

IF
SHE
CAN
SEE
IT,
SHE
CAN
BE
IT.





FROM THE DIRECTOR

Dear Friends,

What an incredible inaugural year as a nonprofit organization it has been. I feel so grateful and humbled to be a small part of the lives of our Strong Girl participants, parents, volunteer coaches, and student-athlete ambassadors. One thing that I have come back to throughout the year when sharing what I am most excited and proud about is that we are a TEAM. We have built a team of incredible women, which feels especially important given the mission of our work: to empower girls to become their best, happiest, strongest selves through sport, mindfulness, and leadership. We are rooted in the saying “if she can see it she can be it” and feel strongly (as research would tell us as well) about the meaningful impact of having strong women serve as the mentors to our strong girls (an impact that has been confirmed time and again by research).

Our team comes from multiple backgrounds and stretches from Texas to Alberta, Canada, and from the east to the west coast, with expertise ranging from marketing, communications, sport psychology, youth sport, mindfulness, positive education, and elementary education.

Guided by our mission and values, we offered three main programs to begin the year: Community based programs (coached by volunteer coaches and run at elementary schools), University programs (partnering with universities to train college student-athletes to serve as mentor coaches in their communities), and Events with Impact (short, two-hour kick off events for a large group of girls to get pumped about strengthening their bodies and minds).

As the global pandemic hit, we were able to pivot within a week and offer on-demand videos on YouTube for families to watch from home. And, soon after that, we turned our in-person community programs into virtual programs. This sense of connection during the unprecedented times was a blessing and it certainly has paved the way for an additional program model we expect to maintain in our future.

With the majority of our programs in this first year requiring participant registration fees, we saw that we had work to do in order to broaden access

for families unable to pay while simultaneously increasing diversity within our programs. This spring, we started a scholarship fund to address some of those areas. We also have sought to restructure partnerships with Universities so that programs can happen in their communities at no cost to the participants. To further address the socioeconomic gap and provide opportunities for all girls, we are beginning to develop our Strong Girls United FAM (Female Athlete Mentorship) program, where we seek to match elementary and middle school girls 1:1 with female college student-athletes for on-going individualized mentoring. Again, rooted in the phrase, “if she can see it, she can be it.”

Moving forward, we will continue to rely on our team, including you as supporters, as we dream big and aim to impact more girls by expanding our programming to more regions in the coming year. Thank you for being on this journey with us. We are grateful.

Until next time,

Lani Silversides

**STRONG BODIES.
KIND HEARTS.
UNSTOPPABLE MINDS.**





STRONG GIRLS UNITED

WHAT MAKES STRONG GIRLS UNITED DIFFERENT?

OUR MISSION

To empower girls to be strong, confident, and resilient.

OUR VISION

Every girl recognizing her inner **I CAN**.

OUR CORE VALUES

From the founders of the organization to the athlete ambassadors and the strong girls we serve, our core values are grounded in the **FUEL** that helps each person recognize their inner **I CAN** and the collective power it creates.

Strong Girls is not just a foundation: it's a family. We invest in young girls and teach them to trust themselves, and that they can be, and do, anything. We're not just another sports camp: we teach soccer drills, power mantras and gratefulness exercises in the same lesson. Those girls who learned how to say "I CAN!" come back to the program as junior coaches and collegiate mentors, teaching the lessons they learned. Every time a collegiate mentor engages in Strong Girls' programming, she is reminding herself that she is strong, kind and unstoppable. Strong Girls is led by a growing team of strong women: teachers, mothers, business owners, lawyers, professional athletes and professional professionals. Our leadership lives and breathes our values, showing our girls what strong women can accomplish. Strong Girls are women of all ages: we all have big dreams that are fueled by our strong bodies, kind hearts and unstoppable minds.

OUR CORE VALUES ARE **F.U.E.L.**



FUN

Embracing the spirit and fun of community.



UNITY

One team. All in. We are stronger together.



EMPOWERMENT

The courage to show up and raising the bar on self-belief.



LEADERSHIP

Become part of the solution in shaping a better future.





OUR WHY

WE BELIEVE

physical activity, mindfulness, strong mentorship and a community give girls what they need to succeed. Each component of our curriculum and programs is intentionally designed based on this principle and grounded in research. Our website has more stats, but here are a few to share that guide our unique and holistic approach to programming.



She's willing to try sports she gave up on years ago thanks to the confidence from this program. I caught her teaching her three year old brother the correct positioning for throwing a ball today too. She's a changed girl because of you, thanks so much for bringing it to the school!

