

strong smart bold

Girls Inc.

CYBERTIME IS QUALITY TIME

**Knowledge is Power in Girls Inc.
Eureka! self-portrait project**

TEXTING AND TWEETING TEENS NEED THEIR Zzzz's

AT&T GRANT SUPPORTS EUREKA!

**CYBER BULLYING – WHAT EVERY GIRL AND
PARENT SHOULD KNOW**

**STRONG, SMART AND BOLD LUNCHEON TO
HONOR WOMEN**

**girls
inc.**[®]

Girls Incorporated
of Alameda County

SPRING 2010



dear friends,

Programs that inspire girls in our communities to boldly meet the challenges they face today are in strong contrast to Girls Inc. of Alameda County's offerings of 50 years ago, which focused on homemaking, etiquette and motherhood. The challenges facing girls in 2010 are quite different - self-esteem, obesity, peer pressure, health and sexuality, to name a few. Girls are also saturated with media messages that intensify the pressures of being an adolescent. The same technology that has ushered in texting, instant messaging and social media outlets like Facebook, also presents unique new issues to girls and youth, including cyber bullying.

Our research-based curriculum prepares girls, in the communities that we serve, by providing them with the knowledge they need to make healthy, informed choices around these contemporary issues.

The theme of our newsletter is "Knowledge is Power", and in this issue we feature Girls Inc. programming that strengthens our girls' ability to make healthy choices. You'll also find information and resources in this issue that help equip girls and families to more effectively address complex issues such as cyber bullying. Finally, our cover story highlights Girls Inc. programming that helps girls turn cyber time into quality time.

Through your continued support, our girls truly understand that "knowledge is power." For this and for being a strong partner in our work to inspire all girls to reach their full potential – our girls, their families, and I thank you.

Warmly,

Linda Boessenecker | **CHIEF EXECUTIVE OFFICER**

board of directors

Kristin Pace*

Toni Johnson

Robin Evitts

Jachyn Davis

Glenn Voyles

Lois De Domenico

Mary Bailey

Kathy Baldanza

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Margaret Hauben

Brendan Heafey

Donna Howard

Colleen McKeown

Susan Muranishi

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Julie Gordon White

*President

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girls inc.®

Girls Incorporated® of Alameda County

Girls Inc. of Alameda County serves over 7,000 girls and their families in the East Bay through year-round programs focusing on academic enrichment, leadership, self-esteem, and mental health and counseling services. Our programs both challenge girls ages 5 to 18 to explore their full potential, and inspire girls to be strong, smart, and bold. For more information, visit www.girlsinc-alameda.org

donor profile:

After long hours of learning at school during the Great Depression, **Lois De Domenico** spent the next part of her day working at the local five-and-dime. "And I loved it!" our much-admired and beloved supporter remarked in a recent interview.

Reflecting on the differences of being a teen in the 1930's and today, Lois recalled, "In those days teenagers had more responsibility, they had to work, they grew up faster." The economic collapse of the Great Depression was enormous in both scope and impact. Many families sought to cope by planting gardens, neglecting medical care, and increasing household income with wages earned by working-aged children.

Although the challenges facing teens today are different, they are no less difficult, according to Lois. That's why she finds working hands-on teaching yoga to youth to be among her greatest satisfactions as a philanthropist. She is moved by how receptive the young people she works with are to yoga, and

sees how it helps them counter the stresses of living in today's complex and hurry-up world. "Life is emotionally tough for a lot of these kids, but they never miss their yoga; it centers them," she explained. She also has a personal wish for Girls Inc. - the vision of a dedicated room for yoga, available to girls all over the city.

But that's not the only way that Lois supports kids today. Her support of Girls Inc. over the past eight years has strengthened programs like Eureka! to promote teen achievement in leadership, college placement, and career development. Additionally, as a member of the Girls Inc. Board of Directors, Lois provides ongoing advice and council in seeking support from the community and actively fundraising, "I have greatly enjoyed the opportunities to help girls and the agency with their endeavors," Lois commented.

