She’s the First fights gender inequality by supporting girls who will be the first in their families to graduate high school and by training students everywhere to be global citizens.
From the Founders

There’s a philosophy, rooted in Sanskrit, that life changes in seven-year cycles. We found that to be true upon our seventh birthday in 2016. For starters, we updated our logo and relaunched our website! This refresh symbolizes the progress we are making with our strategy and in students’ lives.

You know that STF Scholars receive more than just textbook education. They also receive access to mentorship, a support network, and skills training. In this report, you’ll see how we are going even further now with grants for our partner organizations.

Our Global Awareness Program took off, widening the perspectives of our campus chapter members and Scholars. You’ll soon discover how you can tap into these newsworthy conversations and become a stronger global citizen yourself.

One thing that didn’t change in 2016: We stayed in the seven-figure club, raising over $1.3 million! We couldn’t have done it without you. We’ve never been more motivated to make this next seven-year cycle the best yet.

Sincerely,

Tammy Tibbetts
Chief Executive Officer

Christen Brandt
Chief Programs Officer

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Kate Lord, Chair
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Stephanie Florence
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Brienne Riviello, Secretary
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Fellow Staff Members
Alvi Rashid, Programs Assistant
Katie Riley, Programs Manager
Perrie Rizzo, Director of Resource Development

Photography by Kate Lord
MAJOR MOMENTS

1. Proving girls’ education is indeed the best investment, we rang the Closing Bell of the New York Stock Exchange.

2. On two occasions, STF Scholars from different countries met each other—that was a first!
   a. STF Scholars Carlota from Peru and Angelica from Guatemala attended our STF Summit in New York City and gave a presentation together on overcoming cultural barriers.
   b. After we became a new partner of Glamour’s The Girl Project, receiving game-changing funds from Maybelline, STF Scholars Mary from Kenya and Yezena from Ethiopia were invited on stage at the Women of the Year Awards, alongside actress Rowan Blanchard.

3. At the Mentor Breakfast, musician Grace Kelly had everyone on their feet singing the “She’s the First” pop anthem she wrote.
4. We debuted a new logo and website, which had a nearly 100% increase in site visitors within a month of launch.

5. Our fifth staff member, Programs Assistant Alvi Rashid, joined the team!

6. Co-Founder/CEO Tammy Tibbetts gave a TEDxBerlin talk.

7. Co-Founder/CPO Christen Brandt spoke on a panel at the White House!

8. With The New York Foundling, we launched the Adopt a Cause partnership, a pro bono office-sharing model for companies and nonprofits to replicate.
A girl has the same potential as anyone else, but she often lives in a world where her opportunities are limited. Girls in my Indian community face many difficulties outside of their home and many believe that girls are only capable of doing housework and not ‘a man’s work.’ Due to this, girls are not given as many opportunities, which leads them to underestimate their abilities.

I am one of the few girls in my community to receive a quality education. Most girls are expected to be quiet and obedient, and they have to learn all of the housework so they can get married at a young age. Most girls can’t continue education after 10th grade. Having the opportunity to receive an education has helped me to see the world from a different perspective. Education and encouragement from my classmates has confirmed to me that we are in the era of girls. Right now, girls are confident, hardworking, and they have a voice of their own. They should strive for their dreams and challenge men and society. Most of the time, my female classmates have the highest ranks in class.

The society I live in tries to control the prospects of girls, but because of the education I have received, I believe that no one has the power to control your actions other than yourself. I want to be a role model to other girls and make them realize they are capable of achieving great things in life.”
If you were to ask me three years ago what an education meant to me, I would mention all the material things I could earn after getting my degree, such as a nice house, cars, and vacations with friends. Back then, I didn’t know I could help raise money to change the life of a girl in Nepal or Uganda. I didn’t see how I, as one girl from New Jersey, could do anything that would make an impact thousands of miles away.

When I joined She’s the First, everything changed. I realized that my voice had the power to initiate change and spark new ideas. I learned what philanthropy truly meant – in the realest and most honest way. I learned to stop questioning what others were doing and instead ask, ‘Why not me?’

When I was elected as Global Awareness Program Chair at East Carolina University, I gained the platform I had been searching for since my freshman year of college. What I found was that not only did my peers want to listen to me, they also cared and gave feedback. They took our discussions home and shared them with family and friends, to keep the conversation going.

If you ask me today what an education means to me, I’ll say this: It’s the chance to create opportunities for others.”
She’s the First Scholars receive not only traditional academic instruction but also lessons in leadership, entrepreneurial skills, financial literacy, and reproductive planning, to name a few. Our model works because our local partners provide each girl with the tools she needs to graduate secondary school and take charge of her own future.

Our NGO partners select scholarship recipients based on merit and need. We only partner with local organizations that have completed a rigorous application and interview process. Regular site visits and updates help us monitor the performance and needs of our partners to ensure quality.

Students in our campus chapter program similarly benefit from new skills and trainings. Each member has the opportunity to attend our annual STF Summit for workshops focused on personal and campus leadership development, and chapters have access to mentors—all of whom graduated from the program themselves.

Worldwide, our students and alumni work together to build a movement of educated advocates and activists, all pushing for gender equality in our lifetime.