—STRONG GIRL PARENT

**STRONG BODIES.
KIND HEARTS.
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Strong bodies

In a society that continues to tell girls and women how to look, feel and act, making the choice to be strong is radical. We end every Strong Girls class with a power pose, and by doing so we encourage our girls to TAKE UP SPACE!! Physical activity is important for children of all ages: “We estimate that kids today are spending 85 to 90% of their waking hours sitting at school, doing homework, driving to and from school, and in front of screens—to the detriment of their bodies and minds.”

(K. Starrett, 2015)

Sports offer young people precious moments to actively engage their bodies, something we know benefits them in innumerable ways. But by age 14, girls drop out of sport at twice the rate of boys the same age *(Sabo & Feliz, 2008)*. How can we encourage girls to stay in the game? To make their bodies strong?



At Strong Girls, each of our classes incorporates fitness and sports, played in a noncompetitive and supportive way. We believe that if girls feel welcomed and supported, they will develop a positive relationship to physical activity and their strong bodies. We teach them that their bodies can juggle soccer balls, do yoga, carry heavy bags, run fast and jump high. All girls have a place in sports: all girls have a place on our team.

DREAMING BIG

Just as we like to teach our strong girls to dream big, we follow suit and set our own big goals. We learned so much from pivoting to virtual options for our Strong Girls programs. Namely, girls both at the elementary and collegiate ages are interested in connection. While having to



be physically distant due to COVID-19 restrictions, we want to help our girls and women stay socially connected. We are expanding our program offerings in 2020–2021 and hoping to offer a FREE mentorship program, the Strong Girls FAM (Female Athlete Mentorship).

This program will match an elementary or middle school girl with a female college or professional athlete and they will meet virtually a couple times a month, guided on topics of discussion surrounding our motto: strong bodies, kind hearts, and unstoppable minds.

“It was the highlight of my day and I loved meeting and talking with so many young girls! I not only gave them advice but I also learned from them as well.”

—COLLEGE STUDENT-ATHLETE

Kind hearts

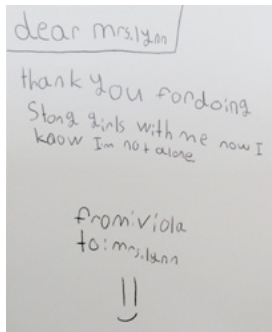
At Strong Girls, our programming goes far beyond physical activity. We know that “Curriculum that incorporates well-being will ideally prevent depression, increase life satisfaction, encourage social responsibility, promote creativity, foster learning, and even enhance academic achievement.” (Waters, 2014)



We strive to teach our girls that concepts like kindness, gratitude and self-compassion are crucial elements to a Strong Girl lifestyle. These lessons are woven into our curriculum, making all our girls feel like they belong to a team of women and girls who lift one another up.

We know that by helping girls show kindness towards one another,

we are making them happier and healthier. By encouraging them to lead with their kind hearts, we are helping raise empathetic and compassionate women. Women who someday will know that there is room for every woman at the top; whether that’s in the boardroom or the classroom, the basketball court or the supreme court.



“Right after Strong Girls, Scarlett and I ran an errand at the grocery store. Scarlett complimented 2 strangers randomly. I think she really understood the meaning of “kind hearts”!”

—STRONG GIRL PARENT

Unstoppable minds

Our programming gives our girls the tools they need to be courageous. By incorporating mindfulness exercises such as intentional breathing, positive self-talk and goal setting we empower our girls to be strong in tough situations. We talk about how to handle nerves, how to try new things and how to confront others in constructive ways, among many other courage-building activities. In doing so we help our Strong Girls practice the confidence they need to be unstoppable.



We want to teach our Strong Girls that they can do anything they set their minds to. We teach our girls that true courage is, “not the absence of fear, but overcoming it.”

—EMMA WATSON



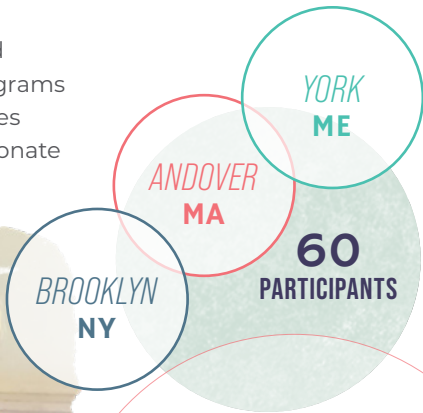
For full citations, please visit our website at sgunitedfoundation.org.



