

Building strength & resilience

2020 ANNUAL REPORT



SG UNITED FOUNDATION

From The Director



Dear Friends,

What a year. First and foremost, our entire team hopes you are healthy and safe. We are thinking about you all through what has been a challenging and we know, for many, heartbreaking year.

When I think about the last year for SCU, strength and resilience, growth, and gratitude all come to mind.

On strength and resilience—Our organization proved to be strong, enduring the challenges that the pandemic placed on programs and nonprofits like ours all around the world. We created innovative programming—like Strong Girls FAM (Female Athlete Mentorship)—which reinforced our mission to empower girls and young women through sport, social connections, and mental health and wellbeing activities.

Perhaps even more important, we saw such strength and resilience among the girls and young women who participated in SCU programs this year. They adjusted and adapted to the times, and we are so proud of everyone.

Growth—I saw such growth in the young girls going through our programs as well as the college athletes and mentors who were serving them. They embraced difficult circumstances and channeled their energy towards coming together as a team to grow personally and focus on their wellbeing.

In addition, we literally “grew” in terms of our impact. We held 5 Strong Girls U programs during the school year and 5 Virtual Strong Girls sessions throughout our fiscal year. This involved 325 elementary and middle school aged girls and nearly 200 student-athlete volunteer coaches and mentors.

WOW!

On to Gratitude—I continue to be in awe of the people willing to give their time and the inspiration they deliver.

As just mentioned, we had nearly 200 student-athlete volunteer coaches in addition to 125 college and professional female athletes who raised their hands to serve as mentors in our first-ever FAM program.

The impact that these young women have on girls is hard to measure or put into words (though we try, as you will see in this report!).

I am grateful to the team behind me that believed in my vision for FAM and helped execute it, to the hundreds of athletes who volunteered to spend quality time with a mentee, and to the hundreds of families that put themselves out there to try a new program.

Last but not least, we are grateful to our many individual donors and to the three organizations that gave us our first grants—Dick’s Sporting Goods Foundation, the Women’s Sports Foundation, and Price Chopper’s Gallup Foundation. This support allowed us to offer the programs we did and expand our reach.

Looking ahead, I find myself optimistic about the trajectory of our programs, our reach, and our potential impact. With 33 universities represented by student-athletes last year, we plan to continue to grow, expanding on both our Strong Girls U and our FAM programs.

We couldn’t do it without you. Thank you for your continued support.

Lani Silversides

Lani Silversides

STRONG BODIES.
KIND HEARTS.
UNSTOPPABLE MINDS.



From A Parent



Dear Friends,

When our ten year-old daughter began back at school this past fall 2020, during the COVID pandemic, she began with low confidence and high anxiety. The pandemic protocols at school heightened her sense of being on high-alert and unable to relax, and her confidence both academically and socially was flagging. When we learned about Strong Girls United and had the opportunity to get Evie involved, we jumped at the opportunity, and Evie was eager to do something social with other girls around her age that might help her feel encouraged and more free to have fun and to be herself.

It is hard to overstate how helpful Evie's involvement with Strong Girls United was this past year. She was wrapping up her 4th grade year, her last year before middle school, and it was an important year in that respect. Strong Girls was a major factor in Evie's development from being anxious, risk-averse, and low in self esteem to being willing to put herself out there, dive into sports with her classmates, and feel good about herself. Her teachers reported the great growth they observed in her over the course of the year as she went from barely speaking up in class to seeking out opportunities to share, performing with confidence in front of an audience, and holding her own while playing sports at recess rather than choosing the sidelines.

As parents, we have observed Evie trying new things, finding her voice, and being strong in what she wants and knows to be true. Her relationship with her Strong Girls mentor was key in her feeling supported this year, and we are so grateful to both her mentor and to Strong Girls United for providing such an amazing support system. Evie also spent quality time on a few occasions with a Strong Girls mentor from the FAM group, and this caring mentor really bolstered Evie's confidence and sense of fun. She volunteered to meet with Evie one-on-one outside of the schedule group meetings on occasions when Evie couldn't be on the group meeting. She went above and beyond to make both Evie and our family feel important and supported.