We focus our programs around Global Citizenship, Leadership Development, and Community Engagement. Here’s what that means:

**Global Citizenship**
- Participating in our Facebook-based “Global Awareness Program” discussions
- Having cross-cultural dialogue about women and girls’ issues

**Leadership Development**
- Running chapter meetings or girls’ group sessions
- Attending the STF Summit
- Joining STF’s Alumni Network

**Community Engagement**
- Doing service projects in their area (they logged 35,000+ hours of volunteer work in 2016!)
- Hosting public panels and discussions on feminism

Special thanks to our local partners:
AfricAid’s Kisa Project, Akili Dada, Arlington Academy of Hope, Blink Now, Child Welfare Society Sierra Leone, Project Education, South Sudan, Shanti Bhavan Children’s Project, Shining Hope for Communities, Sacred Valley Project, Selamta Family Project, Starfish International, Starfish One by One
Financials

2016 CONTRIBUTIONS BY CATEGORY

2016 EXPENSES

2011-2016 CONTRIBUTIONS*

<table>
<thead>
<tr>
<th>Year</th>
<th>Individual</th>
<th>Foundation</th>
<th>Corporate</th>
<th>Donated Goods and Services</th>
<th>Other (Board, Campus)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>36%</td>
<td>11%</td>
<td>8%</td>
<td>25%</td>
<td>20%</td>
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2016 EXPENSES

<table>
<thead>
<tr>
<th>Expense Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Services</td>
<td>82%</td>
</tr>
<tr>
<td>Development</td>
<td>10%</td>
</tr>
<tr>
<td>Management &amp; General</td>
<td>8%</td>
</tr>
</tbody>
</table>

2011-2016 CONTRIBUTIONS*

*Contributions for 2011 & 2012 are unaudited. The amounts noted above agree with the 990 and the Accountant’s Review since a full audit was not performed until 2013.

SCHOLARS AND CHAPTERS FROM 2011-2020*

*2020
*2019
*2018
2017
2016
2015
2014
2013
2011-2012

*Contributions for 2011 & 2012 are unaudited. The amounts noted above agree with the 990 and the Accountant’s Review since a full audit was not performed until 2013.
What’s Next

Historically, changes in government, law, and policy disproportionately impact the lives of women and girls. As we face one of the most politically divisive times in modern history, millions of people are rallying together as global citizens. Activism is stronger than we’ve ever seen, and She’s the First is committed to fostering informed discussion, guiding effective action, and supporting the next generation of leaders around the world.

One way we’ll do this is by launching STF’s Action Network—an opportunity for any supporter, anywhere in the world, to learn about the barriers facing women and girls and to take action to combat them. And for the first time, the second day of #STFSummit will be open to the public, giving you the chance to join our campus chapters and engage with influential speakers. You’ll be able to watch on Facebook Live and sign up for the Action Network wherever you are.

In 2017, STF will also provide our partner organizations with new resources to enhance their programs. Partners will be invited to apply for grants to meet the needs their teams have identified as most dire, from staff leadership trainings to subject-specific workshops on topics ranging from coping skills and dropout prevention measures to financial literacy and sexual education. These grants will fund deeper, locally driven learnings, responding to the direct needs of partners in each country, so STF Scholars have more support at every turn.

In September, we’ll host our first international conference in Kenya to foster stronger ties among our six partner organizations in East Africa. Participants will receive peer-to-peer support, engage with local educators and leaders, leverage on-the-ground resources and be inspired to take their learnings back to their programs and communities for the ultimate benefit of STF Scholars.

She’s the First remains committed to a future in which everyone will have completed a high school education. Our toughest challenges may lie ahead—but that only means our greatest breakthroughs are right behind them. We are proud to have your support as we continue to push forward.
$100,000+
Maybelline with Glamour's The Girl Project
Estée Lauder Companies Charitable Foundation

$50,000+
PepsiCo Foundation

$30,000+
American Express Foundation
Dermalogica FITE
Unleashed by Kara Ross
NoVo Foundation

$20,000+
Andrew & Ann Tisch Foundation
AppNexus
Diane von Furstenberg on IfOnly
Foundation to Decrease World Suck

$15,000+
Caterpillar Foundation
Inmaat Foundation
Marie Forleo International
Mighty Leaf Tea
Speranza Foundation
Tom Kerns & Jeanmarie Hargrave

$10,000+
Beatrice & Reynont Paul Foundation
Diller-von Furstenberg Foundation
Edelman USA
Glamour
Gwen & John Greene
Harish & Sarah Nataraj
J.P. Morgan Securities
Johnson Family Foundation
May Day Women

$5,000+
BlackRock
Brooks Running
Caroline Brown
Charitable Living
Daria Foster & Eric Wallach
Gray & Dixie Keller
Hale Advisors
Kaplow Communications
Marina Maher Communications
Onomie
Todd Herman

$2,500+
A Better World Fund
Angelo, Gordon & Co.
Arbonne Foundation
Bread & Honey NYC
Carol Davidson
CharityMiles
Fit Week
Gary Benana
Harnisch Foundation
Kimberly & Kelsey Heinen
Lindsay Pollak & Evan Gotlib
Mary Ann Doherty
Maureen Mitchell
Michael Stars Foundation
Proskauer Rose LLP
Regena Thomasauer
Selena Soo
Societe General AWN
Stephanie Florence
Talk to Jess

$1,400+ Campus Chapters
American Nicaraguan School
Barnard College
Clear Creek High School
The College Preparatory School
Dartmouth College
Davidson Day School
Divine Savior Holy Angels High School
Dr. Justin Wakeland High School
East Carolina University
Emory University
Hanover High School
Harwood Union High School
Immaculate High School
La Trobe University
McGill University
University of Central Florida
University of Connecticut
University of Florida
University of Michigan - Dearborn
University of North Carolina - Asheville
University of North Carolina - Chapel Hill
University of Notre Dame
University of Wisconsin - Madison

Pro Bono
The New York Foundling (office)
Bryan Cave (legal services)
Salesforce Foundation

Kimberly & Kelsey Heinen
Lindsay Pollak & Evan Gotlib
Mary Ann Doherty
Maureen Mitchell
Michael Stars Foundation
Proskauer Rose LLP
Regena Thomasauer
Selena Soo
Societe General AWN
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