

girls
inc.

of New York City

ANNUAL REPORT



2024 - 2025



Cover photo by Emily Louick Photography



**girls
inc.**
of New York City

TABLE OF CONTENTS

01

Welcome From
Our CEO

02

Numbers at a
Glance

03

Who We Are

04

How We Work

05

Our Impact

07

Program Highlights

08

Our Programs

11

Student Voices

12

A Decade of
Growth

13

Financial Overview

TABLE OF CONTENTS

14

Powerful Moments:
Coming Together in
Celebration

16

Powerful Moments:
Coming Together in
Conversation

17

Powerful Moments:
Volunteering &
Mentorship

18

In the Press and
Awards &
Recognition

19

Upcoming
Events

20

Meet the Team
Behind the Mission

22

Support Us



girls
inc.

of New York City

WELCOME FROM OUR CHIEF EXECUTIVE OFFICER

PAMELA J. MARALDO



Dear Friends,

The 2024-2025 program year encompassed both challenge and opportunity for girls across New York City and the country. Rising economic pressures, growing mental health needs, and policy debates affecting youth underscored the urgency of our mission. In this climate, the work of Girls Inc. of New York City has never been more vital.

At Girls Inc. of NYC, we believe that when girls are equipped to be strong, smart, and bold, they can transform their lives—and the world around them. This past program year, **we served over 10,000 girls** through programs that build confidence, promote leadership, and provide essential life skills. **We expanded initiatives in mental health, financial literacy, and STEM, and proudly saw 98% of our students admitted to college, with 99% graduating high school, compared to NYC's average of 83.7%.**

These numbers tell a powerful story, but the real impact lives in the voices and dreams of the girls we serve. I'm especially proud of the students who shared their journeys with us this year: writers, engineers, advocates, scientists, and leaders in the making. Their journeys are highlighted in this report, and I hope they inspire you as much as they inspire us.

None of this progress would be possible without you. Whether you funded a program, mentored a student, sponsored our Gala, or simply shared our story—your support is a force multiplier. Thank you for standing with us and believing in the power of girls. As you read through this Annual Report, I invite you to reflect on what we've accomplished together and the future we're building. Your partnership is helping shape a generation of bold, visionary young women ready to lead.

With deep gratitude,

Pamela J. Maraldo
Chief Executive Officer
Girls Inc. of New York City

2024-25 NUMBERS AT A GLANCE

Our impact is proven by our numbers. In the 2024-25 Academic Year:



10,300+

girls, young women, and gender-expansive youth reached



99%

of our students graduated high school

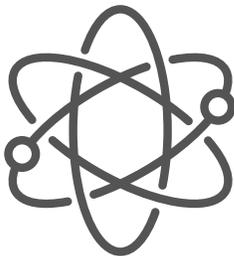
compared to a national average of 87% and NYC's average of 83.7%



98%

of our students were admitted to college

including acceptances to Princeton, Brown, Columbia, Harvard, NYU, Wesleyan, Fordham, Barnard, Spelman, Howard, SUNY, and CUNY



33%

of our students admitted to college major in STEM



92.4%

of our students stayed in college past their first year

compared to a national average persistence rate of 77.6%

WHO WE ARE

OUR MISSION:

To inspire all girls to be **STRONG, SMART, AND BOLD**, delivering life-transforming programs that support their growth, leadership, and success across New York City.

OUR VISION:

We aspire to be the premier leadership program for girls and an indisputable voice advocating for their empowerment and development. Through the transformative Girls Inc. of NYC Experience, we aim to cultivate leaders who will drive positive change in their communities and contribute to building a better, more equitable world for everyone.



PROJECTED REACH

15,000+

for 2025-2026
Academic Year

Many of our participants become
FIRST-GENERATION
college students

80%
youth of color

83%
from low-income households

DELIVERY MODEL

250+

School and
Community
Partners

7

GINYC
Comprehensive
School Sites

+ In-person,
Virtual, and
Camp Programs

HOW WE WORK

Girls Inc. of New York City's research-based curricula support the development of the "whole girl."