Whether Evie was engaging with the FAM program or through the paid program, she was loving every minute of it and learning that she can do whatever she puts her mind to. Strong Girls United has been an incredible gift to our family this year, and Evie can't wait until another season starts up! Thank you, Strong Girls coaches, mentors, and to Lani, for providing a vital support network and vibrant source of inspiration for our daughter and for so many others. You have become a powerful force for good and for growth in our daughter's life and in our family in general!

POEM CONTRIBUTION FROM A STRONG GIRL!

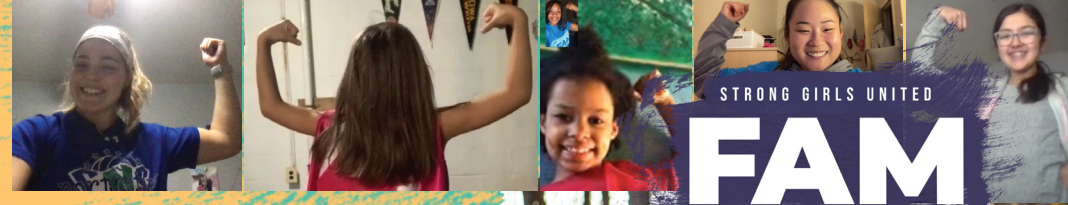
S trength	G rit
T eamwork	I nterests
R eady for Challenges	R espect
O pen to experiences	L ightning Speed
N ew friends	S ports
G rowth	

—EVIE, AGE 9



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

Our Programs & Impact



FAM

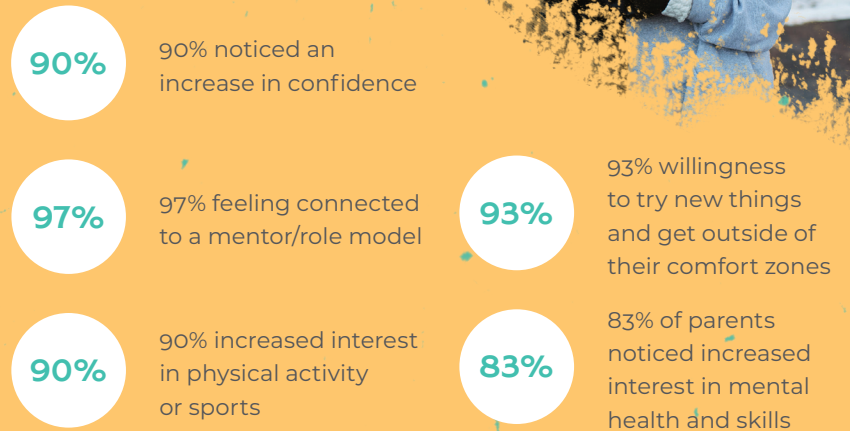
At Strong Girls United, mentorship is one of the most powerful aspects of our programming—it can change our girls' lives. 1 in 3 young people will grow up without a mentor. Young adults who face an opportunity gap but have a mentor are 55% more likely to be enrolled in college than those who did not have a mentor (*The Mentoring Effect*, 2014). Evidence suggests a positive relationship between physical activity and sports and a host of long term physical and mental health benefits for girls. This is why we've created our free 1:1 mentorship program: to give girls access to the role models they need to succeed.

Our "FAM" (Female Athlete Mentorship) is currently serving 250 girls and young women nationwide ranging from age 5 to 26. In FAM, elementary and middle school girls are matched with a college or professional female athlete who is trained and supported by SGU Executive Director Lani Silversides and her team for virtual meet-ups, in which they practice mindfulness, physical activity and mental skills.



Surveys say

Parents observed several positive changes in their daughters after participating:



Seeing my daughter get outside of her comfort zone, try new things and have fun doing so! It has been great to see her connect with a positive role model and build her confidence.

—FAM PARENT



"I will always remember that day, when I met a role model that has changed everything in such a positive way for me! It felt like a big weight was lifted off of my shoulders ever since I started talking with her!"

—5TH GRADE MENTEE

"I love being able to have a mentee that is so engaged and looks up to me. This program has affected me to want to keep encouraging young girls to aspire to be strong and independent women and athletes. When my mentee logs on to zoom each time with a big smile on her face, it brings so much joy to my day."