OUR PROGRAMS & IMPACT BY THE NUMBERS

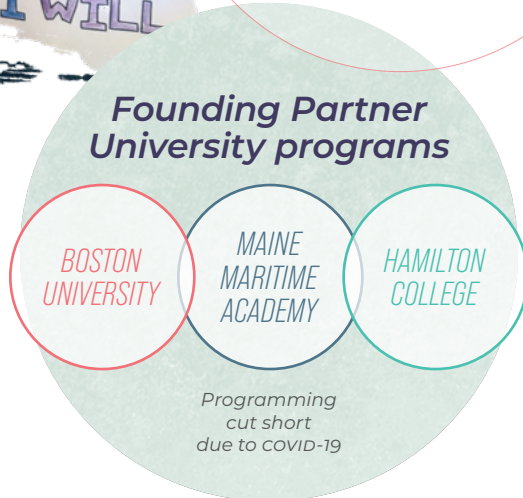
Strong Girls United

Through fitness, sports, mindfulness, and positive education curriculum, these programs teach girls how to build their strong bodies alongside how to tap into their compassionate hearts, and their unstoppable minds.



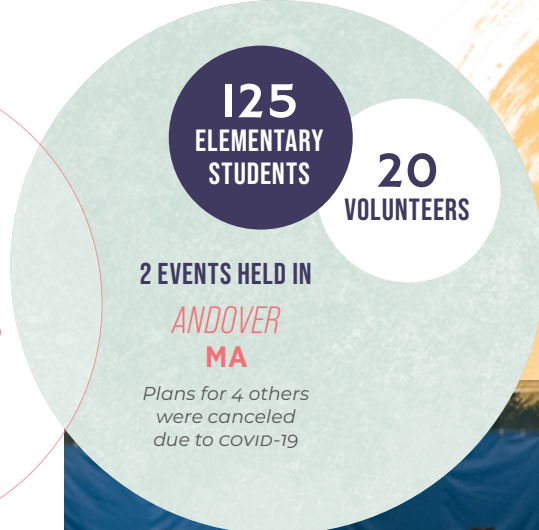
FOUNDATION
EVENTS & ACTIVITIES
AUGUST 2019 – JUNE 2020

Founding Partner University programs



Events with Impact

We partner with various venues to host a 2-hour event on site. Events run for elementary school aged girls alongside middle school, high school, and college student-athlete volunteer coaches. All participants walk away inspired, empowered, and feeling part of a team.



"Ten stars! It was fun because we didn't just work on one thing, we got to go to different stations and move around and work with our friends. I really liked the cup stack and the game where our helpers were blindfolded and had to pick up balls. I had a lot of fun."

CLAIRE, AGE 8



ON DEMAND PROGRAMMING

COVID-19 sent us all to our homes, so we brought our content and programming to them! We created our own YouTube channel to house videos including fitness and workout exercises, skills and drills sport challenges, and mental skills chalk talks.

7 CHALK TALKS ENGAGING EXPERTS!

Kikkan Randall

Olympic Gold Medalist and World Champion Cross Country Skier
Goal setting, the Olympic journey, and more!

AJ Mieczko

Olympic Gold Medalist Women's Hockey Player and on-air analyst for the NHL
If she can see it, she can dream it, and she can be it

Sarah Canney

Athlete, World snowshoe running champion, entrepreneur
Chase the joy

Crista Samaras

Former All-American Lacrosse player and coach, founder of Brave Enterprises
Get more brave

Morgan Jones & Hannah Moher

Former professional basketball player and founder of Athletes to Visionaries and Hanna Moher, former professional hockey player and founder of Post Game Professions
Beyond the game

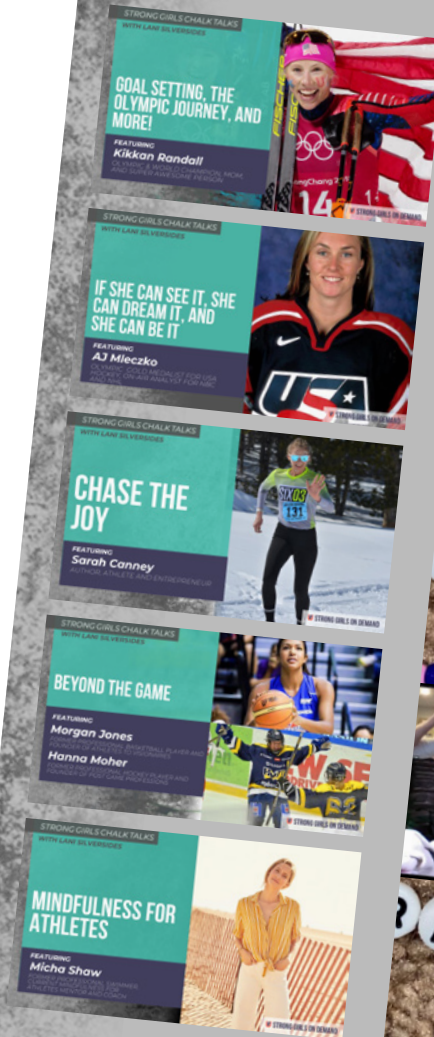
Micha Shaw

Former pro swimmer and mindfulness for athletes coach
Mindfulness for athletes

Kelsey Griffith

Performance enhancement and rehabilitation specialist
Building your mental skills toolbox