Academics

Health & Wellness

Personal Growth

Career Exploration

Elementary School
Middle School
High School
College & Beyond

Participants

ages
8-21+

Educator
trainings on
signature
programs

Comprehensive
Programming

School day, five days a
week

After-school
programs

Workshops





Our IMPACT

Shaping Future Leaders

Your support helps us fuel programs that shape future leaders. Behind every dollar is a measurable difference: **students are building financial confidence, practicing positive mental health strategies, and stepping boldly onto leadership paths.**

STRONG Girls are learning ways to respond to life's stressors and strengthening well-being:

- **Mind Body Matters:** high school participants' ability to turn negative thoughts into positive ones rose from 65% to 83%.



- **Healthy Sexuality:** confidence in making decisions about their body and health increased from 84% to 92%.



BOLD Girls are developing the confidence and leadership skills to advocate for themselves and their communities:

- **Teen Leadership Circle:** more students were viewed as leaders by their peers, rising from 65% to 91%.



SMART Girls are building academic confidence and skills that prepare them for college and career pathways:

- **Her Future and Girl Boss:** financial literacy and budgeting skills increased from 48% to 81%.



- **Generation Giga Girls:** awareness of STEM career opportunities increased from 68% to 81% among high school students.



These outcomes reflect more than just participation—they represent real growth in confidence, critical thinking, and self-advocacy. From managing money to navigating mental health, girls are gaining the skills they need to make informed choices and thrive in every aspect of their lives.

The need for our services has never been clearer.



Our IMPACT

Students in our programs are achieving results exceeding national and NYC averages.

Our students are achieving remarkable success in higher education, with a 99% high school graduation rate and a 98% college admission rate. Of those who enroll, 92% persist beyond their first year, and 86% complete their college degrees.

In addition to academic skills, they're building essential life and leadership skills: 91% seek help when needed, 100% report knowing how to resolve conflicts without blame, and healthy habits—such as regular exercise—have grown dramatically.

Impact on Student Academics

| | | | | | |
|---|--|---|---|--|---|
| 50% Less Likely to Be Chronically Absent City Avg. 33% | 65% Higher English Language Proficiency City Avg. 56.3% | 99% High School Graduation National Avg. 87% | 98% College Admission City Avg. 52% Black and Latina girls | 92% College Persistence Beyond the First Year National Avg. 77.6% | 86% College Graduation National Avg. 40% |
|---|--|---|---|--|---|

Where Students Are Headed

College Acceptances

- Barnard
- Brown
- City College
- Columbia
- CUNY
- Fordham
- Harvard
- Howard
- Hunter College
- NYU
- Princeton
- SUNY
- University of Chicago
- Vanderbilt
- Yale

Internships/Job Placements

- Goldman Sachs
- J.P. Morgan
- Sephora
- Mount Sinai
- Progyny
- RFK Human Rights
- Isabella Center
- MTA

Every year, Girls Inc. of New York City partners with Metis Associates, an independent NYC-based research firm, to understand **how our programs shape girls' academic growth, emotional well-being, leadership confidence, and decision-making skills.**



Program **HIGHLIGHTS**

GINYC programs empower students to be...



Strong



Smart



Bold

Programs at a Glance

Mental Health

Students learn how the mind and body work together and how to reduce stress.

Healthy Sexuality

Students develop skills to make informed decisions about their sexual and reproductive health.

Self-Defense and Safety

Students learn skills to lead safer lives in their homes, relationships, communities, and online.

Financial Literacy

Students learn how to make smarter financial decisions throughout their lives.

STEM

Students develop strong competency in data analytics and cultivate a curiosity for STEM subjects.

Media Literacy

Students build a critical awareness of mass media and its effects on girls and women.

Leadership & Community

Students build leadership skills and create social change through community projects.

College & Career

Students prepare for college and receive support through graduation and beyond.



Our PROGRAMS



Strong

Learning healthy ways to respond to life's stressors and strengthening students' mental and physical well-being.

