 PART LEADER  
DEVELOPMENT  
PROGRAM AND  
40 PAGES OF NEW  
CURRICULUM.**



*Our chapter materials are growing and evolving just as quickly as our girls' minds. Now accessible to our members online, our curriculum includes conversation starters, articles, + videos, to deepen conversations about things that matter.*

*This year, we developed tools and lessons to strengthen leadership skills in our chapters.*



## **RELEVANT PROGRAMMING**

*We help girls discuss current events in a productive way by creating content that spurs meaningful conversation.*



## **SPOTIFY PLAYLISTS**

*Music connects people. We created a playlist for every piece of curriculum we have.*



## **HOW WE MAKE GIRLS FEEL**

*"I learned that I am enough, and my story is enough on it's own."  
-Hannah*

*"ready to live authentically"  
-Antonia*

*"showed me the power of love"  
-Katie*

**28 GIRLS GOT  
A 60-HOUR DOSE  
OF INSPIRATION  
AT THE 2ND  
ANNUAL  
I AM THAT GIRL  
RETREAT.**



**2015 ACCOMPLISHMENTS | HOSTED LEADERSHIP RETREAT**



*The retreat gave me a sense of power I never felt I deserved. I learned the true meaning of what it looks like to stand up for myself and the women in my life. It was truly life changing!*

**MACI JAMES**



*The retreat gave me the bravery I was lacking. I was finally affirmed of my worth.*

**JULIETTE MOGENSON**



*The I AM THAT GIRL Retreat was the best weekend of my life. Period. It taught me the value of love in all forms - loving myself, loving others, and loving life altogether.*

**TAYLOR GODIN**



*(After the retreat) I felt like I could breathe again.*

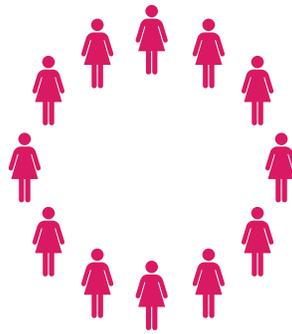
**JACKLINE SAID**





## FIRE STARTERS

*Maya Watson, Amanda Seyfried, Justin Baldoni, and others shared their stories and sparked action in the girls.*



## A TRIBE FOUND

*95% of attendees count their fellow attendees as their closest circle, talking to each other at least once a week.*



## NEAR AND FAR

*The attendees represented 25 chapters, including our Cairo, Egypt Chapter.*

*“A deep sense of love and belonging is an irresistible need of all people. When those needs are not met, we don’t function as we were meant to.”*

*- Brene Brown, Prof. U of Houston  
Graduate College of Social Work*

*The retreat connects leaders in a tangible way, joining them as part of a global community. Activities and speakers help girls tap into their own abilities and potential, giving them a shared experience of our mission in action. They take these experiences and skills back to their chapters, and the community as a whole reaps the benefits.*

## SUPPORT LIVE PROGRAMMING:

*Our goal is to reach even more girls through live **I AM THAT GIRL** programming. Know a cool brand that might like to sponsor a big event? Reach out to us **HERE**.*

**WITH 315%  
ONLINE GROWTH,  
OUR POWERFUL  
MESSAGE OF  
SELF-WORTH  
REACHED  
600,000+ PEOPLE  
IN 2015**



2015 510,572  
2014 127,643  
2013 67,946

**400%**

*Increase in fans*

**1,588,867**

*Largest post reach*



2015 46,726  
2014 40,631  
2013 33,400

**15%**

*Increase in followers*

**4,597,500**

*Tweet impressions*



2015 39,482  
2014 21,227  
2013 5,000

**186%**

*Increase in followers*

**862**

*Average likes/posts*

## 2015 ACCOMPLISHMENTS | GREW ONLINE COMMUNITY

*Our digital community is a safe space online for thousands of girls. It's a place where they know they can learn, question, and laugh without fear of judgment or bullying.*

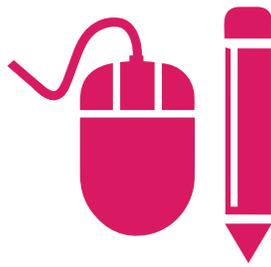
*We provide a platform for girls to connect with each other across borders and take in positive, regenerative media.*

