

FORMULA FOR CHANGE



2019 ANNUAL REPORT

LEADING THE WAY TO A HEALTHIER GENERATION



GEORGIA CAMPAIGN FOR
ADOLESCENT POWER & POTENTIAL
EDUCATION • PREVENTION • ACTION
FOR ADOLESCENT HEALTH



> OUR MISSION:

To improve the overall health and well-being of young people in Georgia to ensure a more powerful future for us all.

> OUR VISION:

We believe all children are entitled to a safe and healthy adolescence characterized by hope, respect, and the opportunity for a productive future.



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ABOUT GCAPP

The Georgia Campaign for Adolescent Power & Potential is a statewide adolescent health organization that partners with schools, organizations, and whole communities to help ensure young people are equipped with the knowledge, information, and motivation they need to make healthy choices – choices that help them tap into and maximize their potential. We impact over 60,000 young people annually through five focus areas: Comprehensive Sex Ed, Teen Pregnancy Prevention, Youth Empowerment, Parent Engagement, and Physical Activity & Nutrition.

MESSAGE FROM THE CEO

Thanks to the enduring support of our many generous friends and partners, 2019 was a pivotal year for the Georgia Campaign for Adolescent Power & Potential (GCAPP). We made significant growth across our five focus areas, expanded services in high-need counties, and gained deep insight into the Georgia youth landscape.



We also introduced our Formula for Change and enhanced our crucial role as a convener and thought leader in the youth advocacy ecosystem. New initiatives, such as an outreach program for vulnerable young men, began taking hold, and we built strong, strategic partnerships in targeted communities. These advances enabled us to exceed our three-year strategic plan goal of impacting 150,000 young people far ahead of schedule.

Even as we reflect on the great successes of last year, we recognize that 2020 presents new challenges across all communities. GCAPP is committed to helping Georgia's youth safely navigate the heightened level of uncertainty during these unprecedented social and public health crises. Our current situation – a state and country simultaneously reeling from a pandemic and social injustice – has had an enormous effect on every facet of our lives and the lives of the young people we serve. We remain grateful to all of our stakeholders for continuing to help make sure our teens and young adults receive the support they need, now more than ever.

Thank you for your continued belief in our work, and for enabling us to positively affect the trajectory of tens of thousands of young lives in our great state.

Ronald McNeill
President and CEO



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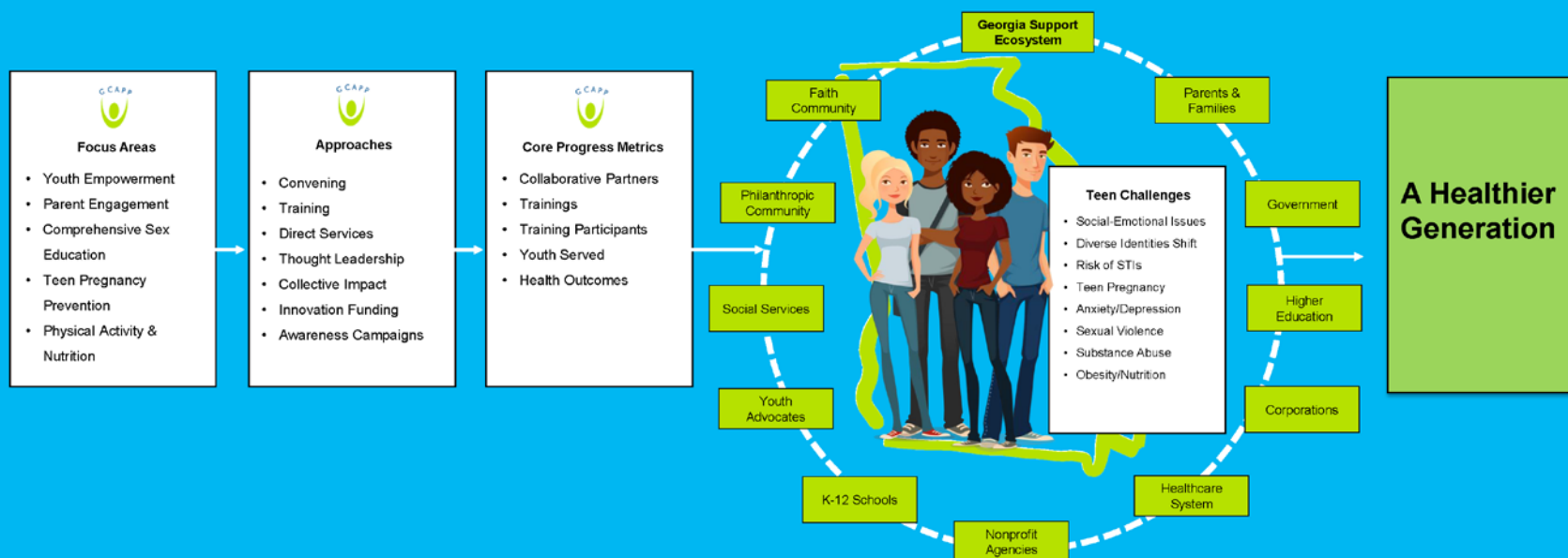
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President and CEO
GCAPP