Mental Health:

MIND BODY MATTERS

Promotes awareness about the impact emotional trauma can have on the physical and mental well-being of girls, families, and communities. Facilitators teach a culturally responsive and evidence-based curriculum to girls ages 10-18 that focuses on the wellness of both the Mind and the Body, and teach the building blocks of trauma-informed coping strategies such as mindfulness, movement, creativity, and connection.

Comprehensive Sexual Health Education:

HEALTHY SEXUALITY

A science-based and culturally sensitive sexual and reproductive health curriculum, recognizing sexuality as a key element of the whole girl and considering participants' cultural and socioeconomic contexts. Incorporating medically accurate and age-appropriate Comprehensive Sexuality Education (CSE), the program focuses on building students' knowledge and sense of agency, and includes discussions on anatomy, consent, risks, protection, choices, identity, stereotypes, and positive self-image—all CSE elements that have produced healthy and positive outcomes for youth.

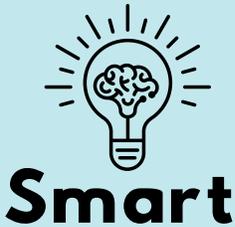
Safety and Self-Defense:

PROJECT BOLD

Teaches students skills and strategies to lead safer lives in their homes, relationships, their communities, and online, and that they are worthy of respect and freedom from harm. Students learn how to safeguard their physical autonomy from violence with sensitive, unbiased, carefully created activities and role play. The program explores responding to a threat with verbal skills, learning basic self-defense skills, and distinguishing between an uncomfortable situation and a truly dangerous one—and how to respond in each case. The program also discusses teasing and bullying, sexual harassment, sexual abuse and rape, family violence, dating abuse, prejudice, racism and bias violence.



Our PROGRAMS



Building STEM, financial literacy, and career readiness skills that will help them succeed in college and beyond.

Data Analytics:

GENERATION GIGA GIRLS (G3)

Teaches data science through the lens of social justice issues, contemporary culture, and developmentally appropriate topics. The program inspires students to defy the societal stereotypes surrounding girls in STEM to reduce gender gaps in the field. The program also encourages participants to seek out opportunities in data analytics, increasing their confidence and interest in STEM pathways and promoting academic achievement.

Financial Literacy:

HER FUTURE

Students build foundational knowledge about managing their finances. They learn about topics like saving for college, applying for loans, investing, financial planning at different life stages, and strategies to avoid or reduce credit card debt.

Entrepreneurship:

BOSS UP

Girls are prepared with the skills and experiences needed to become the next generation's entrepreneurs, C-suite leaders, data scientists, and innovators. Throughout our Boss Up curriculum, students move from ideation to business plan, prototype, and pitch, while developing 21st century skills in communication, collaboration, critical thinking, and leadership.

Critical Thinking:

MEDIA LITERACY

Girls increase their awareness of the scope and power of the media and the effects of media messages on girls and women. With interactive, hands-on projects and discussions, preconceived notions of who and what girls are, based on ever-present media messages, are dissected and reevaluated.



Our **PROGRAMS**



Bold

Gaining confidence and leadership skills to advocate for themselves and their communities.

Leadership:

TEEN LEADERSHIP CIRCLES (TLC)

Provides an intensive leadership development program for high school girls. Participants become Peer Leaders within their school community. As leaders, they educate and support their peers by creating safe spaces and facilitating workshops.

College and Career:

COLLEGE SHOWER

The College Shower program provides college and career readiness curriculum for high school students, including workshops on time management, job etiquette, interviews, resumes, and internships, and an opportunity to apply to be a part of our College Shower ceremony and receive a scholarship.

PROJECT REACH

Launched in 2019 to serve GINYC alumnae after high school graduation, Project REACH helps students stay in college and accomplish their goals for career success. Our model supports participants with financial literacy, academic enrichment, social-emotional learning, professional development, and holistic wellness.

PROJECT ACCELERATE

Addresses inequality in the workplace, particularly the absence of women of color in positions of leadership. The program accelerates young women's trajectories through college and career entry, leveraging partnerships with corporations and social impact organizations to ensure both their preparation and their access to positions of influence.