*In order to shift girl culture, we have to be everywhere girls already are and weave our message into mainstream pop culture just as well or better than the judgmental overall message. Every day, a girl gets so many messages telling her what she's not, but we are making it safe for her to be who she really is!*



### **SOCIAL**

*While some people just call it social media, we know girls who find reasons to live another day because of our daily dose of inspiration.*



### **BLOG**

*Our blog is written by our community, for our community. We cover the topics they want and need to read, from tough stuff to fun fluff. Each post serves as a piece of curriculum for girls to start conversations in their everyday lives.*



### **DIRECT MESSAGING**

*Our emails are carefully curated messages for each sub-section of our community, giving each girl the info and support she needs.*



## ALLISON ANNALA

As an eating disorder survivor, I became a member of the IATG online community when I desperately needed something to believe in. Lucky for me, an influential woman that I followed on Twitter began sharing her experiences with IATG. She was feverishly posting about an organization full of strong, empowered women who were working tirelessly to help transition a community of women to embrace themselves and strive for a better culture for women. I read their blogs, followed their tweets, and embraced the online community that slowly but surely allowed me to become whole again. It was a community that celebrated me for ME,

and encouraged me to believe that I was enough. My insecurities vanished one at a time as I became friends with women across the world who believed that I was just as strong as the influential women I looked up to. This community has held my hand and my heart through some horrific struggles and also through some incredible triumphs. I am forever grateful for this sisterhood; for the women who championed my existence when I didn't think I could do it myself. I will never be able to truly express my gratitude to each of the women who have touched my heart in so many ways. IATG is a gift that every girl should give herself.

2015 ACCOMPLISHMENTS | LAUNCHED SPONSOR A GIRL INITIATIVE

**WE RAISED  
\$100,000 FOR  
OUR FIRST  
SPONSOR A GIRL  
CAMPAIGN.**



## 2015 ACCOMPLISHMENTS | LAUNCHED SPONSOR A GIRL INITIATIVE

We are proud to provide **I AM THAT GIRL** programming for free to girls ages 14-22

*Sponsor A Girl started as a campaign, but it's become an ongoing initiative to invite all people at all levels to make an impact on girls. Our program costs \$65 per girl per year. If we're going to truly change girl culture, all girls deserve access to this program without any financial barriers.*

**THAT'S WHERE YOU COME IN...** With your help, we can empower more Local Chapter members than ever.

### 2016 SPONSOR A GIRL CAMPAIGNS

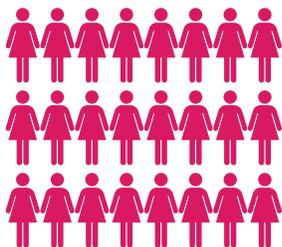
With your donation, we can enable more girls to participate in local chapter programming. **DONATE TODAY!**



**MEET CORI, 22**

*Body image is so hard. It is so SO hard. This week, we received our pictures from the **IATG** retreat and I was devastated to see myself on the beach. During that time, my body was swollen and trying to heal from a lot of trauma, and on top of that was an inability to workout every single day. I knew that those reasons were why my body was in a flux, but it didn't make me feel better about myself. I sat under my desk and cried for twenty minutes. I texted Carlie (a retreat attendee) and she reminded who I was. Once I got home, I cried in bed calling myself every name in the book being so critical about myself.*

*And every time I found myself wanting to throw up my dinner and hit the gym for three hours this week, my @iamthatgirl sisters reminded me that I am made of magic. I am magic because I am a woman. I was made for many things! My hips are for child-baring and my stomach will one day be the home of a new human life. I am meant to grow. My body knows what it needs, and how to heal. I have to trust my body. In the meantime I can shower it with nutrients and positive self talk. Being a woman with an ever changing body is brilliant and powerful. I am that girl.*



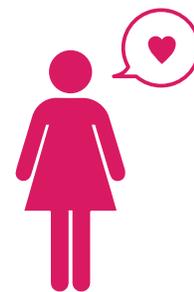
## **1500 GIRLS SPONSORED**

*Our 30 day campaign  
resulted in 1500  
sponsorships.*



## **357 SUPPORTERS JOINED**

*In 2015, 357 women and  
men sponsored girls and  
engaged in our mission.*



## **SHARED IMPACT**

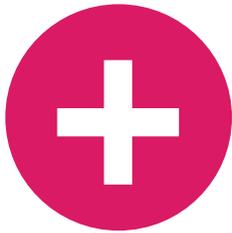
*For the first time, I AM  
THAT GIRL shared girls'  
stories with the people  
who support them.*