FORMULA FOR CHANGE



For a quarter of a century, GCAPP has served as a social innovator on behalf of Georgia's adolescents and young adults. With youth in our state today facing enormous challenges – teen pregnancy, childhood obesity, anxiety, depression, and substance abuse, among others – we have created a new Formula for Change, and developed a major expansion plan in 22 high-need counties. We will accomplish our mission and goals through robust partnerships with every facet of Georgia's youth advocacy ecosystem and through proven strategies.



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GCAPP employs specific approaches and methodologies to realize our vision for Georgia's youth.

Convening – We bring communities together for a common purpose.

Training – We create training and professional development opportunities for youth, parents, educators, partners, and more.

Direct Services – We are on the ground and engaged, providing parent outreach, peer-to-peer counseling, and more.

Thought Leadership – We carefully monitor trends and conditions, so that we can be an expert and advocate.

Collective Impact – We can all significantly increase our impact by working together.

Innovation Funding – We provide resources to get new solutions off the ground quickly, and with fewer barriers.

Awareness Campaigns – We amplify emerging issues to educate and empower.



THOUGHT LEADERSHIP AND CONVENING

For 25 years GCAPP has had a leading role as a convener and collaborator in identifying ways to support local communities' efforts to improve the health and well-being of young people. In 2019, we were more intentional than ever in this area.

Community Conversations

We held community conversations in 11 high-need counties that engaged nearly 300 local leaders in education, health, community services, business, and the faith community, as well as parents and families, to discuss local concerns facing young people. Our listening tour identified recurring themes, and emerging trends and challenges facing young people, including:

- > lack of awareness of available services for teens and families
- > social and emotional pressures and well-being
- > lack of structured activities for young people
- > struggles with acceptance and fitting in
- > parents feeling unequipped to guide their children through tough discussions
- > pros and cons of social media.

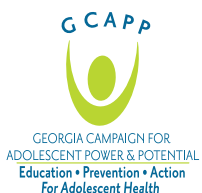
We are currently working with local Community Actions Teams in those counties to identify strategies that align with their community concerns and collaborate around solutions.

State of Adolescents

In 2019 GCAPP hosted its first State of Adolescents: Healthier Together convening. We assembled community leaders, experts, and innovators from the business, education, health, government, faith-based, nonprofit, and philanthropic sectors to inform how GCAPP, community partners, and our state, can come together to address critical issues in adolescent health. Dr. Marc Brackett, director, Yale Center for Emotional Intelligence, was the Keynote speaker, and also led a panel discussion on collective solutions to improve health outcomes for young people.

State of Adolescents is an annual convening of powerful minds that allows GCAPP to develop well-informed strategies in our five focus areas of Youth Empowerment, Parent Engagement, Teen Pregnancy Prevention, Comprehensive Sex Education, and Physical Activity & Nutrition.





