



2021



2021 BIO GIRLS DONOR IMPACT REPORT

BIO GIRLS MISSION:

TO INCREASE THE SELF-ESTEEM OF ADOLESCENT GIRLS THROUGH EMPOWERMENT OF SELF AND SERVICE TO OTHERS.



Now more than ever, our adolescent girls need BIO Girls.

62% of girls suffer from low self-esteem and the pandemic has resulted in increased mental and physical health concerns.

For the past nine years, BIO Girls has been a valuable resource to adolescent girls and their parents. Leading with a mission-first mind-set, every decision is purposeful in pursuit of our vision: a world where all girls feel confident enough to be their bright, bold, beautiful self - inside and out. This is evident through organic growth of participants served, volunteers trained, and donors thanked. And shown through our response to adversity and focus on the future. As chronicled in this report, BIO Girls celebrates the impact we have made and details preparations for the future where **1 in 6** North Dakota girls participates in our programming annually.

We understand the mental and physical health crisis faced by our adolescent girls extends beyond the services we can solely provide. But we are giving it our all, and with your support we made an incredible impact in 2021. With this report, we honor you, our advocates and donors, who understand the challenges our girls face and the support they require to know they are Beautiful Inside and Out. Together, we are a force.

Thank you.

THANK YOU, 2021 BIO GIRLS OFFICIAL PARTNERS:



7 IN 10

2021 BIO GIRLS
PARTICIPANTS
EXPERIENCED A
SIGNIFICANT INCREASE IN
SELF-ESTEEM.

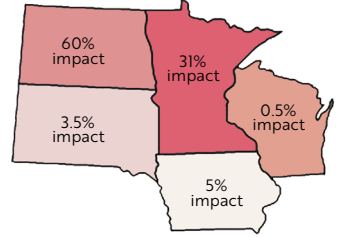
LOCATIONS



43

PROGRAM LOCATIONS

- » 81% location retention rate
- » 100% adaptability*



* In 2021, BIO Girls offered "squads". A small-site option of 10 participants to navigate COVID-19 restrictions. This pivot was not ideal for our logistics team. However, it took pressure off of our volunteers and ensured our mission would continue on during that unknown period of time.

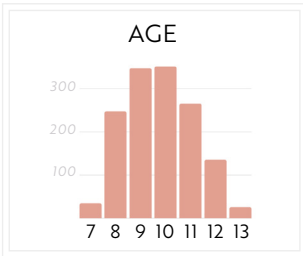
PARTICIPANTS



1,403

BIO GIRLS PARTICIPANTS

- » 41 girls professionally referred from 31 sources
- » 168 girls on full scholarship
- » 103 girls on scholarship also on free and reduced lunch
- » \$35,616 in scholarships granted



ETHNICITY

- 90.66% White
- 1.35% American Indian or Alaska Native
- 0.71% Asian
- 1.21% Black or African American
- 1.78% Hispanic or Latino
- 0.14% Native Hawaiian or Other Pacific Islander
- 4.13% Choose not to Provide

VOLUNTEERS

537

BIO GIRLS VOLUNTEERS

- » 61% Site Director retention rate
- » 75% of Site Directors would return
- » 98% of Mentors would return

82% of our 2021 volunteers rated BIO Girls as an *exceptional* experience.

"The first week, I had a girl in my group who really didn't want to be there. She kept asking if it was done yet, refusing to participate, and was near impossible to engage. I gently asked why she likes BIO Girls, and her response was 'I don't! My mom makes me come.' She became my motivation each week. I wanted her to like, or better yet, love coming to BIO Girls. I wanted her to feel welcomed and wanted. The following weeks she engaged more, smiled more, and seemed to enjoy it. When we were doing our lesson in week 11, reviewing the girls' greatest worries of BIO Girls, she looked back and crossed it out. With a huge smile, she said 'well that didn't happen!' Her biggest fear was that no one would like her."