Student Voices



See what our program participants have to say:

“Girls Inc. of NYC helps you grow into the person you want to be in the future and have better skills, communication, teamwork, and just be able to feel comfortable in your own space.”

– Comprehensive High School Student

“I learned to practice self-care by exercising, being more positive to myself and the ones around me, and relaxing myself.”

– Mind Body Matters Middle School Student

“For my financial future, I am already doing my best to save money and creating small and simple budgets. Not only that but I am trying to be more educated by learning more about investments.”

– Her Future Student

“I would recommend Project REACH because having someone else in your corner to get through college is always good. There was an email about a women in media conference that I signed up for. There was also a job opportunity that they posted and I applied for, and I got an interview. There are definitely benefits to being in Project REACH, to having someone else looking out for you.”

– Project REACH Participant

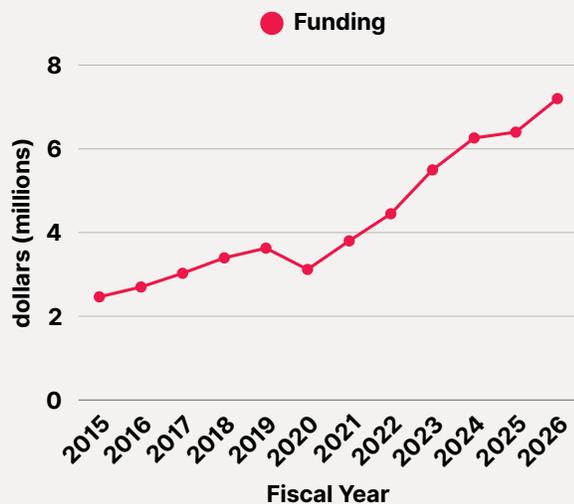
“In this space, we talk a lot about setting our boundaries and how it’s ok to say no to something. I feel like, often, especially when young women are firm on what they think, society tries to tell us that we’re not good enough or our opinion isn’t valued.”

– Healthy Sexuality High School Student

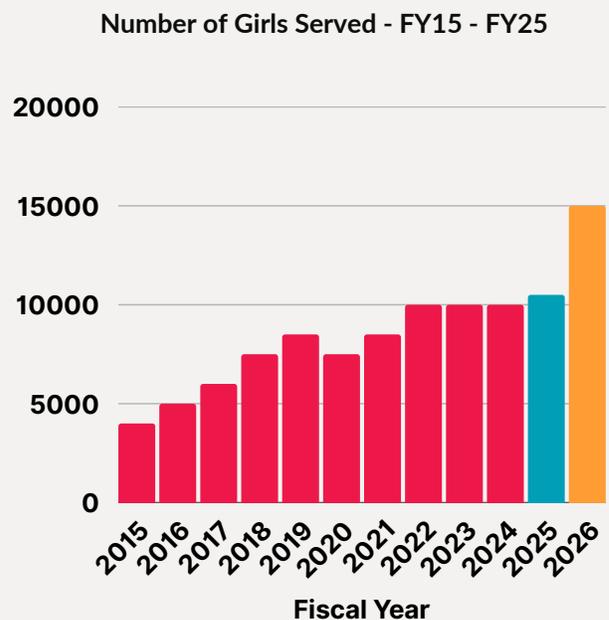
A decade OF GROWTH

Budget and Reach

GINYC's revenue has grown steadily from \$2.4M in FY15 to \$6.4M in FY25, reflecting resilience and strategic expansion even through challenges, like the pandemic. **This financial strength has directly translated into impact: we've been able to serve more girls every year, growing from 4,000 in FY15, to 10,000 annually in FY23-FY24, and to 15,000+ in FY26.** The demand for our programs continues to rise, and these numbers show how critical your support is with every dollar fueling opportunities, empowerment, and brighter futures for thousands of girls. Together, we can meet this growing need and amplify our impact even further.

