

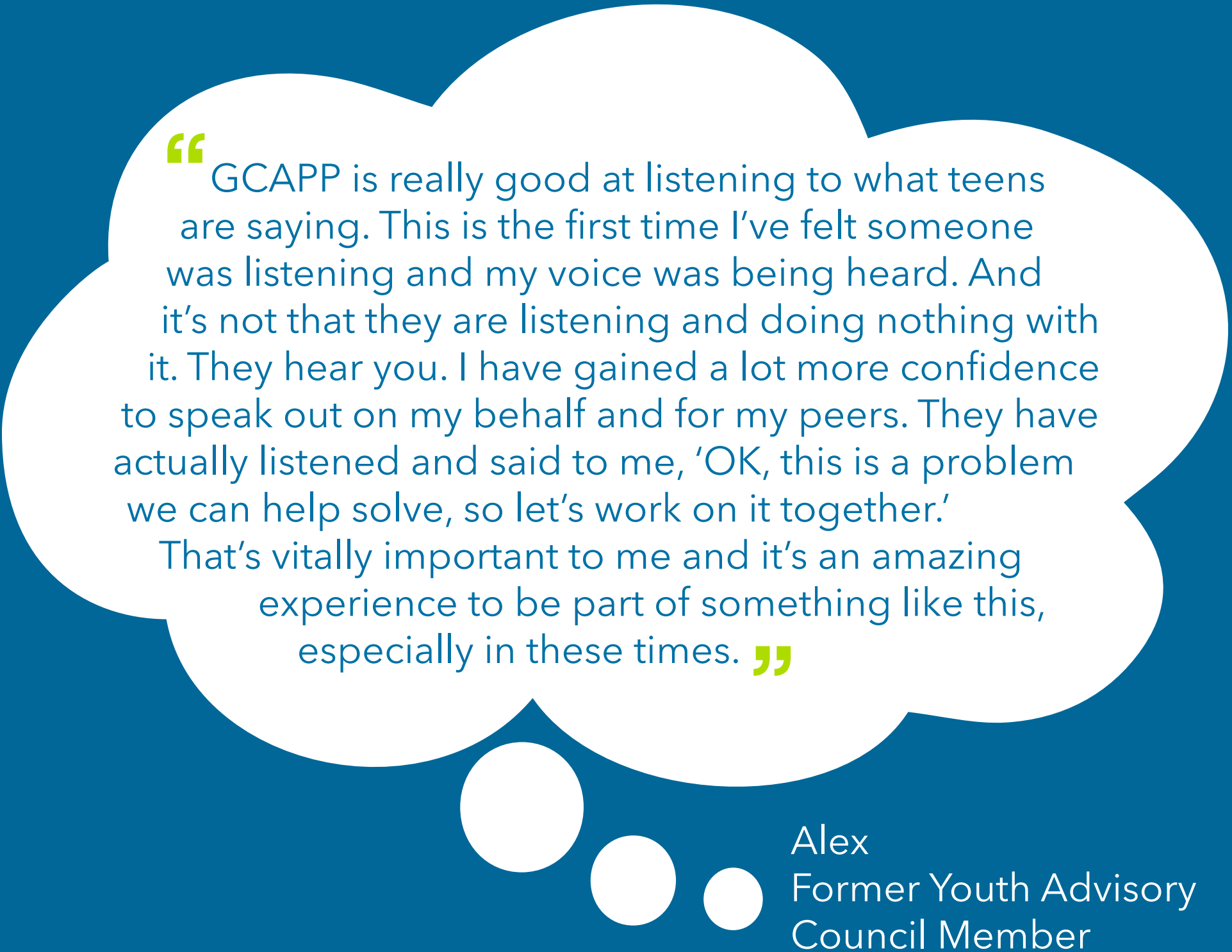


resilience | milestones | progress | hope



2020 Annual Report





“ GCAPP is really good at listening to what teens are saying. This is the first time I’ve felt someone was listening and my voice was being heard. And it’s not that they are listening and doing nothing with it. They hear you. I have gained a lot more confidence to speak out on my behalf and for my peers. They have actually listened and said to me, ‘OK, this is a problem we can help solve, so let’s work on it together.’ That’s vitally important to me and it’s an amazing experience to be part of something like this, especially in these times. ”

Alex
Former Youth Advisory
Council Member

OUR CORE VALUES:

Accountability | Customer Commitment
Empowerment | Integrity | Respect
Stewardship | Transparency

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.