COMPREHENSIVE SEX ED

“If I could change anything in my sex ed class, it would be to have more time in class!”

- Atlanta 9th Grader



Every adolescent has a unique path to understanding her/his body, sexuality, health, and relationships. For decades, GCAPP has connected young people to comprehensive sexuality education (CSE)—essential, factual information to help them navigate their adolescent journey. Every day we are reminded, in one way or another, that young people are clamoring for this important information. By contrast, we also know that we must continue to demystify comprehensive sex ed, given that it is often perceived as something it is not. However, more and more communities are aware that comprehensive sex ed, teen pregnancy prevention, and power and potential are inextricably linked.

GCAPP’s most impactful work is our delivery and implementation of comprehensive sex ed training and our ongoing support to schools and youth-serving organizations. In delivering CSE to schools, through our WISE initiative (Working to Institutionalize Sex Ed), we train hundreds of teachers each year in evidence-based curricula, guide the implementation throughout the school or district, and continue to provide long-term support and expertise as needed. Beyond schools, GCAPP trains staff at community organizations and after school programs throughout the state. We also provide ongoing capacity-building assistance to those organizations, as necessary. In 2019, in collaboration with partners, we reached more than 44,000 young people with reliable, factual information that is crucial to their health, happiness, and overall well-being—information and helps them succeed.

Demystifying Comprehensive Sex Ed

Comprehensive sexuality education refers to programs that cover a broad range of topics related to:

- > Human Development—including reproduction, puberty and sexuality
- > Relationships—including peer pressure, friendships, romantic relationships and dating
- > Personal Skills—including communication, negotiation, and decision making
- > Sexual Behavior—including abstinence, delaying sexual activity, and sexuality throughout life
- > Sexual Health—including STIs, HIV, teen pregnancy prevention and contraception
- > Society and Culture—including gender roles, diversity, and sexuality in the media

Our Reach and Impact in Comprehensive Sex Ed

Ensured that nearly 50,000 students received age-appropriate, factual comprehensive sex ed.

Trained 250 teachers in five school districts in quality sex ed in Atlanta Public Schools, DeKalb County Schools, Savannah-Chatham Public Schools, Clarke County Schools, and Glynn County Schools

Brought in 4,500 new students from three new school districts in Walton, Crawford, Bullock, Glenn, and Clarke counties

Partnered with 209 schools to implement effective sexual health education curricula

Served 389 individuals and organizations through community-based trainings and ongoing assistance through our Personal Responsibility Education Program (PREP) initiative in 10 counties



TEEN PREGNANCY PREVENTION

Twenty-five years ago, when GCAPP was founded, Georgia had the highest teen birth rate in the nation. Today, teen births have declined by 72 percent. This remarkable accomplishment is the result of many collective strategies and organizations, but GCAPP, the sole organization that has been centrally focused on teen pregnancy prevention and has kept it front and center in Georgia, takes its place as an established leader in this significant progress. As a result of scores of partnerships and collective work across the state, we are on track to decrease teen births another 22 percent by the end of 2020.



Young Mothers and Second Chances

At GCAPP we look at teen pregnancy through many lenses because we know that underlying root causes such as poverty, difficult family environments, dropping out of school, abuse, and other social factors go hand-in-hand with teen pregnancy. At our Second Chance Homes we provide crucial life skills to pregnant and parenting young mothers to help them improve their circumstances and avoid a repeat teen pregnancy. At the time of discharge from Second Chance Homes, 93 percent were enrolled in or had graduated from high school, 48 percent were employed, and 70 percent reported they always use birth control. Second Chance Homes repeat teen pregnancy rate is 5 percent, well below the state's rate of nearly 25 percent.