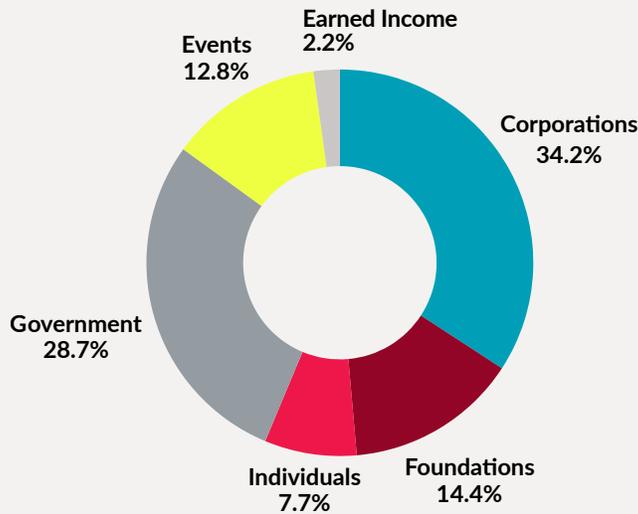


Notes:
FY 2020 occurred during COVID-19 Pandemic

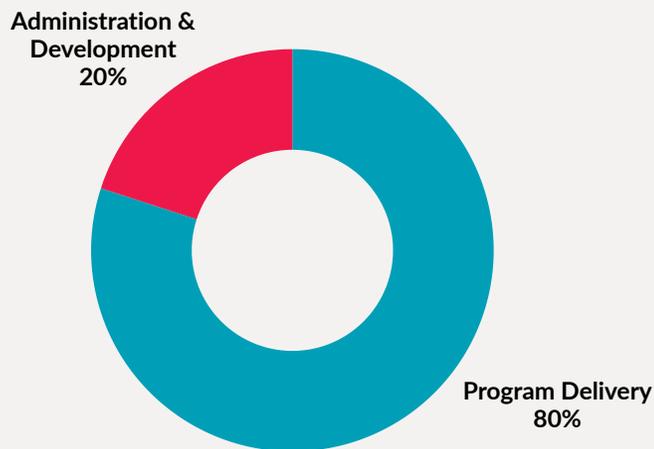


2024-25 FINANCIAL OVERVIEW

Revenue: \$6,358,155



Expenses: \$6,286,573



Powerful Moments: **COMING TOGETHER IN CELEBRATION**

Each year, Girls Inc. of New York City creates moments of connection, inspiration, and transformation. Our annual **Elevate Her Essence Conference** and our **Gala & College Shower** bring our community together to celebrate the girls and young women we serve.



ELEVATE HER ESSENCE



In 2025, Elevate Her Essence brought together more than 1,000 girls from middle and high schools across New York City for a full-day **leadership conference focused on mental health and self-care.**

Held each spring during Women's History Month, the conference offers students **meaningful dialogue, dynamic workshops, activity stations, and educational presentations**, giving them practical tools to manage stress and support their physical, social, and emotional well-being.

This event is made possible through the commitment of our partners, in-kind donations, and corporate sponsors, whose support ensures that students have access to high-quality programming and resources throughout the day.



1,000+

girls attended
Elevate Her
Essence

“Elevate Her Essence reminded me that I have a voice, and that it matters.”

2025 Conference
Participant

Powerful Moments:

**COMING
TOGETHER IN
CELEBRATION**



25

College-bound high school seniors are celebrated

Lifting Girls Up Gala & College Shower

Guests enjoy an evening featuring powerful honorees, talented performers, and a dynamic auction, all contributing to an atmosphere of celebration and purpose. Past honorees have included Thasunda Duckett, CEO of TIAA, Annette Bening, Academy Award Nominated Actress, and Ursula Burns, CEO of Integrum.



Our 2025 Gala & College Shower was the largest in our history, raising a record amount, and reflecting the growing momentum behind our work. We honored distinguished leaders and celebrated 25 college-bound high school seniors, each receiving a scholarship and gifts to begin their college journey. It was a moving moment that allowed attendees to witness our mission in action.