Lois learned about the agency from, friend and avid Girls Inc. supporter, Barclay Simpson. She was "inspired" to become



Lois De Domenico, Girls Inc. Board of Director Fund Development Chair and supporter, teaches participants yoga.

SUPPORTER SINCE 2002

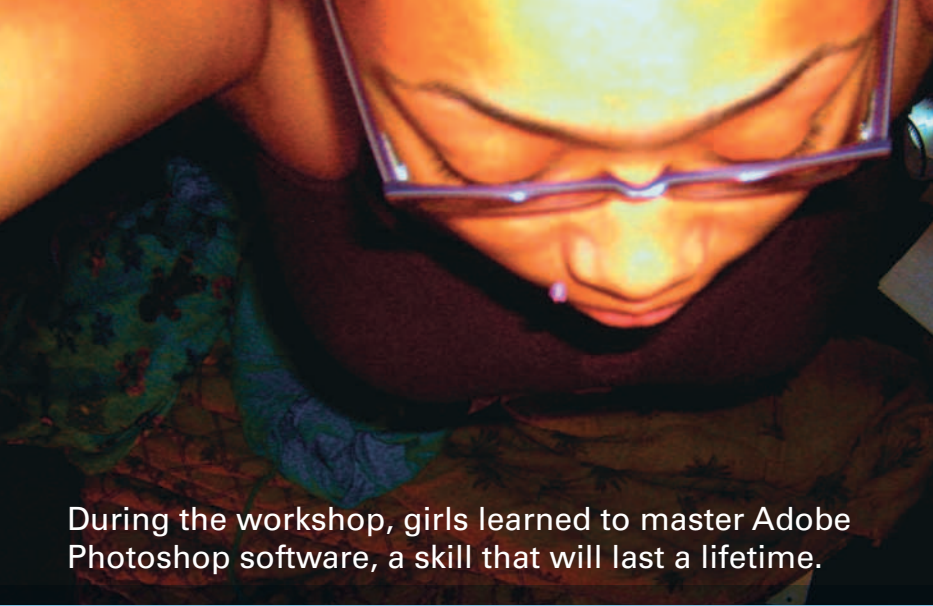
WHY I GOT INVOLVED

"I believe that all the help we can give girls today is well worth the investment, and I am deeply interested in trying to elevate the role of feminism and women's rights."

involved in Girls Inc. because it is "all about the girls." "I grew up in a poor family, my mother was a widow and I wish I'd had half the opportunities that are available at Girls Inc.," reflected Lois. "All the help we can give girls today is well worth the investment."

how to give:

- **DONATING ONLINE** | You can now make a gift through our secure online server at www.girlsinc-alameda.org.
 - **MATCHING GIFTS** | Make a gift through your workplace giving campaign or corporate matching program.
 - **MEMORIAL GIFTS** | Give a gift in honor of a special occasion or in remembrance.
 - **ENDOWMENT FUND** | Contributing to The Loomes Legacy Circle endowment fund perpetuates your gift.
 - **STOCK DONATIONS** | Donating stocks or bonds are a convenient and popular way to give.
 - **MONTHLY DONATIONS** | Donate monthly via credit card or automatic withdrawal.
 - **VOLUNTEER** | Giving your time to the organization is another way to show support.
- For questions about contributing to Girls Inc. of Alameda County, please contact us at (510) 357-5515 ext. 246.



During the workshop, girls learned to master Adobe Photoshop software, a skill that will last a lifetime.

CYBERTIME IS QUALITY TIME IN GIRLS INC. EUREKA! SELF PORTRAIT PROJECT

Obesity, body image, cyber bullying, and media saturation. Being an adolescent has never been easy, and today issues like sexuality, self image, and peer pressure are all intensified through the ever increasing usage of the latest technologies. Girls Inc. of Alameda County intentionally responds to these challenges in a variety of ways, through programs that support the unique developmental needs of each girl.