—COLLEGE ATHLETE MENTOR

WATCH THE VIDEO



From the mentors

There were significant changes for the mentors in the positive affect and wellbeing scale, as well as the brief resilience scale. These findings support our hypothesis that we would see positive changes in wellbeing and resilience scores from pre- to post-program survey.



Our Programs & Impact



STRONG GIRLS U

Partnering with colleges and universities, we provide leadership training for female student-athletes to empower them to coach youth programs, in person or online, for underprivileged elementary or middle school girls in their community.

About the program

Strong Girls U teams run for 6–8 weeks, once a week for 1–1.5 hours per week. Our unique and research-based curriculum focuses on sport and physical activity combined with mental health and wellbeing activities to promote strong bodies, kind hearts, and unstoppable minds.

"The opportunity to coach for a Strong Girls U Team has been amazing, to say the least. I've grown so much as a leader and coach, had countless fun moments with wonderful young girls, and I've even learned valuable lessons on how to be the best student-athlete I can be. The coaching experience I gained will definitely be helpful with my future endeavors, and I'm really thankful for what SG United has done for me and the girls!"

—ASHLEY, YALE STUDENT-ATHLETE

"Sofia loves these sessions and looks forward to them every week. It is empowering, inspirational and building confidence in our girls with strong female role models. I am so excited she is a part of this!"

—5TH GRADE PARENT

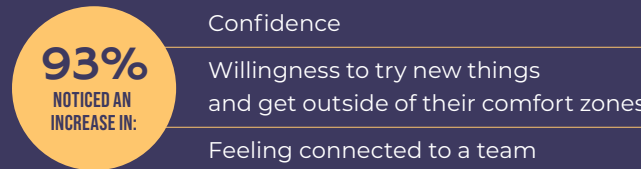
**STRONG BODIES.
KIND HEARTS.
UNSTOPPABLE MINDS.**

SEE AN OVERVIEW
OF THE **STRONG GIRLS U**
VIRTUAL PROGRAM

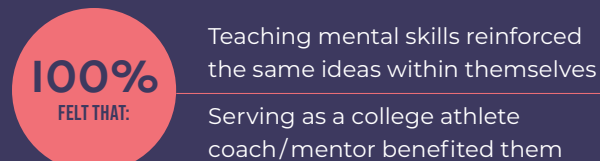


Surveys say

Parents observed several positive changes in their daughters after participating in the SGU program:



Strong Girls U Student-Athlete Coaches found that the mentorship experience had positive outcomes for themselves:



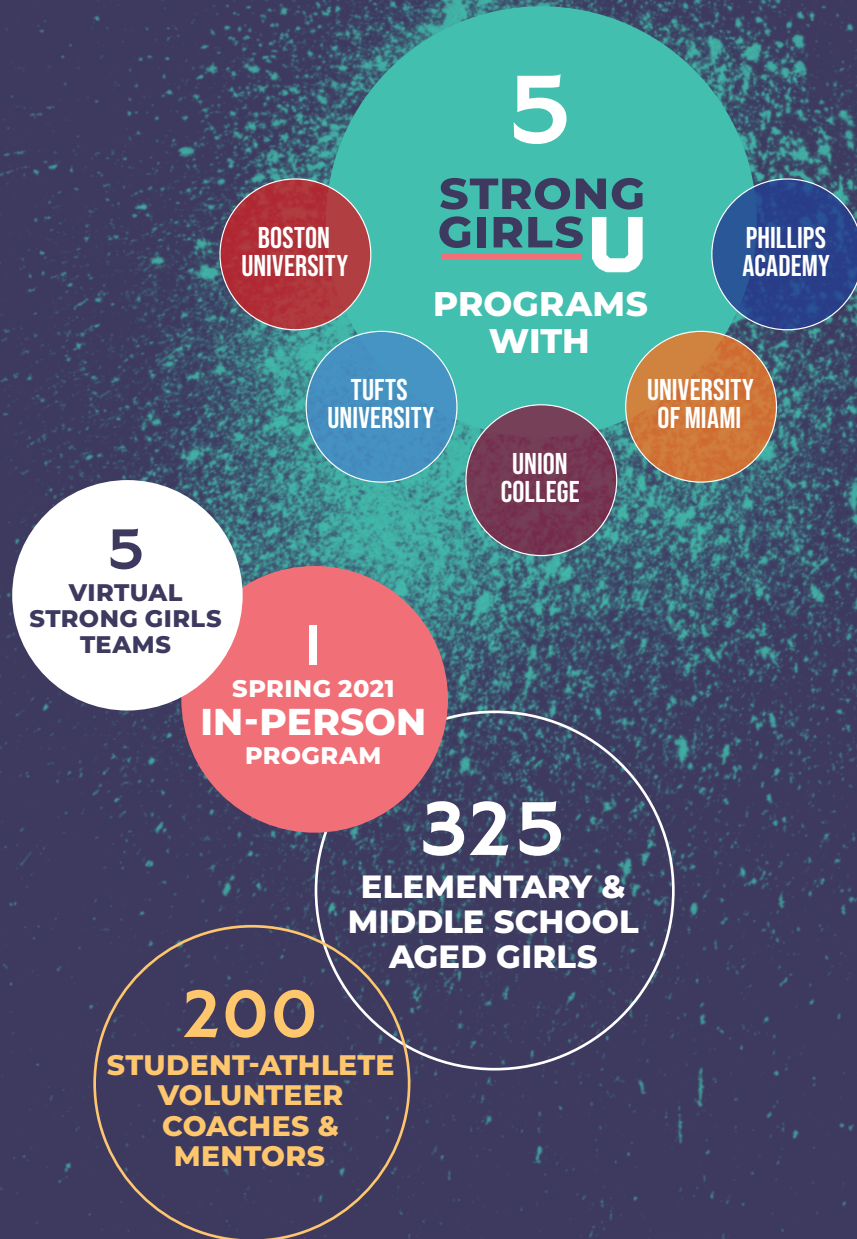
Being a mentor gives me the opportunity to help young girls learn and reaffirm their strengths, which helps provide them the confidence they should have in life. I've always wanted to help others, and this was a wonderful way to do just that. I'm aware that my time that I have contributed to helping out the program is creating a positive experience after seeing how excited the girls are for the sessions, and that joy is something I cherish.

—UNIVERSITY STUDENT-ATHLETE VOLUNTEER

Our Programs & Impact



BY THE NUMBERS



WHO WE SERVED IN 2020 – 2021

Family Income

Low Income	55%
Middle Income	18%
Upper Income	11%
Prefer not to answer	16%

Race & Ethnicity

African American/Black	34%
Asian	4%
Hispanic/Latinx	20%
Multiracial	6%
Pacific Islander/Native American	1%
White	28%
Prefer not to answer	5%

Mental Health Matters

The recent examples of Naomi Osaka and Simone Biles addressing their mental health publicly has brought to the forefront the important link between athletics and mental health, which has always been a staple of our programming.



We provide the leadership, mental skills, and mentorship training first to the NCAA and elite athletes. We want to equip them with the tools to improve their wellbeing first and see themselves as “more than an athlete.” And it is then that we believe they will best be able to serve the youth girls in our programs. This makes our work uniquely multi-generational and ever so important.



I always loved working with kids, but have never gotten the opportunity to do it in a capacity where the sole focus is improving and encouraging empowerment, mental health, etc. I feel like being a mentor allowed me to shift my mindset towards a more understanding viewpoint. It was beneficial to my mental health and attitude towards sports/school/life and it was really satisfying to know I was making a difference in her life and understanding of these issues as well.

—2020–2021 FAM MENTOR

I think the most significant way mentoring benefited me was in my confidence. By helping a younger female athlete who is experiencing the same things I am as an athlete, and by being a source of guidance, I was reminded of how normal it is to feel everything—ups, downs, in between—as an athlete. However, by being a mentor, and being that guide, I felt as though I was a strong leader, and I gained a lot from that. As we have learned, self-confidence is an extraordinary thing. Being a leader gave me purpose, yet reminded me that I am not alone.

—2020–2021 FAM MENTOR

Program Spotlight

High school student Myra Bhatena from Phillips Academy decided to start a **Strong Girls U** program with local Bellesini Academy in Lawrence, MA.