32
VIDEOS
CREATED



STRONG GIRLS ON DEMAND

9 SKILLS AND DRILLS SPORT-RELATED VIDEOS

Backyard Basketball	Softball	Field Hockey
Hurdling Hockey	Volleyball	Lacrosse
	Tennis	Basketball dribble series

7 COLLEGE GAME DAYS

Engaging 95 female college student athletes from 7 schools:

Boston University	Rice University	Hamilton
Columbia	Yale	Stanford
	Tufts	

7 GET MOVING FITNESS VIDEOS

VIRTUAL STRONG GIRLS

This was a unique opportunity to connect elementary school aged girls from multiple locations across the country, coached by Founder and Director Lani Silversides as well as multiple collegiate female student-athletes joining the call each week.

6

CLASSES

Once weekly for an hour via Zoom

25

COLLEGE STUDENT-ATHLETE MENTORS

Across 14 different Universities

93

K-5TH GRADE PARTICIPANTS

13

STATES REPRESENTED

Girls participated from ME, MA, MD, NY, CT, GA, CA, WA, OR, ID, NH, AZ, PA





KEY POINTS*

100%
OF COLLEGE STUDENT ATHLETES
REPORTED THAT:

*they benefited from
serving in this role*

*teaching mental skills
helped reinforce
the same concepts
within themselves*

100%
OF PARENTS NOTICED POSITIVE CHANGES
IN THEIR CHILD:

with respect to interest in sports

*with respect to willingness to
get outside of their comfort zone*

with respect to confidence

88%
OF PARENTS NOTICED
POSITIVE CHANGES
IN THEIR CHILD:

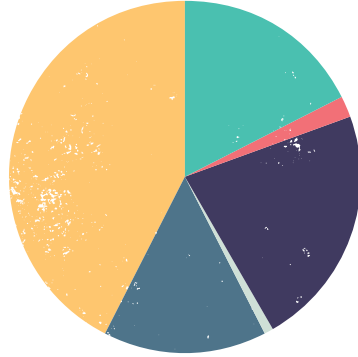
*feeling connected to
a team*

*This data includes the first set of surveys received, including 8 participants, 8 parents, and 11 college student-athletes. We look forward to continuing our research and data collection for all of our programs.

STATEMENT OF ACTIVITIES

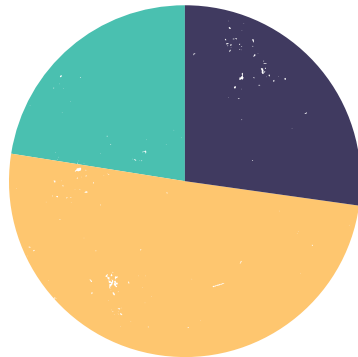
Revenue & Support

Sponsorships	\$6,450
Grant	\$750
Individual Donations	\$8,088
Merchandise Sales	\$330
Special Events Revenue	\$5,440
Program Revenue	\$15,515
Total	\$36,574



Expenses

Program Materials	\$7,375
Program Development & Training	\$13,500
General & Administrative	\$6,049
Total	\$26,924



GRATITUDE FOR ALL!

DONORS

Company sponsorships and donations

York Hospital York, Maine
 Bangor Savings Bank York, Maine
 Walmart Store #1677 New Hartford, NY
 Maine Coast York, Maine

Event sponsors

The Wax Room
 Anonymous personal donation for nonprofit kick-off event

Community Support

Spark Fitness and Tennis Club Event space
 Hood Ice cream for event
 Mr. Takeout, Depot Pizza, Bertuccis Andover Pizza for event
 DAVIDsTEA Iced tea for event

Raffle basket items Spark Fitness and tennis club, Starbucks Andover, Starbucks North Andover, The Wax Room, Lauren Jenkins (Beautycounter), Lauren Bodwell (Young Living Essential Oils), Crack'd Kitchen, Heather McConley (Usborne Books & More), Kimberly Stolt (Thirtyone Gifts), Phillips Academy PSPA

Athleta drawstring bags
 From Portsmouth Green facility, NH and Legacy Place, MA

Special additional thanks to Lauren Bodwell (photography), Don Whelan (graphic design), and Reiko Beach (website) for sharing their talents, expertise, and time with our organization throughout the year!



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SG UNITED FOUNDATION

Empowering strong girls for life

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**STRONG BODIES.
KIND HEARTS.
UNSTOPPABLE MINDS.**

HOW CAN YOU HELP?

- **Donate**
- **Start a program**
- **Spread the word!**



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