2015 ACCOMPLISHMENTS | BUILT BRAND PARTNERSHIPS

**14.4M PEOPLE  
REACHED  
THROUGH KEY  
I AM THAT GIRL  
PARTNERSHIPS.**

*2015 saw multiple, large scale brand partnerships that helped us spread the word about **I AM THAT GIRL** far and wide.*

*Partnerships played a pivotal role for IATG in 2015, and will be indispensable to our future. The brands with which we collaborated granted us valuable exposure to widen our audience, charitable support to empower and sponsor more girls, and the opportunity to shed light on organizations that we believe are impacting girl culture in a positive way.*



## **POSITIVE MEDIA**

*Advised brand partners on internal and external communication strategies for girls.*



## **POWERFUL MISSION**

*We provide heart, authenticity, and relevance that benefits brands and girls.*



## **INCREASED AWARENESS**

*The wide reach of our brand partners allows IATG to spread our message and shift girl culture through mainstream channels and products.*

## 2015 ACCOMPLISHMENTS | SPREAD OUR MESSAGE THROUGH BRAND PARTNERSHIPS

*In a world where girls are bombarded with messages telling her what she's not, we are inspired to collaborate with brands to create messages and products celebrating who she is.*

---

- **EMPOWER GIRLS** through thoughtful products, engaging content, and integrated marketing.
- **ACKNOWLEDGE AND REWARD GIRLS** for positive girl-to-brand and girl-to-girl actions and contributions through social media.
- **MAINTAIN SOCIAL CURRENCY** by creating exciting and trendy products around connectivity and contribution that is relevant and cool.
- **CULTIVATE A CONVERSATION STARTER** for a girl to explore and discover who she is.
- **CREATE IMPACT PRODUCTS**, positioning the retailer as the 'go to' brand that's changing the world for girls.
- **BUILD COMMUNITY** that supports, educates, and inspires the highest potential in every girl.

# Carol's Daughter®



*Carol's Daughter with I AM THAT GIRL introduced #BORNANDMADE, an exciting campaign that encouraged every girl to be the woman they are born and made to be. We brought together our communities of beautyFULL girls from all walks of life, to celebrate their pasts while looking forward to their bright futures.*

- 20 MM unique reach
- #1 trending hashtag on Instagram + Facebook
- 25K+ posts on Instagram
- 110K+ user generated content
- Shorty award recipient

# InStyle

CLICK HERE  
TO SEE  
PARTNERSHIP



We teamed up with InStyle to raise confidence and celebrate **#INNERSTYLE**. Starting with its September 2015 issue, InStyle introduced a new column featuring conversations with female celebrities and our CEO Emily Greener, speaking candidly about self-worth and what it means to have **#INNERSTYLE**.

- **9.5 MM monthly readership**
- **5.8 MM monthly online viewership**
- **10 MM social reach**

# BIOSSANCE™

BEAUTY IS IN OUR BIOLOGY™



CLICK HERE  
TO SEE  
PARTNERSHIP

*Biossance partnered with **I AM THAT GIRL** to publicly launch their new brand. Because Biossance believes that “Beauty Is In Our Biology”, together we created an online space for girls to learn how to find balance in their soul, self, and surroundings. AllTheVibes.com, is the resulting platform that will continue to offer wellness resources for girls.*

- **Social reach of 640k**
- **5092 video views**
- **7000+ girls educated through wellness website allthevibes.com**