Check out Myra's video:



The Strong Girls program with the girls from Bellesini Academy was the by far the highlight of my year, and I am beyond grateful for everyone who made it possible. Not only was I able to make meaningful connections with others in the middle of an isolating pandemic, but I was able to learn about and from a different community.

I appreciated how focused the curriculum is on educating about mental health—something too often overlooked—and how each lesson plan is viewed from a trauma-informed lens. Working with these girls made me a better leader and person, and—perhaps more importantly—I was able to make 15 amazing friends.

—MYRA BHATHENA

Looking Ahead & Dreaming Big!

So many women in sports have shown us this year, on and off the field of play, that anything and everything is possible. We have seen women win championships, champion their mental health, support others and put themselves first. We continue to be inspired by the women who have come before us, and are ever more confident that the future belongs to our daughters.

We are moving into 2022 with a renewed sense of responsibility to the women and girls we serve, and an appreciation for the scope of our potential. Mental health, wellness and movement have never been more important and we are so excited to meet this moment, hand in hand, whether in person or over Zoom.

While we look back on 2020–2021, we are already moving towards 2022. Already, more than 200 girls and women have participated in our programming this summer and fall! We are looking back with gratitude, and on towards the next horizon.



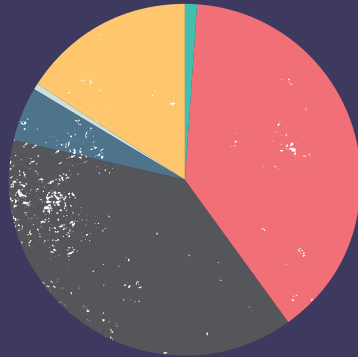
**STRONG BODIES.
KIND HEARTS.
UNSTOPPABLE MINDS.**



Statement of Activities

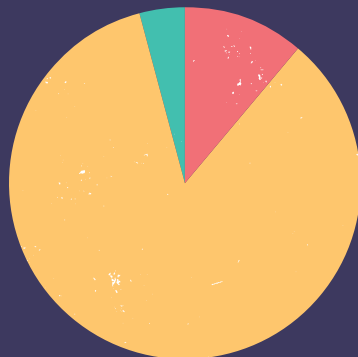
Revenue & Support

Business Sponsorships	\$500
Grants	\$17,000
Individual Donations (including corporate matching)	\$16,847
Indirect Public Support	\$2,069
Merchandise Sales	\$262
Program Revenue	\$6,861
Total	\$43,539



Expenses

Program Materials	\$4,089
Program Development & Training	\$30,442
General & Administrative	\$1,428
Total	\$35,959



Sharing Our Gratitude!

DONORS

Our first three grants!

