



island girl power

To Empower, Encourage, and Inspire!

Stewards of IGP—Sponsor Packet



Introduction

Island Girl Power is a prevention and enrichment program on the Island of Guam that believes sustainable positive social change begins in the hearts and minds of our youth. Our vision is to create an environment where girls feel safe and confident in their ability to make life affirming choices and to create positive futures for themselves. Island Girl Power offers a variety of programs and activities including a Saturday Clubhouse, prevention outreach, and after school classes and special events and is currently located in the village of Dededo.

Founded in 2001 by Carlotta Leon Guerrero and Shannon Murphy, and formerly directed by Cindy Hansen, Island Girl Power is a program of the Ayuda Foundation, a 501(c)(3) non-profit organization. Since its inception, Island Girl Power has operated as an entirely volunteer run organization whose activities are coordinated and provided by a Program Director, teen and adult volunteers, and Prevention Partners. Critical to its ability to operate without a paid staff and steady funding stream is the support it receives from corporate and government sponsors and through local fund raising events and private donations.

Why Island Girl Power?

The transition from childhood to adolescence is often a time when girls lose their sense of personal power and self acceptance and are increasingly susceptible to outside influences.

- Girls in their early teens are often encouraged to "please others" rather than to develop their own interests.
- Girls, who were actively involved in sports at a younger age, may be discouraged from participating in sports as their bodies begin to mature and develop.
- Girls at this age often experience first time exposure to drug use and risky behaviors.
- Girls are bombarded with words, music lyrics, and images that tell them how they should look, act, and feel through nearly every form of media.
- Girls witness increased sexualization of, and violence against, women both in our community and the media.
- Girls exposed to these influences are especially vulnerable and may be at risk for substance abuse, self injurious behaviors, such as "cutting", eating disorders, and suicide, as well as for engaging in early and risky sexual behaviors.



Local data tells us that:

- Guam's teen pregnancy rate of 10% of all live births is one of the highest in the United States.
- Guam's high school age youth have significantly higher levels of suicide ideation and attempts than the U.S. average.
- Guam's girls are almost twice as likely to think about, plan, and attempt suicide as Guam's boys.
- Family violence continues to be a problem in our community. In 2009, three deaths were due to family violence.

Introduction (Cont.)

Long Term Outcomes

Island Girl Power is committed to increasing community awareness of the issues affecting Guam's youth and families, and to offering a prevention program with the following long-term outcomes:

1. Increased awareness of risky behaviors and their potential consequences
2. Increased knowledge and skills in positive decision making and help seeking behaviors
3. Increased reporting of date violence, family violence, and rape
4. Delayed first time alcohol, drug, and tobacco use and awareness of the harmful effects of alcohol, tobacco, and other drugs
5. Reduction in self injurious behaviors and suicide attempts and suicides
6. Increased social skills, self acceptance, and self esteem
7. Improved peer and family relationships
8. Increased awareness of, and participation in, positive new activities
9. Increased environmental awareness and civic pride
10. Increased sense of volunteerism and focus on promoting positive role models



Mission Statement and Community Messages

Island Girl Power works at **Empowering** our young ladies to succeed, **Encouraging** positive role models, and **Inspiring** community pride. Our mission is to help young ladies and their families to lead healthy lifestyles, free from teen pregnancy, violence, suicide, and substance abuse through prevention education and promoting positive alternatives.

Girl Power means:

- The Power to take a stand against tobacco and alcohol companies supporting and sponsoring youth programs and family events.
- The Power to speak out against the exploitation of women and girls through inappropriate media promotion and exposure of youth to sexual images in advertising.

About this Report

In September 2009, Island Girl Power was awarded a grant from the Substance Abuse and Mental Health Services Administration (SAMHSA) Service to Science Initiative to increase its evaluation capacity through three evaluation enhancements: (1) a retrospective analysis of demographic data, (2) a qualitative evaluation of girls' experiences, and (3) an analysis of the perceptions of collaborating Prevention Partners. This report provides a summary of the results from these activities.

Program Information

The Ayuda Foundation Information- 473-3003

Island Girl Power Advisory Board (meets quarterly)

Program Director
Parents
Youth Leaders
Community Partners
Prevention Partners

IGP Programs

Girls' Clubhouse (After-School & Saturdays)

Cooking & nutrition Classes
Environmental Activities (gardening, recycling, composting)
Arts & crafts Classes
Cultural Diversity Awareness Activities
Career, Sports and Role Model Guest Speakers
Prevention Workshops (suicide, sexual assault, dating violence, substance abuse)
Skill building (conflict resolution, bully prevention, stress management)
Journaling & Goal Setting

Community Projects

Rain Gardens
"Kurason YsengSong"
"Kaiser Parks Project"
Jump Rope for Heart
Capoeira Mandinga
Community Gardens

Volunteers

High School Students age 15 and older
GCC & High School Service Learning
UOG Community Service
Military ComRel & Instructor Volunteers
Community Members
Many more...