**I AM THAT GIRL  
STAFF + BOARD  
CONTINUE TO  
PROVIDE STRONG  
LEADERSHIP AND  
VISION FOR THE  
FUTURE.**

## LEADERSHIP & STAFF



*Emily  
Greener*



*Kate  
Poppe*



*Julianna  
Reed*



*Sheila  
Moeschen*



*Alexandra  
Piotrowski*



*Camellia  
Khalvati*



*Alyssa  
Hawkinson*

## BOARD OF DIRECTORS



*Alexis  
Jones*



*Ara  
Katz*



*Moj  
Mahdara*



*Rhonda  
Pitman*



*Catherine  
Kimmel*



*Emily  
Greener*

## BOARD OF ADVISORS



*Seth  
Matlins*



*Azita  
Ardakani*



*Amanda  
Slavin*



*Emmanuelle  
Chriqui*



*Nia  
Batts*



*Kim  
Jacobs*



*Jodi Guber  
Brufsky*



*Dana  
Solomon*



*Zack  
Werner*



*Bobby  
Bailey*



*Jamie  
Gutfreund*



*Lizzie  
Velásquez*

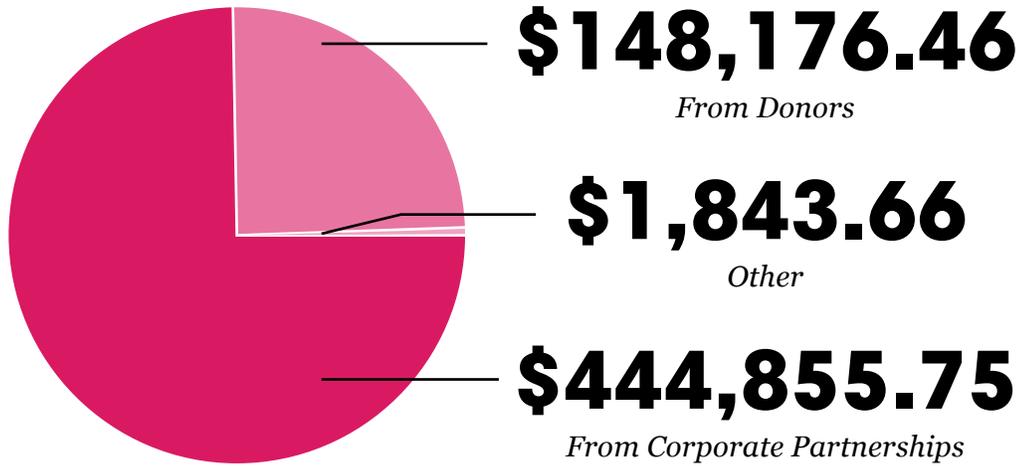


*Lydia  
Hill Slaby*

**2015 INCOME & EXPENSES**

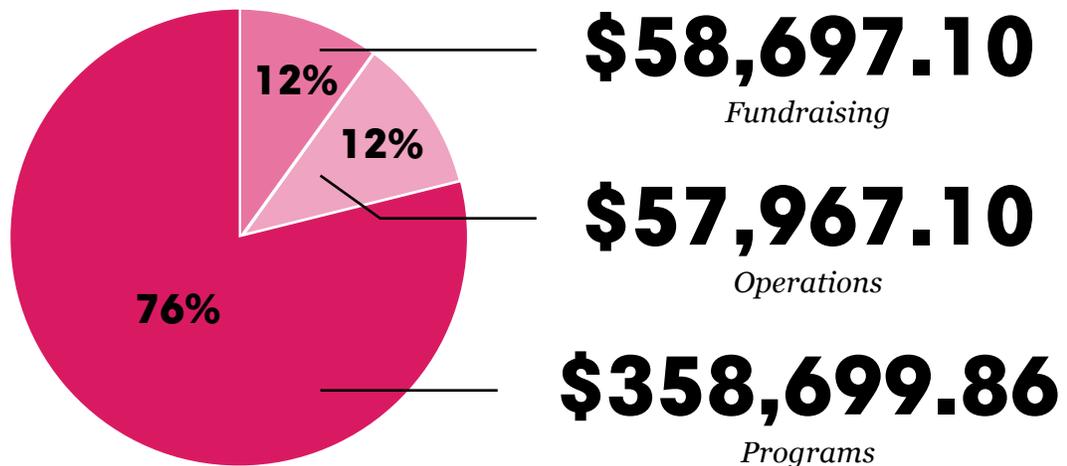