DICK'S SPORTING GOODS FOUNDATION



WOMEN'S SPORTS FOUNDATION & ATHLETA POWER OF SHE



PRICE CHOPPER GOLUB FOUNDATION



Individuals

- | | | | | |
|-----------------------------|----------------------|-----------------------|-------------------|---------------------|
| Tom Adams | Emily Briggs | Katie Haghdan | Megan Lucas | Fallon Shaughnessy |
| Sheila Adams | Suzy Brilller | Kristina Haghdan | Alii Mandalinci | Heather Shows |
| Michelle Adelman | Alexis Chauvette | Al Haghdan | Sharon Marrama | Sammy Siciliano |
| Laura Alman | Alex Clain | Brenda Hall | Pamela Massey | Lani Silversides |
| Jack Anderer | Riley Clarke | Niya Harris | Caroline Mattise | Steve Silverthorn |
| Jeffrey Anuszczyk | Lance Colwell | Marjerie Hastings | Karen McFarland | Gaelynn Smith |
| Alex Aronson | Shari Comire-Haghdan | Larisa Henderson | Michael Michel | Amy Smith |
| Pam Atkinson | Nancy Cook | Tiffany Hillam | Erica Mirick | Christine St Pierre |
| Brandon & Johnna Avery | Ian Davis | Heather Hutchison | Sara Mitchell | Tracy Sweet |
| Brandon Avery | Doherty | Hannah Isenhardt | Eruch Mody | Sarah Sykes |
| John Barbagallo | Regina Eberhart | Lisa Joel | Donna Mumma | Anne Taggart |
| Margaret Barsam | Ipek Emekli | Burabari Peace Kabari | Diane Murphy | Rajesh Tekchandani |
| Faye Bender | Skyler Espinoza | Mary Stuart Kerrigan | Josh Murphy | Emma Turner |
| Tiffany Benton | John Esty | Beth Krikorian | Laura Naldrett | Emily Valadez |
| Matthews | Athalia Esty | Ashley Kuchar | Angela Nasveschuk | Jamie Walker |
| Anushka Bhat | Robin Feeley | Viraj Kumar | Natalie Nicholson | Deborah Walton |
| Firdaus Bhatthena | Lily Flores | Nancy Lang | Tori Nyberg | Don Whelan |
| Myra Bhatthena | Alexis Florio | Kraig Lee | Leah Okimoto | Jaye Will |
| Laura Bilal | Claire Foley | Darby Leid | Lola Oyibo | Rachel Windreich |
| Mary Lynne & Wayne Boardman | Nancy Garcia | Deirdre Leid | Jamshed Palsetia | Michael Wrede |
| Eric Boardman | Mahyar Ghadiali | Corina Lindsay | Kayanush Patel | Joe Wright |
| Leah Boudreau | David Glazebrook | Carolyn Lindsay | Ron Plumb | Kim Zito |
| Allison Brea | Rakesh Godhani | Greg Lindsay | Hilary Roberts | |
| | Tina Graber | Nate Lindsay | Lisa Sciamanna | |
| | Sarah Grubman | Joanne Little | G.V. Scott | |

The Strong Girls Team



Board of Directors



Lani Silversides
York, ME
Founder & Chief
Empowerment Officer



Sheila Adams
York, ME



Michelle Hanson
Eliot, ME



Lynn Manna
Brooklyn, NY

Board of Advisors

Jaclyn Soderlind
Kennebunk, ME

Laura Naldrett
Red Deer, Alberta *CAN*

Jamie Walker Mopa
Atlanta, GA

Sheila Silver
Thunder Bay, Ontario *CAN*

Ashley Kuchar
Austin, TX

Liv Massey
New York, NY

Shana Jones
Baltimore, Maryland

Tracy Sweet
Kensington, NH

Bizzie Gonring
Milwaukee, WI

Kellie Burke
Lynnfield, MA

Skyler Samuelson
Palo Alto, CA

Interns

We couldn't have done all that we accomplished this year without our incredible interns:

Ashley Au
Yale University

Quincy Brozo
University of British Columbia

Kelsey Farkas
Columbia University

Allison Smith
Columbia University

Design Team

Reiko Beach
TRB Designs, Inc

Lauren Bodwell
Lauren Bodwell Photography

Don Whelan
WinterVictor Studio

Special additional thanks to Amy Smith, who volunteered her time to coach a program and purchase books for all of the participants!

Athlete Volunteer Coaches & Mentors

AMHERST COLLEGE

Natalie Hobbs

ANDERSON UNIVERSITY (SC)