Watch our Gala Sizzle Reel



If you are interested in sponsoring our 2026 Gala & College Shower, please contact Lindsay Kite at lkite@girlsincnyc.org

Powerful Moments: **COMING TOGETHER IN CONVERSATION**

Beyond celebration, Girls Inc. of NYC brings together our community for informed and timely conversation. Through our salon series, we convene partners, supporters, and leaders to engage deeply with the issues shaping the lives of women and girls today—fostering dialogue, reflection, and collective action in moments that call for clarity and leadership.

Women's Leadership in a Post-Election World

In November 2024, we hosted a powerful gathering at the Chief clubhouse to reflect on women's and girls' leadership in the post-election world.

Our CEO, Dr. Pamela Maraldo, spoke about the optimism of the students in our programs, the urgent importance of financial and media literacy, and the need for increased access to mental and sexual health education for women and girls.

Jeri Powell, Founder and CEO of the nonprofit Take Office, highlighted the importance of thinking locally and getting involved in civic organizations.



Brave New World for Women & Girls

In March 2025, our breakfast salon at Luminary NYC featured Diane Osgood and Cecelia Nelson-Hurt, who shared perspectives on women's economic power, and on the future of DEI. Lily Chang, our Chief Strategy Officer, also shared insights on Girls Inc. of New York City's strategic direction in the coming years.



Powerful Moments: **VOLUNTEERING & MENTORSHIP**

Girls Inc. of New York City provides opportunities throughout the year for individuals and companies to get involved with our mission to inspire girls to be strong, smart, and bold. Through hands-on volunteer experiences, our community lends time, talent, and expertise to support programs, events, and milestones that help girls build confidence, leadership, and lifelong skills.



Girl Boss Summer Camp



Speed Networking



College & Career Fest



Citywide Conference

Interested in
volunteering?
Fill out our
interest form
here:



College Application Essay Review

IN THE PRESS



Board Vice Chair Deneen Donnley on NY1 Spectrum News

Girls Inc. of NYC Board Vice Chair Deneen Donnley earned the Charlotte E. Ray award. The award recognizes lawyers who are advancing diversity in the legal profession.

Read the full article here:



GINYC CEO Dr. Pamela Maraldo on PoliticsNY and amNY Metro

PoliticsNY and amNY Metro recognized Girls Inc. of NYC CEO, Dr. Pamela Maraldo, as one of its 2024 Power Players in Education.

Read full the article here:



AWARDS & RECOGNITION



UPCOMING EVENTS



Wednesday, April 29, 2026
6:00 PM- 9:00 PM

We hope you will join us at Cipriani 25 Broadway for our **2026 Lifting Girls Up Gala and College Shower.**

Each year, the Gala gathers 400-500 leaders from across industries to honor trailblazers making advancements for women and girls, and to celebrate 25 college-bound seniors with scholarships and gifts. This ceremony, part of our College Shower tradition, began in 1999 as a way for GINYC to celebrate women's achievements beyond marriage and motherhood.

For more information, visit girlsincnyc.org/gala.

This year, our honorees include:



Liz Elting
Founder & CEO, Elizabeth Elting Foundation
Founder and former co-CEO, TransPerfect



Michael Miebach
CEO & Board Member,
Mastercard



Bebe Neuwirth
Emmy and Tony award-winning Actor, Singer,
and Dancer



To purchase tickets, scan the QR code.
For additional information and sponsorship inquiries, please contact lkite@girlsincnyc.org.

Meet the Team

BEHIND THE MISSION



BOARD MEMBERS

Joyce Phillips
Board Chair
Founder & CEO,
EqualFuture Corp

Deneen Donnley
Vice Chair
Senior Vice President
& General Counsel,
Consolidated Edison

Emily Kulback
Secretary
Head of Product,
Americas, Credite
Suisse / UBS

Stacy Gordon
Treasurer
Chief Operating
Officer

Susan Axelrod
Chief Supervisory
Officer, Merrill
Lynch Wealth
Management

Lexie Bartlett
Principal, General
Atlantic

Ian Cavanagh
Energy &
Transformation
Executive

Olivia Chitkara
Senior Vice President,
Macquarie

Janice Ellig
Gala Chair
CEO, Ellig Group

Amy Ferris
Vice President of
Global Marketing,
Expedia Group

Courtney Geduldig
Chief Corporate
Affairs Officer,
National Grid

Gina Haspilaire
Vice President, Global
Head of Network Planning
& ISP Partnerships at
Netflix