**\$594,875.87**

*Total Income*



**\$475,197.06**

*Total Expenses*



## 2015 FINANCIAL GROWTH

**2015** \$594,875  
**2014** \$410,828  
**2013** \$245,084  
**2012** \$155,000

**45%**

*Increase in revenue*



**2012      2013      2014      2015**

**PROGRAM EXPENSES**

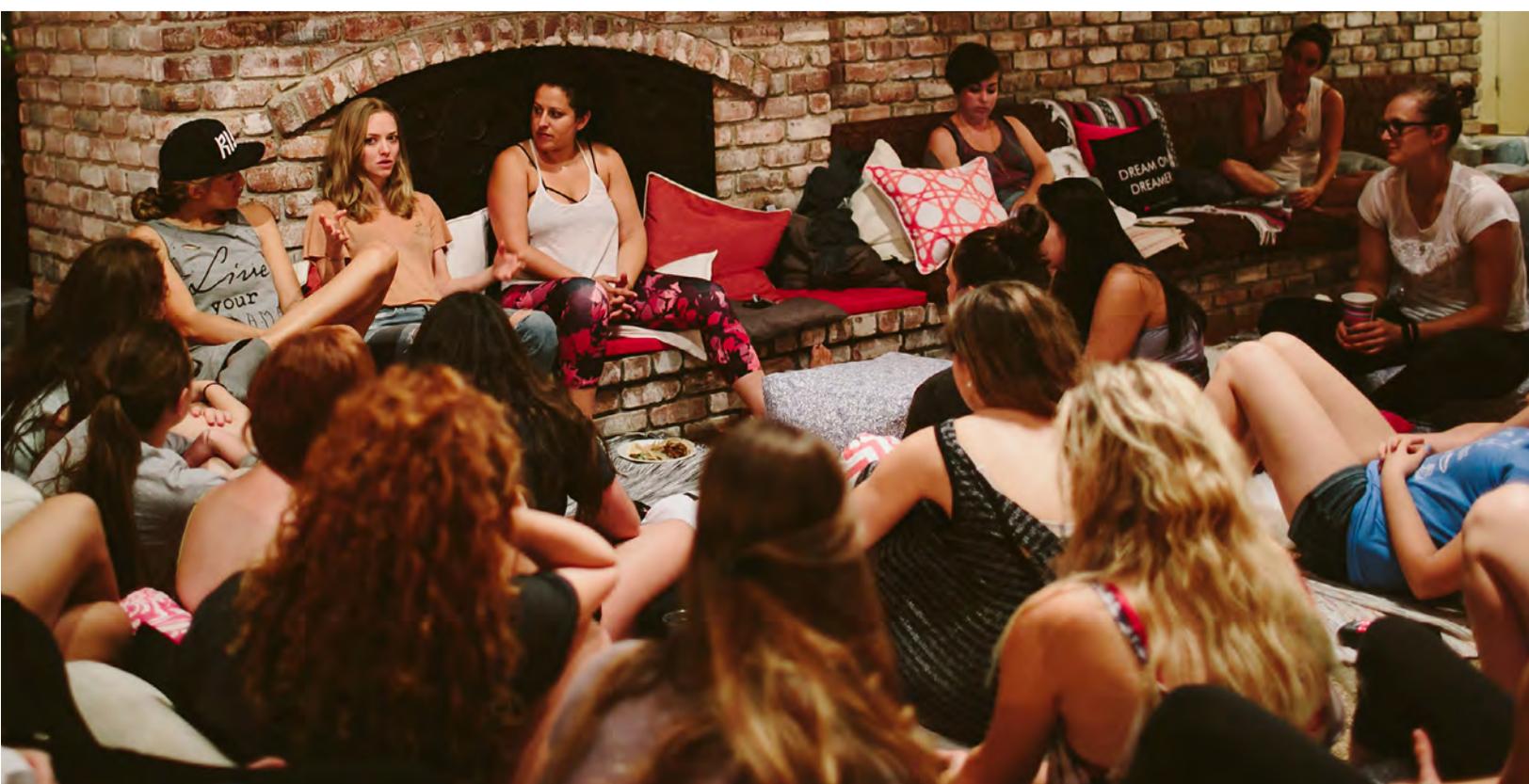
70%      75%      79%      76%

**OPERATIONS EXPENSES**

12%      11%      11%      12%

**FUNDRAISING EXPENSES**

18%      14%      10%      12%



## 2015 DONORS

# THANK YOU

*Thank you beyond words for your generous hearts and brilliant minds. Thank you for understanding the urgency and significance of this work, and for being someone who takes action, who commits, and who sees the physical, mental, and emotional return on your investment as we shift girl culture and change the world for girls (and therefore, everyone).*

