

ANNUAL

20<sup>17/18</sup>

REPORT



Indi<sup>o</sup> Girls Group



# A MESSAGE

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from our founder

2017-2018: A Year for Growth.

For the past four years Indigo Girls Group has evolved to become a thriving network of young women supporting, educating, and lifting up fellow young women. Through diverse mediums, we have aimed to educate and create spaces for discussion on poignant societal themes for girls', locally and globally. This past year in particular, we have fostered an evolving narrative on what it truly means to empower and engage together as women and girls of today. We have welcomed new programming for high school girls, focused efforts on developing a sexual and reproductive health education proposal, expanded with three new branches, established community collaborations, and ran our first-ever empowerment conference. In concurrence with these innovations, our organization has maintained a strong pulse on what we stand for: youth engagement, discussion-based learning, independent growth and development, self-esteem, mental and physical wellness, and equipping girls with tools to become change-makers in life.

It is important for us to reflect not only on all that we have accomplished as an organization, but to also emphasize the women and girls who put our organizational values into practice. Our efforts would not be possible without the generosity of our donors and the wisdom, dedication, and fiery passion of each of our 50+ members. The impact we have as an organization is also defined by the voices and active participation of the young girls, indigo girls, who have taken part in our programming.

I am incredibly humbled and proud to be writing this message and welcome you to learn more about our story as we continue to thrive for change in the girl's empowerment landscape.

*“In our minds, an Indigo Girl is a young woman who is aware of her existence as a powerful person in the world. Being an Indigo Girl means using creative tools to build oneself as an empowered individual in today's society. With the new found knowledge from our programming - we hope all our Indigo Girls will go out into their communities and spread meaningful change.”*



**Adele Heagle, MPH, BSc.**  
Executive Director



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## girls club

Read about the impact we have made through our girl's clubs



## empower yourself

Learn more about the success of our very first conference for high-school students focused on empowerment