OUR MISSION:

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



TABLE OF CONTENTS

About GCAPP.....	5
Our Board	6
Message from the CEO.....	7
Progress & Impact	8
GCAPP's Map of Activity	9
Youth Empowerment	10
Parent Engagement	11
Teen Pregnancy Prevention	12
Comprehensive Sex Ed	14
Physical Activity & Nutrition	15
2020 Donors	16
Financials	18
IMPACT 2025.....	19



GCAPP OVERVIEW

When youth are empowered, they are informed, self-aware, goal-oriented, and motivated to positively impact their own lives, the lives of their peers, and whole communities. As a leading youth-serving organization in Georgia, and through 26 years of providing effective programs and strategies to improve the well-being of Georgia's adolescents, we know that to truly empower youth, we must first be intentional about listening to them and incorporating their collective voice into programs and strategic partnerships.

Leading with collaboration, GCAPP has designed a clear and proven process to do this through our Formula for Change. This strategy describes the process by which we will most effectively reach our goals and measure our progress, including understanding the current environment youth face, where we focus our impact, what evidence-based methods we use, and how we track our results across our program areas of Youth Empowerment, Parent Engagement, Comprehensive Sex Ed, Teen Pregnancy Prevention, and Physical Activity & Nutrition.

Adolescence can be a tough and confusing time for so many youth. GCAPP is a statewide adolescent health organization that works to ensure young people are empowered with the knowledge and motivation to help them avoid and mitigate pitfalls. Our work helps to keep youth on a trajectory that maximizes their potential and leads to a promising future. GCAPP leverages the power of over 300 partnerships to serve over 60,000 young people each year.

WHAT WE DO :

- convene, bring communities together
- collaborate to increase impact
- train teachers & health educators
- provide proven prevention programs
- statewide awareness campaigns
- spearhead practical solutions for youth
- serve as a thought leader
- advocate for equity
- meet young people where they are

WE WORK WITH:

- schools & after school programs
- teachers
- parents
- youth (boys & girls)
- youth serving professionals
- local & national government agencies
- community groups
- business community
- faith community
- health clinics & health practitioners
- colleges & universities
- 300+ partners throughout Georgia
- every facet of Georgia's youth ecosystem

ABOUT GCAPP



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Ronald McNeill
President and CEO
GCAPP

MESSAGE FROM THE CEO

2020 was an extraordinary year! The pandemic caused an endless year of upheaval and uncertainty, and, in many ways, left us a changed organization. And while GCAPP certainly experienced its challenges, 2020 was equally a significant year of resilience, progress, milestones, and hope.

Thanks to an incredibly committed and flexible staff and our partners, we made substantial progress in our service delivery. In March 2020, we rapidly scaled up our digital efforts for 100% digital programmatic delivery, allowing us to expand our reach and impact to a much larger audience. With the launch of the Parent Toolkit, we answered parents' calls for help in navigating difficult talks with their children and the Toolkit quickly became a popular go-to resource for thousands of parents, caregivers, and trusted adults. Our new, three-year teen pregnancy prevention initiative in Macon-Bibb, made possible last year by a grant from the U.S. Department of Health and Human Services, got off to a great start and now serves hundreds of Central Georgia's most vulnerable youth. Our Eban initiative, which creates a new narrative for African American young men, and in partnership with Community Health Solutions, served hundreds of youth through our culturally responsive mentoring project, providing the support so many young Black men need. All year we amplified the voices of youth, allowing them to express their feelings and realities during an unsettling year.

Of the many lessons from 2020, we learned that we are all truly connected, but most of all, we learned that young people have an abundance of hope. We are deeply grateful for your support and hope you will continue on this journey with us and help adolescents in Georgia have the future they so deserve.



Ronald McNeill
President and CEO

MESSAGE FROM THE CEO



“We celebrated milestones and commemorated 25 years as a statewide leader in adolescent health. We successfully closed out our 2015-2020 strategic plan by succeeding our impact goals, serving 182,450 youth and developed our plan of action for the next five years.”

PROGRESS & MILESTONES



“We help teens find their inner strength, their inner compass that will help them navigate better decision making and prouder choices, and realize their agency and potential.”

Jane Fonda, Founder

In 2020 GCAPP reached the major milestone, its 25th Anniversary—25 years of leading and implementing proven, effective, sustainable and ‘prevention-first’ programs for Georgia’s youth. When Jane Fonda founded GCAPP in 1995, known then as the Georgia Campaign for Adolescent Pregnancy Prevention, Georgia had the highest teen birth rate in the country.