Eureka!, a five-year program for teen girls, introduces hands-on activities in math, science, technology, sports, and personal and career development. The program constantly adapts to both the ever-changing challenges of society and the needs of girls, through creative approaches in the exploration of relevant, new issues.

A group of girls recently came together to explore the issue of “what it means to be a girl in the world today.” Volunteer professional photographer, Tori Pinto led the intensive course, which resulted in the creation of vibrant self portraits. Those

like the ones above were celebrated in a mini exhibit following the course.

During the workshop, girls learned to master Adobe Photoshop software, a skill that will last a lifetime. After working with Ms. Pinto, girls

their self portraits to reflect the true feeling they wished to express in each frame. Experimenting with shape, color and size, this project allowed girls to communicate in a new way. Having such positive, fun experiences

knowledge is power...

“Participating in this workshop was exciting, fun and challenging. It was tricky at first, but once I got used to it everything made sense. What used to be a hobby may be a life career.”

rented cameras and began capturing the images they would use to create their self portraits. Over three weeks this group explored a multitude of shots and expressions, and learned to alter images. Girls distorted

with technology allow youth to exercise creativity, control, and a sense of freedom, which will benefit them in realizing their full potential, as well as in broadening their career horizons.

TEXTING AND TWEETING TEENS NEED THEIR ZZZZ'S

Spending late nights tweeting, texting or emailing, teens often do not get the nine hours of nightly sleep recommended for their age group. This can lead to sleep deprivation according to researchers at UC Berkley, and if it becomes chronic, it may cause depression. Among adolescents, 1 in 5 teens experience depression before the age of 18.

“Teenagers who wake up at 6:30 would need to be in bed by 9:15 the night before to get the recommended nine hours of sleep.”

Lack of sleep can also cause other problems, affecting attention, concentration, and performance. According to Becky Cannon, Chief Mental Health Officer at Pathways Mental Health Center of Girls Inc. of Alameda County, teens who experience sleep deprivation are “not developmentally on target.” They are not developing the coping skills they need for adulthood. It can also lead to poor sleep hygiene

as an adult,” she explained.

“The best way to get kids to get the proper amount of sleep is parent enforcement,” Ms. Cannon said, “Provide them with the structure they need, even if it is not what they want.” Teens with mandated bedtimes of 10 p.m. or earlier are less likely to suffer from depression or suicidal thoughts according to a study in June of 2009 by the Columbia University Medical Center.



HOW TO RAISE A WELL-RESTED TEEN:

BEDTIME: Set a bedtime that allows for nine hours of sleep

CONSISTENCY: Be consistent, even on weekends

CURFEW: Set a curfew on phone use, emails, texting, etc.

CHORES: Limit weeknight chores

PLAN: Prepare for school the night before



Eureka! is a five year Girls Inc. program for teen girls, introducing hands-on activities in math, science, technology, sports, and personal development.

agency update

AT&T GIVES BACK TO THE GIRLS INC. COMMUNITY

The Eureka! Teen Achievement Program is just one of Girls Incorporated of Alameda County's many successful programs that align well with the philanthropic goals of AT&T.

Committed to giving back to the communities it serves, particularly in the areas of education and community economic development, Shiyama Clunie, AT&T External Affairs Area Manager commented, "We are thrilled to partner with Girls Inc. of Alameda County this year.

"The energy and participation level here is great. I keep looking for the quiet, shy girl in the corner and she's just not there." The Eureka! program provides one-on-one academic support, college preparation workshops, and workplace internships.



Assemblymember Mary Hayashi (at right) attended a site tour at a Girls Inc. public housing community computer lab. Shiyama Clunie, AT&T External Affairs Area Manager (at left) also attended to present an \$18,000 donation to Girls Inc. Intern LaBree (in center) led a tour of the technology program.

dear world,

INSIGHT FOR YOUTH, PARENTS AND GUARDIANS

"Cyber bullying" is when a child, preteen or teen repeatedly posts hurtful and disparaging remarks using the Internet, or mobile phones to publicly or privately cause that person grief. This includes sending mean, threatening or vulgar messages or images, posting private information about another person, or pretending to be someone else to make that person look bad or intentionally excluding someone from an online group.