## research to come

indigo girls is getting involved with research in sexual and reproductive health



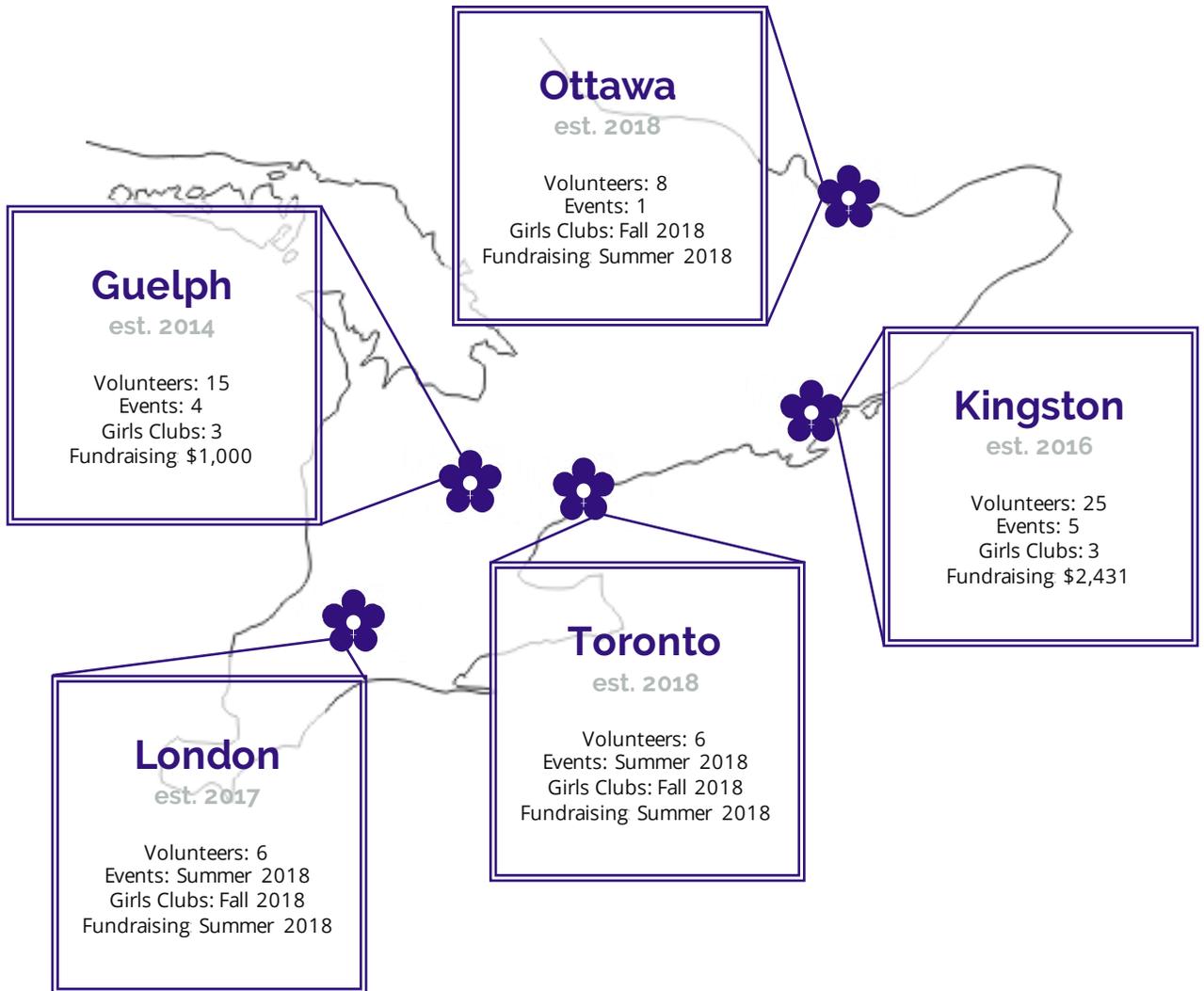
## thank you

We have received an overwhelming amount of support from our community and would love to thank you all



# our reach

Southern Ontario



# impact

## girl's clubs

A flexible program run by young women for young women. Its goal is to touch on all aspects of the Indigo girl's mission and create a welcome environment for girls to learn and grow. Organized through interactive discussion, visiting speakers, and workshops. Ideal for after school programs, neighbourhood groups, and community centres. 1-6 month(s) long.

This year we empowered over

# 100

grade 6-8 girls!

"This was an amazing experience. I have learned a lot about confidence, relationships and how to treat others."  
**Indigo Girl's Club Student**



*We asked participants to rate our girl's club program.*



“I love the relationships I get to build with each one of the girls”

**Kathryn Morrison**  
Girls Club Coordinator



**100%** of girls identified that Girl's Club Leaders were **ALWAYS** encouraging, thoughtful and understanding towards the topics being covered.



## How do you make sure you've met the expectations of participants of the program?

*“I would say them just coming back, wanting to come back and having that relationship with us is how I would say their expectations are met. Also, when we do reflective pieces within the club, we try to have a takeaway for each week. For example, we did Indigo Girls passports: you had to write stamps and things you've learned from Indigo Girls so there has been a lot of different areas within the club where I've seen the girls being rewarded from what we're doing. One of the girls' passport said, “how to take care of myself both mentally and physically.” I feel like that's something their eyes wouldn't have been open to if not for us, so I feel that's another way their expectations are being fulfilled as well.”*



**Christine Pimiskern**  
Guelph Branch Leader

# empowering within

I love IG, they have made this year so much more than I had hoped, this experience will be something I hold dear to my heart.

It's a very welcoming and inclusive space, where your voice will be heard.

There was not one moment over the semester that I felt left out or on the outs of the team. Hayley does a fantastic job of including all of our members and making sure that each and every one of us feels supported and valued.

I love the sense of community in the room, seeing the same smiling faces every single week and being able to share your opinion openly!

*“Our main goal at Indigo Girls Group is to empower young women but while doing this we empower each other as a team. Our community is one of the most supportive, encouraging and welcoming groups I have ever been involved with. Indigo Girls has shaped me into the confident leader I am today.”*



**Sarah Nersesian, MS.**  
Director of Operations



**Over 90%** of volunteers from established branches will be returning to volunteer with Indigo Girls for the 2018-2019 year!