Partners

VARO
Healing Hearts
Department of Public Health and Social Services
Department of Mental Health and Substance Abuse
Inafa Maolek
National Guard –Counter Drug Taskforce
Coalition Against Sexual Assault & Family Violence
Rotaract of the Marianas
Soroptimist Intl of Guam
Soroptimist of the Marianas
Rotary Club of Guam
SIGMA- Soroptimist of UOG
Simon Sanchez ProStart
St. Paul's NHS
JFK NHS
SSHS NHS
GW Marine Mania
Many more...

“Stewards of IGP” Program

What is the “Stewards of IGP” Program?

Fully approved by The Ayuda Foundation, the “Stewards of IGP” Program is the official avenue for substantial, non-directed monetary contributions to IGP. It is the closest and most direct method for a corporation or individual to support IGP. In return, IGP will make official acknowledgement and thanks for the donation via PR involvement (as appropriate according to sponsorship level), sponsor logo and link ('no follow' at the Bronze level) on IGP Thanks page (logo and link subject to The Ayuda Foundation & Island Girl Power Websites) and an official IGP logo to place on the Sponsor's site. There are four sponsorship levels, defined by donation and in-return benefits of sponsorship. Donations made to the Sponsorship Program must be coordinated with The Ayuda Foundation Public Relations and Fundraising team via our Island Girl Power Advisory Board or Program Director.

Platinum Sponsorship

- Donation level: \$5k / year
- Your logo on our IGP Thanks page with link
- Logo Location: top section of page
- Logo in multimedia promotions
- Logo on brochures
- Logo on IGP Posters
- IGP provided Platinum Sponsorship logo for your site
- Joint press release with the IGP



Gold Sponsorship

- Donation level: \$4k / year
- Your logo on our IGP Thanks page with link
- Logo Location: upper-middle section of page
- Logo in multimedia promotions
- Logo on brochures
- Logo on IGP Posters
- IGP provided Gold Sponsorship logo for your site
- Personal provided quote for your PR



Silver Sponsorship

- Donation level: \$2k-3k / year
- Your logo on our IGP Thanks page with link
- Logo Location: lower-middle section of page
- Logo in multimedia promotions
- Logo on IGP Posters
- IGP provided Silver Sponsorship logo for your site



Bronze Sponsorship

- Donation level: \$500-1k / year
- Text mention on our IGP Thanks page with 'no follow' link
- Text mention location: lower section of page
- Shared row placement in media items
- IGP provided Bronze Sponsorship logo for your site



“Stewards of IGP” Program (Cont.)

Why should I sponsor IGP?

IGP provides the infrastructure for community projects – Youth Empowered (Environmental Project), Capoeira Mandinga Guam (Youth Alternative Discipline Program), Kaiser Sports Association, Project Aturisa (After-School Program), and Jump Rope for Fitness. While all of the administrative effort are currently unpaid volunteers, we need financial assistance to purchase supplies, keep our facility operational and pay for services such as (insurance, tax filing, cleaning, internet, security systems, etc.).

By sponsoring IGP you show your support for our mission and help sustain a vibrant organization. Sponsorship also shows your support for “Female Empowerment” and provides you the opportunity to "give back" to the community. Finally, since IGP is program of The Ayuda Foundation a 501 c-3 non-profit organization, sponsorship also provides attractive tax benefits.

Where will my sponsorship funds go?

The Island Girl Power Prevention Program comprises of a core group of volunteers, occasional part-time staff and Partner Prevention Organizations that work in grass roots levels to outreach information, services and programs to our public schools, community associations, public venues (malls, health fairs, etc) We are Nationally and Regionally recognized for our work to empower young ladies, encourage volunteers to step forward and inspire our communities to take pride in our communities. We are working to build interest in community gardens, childhood obesity prevention, theatrical therapy, Chamorro Healing Arts (apprentice program), rain gardens, and service learning in our high schools.

We also have the normal business operating expenses which go with any organization. These include:

- Utilities
- Legal and Accounting
- Normal office expenses
- Marketing and PR
- Security System
- Sub-contractors to "fill in the holes" for administrative and secretarial duties

Your sponsorship will allow IGP to meet these expenses as well as expand our capability to work in the community. Funding will allow us to perform pro-active staffing solutions, enhance our community outreach, and focus on enhancing our programs and events.

Is Island Girl Power a non-profit organization?