Today, the teen birth rate has declined by nearly 72%. This remarkable accomplishment is the result of many collective strategies and organizations, however, GCAPP takes its place in spearheading this significant progress through innovative partnerships and the only organization in Georgia that has kept teen pregnancy prevention elevated front and center for 25 years. Because of GCAPP, comprehensive sex ed now gets parity with other subjects in hundreds of classrooms in the state, providing tens of thousands of students each year with age appropriate medically accurate information.

Also in 2020, we marked the end of our 2015 - 2020 strategic plan to impact 150,000 youth in Georgia by the end of 2020. Not only did we reach our impact goal of empowering 150,000 youth, we surpassed it by more than 20% reaching 182,450 young people by 2019, one year early.

Smart partnerships and collective impact have served GCAPP well in its evolution of five program areas—Teen Pregnancy Prevention, Comprehensive Sex Ed, Youth Empowerment, Parent Engagement, and Physical Activity & Nutrition. As we take on new challenges and chart our next course, GCAPP will continue to evolve and adapt to best serve young people, just as we have done over the last 25 years.

COUNTIES IMPACTED



YOUTH EMPOWERMENT



“Young people need support and a safe space, now more than ever. When teens don’t have that, they look for it in other places and that’s how they get into trouble. GCAPP is a great resource and safe space for teens who need support. They guide youth through a nonjudgmental and supportive space and provide the information they really need. ”

Marcus, graduate student

CREATING BOUNDLESS POWER & POTENTIAL

Young people across Georgia are excited to be engaged and involved in bettering their communities. It was on display in every facet of our outreach in 2020, more than ever. We continued to empower a new cohort of young leaders (high school and college students) by way of our Youth Advisory Council (YAC), a group of youth 16 to 24 years old who represent every region of the state, namely, our priority counties. The young leaders serve as peer educators and advocates, GCAPP ambassadors, and provide input on ways to better connect with youth and address their concerns.

Hundreds of youth showed up for our Youth Empowerment Summit (YES!), held virtually for the first time. We registered hundreds of high school students throughout Georgia, and beyond. YES! connects young people to vital information they need in their everyday lives.

We saw progress in our College Strategy despite the disruption of our on-the-ground outreach. GCAPP works with colleges to customize on-campus student-informed events around sexual health matters and to promote TMI-Georgia, our sex ed app for older teens.

YOUTH EMPOWERMENT 2020 HIGHLIGHTS:

- Our YAC members engaged over 650 youth, parents, and youth serving professionals by hosting and/or participating in Webinars Wednesdays. The online events ranged from making the best of online learning to social justice to mental wellness and resilience to coping with isolation.
- Pre-Covid, YAC members facilitated workshops for youth participants from the City of Atlanta Parks and Recreation, hosted the face-to-face event True Life: Mastering Adulthood with Atlanta Metropolitan State College for nearly 100 students and 10 faculty members; Hosted numerous events in their respective counties, and participated in trainings in leadership, public speaking, event planning, marketing, and community building.
- 250 high school students signed on to YES! 2020 on a Saturday morning for hours of workshops on various topics from healthy relationships to educational opportunities to civic participation and community & belonging.
- We gained two new college partners—Georgia Southern University and Savannah State University—and re-established our partnership with Georgia State University-Clarkston Campus. Other campus partnerships include Thomas University, Fort Valley State University, and Atlanta Metropolitan State College. We also provided trainings to 35 college peer educators and hosted ‘Making Sexual Health a Top Priority on Your College Campus’ for university representatives.

IMPORTANT TOOLS FOR PARENTS

One of our most exciting projects of 2020 was the launch of the GCAPP Parent Toolkit, a comprehensive, digital resource for parents, guardians, and any adults who want to improve communication with the young people in their lives. Parents tell us frequently that they feel unprepared to navigate certain conversations with their children. To address this challenge, we developed the Parent Toolkit. It has become a popular go-to resource for thousands of parents.

In developing the toolkit and to inform its tools and content, we put this question to parents and asked them to think back to when they were an adolescent: What information do you wish your parents or other trusted adults had shared with you about friends, relationships, love, sex, peer pressure, setting goals, or just growing up? Their compelling answers are the reasons for the toolkit:

"I needed help with self-esteem and wish they had talked to me about taking time to grow up and it's okay to not follow the crowd."

