



**The Body Shop Foundation
Monitoring and Evaluation
Project Report Form FY12**

1. Has the project, to date, achieved all or most of its stated objectives within the timescale set out.

Girls in the Game's After School program is one of the organization's longest running programs, serving nearly 800 youth girls each school year. In the 2011-2012 program year, with the start of a five year strategic plan, Girls in the Game continues to run the After School program using its original format – allowing girls the opportunity to try traditional and non-traditional sports, learn about healthy lifestyle choices and improve their leadership ability in a safe all-girl setting. Programming takes place for 90 minutes, once a week for 30 weeks throughout the school year.

Based on the plan to serve more girls in the more communities, and keeping in mind the large budget cuts made to government-funded after school programming this year – Girls in the Game offered the After School program in the structure of three, 10 week “seasons”. Schools were able to schedule programming for 10 weeks, 20 weeks, or 30 weeks. This new structure allows Girls in the Game programming to be more accessible, and will give all girls the opportunity to participate, regardless of their school's resources. Although Girls in the Game offers programming in the new form of seasons, schools still recognize the importance of year long and consistent programming. This year, 24 out of 33 sites are providing all 30 weeks of the After School program, and the other seven sites are providing at least 20 weeks.

Girls in the Game understands the importance of engaging girls year-round, over the long term and has focused increased energy in FY12 to providing weekend and school break opportunities, as well as opportunities for families to get involved. Also, with increased Teen Programs, girls can graduate from the After School program and continue to stay involved with Girls in the Game through programs that provide increased leadership development and age appropriate curriculum.

Objectives and Outcomes:

Through the After School program, Girls in the Game seeks to: increase girls' sports and fitness skills as well as their exercise levels; increase girls' knowledge of nutrition and health as well as their consumption of healthy foods; and improve girls' leadership abilities, body image and social skills.

FY12 Objective	Outcome
<i>Lead programming for 90 minutes per week for approximately 250 girls at 10 sites throughout Chicago.</i>	During Season 1, Girls in the Game led After School Middle School programming for 90 minutes per week for 238 girls at 11 sites throughout Chicago. Girls in the Game will increase recruitment and serve additional girls throughout Seasons 2 (January to March) and 3 (April to June) to reach and surpass the goal of 250 girls served.
<i>Provide Weekend Family Days of Play for 31 sites serving 1,000 girls</i>	Weekend Family Days of Play are offered to each After School site once per season, and allow for a Saturday filled with structured sports and health and leadership curriculum for participants and their families.
<i>Include ideas for fun physical activities and healthy recipes in the family newsletter</i>	At the end of each three-week program module, participants receive <i>Girls in the Game On the Go</i> , a take home newsletter (in English and Spanish) that helps girls share their program experiences with their families.
<i>Introduce girls to the rules, equipment and basic skills of ten sports and fitness activities.</i>	Girls participate in three-week modules, each of which cover a different sport or physical fitness activity including: basketball, soccer, football, yoga and kickboxing.
<i>Girls will understand the basic health benefits of exercise and will have a positive association with fitness from their experience in the program.</i>	All activities emphasize teamwork and fun in order to help girls develop a positive association with sports and pursue physical activities outside of Girls in the Game.
<i>Provide a healthy snack at each program session.</i>	Girls in the Game provides granola bars and fruit to all participants through partnerships with PepsiCo/Quaker, Cliff Bar and Whole Foods.
<i>Girls will understand the food groups, MyPlate, and basic nutrition information, which will translate into healthier eating habits such as eating more fruits and vegetables.</i>	Coaches lead nutrition workshops multiple times throughout the year and provide healthy snacks each week to reiterate the importance of a healthy diet. Girls in the Game also partners with the Junior League of Chicago to host "Kids in the Kitchen" giving girls hands on cooking and healthy food preparation experience.
<i>Incorporate peer leadership and lessons of self-esteem, teambuilding, and sportswomanship into all lessons.</i>	All coaches emphasize teamwork and effort, and are trained to give all girls a chance to practice leading the team. Coaches are explicitly instructed through the Coach's Manual to praise girls' efforts and accomplishments.
<i>Provide girls with supportive coaches and volunteer instructors who will serve as positive role models.</i>	Girls in the Game coaches are a combination of full-time staff, part-time employees and graduate-level interns who are all experienced working with children. All coaches complete background checks and undergo first aid/CPR certification.
<i>Provide girls with opportunities to practice and demonstrate the skills they learn in each program session.</i>	All activities are interactive. Opportunities for competitive play are included in monthly field trips and in connection with Girls in the Game sports clinics.

- 2. If so, explain how the issue you were trying to address has been improved or changed and provide a brief breakdown of the project's achievements, including any statistical information that is available.***

The Girls in the Game 2010-2011 After-School Program evaluation collected data before and after programming, and included self-report of health knowledge, physical activity, nutritional intake, and social emotional outcomes. Participants demonstrated significant improvements in health knowledge, physical activity, healthy eating, and self-confidence. Girls in the Game works in partnership with the team at Loyola University, and is conducting similar, yet more in-depth surveys in 2011-2012 for participants in each of the three seasons. Girls in the Game anticipates similar outcomes to FY11 and will provide the Body Shop Foundation with results once they have been compiled.

- 3. Where certain objectives have not been achieved, what plans are there to review and amend the project's work?***

Girls in the Game is on track to meet and exceed all goals and outcomes outlined in the grant application. With the implementation of our five year strategic plan, Girls in the Game continues to add additional sites, and weekend program opportunities to serve more youth and their families year round.

- 4. Provide unexpected achievements due to our grant, recent success stories, etc. If you answered question 3 above, set out the targets to be met to achieve the reviewed project work.***

Girls in the Game measures success based on the immediate improvements in the physical, mental and social health of our participants, but also on the long term effects. Girls in the Game outcomes are to serve girls year round and over a number of years, helping them pave a strong path for themselves to lead happy, healthy lives in the future.

This year, with additional opportunity for weekend and family programming, Girls in the Game has experienced an increase in interest from parents and caregivers. Families are excited to get involved and are reaching out to participate in field trips, days of play and family nights. The response from families has been very positive and Girls in the Game anticipates on expanding these programs even further during the summer and in the next program year.

- 5. Provide feedback and, where possible, oral testimony from direct beneficiaries of the project.***

The story of Paula illustrates this well. Paula has been involved in the After School program at Murphy Elementary School since she was in kindergarten. This year, nearly six years later, Paula participated in our Sports and Leadership Summer Camp program. She loves the active portions of the program, but also attributes her communication skills to the team building and leadership development workshops. Paula also thinks about her future, and acknowledges being involved with Girls in the Game as a great influencer. "(Girls in the Game) inspired me to be a lawyer, because you have to be brave and strong," she says. "You have to know what you're doing. It's all about leadership".

6. Outline future plans in brief as a point of interest.

In the 2012-2013 program year, Girls in the Game will continue to provide increased program opportunities on weekends and on school breaks, to keep girls active when they are not in school. Girls in the Game will also offer these programs to families, allowing for healthy lifestyle choices to not just be important for participants, but for their care givers as well. That After School Program anticipates expansion into more schools and parks, serving an increased number of girls in communities not yet served in the Chicago metropolitan area.



After School Program FY12