— 2021 BIO Girls Volunteer

RESULTS
02

FEEDBACK

"She's more physically active and she shares more with me, her father, than before. She doesn't have a mom so it's great that she has the opportunity to be led/mentored by females other than grandmas."

— 2021 Participant Parent

97% of Parents Recommend the Program

83% of Parents Rated the Program as Exceptional

74% of Parents Noticed a Difference in Self-Esteem

64% of Parents Noticed a Difference Other Areas

TOP 3 FAVORITES ACCORDING TO PARTICIPANTS:

1

Accomplishing Goals

2

Relationship with Mentor

3

Meeting New Friends

SUPPORT
03

DONORS

We are grateful for the hundreds of businesses and individuals who support our mission. Your gifts have directly impacted the mental and physical well-being of thousands of adolescent girls.

87 Believers Circle Donors

1,287 Total Donors

MISSION SUPPORT SOURCES:



- EVENTS | 41%
- INDIVIDUALS | 5%
- BUSINESSES | 23%
- GRANTS | 12%
- SERVICE FEES | 19%

EXPENSES:



- PROGRAM SERVICES | 67%
- FUNDRAISING | 25%
- MANAGEMENT | 8%

"We are so thankful for organizations such as BIO Girls. We have four young daughters and know the value of teaching and encouraging young girls to have high self-esteem and high self-worth! Being able to to guide them in a positive direction as they navigate the more challenging years is so incredibly important in their development and the foundation they create for themselves. We are thankful to all who work to make BIO Girls possible and we are blessed that we can help support their mission and cause!"

— Brady and Brandi Nash

2021 Donors & Participant Parents

Fundraising effectiveness ratio of 0.20

GRANTS

Highlights:



Thielen Foundation: \$10,000



Offut Family Foundation, supported by R.D. Offutt Company: \$10,000



Fargo Moorhead Area Foundation: \$10,000 for program expansion and partnerships

\$45,864

in corporate grants secured.

\$48,840

in local (site-level) grants secured.

EVENTS



GIVING HEARTS DAY

- » \$40,118 raised
- » 430 donors
- » 184 repeat donors

Match Donors:



FIND YOUR KIND 5K

- » \$39,500 raised
- » participants in 16 states
- » 1,242 total participants

Premiere Sponsor:



ANNUAL GALA

- » \$222,712 raised
- » 367 attendees
- » \$50,000 surprise match

Premiere Sponsor:



MARKETING



BIOGirls.org

3,100 Average Monthly Website Visits
7,211 Total Email Contacts

BIO Girls Facebook following has grown organically by **109%** since 2019.



| @biogirlsinc

3,784 Corporate Facebook Followers
16,838 Site-Level Facebook Followers
1,397 Instagram Followers
133 TikTok Followers



| BIO Girls

14,000 Monthly Pinterest Viewers
417 LinkedIn Followers

BOLD GOALS

BIO GIRLS WILL IMPACT
1 in 6 NORTH DAKOTA GIRLS
ANNUALLY BY 2025.

CURRENT
ND IMPACT:
1 IN 25 GIRLS
ANNUALLY



- BIO Girls is committing its resources to
- increase reach in ND. BIO Girls is proven to
- increase self-esteem in individual participants.
- When self-esteem is high in girls, they are
- **75% less likely** to abuse substances, engage in
- promiscuity activity, develop eating disorders
- and commit self-harm. By impacting 1 in 6 ND
- girls annually, BIO Girls will help to create
- healthier communities by decreasing the rates
- of these destructive behaviors.

SUPPORT US

Take action: www.biogirls.org

donate

Give as an individual, a business, or as a part of our Believers Circle, on a yearly basis.

volunteer

Be our feet on the street. Lead a BIO Girls location or mentor at an existing one.

advocate

Share the good news. The BIO Girls program is proven. We're tackling the self-esteem crisis. We're on a mission too important to fail.