**"Explaining menstruation would have been nice.
It was such a mystery."**

**"I needed to know what happens to boys in puberty.
I got a lot of misinformation."**

"I wish I had had an open dialog with my parents."

Although we produced many parent-focused webinars, the Toolkit and its broad topics and 40 tools, quickly became our primary driver for our Parent Engagement program area and continues to be.

PARENT ENGAGEMENT 2020 HIGHLIGHTS:

- Launched the Parent Toolkit in May 2020
- Introduced the toolkit to 14,000 online users through three awareness campaigns
- Generated nearly 5,000 returning toolkit users, 1,400 downloaded tools.
- Produced and promoted 8 parent-focused webinars
- Secured 8 official toolkit partners

PARENT ENGAGEMENT



" I didn't get much information about anything at all. I wanted my mom to talk to me about how I'm doing in school, dating, heartbreak, friends. I didn't get that which is why I now talk to my child about everything. **"**

TEEN PREGNANCY PREVENTION



2020 HIGHLIGHTS:

- Provided mental health training series on coping strategies related to the pandemic
- Facilitated the Youth Violence Prevention curriculum for partners.
- Provided Better Brains for Babies training to Second Chance staff, foster care agencies and youth
- Delivered sexual health & LGBTQ inclusivity training for at-risk youth.
- Provided 5 professional development trainings to staff of Boys & Girls Clubs of Georgia.
- Provided trainings to agencies on how to integrate socio-emotional learning into their programming.

Teen pregnancy is at the center of a host of social, health and economic issues. Preventing teen pregnancy creates positive social change, allowing young people to be stronger contributors to community. To prevent teen pregnancy, GCAPP believes it is important to respond to the diverse needs of Georgia's youth who are abstinent, sexually active, as well as parenting teens. As a result, our programs give specific focus to the complexities of the often root causes of teen pregnancy—lack of education about sex, fragile and difficult home environments, abuse, poverty, dropping out of school or lack of school engagement, a void of hope for a brighter future—all go hand-in-hand with teen pregnancy.

Our community-based teen pregnancy prevention programs are the GCAPP Second Chance Home Network, Personal Responsibility Education Program, our Eban Initiative, and our Aligning Community Systems for Optimal Health project, our newest teen pregnancy prevention initiative.

GCAPP'S SECOND CHANCE HOMES NETWORK

While teen births are down in Georgia by nearly 72%, repeat teen births (teen mothers who have a second teen birth by age 19) are persistently high. To address repeat teen pregnancies, GCAPP's Second Chance Home Network, a network of four homes, is a model program. The homes are family environments where pregnant and parenting young women receive high-quality wrap-around services including parenting skills, counseling, support in completing high school, workforce development, and life coaching.

The program is in partnership with the Georgia Department of Family and Children Services. Unfortunately, in July 2020 GCAPP was informed that Second Chance Homes lost its funding due to state budget cuts, causing GCAPP to restructure its repeat teen pregnancy prevention strategy. We are piloting an ACE (Adverse Childhood Experiences) scorecard to identify gaps in staff's knowledge and trainings that impact service quality and effectiveness. Our strategy improves on the young women's mental health and increases evidence-based trainings in sexual health, and addresses barriers in education. GCAPP Second Chance Homes Network has served more than 2,000 young mothers and their children since 2001.



ALIGNING COMMUNITY SYSTEMS FOR OPTIMAL ADOLESCENT HEALTH, MACON-BIBB PROJECT

In partnership with Community Health Solutions GCAPP was awarded a grant by the U.S. Dept of Health and Human Services for a teen pregnancy prevention project. We began laying the groundwork our newest teen pregnancy prevention project to improve the well-being of some of the most vulnerable young people Central Georgia, specifically in Macon-Bibb. GCAPP will serve over 3,600 disenfranchised youth between the ages of 13-19 years old over the three-year period throughout Macon-Bibb County.

EBAN INITIATIVE

Now in its second year, our Eban Initiative is a mentoring program in Clayton County for young Black men ages 13 -19. The program consists of evidence-based interventions in a supportive environment and trained male mentors who are adept at building culturally responsive relationships. The program served 215 young men in 2020.

2020 HIGHLIGHTS:

- Mentors were trained in the Reducing the Risk curriculum, an evidence-based intervention curriculum proven to reduce risky behavior while promoting healthy, social and emotional development. Programming was conducted at Forest Park Middle School, Kendrick Middle School, Forest Park High School, The Rock Church, Solid Rock Academy, the Rainbow House, and Lovejoy Middle School.
- The young men participated in the American Public Health Association Annual Conference giving them an opportunity to participate in Our Voice Matters: Teens' Perspectives from Texas and Georgia. Topics included social injustice, COVID-19 impacts on teenagers, and social issues around overall adolescence's health.