**\$250+**

*Jj Aguhob  
Mary Alfonso  
Robin Beaman  
Betty Bordner  
Mitchell Bloom  
Lorie Brice  
Daniel Broukhim  
Karen Caba  
Leonard, Gina, Lois  
& Marie Carlisle  
Michelle Carlson  
Gerardo Celasco  
Jane Clement  
Samantha-Jo Clift  
Pete Distad*

*Ellen Dodge  
Lora Doggett  
Zoe Feldman  
Beth Ferreira  
Andrea Fuller  
Frances Garcia  
Wendy Gless  
Mildred Glimcher  
Megan Goudy  
Kendra Gratteri  
Christopher Harbert  
Teresa Herlinger  
Carisa Herweck  
Paul Hughes  
Robert Seward*

*Hillel Italie  
Maci James  
Dr. Marcie Jenner  
Roy Katz  
Daniel Landver  
Carolyn Langelier  
Jennifer Lechter  
Lola Lola  
Jo Anne Lonow  
Kelly Mason  
Seth Matlins  
Clare Myers  
Chad Nelson  
Sally Potts  
Todd Rogers*

*Pam Rose  
Alison Roth  
Daniel Schonlick  
Amber Smart  
Ainsley Stonebarger  
Musa Tariq  
Eric Thomassian  
Maria Valehrach  
Donna Velasquez  
Michelle Wahler Adams  
Kristen Wanta  
Zachary Werner*

**\$500+**

*Tatiana Amico  
Zohar Ben-Dov  
Mimi Chan  
Dianna Cohen  
Cliff Comfort  
David Comfort  
Erin Condren  
Jasmine Despain  
Susan Feldman*

*Katrine Formby  
Brionna Fuller  
Doreen and Todd Gelfand  
Stuart Goldfarb  
Joyce Goldweitz  
Michael Greenberg  
Wendy Greenberg  
Rochelle Hughes  
Patti Levin*

*Raisa and Adam Lilling  
Kevin Korsh  
Dana Kromash  
Cary Levine  
Bernard Markowitz  
Amy Jo Martin  
Ted Mico  
Lynn Newman  
St. Mary's Episcopal*

*Alaina Storch  
The Claremont Colleges  
Carlisle Russell  
Jerry Schwalbach  
Zara Tisch  
Wendy Wecksell  
Shelley Zalis*



**\$1,000+**

*Katie Anderson  
Kathy Barresi  
Tamar Ben-Dov  
Diego Berdakin  
Cheryl Calegari  
Craig Clemens  
Mandana Dayani  
Anne Devereux-Mills  
Michael Hamilton  
Dustin and Lisa Hoffman  
Christopher Jett  
Catherine Kimmel  
Laura Milani  
Mort Mazer  
Sarah Moritz  
Creston Potts  
Jackline Said  
Lydia Slaby  
Alan Tisch  
Lucinda Watson*

**\$5,000+**

*Azita Ardakani  
Jodi Guber Brufsky  
JP's Peace Love and  
Happiness Foundation  
Astrid Womble*

**\$10,000+**

*Stacy London  
Marissa Sackler  
Dana Solomon*

# WHAT'S NEXT?

*Our goal is to inspire, educate, and connect this growing community of girls. Everything we do is in service of this. In 2016, we will:*



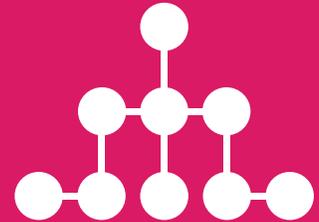
## **GROW LOCAL CHAPTERS**

*Our goal is to add 100 additional local chapters to our community.*



## **LAUNCH IATG APP**

*We will create a safe space online for our members to instantly be connected to each other, increasing the impact of our global community.*



## **MEASURE IMPACT**

*We are committed to executing qualitative and quantitative measurement of our program, and its effect on girls, to increase program efficiency and impact*



**@IAMTHATGIRL**  
**IAMTHATGIRL.COM**