The psychological pain of cyber bullying is every bit as real as regular bullying and can cause irreparable damage to a young person's reputation, friendships, and emotional health.



in her own words

A RECENT ALUMNA SHARES WHAT SHE WISHES SHE'D KNOWN IN HIGH SCHOOL

With all the pressures that youth endure, their level of resilience is admired and inspirational. In an intimate phone interview, former Eureka! alumna Nai Saetern shares the ins and outs of her high school experience.

Q: What pressures did you feel in high school?

A: I was in a Biotech Science Academy. Everyone (teachers and family) expected me to get excellent grades, study a lot, and worry about taking the appropriate classes that would guarantee me a spot in college.

“I would advise girls to explore passions, make all kinds of friends, join a club or organization that will help develop her personal skills.”

Q: Looking back on high school, what are some things you wish you had known?

A: For one, that I didn't have to accept all those pressure folks put on me. Also, it would have been important to take out more time to enjoy myself, hang out with friends, family, explore the arts, just be a young person. I would have had more fun. Girls Inc. reminded me how important it was to have balance in my life. I should've played more sports, because I enjoyed being active. Don't get me wrong, I'm appreciative for my academic foundation, I feel well rounded now, but adults put too much emphasis on it, which stresses youth out.



Girls Inc. alumna Nai Saetern has started her own production company, "Solreal", and has been awarded a \$2,000 grant from Operation Hope to purchase equipment for her new business.

- **STOP** chatting with your cyber bully. Take 5!
- **BLOCK** the cyber bully.
- **TELL** a trusted adult.

Who Are The Victims and Perpetrators of Cyber Bullying?

Girls were about twice as likely as boys to be victims and perpetrators of cyber bullying. Of those students who had been cyber bullied at

least twice in the last few months; 62% said that they had been cyber bullied by another student at school, and 46% had been cyber bullied by a friend; 55% didn't know who had cyber bullied them. In a recent study of students in grades 6-8 (Kowalski et al., 2005).

Tips for Parents – Preventing Cyber Bullying

Adults may not always be present in the online environments frequented by children and youth. Therefore, it is extremely important that adults pay close attention to cyber bullying and the activities of children and youth when using newer technologies.

If a child or teen is targeted by a cyber bully, teach them to STOP, BLOCK, AND TELL. Then report the harassment to the IM client or IP company as well as reporting it to wiredsafety.org, which launches an investigation to help you stop your cyber bully.

Learn more about stopping cyber bullying, visit www.stopcyberbullying.org

Ten Steps for Families to Stop Cyber Bullying, www.fightcrime.org/cyberbullying/10stepslong.pdf



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looking forward

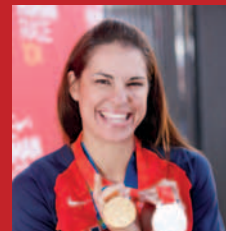
**LUNCHEON TO HONOR MENDOZA,
HOLMGREN, BEREOLA**

The 2010 Strong, Smart & Bold Luncheon will honor Olympic Medalist Jessica Mendoza, Mills College President Janet Holmgren, and Alameda County Judge Gail Brewster Bereola for their strong, smart, and bold achievements. We are excited to honor these women who are changing the world and making it possible for other women and girls to be Strong, Smart, and Bold!

WHEN | Friday, April 23rd, at 12:00 p.m.

WHERE | Scott's Pavilion at Oakland's Jack London Square

For more information call (510) 357-5515, ext 219, or visit www.girlsinc-alameda.org/news/events



Jessica Mendoza
Olympic
Medalist



Janet Holmgren
Mills College
President



**Gail Brewster
Bereola**
Alameda County
Judge