(The majority of those not returning are graduating and moving)



# FINANCES

## 2017-2018

Our non-profit organization (community based and not officially registered) relies on the generosity of individuals like yourself. All members of The Indigo Girls Group are volunteers who are passionate about female empowerment and education.

Revenue \$9,362.11

**donations**  
\$930.66

We received several donations through our website and in person throughout the year and are deeply appreciative of the support we received!

**sponsorship**  
\$5,000.00

This corporate sponsorship provided us with the support to grow our organizations capacity through opening three new branches, running a successful conference and applying for non profit status.

**wentworth technologies**  
best value company

**fundraising**  
\$3,431.45

Both established branches of Indigo Girls met and exceeded their fundraising goals for the 2017-2018 year. We are thankful for the continued support from both communities (Guelph - \$1,000 and Kingston - \$2,431).

Expenditure \$6,109.12

**personnel**  
\$875.17

Honorariums of \$100 per semester are awarded to branch leaders who constantly go above and beyond to ensure the success of their branches. In addition to this cost we also ensure the quality of Indigo Girls services by training all new volunteers.

**programming**  
\$4,858.45

Our girl's clubs cost approximately \$300 per club, per semester. This year we ran 3 clubs in both the Guelph and Kingston branches. In addition to this cost we ran a successful conference in our Kingston community. Costs of this conference included the space, take away, food and material for programming and workshops. We would also like to thank our sponsors for making this possible (Dominos, Chapters, Starbucks and Planet Fitness in Kingston)

**administration**  
\$375.50

Administration costs include website costs, (\$200/year) domain fees (\$13/year), e-mail costs (\$30/month) and bank fees (\$10/month).

Net \$3,252.99

This net revenue will directly go into organizational growth and programming development. Costs are associated with registration for provincial non-profit status. With the additional funding we will also be opening two new girls clubs in established branches (Guelph and Kingston) as well as beginning girls clubs in all new branches (London, Ottawa and Toronto).



# teen programming

## workshops



This workshop will dive into the world of self-love. With so many ever-changing social standards and beauty standards we want to ensure the women of tomorrow know exactly how to appreciate their own beauty inside and out.



This workshop will dive into the many dimensions of wellness while providing tools to maintain each. If you are wanting to learn Indigo Girls wellness first hand, this is the workshop for you.



A fierce conversation is a multi-reality embracing, ever changing, dynamic discussion that exposes the ground truth and allows participants to leave after accomplishing their goals for the conversation. Based on Susan Scott's book, this workshop will teach the skills necessary to deal with conflict and succeed in the world as a successful, powerful and FIERCE woman.



This workshop will focus on different barriers women face around the world and the women working hard to overcome them. Attendees will get the chance to dive into the world of nationally planning to explore ways to empower themselves and women around the world.



Since a young age girls are labelled bossy. This workshop will take back the word and showcase the inner leader within every woman. We will be focusing on all the different aspects and types of leaders through various interactive elements.



This workshop will go into the world of failures. It will explore failures through true life lessons with the message that without failure there is no success. It will also look at the way we move on and encourage each other to continue pushing forward in spite of failures.



## TOP RATED workshop

This workshop will focus on the way women are portrayed in the media. With input from successful female news casters and women in the spotlight we will dive into how Hollywood and your personal social media feed affects the way women are viewed in this world.



**80%** of students &  
**100%** of volunteers  
 said that after attending  
 the conference their  
**level of  
 EMPOWERMENT  
 had improved**



# EMPOWER YOURSELF

Our first conference was a huge success, spearheaded by Indigo Girls Kingston branch leader Hayley Volden and her team. The Indigo Girls Kingston team poured their passion into the unique workshops, events and operations of the day. The conference saw over 80 high-school students from the Kingston area with the help of over 30 volunteers.

We asked students to rate the conference experience on a scale from 1 – 5.



Over **93%** rated the conference either  
**4 or 5** out of 5.