Teaching Sons - Training Men

In partnership with U.S. Department of Health & Human Services and Community Health Solutions, we are creating a new narrative for African-American young men (ages 13-19) in a multi-dimensional, pilot project in Clayton County. The Eban Initiative connects trained, male mentors who are adept at building culturally responsive relationships with boys and young men of color in a structured, supportive environment. The program consists of evidence-based interventions proven to reduce risky behavior while promoting healthy social and emotional development. The pilot project will mentor 400 young men over the next two years.



TEEN PREGNANCY PREVENTION *(continued)*

Alignment of Strategies and Resources

GCAPP continues to strengthen and lead the Georgia Public Private Partnership (P3), a collective impact initiative with 20 partner organizations and 700 Community of Practice members. In 2019, P3 completed a strategic planning process and adapted the Social Determinants of Health (SDH) framework to bolster its teen pregnancy prevention work and help ensure optimal health outcomes for young people. Going forward, P3 will bring more attention to SDH factors such as anxiety, depression and overall mental wellness, and parent engagement. Formed by GCAPP in 2011, partner organizations represent leaders from public health, education, healthcare, child welfare, and youth-serving organizations.



YOUTH EMPOWERMENT

“I represent thousands of young people in Georgia who, like me, have goals in life and a good support system. But unfortunately, there are too many kids who don’t have the support that every child deserves and needs. Maybe they don’t know how to deal with peer pressure and find themselves in trouble. Maybe they feel they don’t belong or don’t fit in, which was a big issue for me until I overcame it. Maybe their story is one of unspeakable abuse and neglect, nightmares and very few dreams. Whatever the reason, they feel they do not have a path to success. I feel that they do have a path to success, but they don’t have anyone to help them figure it out. These are the girls and boys who are more likely to become parents while they’re just still kids themselves, or they may have so much stress in their lives that it’s just really hard for them to find their way, their voice. GCAPP knows that voice very well and helps that voice. This is why GCAPP is an important organization. This is why I loved my work with GCAPP as a peer educator and why I will always be a GCAPP Ambassador, no matter what. What I learned will be with me for life.”

*Melody Olowojoba, 21
Former GCAPP Peer Educator*

Young, Authentic Voices

Youth leaders like Melody and our current **Youth Advisory Council** members are critically important to GCAPP's work and have been some of our most forceful voices in outreach to their peers. The council members help shape many of our programs, initiatives, and events by providing input on emerging trends and first-hand knowledge on health and social wellness issues that young people want addressed. In 2019, we doubled our youth ambassadors by 50 percent, with 24 new members for the 2019-2020 year. Ranging in ages from 16-24, the youth represent 16 counties and every region of Georgia. They serve as adolescent health advocates, GCAPP ambassadors, and lead a host of peer-to-peer events, discussions, and activities in their local communities.

For Youth, By Youth

GCAPP hosted two **Youth Empowerment Summit (YES!)** events in Savannah and Atlanta. We convened nearly 700 students to provide a peer-to-peer experience that increased awareness of adolescent health concerns and best practices to improve health outcomes for Georgia's adolescents. Youth had input in choosing topics of discussion and both events were a huge success. The summits included town halls and numerous breakout sessions ranging from mental wellness to how to land a summer job to entrepreneurship. YES! panelists featured teens and young adults who are experiencing personal growth and spearheading social change in their local communities.

Popular Tool for Teens

TMI-Georgia, our sexual health app for older teens, continues to be popular with young people in Georgia, and beyond. Through social media and campus events, the app garnered 800 downloads in 2019. It is a convenient source of comprehensive information on adolescent sexual health. We accelerated promotion of TMI-GA in our 22 priority counties, where many of the areas are rural and TMI-GA may be the only sexual health information available to some young people. The app makes it easy for young people to learn about their rights to receive sexual health services. It has nearly 300 clinics and offers GPS directions to free clinical services within a 50-mile radius. Users can explore options for birth control and STI prevention, and find out what to expect at doctors' appointments. The app also has a texting feature allowing teens to have confidential and anonymous chats with a healthcare professional to get their urgent questions answered.