Mercedes Neumeier-White

BARNARD

Jacqueline Armetta
Olivia Ricard

BATES COLLEGE

Abbey Otterbein

BEMIDJI STATE UNIVERSITY

Hanna Moher

BOSTON UNIVERSITY

Rachel Borzymowski
Tess Csejka

Thalia Steensens

Kate Thomason

Rachel Allen

Nicolle Alvarez

Caroline Birdsall

Lily Burchell

Alexandra Calderone

Erica Di Battista

Kaleigh Donnelly

Catharine Griskowitz

Helen Haley

Taylor Leggett

Haley Lowell

Shannon Ma

Nicole McGuigan

Ellie McIntyre

Gianna Pantaleo

Alexis Pettisani

Haleigh Prindle

Corinne Schroeder

Katherine Shannahan

Brianna Swartz

Mia Wallace

Ellie McIntyre

BOWDOIN COLLEGE

Shayla Eubanks

CHAPMAN UNIVERSITY

Larissa Wu

COLUMBIA UNIVERSITY

Audrey Cheng

Kelsey Farkas

Alexis Florio

Noelle Foster

Amanda Jordan

Zoe Metalios

Mckenzy Metter

Allison Smith

Michelle Xu

CORNELL UNIVERSITY

Catherine Dyeovich

DUKE UNIVERSITY

Tara Fagan

EMMANUEL COLLEGE

Kiera Eubanks

GEORGETOWN UNIVERSITY

Laurel Aronson

Ruth Axton

Shannon Chan

Katherine Edling

Claire Noble Shriver

Claudia Pagnozzi-Schwam

Ella Petreski

Abigail Sauvigne

Fiona Wardrop

Jessica York

Katherine Zarate

HAMILTON COLLEGE

Victoria Dunn

Madison Hinojos

Kelli Mackey

Sidney Molnar

Kate Piacenza

Courtney Pierre

Samantha Smith

HARVARD UNIVERSITY

Elizabeth Weisman

LESLEY UNIVERSITY

Anika Mallard

MONMOUTH UNIVERSITY

Caroline Mattise

PHILLIPS ACADEMY ANDOVER

Myra Bhatena

Athalia Esty Phillips

Kayla Lang Phillips

Anushka Bhat

PITZER COLLEGE

Michaela Jones

PROFESSIONAL ATHLETE

Charlotte Buck OLY

STANFORD

Jenna Brown

Caitlin Chicoski

Grace Connolly

Kate Cressey

Charlie Ekstrom

Ava Jih-Schiff

Mia Lopper

Jordan McKinney

Kelly Niethammer

Lucie Nordmann

Isabelle Pilson

Skyler Samuelson

Amelia Smith

Alana Vawter

TRINITY COLLEGE

Peace Kabari

TRINITY CHRISTIAN COLLEGE

Erin Curtin

TUFTS UNIVERSITY

Emily Valadez

Michelle Adelman

Allison Brea

Reegan Coleman

Claire Foley

Kristina Haghdan

Hannah Isenhardt

Beth Krikorian

Sara Mitchell

Erin Poindexter McHan

Liz Reed

Mia Steinberg

Lily Sykes

Rachel Windreich

UMASS AMHERST

Sydnee Aubin

UNIVERSITY OF CALIFORNIA, DAVIS

Meg Davis

UNIVERSITY OF NEW HAMPSHIRE

Colleen Addario

Tatum Benesh

Larissa Biette

Megan Borneman

Ava Boutilier

Isabelle Danahy

Jenna DeVincenzo

Ivy Gogolin

Mariah Gonzalez

Kylie Gorgenyi

Kail Grimm

Chloe Holowachuk

Brooke Kane

Robyn Kelley

Maya MacDonald

Caroline Mahoney

Rachel Nawrocki

Olivia Queri

Paige Rynne

Sarah Serbascewicz

Violet Sullivan

Amanda Torres

Maddie Truax

Izzy Connor

UNION COLLEGE

Darby Leid

Anna Metcalf

Katherine Moss

Amy Aranda

Julia Boule

Sophie Brown

Emma Donlan

Grace Enselek

IreLee Ferguson

Brooke Fleming

Rayna Katzman

Makayla Koehler

Megan Lee

Anna Lehr

Darby Leid

Elise Liebow

Anna Metcalf

Rochelle-Leah Nuqui

Elizabeth Pica

Kendall Rogoff

Faith Roy

Emma Schleimer

Anna Zdunczyk

Sara Zukowski

Lauren DiLoreto

UNIVERSITY OF BRITISH COLUMBIA

Quincy Brozo

UNIVERSITY OF TORONTO

Alina Dormann

UNIVERSITY OF MIAMI

Alyssa Bacchus

Hannah Dawbarn

Sydney Knapp

Abigail Schwenger

Taylor Shell

Victoria Stewart

WILFRID LAURIER UNIVERSITY

Brianna Iannazzo

YALE UNIVERSITY

Ashley Au





SG United Foundation
PO Box 670
York, ME 03909

hello@sgunitedfoundation.org

STRONG BODIES. KIND HEARTS. UNSTOPPABLE MINDS.

*How can
you **help?***

- > [Donate](#)
- > [Start a program](#)
- > [Spread the word!](#)



501 (c)(3) tax-exempt nonprofit organization
Tax ID: 84-2731661

Photography by Lauren Bodwell Photography.
Design by Winter\Victor Studio.

SGUNITEDFOUNDATION.ORG