**Sophie Kiwala, MPP** @SophieKiwala · Mar 6

I was absolutely thrilled to be with you and hope that you continue the tradition for years to come! The energy in the room was both inspiring and palpable - I carried it with me the whole day! @Harindermalhi @MPPCoteau @Indira\_NH @Kathleen\_Wynne



**Indigo Girls Group** @GirlsIndigo

We were so lucky to have @SophieKiwala deliver such an empowering keynote address at our very first #empoweryourself conference! Thank you Sophie from everyone at IGG! 🙌👏👩👧👦👧👦 #educate #inspire ...



# BLISS

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## Building Lessons in Sexual Health Stories

**Project Goal: Assess sexual and reproductive health (SRH) needs, design programming and create a learning space for high school girls in the Kingston community by building lessons in sexual health stories.**



**Dr. Maha Othman**  
MD, PhD  
Associate Professor  
Queen's University

In 2013, an assessment of sexual knowledge of Ontario adolescents who completed their high school sexual education requirements, demonstrated significant gaps in sexual knowledge including reproductive physiology, contraception, HIV/AIDs and sexual assault. Sexual and reproductive health (SRH) becomes increasingly complicated with the intersection of youth, gender, and vulnerability. Spaces for girls to connect on these topics outside of the classroom are limited. While changes made in the Ontario secondary school curriculum as of 2015 have addressed many of the gaps in SRH education, extensive research is yet to evaluate the experience students have with these lessons. This work, amongst others, indicates a need to create SRH programming informed by evidence-based research enriched with participatory elements. With a diverse population and two post-secondary institutions, Kingston provides an ideal location to perform this research evaluation.

*“This research will work to improve the sexual and reproductive health (SRH) landscape for adolescent high school girls in Kingston and subsequently Southwestern Ontario throughout the next five years.”*

This study aims to critically assess, create and implement an ongoing SRH learning space for Kingston's high school girls. Through a scoping review of current literature on SRH education we will conduct an assessment on the SRH education knowledge, perceptions, gaps and lived-experiences of high school girls (age 14-18) in Kingston through focus group discussions and surveys. Additional key informant interviews with SRH practitioners and parents will bolster these findings and add diverse gendered perspectives. The subsequent analyses will be used to identify unmet SRH needs in Kingston's high school girls and to inform the implementation of SRH programming that aims to build lessons in sexual health stories.

# LOOKING FORWARD

Despite the achievements we have had this year, it is important for Indigo Girls to continue looking to improve and evolve as an organization.

*Here are just a few things we have planned:*

## **5 Year Strategic Plan**

(coming soon on our website)

## **Formal Evaluation**

## **Annual General Meeting**

(Summer 2018)

## **Diversity, inclusion, and intersectionality**

(policy and programming)