College Strategy

Older teens—18- and 19-year-olds—account for 70 percent of unintended pregnancies in Georgia and the overwhelming majority of STIs. Many students enter college just as uninformed about their reproductive health as they may have been in high school. GCAPP works with colleges to customize student-informed events around sexual health matters. In 2019, GCAPP facilitated four well-received campus events at Albany State, Fort Valley State, and Savannah State universities, and the University of Georgia. More than 500 students were provided with wide-ranging information and activities, including information on TMI-Georgia, our sexual health app, as an important tool for college students, whether or not they are sexually active.

PARENT ENGAGEMENT

“‘The Talk’ is not one talk but a series of age-appropriate conversations. I am comfortable having these ongoing conversations in part because of GCAPP, and because I’ve now done it with three sons. I can tell you the first times I was very uncomfortable. But you come to realize you don’t have to have all the answers. It doesn’t have to be fancy, but it needs to be open, honest, nonjudgmental, and fact-based.”

Stu Sheldon, parent

As adolescents strive to develop into responsible young adults, parents and caregivers must be on the lookout for at-risk behaviors that could lead adolescents on a journey of unhealthy habits. The good news is, when potential danger and red flags arise, every parent or caregiver is already equipped with the best tool—YOUR VOICE! Our work and research tell us that when parents and trusted adults ask specific questions and listen without judgment, they create a safe space for young people to invite you closer into their world.

We hear from parents countless times that they do not know where to start when talking with their teens about sensitive topics like dating, relationships, and sex. They would also like more information on topics like confidence, self-esteem, puberty, and emotional wellness to feel more prepared. In 2019, more than 1,400 parents and other trusted adults accessed our **Parents’ S.O.S!** resource to improve parent-child communication. Of the 1,400 users, more than 400 were frequent users for helpful information. Parents’ S.O.S! is a free, online tool with advice, conversation starters, tips, and resources on a variety of topics from a variety of experts for parents to take advantage of 24/7.



PHYSICAL ACTIVITY AND NUTRITION

PowerMoves!, our initiative to respond to the increasing rates of childhood obesity and poor nutrition by collaborating with elementary schools and organizations, experienced substantial growth in 2019. Our expansion of services to 2,800 more students, whose schools are mostly located in food deserts, is a result of several key partnerships: Atlanta Public Schools, Clayton County Schools, Cooper-Caver Elementary School in Terrell County, and Girls Inc.

“Plant, Grow, and Learn,” our community garden and nutrition curriculum, is an evidence-based program that addresses complex issues that lead to food insecurity, poor nutrition, and unhealthy eating habits. To help build a solid foundation for a healthy adolescence for K-5 students, we create school/community gardens at elementary schools, and, as a companion, implement the “Plant, Grow, and Learn” curriculum, which

integrates health, nutrition, math, science, language, and hands-on gardening. Students also learn the principles of entrepreneurship when they harvest produce for the campus farmer’s market and use the revenue to purchase more seedlings for the garden. Parents are also taught more healthy ways of cooking with cookbooks donated by the American Heart Association. PowerMoves! has served nearly 10,000 students since 2013.



*PowerMoves!
Building a solid
foundation
for a healthy
adolescence*



2019 DONORS

EVERY YOUNG PERSON HAS tremendous power & potential **EVERY YOUNG PERSON DESERVES** to grow into her/his own **EVERY YOUNG PERSON DESERVES** a chance to flourish. **THANK YOU** for helping tens of thousands of young people in Georgia reimagine their future.