Maria S. Jelescu
CEO & Founder,
Ardinall Investment
Management, LP

Cate Luzio
Founder and CEO,
Luminary

Camille Mantelin
Lead Fundraising
Consultant, RAISE
Nonprofit Advisors

**Pamela J.
Maraldo, Ph.D.**
CEO, Girls Inc. of
New York City

Meredith Meyer
Chief Operating
Officer, DSM
Capital Partners

Maria Mueller
Associate Managing
Director - Ratings
and Research
Support, Moody's

Eji Okorafor
Partner, Deloitte

Stephanie Ruhle
Journalist, News
Anchor,
NBCUniversal,
MSNBC Live

**Charmaine L.
Slack, Esq.**
Attorney, Private
Practice

Kimberly Slate
EVP, Technology Risk
Management Officer,
Mastercard

Lisa Roberts
Senior Executive Vice
President, Head of Wealth
Management, Wilmington
Trust

Meet the Team

BEHIND THE MISSION

STAFF LEADERSHIP

Pamela J. Maraldo, **Chief Executive Officer**

April Caldwell, **Chief Programs Officer**

Lily S. Chang, **Chief Strategy Officer**

Patricia Jacovina, **Chief Operating Officer**

Lindsay Kite, **Chief Development Officer**

With Gratitude to

OUR DONORS AND SUPPORTERS

THANK YOU for helping us expand our programs, reach more students, and continue building pathways of opportunity across New York City. Without you and your continued support, our growth and success would not be possible.

For a full list of our corporate and institutional donors:



SUPPORT US!



No matter how you choose to give, your generosity supports our shared vision of powerful girls in an equitable society.

Explore the many ways you can invest in the new generation of leaders at:

www.girlsincnyc.org/get-involved/ways-to-give



Donate
online



Donate by Mail

Checks can be mailed to: **Girls Inc. of New York City
Attn: Development
25 Broadway, 12th Floor
New York, NY 10004**

Wire Transfer

Wire transfers should be made to Girls Inc. of NYC. Contact us directly to request the account information.

Email: development@girlsincnyc.org
Phone: (646) 450-1173 or (646) 450-1143

For donations larger than \$1,000:

Email: Lindsay Kite | lkite@girlsincnyc.org
Phone: (646) 450-0262

Stocks

We welcome gifts through an electronic transfer (DTC) from brokerage accounts to our organization's Charles Schwab account.

Email: Lindsay Kite | lkite@girlsincnyc.org

Provide:

- Name of the stock
- Number of shares
- Name of your brokerage account

Donor-advised Funds (DAF) and Individual Retirement Accounts (IRA)

We accept contributions from DAFs and IRAs including: Fidelity Charitable, Morgan Stanley, Vanguard Charitable, Schwab Charitable, New York Community Trust, National Philanthropic Trust, BNY Mellon, and more.

Contact your fund administrator and recommend:

Girls Inc. of New York City
(EIN: 13-4028433)

Legacy Giving

Build a legacy of philanthropy while making a lasting impact on our mission by making Girls Inc. of New York City a beneficiary of your will, life insurance policy, trust, etc.

Email: Lindsay Kite | lkite@girlsincnyc.org
Phone: (646) 450-0262

**girls
inc.**

of New York City

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www.girlsincnyc.org

ICEBREAKER REFLECTION

- WOULD YOU FIND MORE CHALLENGING THINKING OF A LEADER OR CATCHING THE BALL?
- DO YOU FIND YOURSELF LOOKING FORWARD TO YOUR TURN OR BREAKING? WHY DO YOU THINK THAT WOULD?
- WHAT ARE SOME THINGS THAT THE GIRLS AND WOMEN WE NAMED HAVE IN COMMON? WHAT QUALITIES CONTRIBUTE TO LEADERSHIP?

**strong
smart
bold**