> 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
# BOARD OF DIRECTORS

<table>
<thead>
<tr>
<th>Name</th>
<th>Title/Role</th>
</tr>
</thead>
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<tr>
<td>Jane Fonda, Founder</td>
<td>Founder, Chair Emeritus</td>
</tr>
<tr>
<td>Joi Philpott, Board Chair</td>
<td>Board Chair, VP, Regulatory Affairs</td>
</tr>
<tr>
<td>VP, Law &amp; Policy Department</td>
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<tr>
<td>Cox Communications, Inc.</td>
<td></td>
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<tr>
<td>Kelle Barfield</td>
<td>VP, Relationship Management, Wage Works</td>
</tr>
<tr>
<td>Aiko Bethea, Esq., PCC</td>
<td>Principal Consultant, RARE Coaching &amp; Consulting LLC</td>
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<tr>
<td>Michael Bishop</td>
<td>General Counsel, AT&amp;T Intellectual Property Corp.</td>
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<tr>
<td>Ginny Brewer</td>
<td>Community Leader</td>
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<tr>
<td>Stacey Evans</td>
<td>Partner, Wargo &amp; French LLP</td>
</tr>
<tr>
<td>Jeff Gordon</td>
<td>Partner &amp; Managing Director, Boston Consulting Group</td>
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<tr>
<td>Hayden Headley Hooks</td>
<td>Partner, Perry &amp; Walters, LLP</td>
</tr>
<tr>
<td>Michael Horowitz, MD</td>
<td>National Medical Director, United Health Group OptumHealth</td>
</tr>
<tr>
<td>Lissiah Hundley</td>
<td>Strategic Partnerships &amp; Client Fulfillment, Diversity Inc</td>
</tr>
<tr>
<td>George McCanless</td>
<td>President &amp; CEO, United Way of Central Georgia</td>
</tr>
<tr>
<td>Candace Thurmond Rodriguez</td>
<td>Divisional Merchandise Manager, The Home Depot</td>
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<tr>
<td>Stuart Sheldon</td>
<td>CEO, ConnectUs Marketing</td>
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<tr>
<td>Caroline Tucker</td>
<td>Community Leader</td>
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<tr>
<td>Karen Spencer Welanetz</td>
<td>Co-Owner, dtox Organic Juice</td>
</tr>
<tr>
<td>Erin Yabroudy</td>
<td>Realtor, Harry Norman Realtors</td>
</tr>
<tr>
<td>Ronald McNeill</td>
<td>President and CEO, GCAPP</td>
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</tbody>
</table>
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.

**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.
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.
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.
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.
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.

Corporations/Businesses
Ansley Atlanta Real Estate
Artisan Beaute’
Atkins & Associates, Attorneys, LLC
Atlanta Beverage Company
BFG Marketing, LLC
Boys & Girls Club of Georgia, Inc.
Buckhead Cosmetic & Family Dentistry LLC
Cox Enterprises
Diversity, Inc
Dtox
Emory Global Health Institute
Emory University Jane Fonda Center
Greenberg Traurig
Henry Holding Group Inc.
Kadmiri Fine Art LLC
Kaiser Permanente
Kettering Executive Network
Morris & Fellows, Inc.
PNC Financial Services
Turner Broadcasting System, Inc. – A Warner Media Company
United Way of Greater Atlanta
Untitiled Entertainment LLC
Wilmington Trust

Foundations
The Aprio Foundation
Jerome Bettis Bus Stops
Here Foundation
The Community Foundation for Northeast Florida
James M. Cox Foundation
The Robert and Polly Dunn Foundation
Fonda Family Foundation, Inc.
John and Mary Franklin Foundation, Inc.
Future Foundation, Inc.
Georgia Health Foundation
The Grove Foundation
The Horn Foundation
The Imlay Foundation, Inc.
The Keenan Foundation, Inc.
J. C. Kennedy Foundation, Inc.
The Klump Family Foundation
The Lubo Fund, Inc.
The Ludacris Foundation, Inc.

Government
Cobb and Douglas Public Health
Board of Commissioners of Fulton County
Fulton County Community Services Program
State of Hope, Georgia Division of Children and Family Services
Texas A&M University
US Department of Health and Human Services, Office of Population Affairs

Individuals
Natalie Allen and Jeff Rosensweig
Sharon and Bonneau Ansley
Elizabeth Armentrout
Margaret and Jeff Arnold
Wendy and Neal Aronson
Pamela Atkins
Kimberly and Joel Babbit
Helen Ballard
Kelle Barfield
Janet Barnard
Wendy Barton
Sarah Bayman
Katie and Same Bayne
Ollie K. Bearden
Susan Been
Carey and Doug Benham
Michael Bishop and Shane Thomas
Jane and Greg Blount
William H. Bolen
John Bossard

Majestic Realty Foundation
William W. McClure Fund
Naserian Foundation
Edward John Noble Foundation, Inc.
Barbara Pyle Foundation, Inc.
Irie Rose Family Charitable Fund
Ida Alice Ryan Charitable Trust
Shaw Family Foundation
SPANX by Sara Blakely Foundation
Tides Foundation
The Turner Foundation, Inc.
Joseph B. Whitehead Foundation
Jesse Parker Williams Foundation

Michele and Patrick Boushka
Ginny and Charles Brewer
Eudoxie Bridges
Levy Brown
Amy and Hardy Brumfield
Bettina S. Bryant
Margaret and Hartley Caldwell
Shanta Campbell
Angela and Ronald Carpinella
Ronald Carter
Marc Castillo
Nina A. Cheney
Aimee and Tom Chubb
Katherine Cohen
Peter Conlon
Adrienne and Ramsey Connor
Nicole and Miles Cook
Sandi Peterson-Cooper
Holli and Robert Cortelyou
Janet and John Costello
Sally and Bob Cramer
Sally Dean
Dian and Mike Deimler
Vanessa and Robin Delmer
Marilyn Denis
Daphne H. Dickerson
Karin Douglas
Kay and Jim Douglass
Andrea Drasites
Sabrina A. Duncan
Holli and Ian Easton
Brooke and Rod Edmond
Thea M. Ermalovich
Stacey Evans
Gail Evans
Terri and Blair Schmidt-Fellner
Sharon Maxwell-Ferguson and Howell Ferguson
Marylou and James Foley
Angela and Robert Fonda
Michelle and William Ford
Rutledge Forney, MD
Henry Foster
Jennifer Foster, Ph.D.
Cheryl and Robert Franklin
Jessica Freeman
Michele and Ben Garren
Ben Garrett
2019

Financials

Revenue

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<th>SOURCE</th>
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<td>Other</td>
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<td><strong>Total Revenue</strong></td>
<td><strong>$3,265,812</strong></td>
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*Net assets released from restrictions $595,350

Total Public Support and Revenue $3,861,162

Expenses

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<th>SOURCE</th>
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<td><strong>Total Expenses</strong></td>
<td><strong>$4,074,181</strong></td>
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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!