Individually No, however we are a certified program of The Ayuda Foundation which is a foundation that is registered as a non-profit, charitable organization under Section 501(c)(3) of the U.S. Internal Revenue Code. This means that, for individuals within the U.S., donations to The Ayuda Foundation/ Island Girl Power should be **tax-deductible**. We are not accountants, so this cannot be trusted as financial advice of any kind, but this information will be useful to those who advise you in these matters. You may request the latest financial filings and non-profit exemption application. We can also provide you with our Business License and Certifying letters if requested. More information about non-profits and related issues can be found at <http://www.nonprofits.org> or browse [Internet Nonprofit Center](#).

How can I contact someone about IGP?

If you would like more information about supporting IGP, please contact The Ayuda Foundation 473-3003, 473-3004 (fax) or Island Girl Power islandgirlpower671@gmail.com or call 671-637-3011, 671-688-4752. Sponsorship donations are handled differently from standard non-directed donations, so if you want your donations to be part of the “Stewards of IGP” Sponsorship program (and thus obtain the benefits of the program), you must coordinate the donation with The Ayuda Foundation Public Relations and Fundraising team via our Island Girl Power Advisory Board or Program Director.

“Stewards of IGP” Program (Cont.)

2012-2015 Strategic Goals for IGP

- Strategic Goal 1- Work to Stabilize Saturday Girls’ Program to devote time to ensure sustainability and reach programs potential. (Develop SOP & Handbooks, Work on Facility Upgrades)
- Strategic Goal 2 - Build up leveled Corporate Sponsorship for long-term growth and stability. Hire Staff for extended after school hours. Annual Recognition for sponsors (luncheon)
- Strategic Goal 3- Outreach into other locations to offer program at schools and community centers. Expand into islands in our region.

How can I donate at a different level to IGP?

IGP appreciates donations of any size, and as a program of The Ayuda Foundation a US registered 501(c)(3) corporation your donation may be tax deductible. Donations are also able to be made via our website www.islandgirlpower.org or Facebook cause page. If you are interested in donating to IGP at a different level, please see our needs listed below. All information can be kept in strictest confidence.

In-Kind Donations

- Security Services (Current- CyberTech)
- Internet Service Providers (Current- MCV Broadband)
- Cellular & Smart Phone Services (Current- Docomo Pacific, Ltd.)
- Facility Janitorial & Yard Maintenance Services (**NONE**)
- Computer Maintenance Services (**NONE**)
- Cooking Class Ingredients Sponsor (**NONE**)

IGP Needs List

- Rummage Sale Items Year- Round
- Eco-Friendly Paper Products
(Plates, cups, napkins, tissue, paper towels)
- Art Supplies
(Markers, glue, glitter, construction paper, scissors)
- External Hard Drive
- Member Flash Drives (30)
- Girl’s Journals

Island Girl Power Participants



A retrospective analysis of demographic information collected from 2002 – 2009 was initiated as an evaluation enhancement activity under the Service to Science Initiative and provides a “snap shot” of the characteristics of girls served by the Saturday Clubhouse over the past eight years.

Enrollment

- From 2002 – 2009, a total of 722 girls participated in Island Girl Power.
- Enrollment peaked during the first few years of operation and began a downward trend when the Clubhouse moved from Tiyan to Dededo.

Age

- The average age at enrollment was 9.8 years.

Age Group at Time of Enrollment	Percentage of Girls
6-8 Years of Age	30%
9-11 Years of Age	49%
12-14 Years of Age	21%

Family Income

52% of girls come from households with an annual income of less than \$25,000 and 80% come from households that earn less than \$50,000 a year.

Island Girl Power Key Milestones

2001 - 2003

- 1st Assembly at Inarajan Middle School & Opening of Tiyan Clubhouse
- Partnerships with Simon Sanchez High School's ProStart Program & Inafa Maolek Begin
- After School Classes in Kenpo Karate Offered
- Recipient of Sooptimist International "Enhancing the Status of Women and Girls Award"

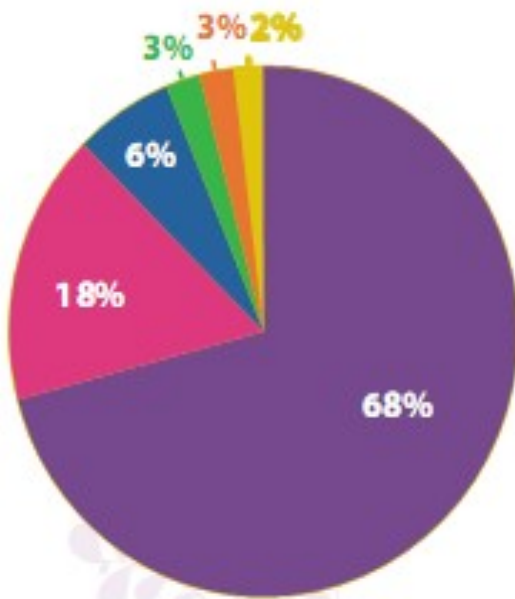
2004 & 2005

- Partnership with the Department of Public Health and Social Services
- After School Classes Expand: Capoeira, Guam Skipjacks, Aikido
- Island Girl Power Advisory Board Formed
- Relocation to Dededo

Island Girl Power Participants (Cont.)