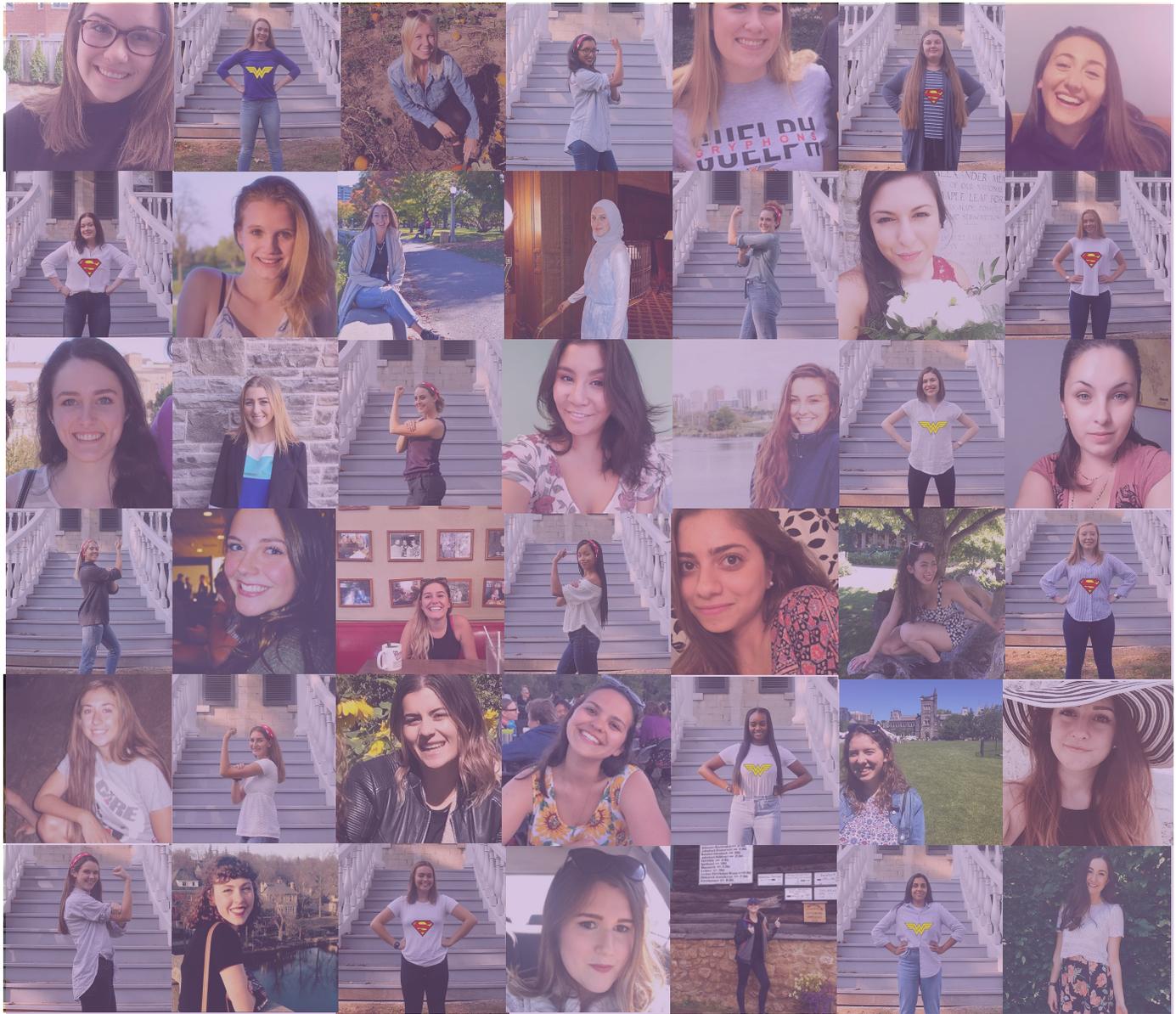
## **Expanding high school programs**

## **BLISS implementation**

## **Branch development**

## **Ongoing staff training**

# To our volunteers;



Through your efforts we have provided an important platform for girls to come together, strive for empowerment and learn with and through each other. Each of your passions, hearts and souls fuel the fiery inspiration that is Indigo Girls – individually and as a collective – we are a group, family and network. The wisdom and compassion you bring to every single activity – meetings, girl’s clubs, workshops and conferences - is what makes you all **INDIGO GIRLS**. Let the energy and support from within inspire us all as we move forward, push for change and make waves for girl’s empowerment. Continue to discuss and engage with men, women and others alike – because you are so incredibly capable of facilitating and realizing that positive change. Thank you for being a part of this Journey!

# To our sponsors;

Thank you to all our community partners who support us by providing space, resources, training, and opportunity. You enable us to continue our programming each and every year.

A special thank you to Innovation Guelph for their support of the Rhyze on the Road Guelph Club, Lilas Randrianarivony who provided Indigo Girls with a useful qualitative evaluation and creative programming at the Guelph Branch, our Kingston sponsors for the Empower Yourself Conference, and Wentworth Technologies for your support.

We would also like to thank the individuals who have kindly donated throughout the 2017/2018 year. It is your kindness and continued support that allows us to provide this platform for girls to come together.

*- The Indigo Girls Group team*

## Corporate Sponsors

**wentworth  
technologies**  
best value company

## Community Partners



## Conference Sponsors



Indigo