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of Children and Family Services
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and Human Services, Office
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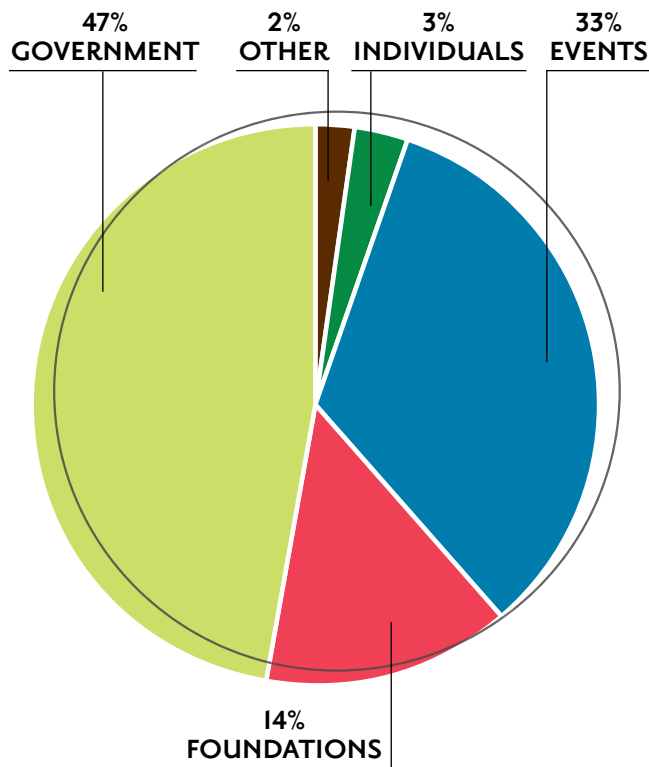
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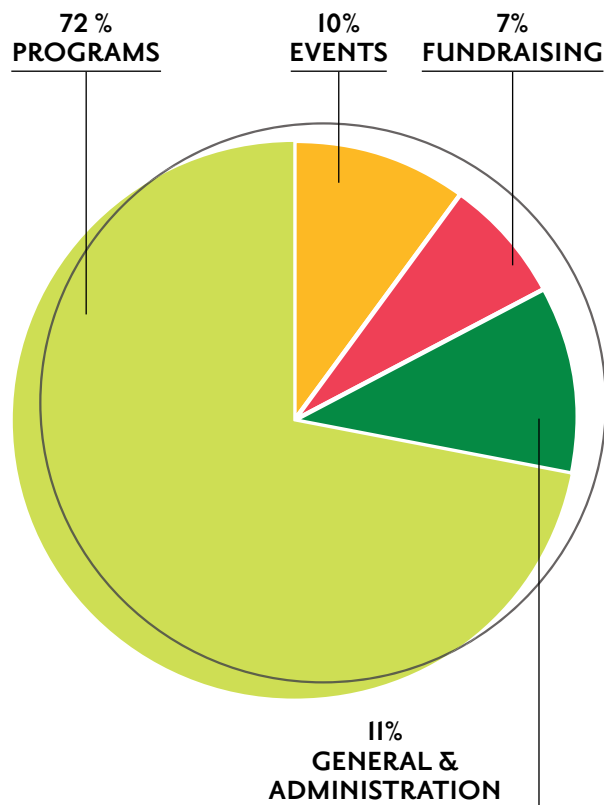
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2019 Financials



Revenue

SOURCE	AMOUNT	PERCENTAGE
Government	\$1,546,678	47%
Events	\$1,089,926	33%
Foundations	\$455,819	14%
Individuals	\$113,100	3%
Other	\$60,289	2%
Total Revenue	\$3,265,812	100%
*Net assets released from restrictions	\$595,350	
Total Public Support and Revenue	\$3,861,162	



Expenses

SOURCE	AMOUNT	PERCENTAGE
Programs	\$2,918,995	72%
General/Administration	\$460,097	11%
Events	\$397,672	10%
Fundraising	\$297,417	7%
Total Expenses	\$4,074,181	100%

Net

\$(213,019)

*During the year ended December 31, 2019, net assets totaling \$595,350 were released from donor restrictions by incurring expenses satisfying the restricted purposes or by the occurrence of other events specified by donors.

Consistent with best practices in the industry, an independent audit is conducted each year by Mauldin & Jenkins LLC.

Thank
You!



GEORGIA CAMPAIGN FOR ADOLESCENT POWER & POTENTIAL

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