Ethnicity

68% of participants were Chamorro or Chamorro mix, 18% Filipino or Filipino mix, 6% other Pacific Islanders, 3% Caucasian, 3% Asian, and 2% from all other ethnic groups.



- Chamorro
- Filipino
- Other Pacific Islander
- Asian
- Caucasian
- Other Groups



2006 & 2007

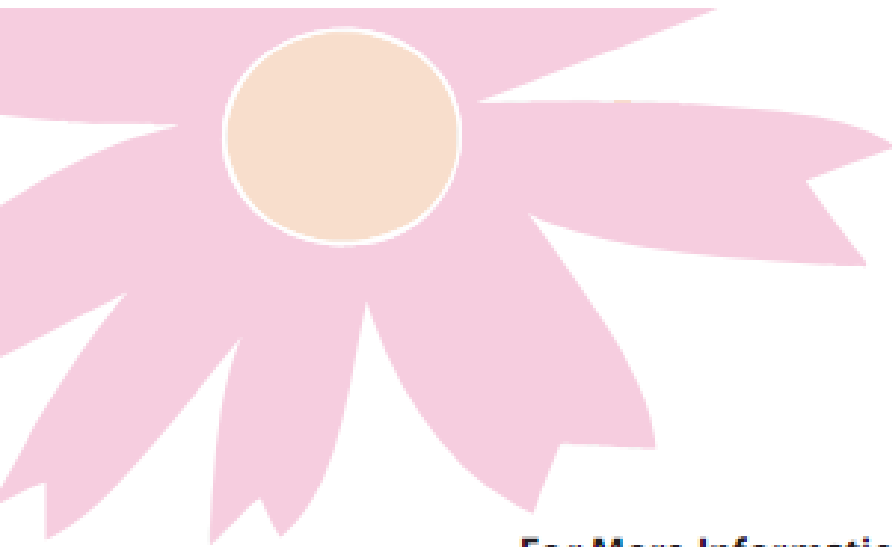
- Coalition Against Sexual Assault & Family Violence and Red Ribbon Coalitions Formed
- Annual Jump Rope Competitions Begin
- Island Girl Power Director receives Soroptimist International "Women Making a Difference Award"
- Adopt-a-Room Sponsor Program Begins

2008 & 2009

- E-Town E-chievement Award
- Partnership with the University of Guam American Association of University Women
- Awarded SAMHSA's Service to Science Evaluation Enhancement Grant
- Clubhouse Renovations

2010

- Partnership with Westcare for Project Isa-ta Begins
- Evaluation Enhancements Implemented
- Clubhouse Renovations Continue
- Community Reports Published



For More Information Contact

Island Girl Power

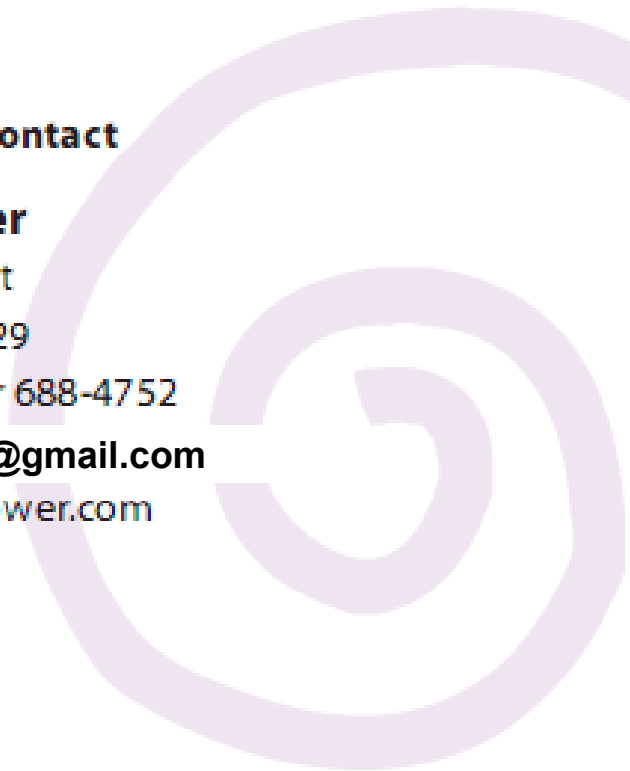
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