PERSONAL RESPONSIBILITY EDUCATION PROGRAM

Through our Personal Responsibility Education Program (PREP), we educate young people on both abstinence and contraception to prevent pregnancy and sexually transmitted infections, including HIV/AIDS. The program targets youth ages 10–19 years old.

2020 HIGHLIGHTS:

- Served over 300 individuals and organizations on empowering them to become values-neutral and medically accurate resources for sexual health information.
- Provided 6 site visits and facilitated 26 trainings to adolescent health administrators and trained 9 new facilitators on evidence-based curricula; Partnered with the Georgia Department of Public Health to train adolescent health staff on the evidence-based curricula.

COMPREHENSIVE SEX ED IN GA

Comprehensive Sex Ed (CSE) is crucial in giving young people understanding of their bodies at different stages in life, giving them a sense of agency over their bodies, and protecting their health and overall well-being. Over the last five years alone 182,000 students in 37 counties and 210 schools have received medically accurate, age appropriate, quality sex ed because of GCAPP. This helps youth grow into well-informed young adults and helps Georgia address a broad range of issues more than people realize. Public health experts and researchers agree that CSE reduces sociodemographic disparities and broadly improves the well-being of young people and communities.



“Too many young people receive confusing and conflicting information about relationships and sex as they try to navigate adolescence. This is problematic. It is my ultimate contention that when delivered in an appropriate context, sex ed in Chatham County Schools can provide the needed information conducive to overall student development.”

Jason Alston, Teacher
Chatham County Public Schools

“Comprehensive sex ed not only educates our students and steers them away from all the misinformation that’s floating around out there, it engages students about protecting themselves and explores boundaries, consent, and negotiation skills. I teach it every day and students are more than ready for this information. They are hungry for it.”

Bobbi, Teacher
DeKalb County Schools

COMPREHENSIVE SEX ED:

- Reduces the incidence of teen pregnancy and STIs (Georgia has one of the highest STI rates in the country among youth 15-24)
- Improves the social, emotional, and mental health of young people
- Empowers young people and give them agency over their bodies
- Improves knowledge and attitudes related to dating relationships and parent-child relationships.
- Provides critical information about boundaries, consent, and waiting to have sex
- Protects young people’s overall physical health and emotional well-being as they journey into adulthood.

2020 COMPREHENSIVE SEX ED HIGHLIGHTS:

- 16,952 students impacted
- 215 schools began implementing sexual health curricula, a 14% increase from 2019.
- Provided training to 357 teachers, staff, and administrators from Atlanta Public Schools, Bulloch, DeKalb, Clarke, Glynn, and Walton county schools and Savannah-Chatham Public School Systems—up from 229 trained in 2019.
- We onboarded five new school districts: Terrell County Schools, Marietta City Schools, International Charter of Atlanta, Twiggs County Schools, and Bibb County Schools.
- Created 40 Google Classrooms that allows teachers to discuss material more easily when facilitating online.
- Aided the Clarke County Sex Ed Committee in the approval of its sex ed curriculum for the 2020-2021 academic school year.

PHYSICAL ACTIVITY & NUTRITION



PowerMoves! is GCAPP's response to the prevalence of childhood obesity in Georgia. The program addresses complex issues that stem from food insecurity, poor nutrition, unhealthy eating habits, and the lack of physical activity. There is a strong link between good nutrition, physical activity and academic performance of students. PowerMoves! improves students' nutrition and physical activity by helping to lay a solid foundation of health habits for a healthy adolescence.

Prior to the pandemic we worked with elementary schools in our Plant, Grow & Learn project by growing community/school gardens and implementing our Plant, Grow & Learn curriculum. We also worked with schools to provide flexible and active seating in classrooms.

Given the circumstances brought on by the pandemic, in 2020 we reimagined our service delivery and began plans to develop PowerMoves! 2.0 focusing on online health education for youth, teachers, parents, and families. We established a pilot partnership with Bibb County Schools for a virtual health education project and active seating initiative. Our online services and resources will include a health education app, online trainings for teachers, and partnerships with health and wellness influencers encouraging health habits.

Since 2015 PowerMoves! has served over 4,000 students.



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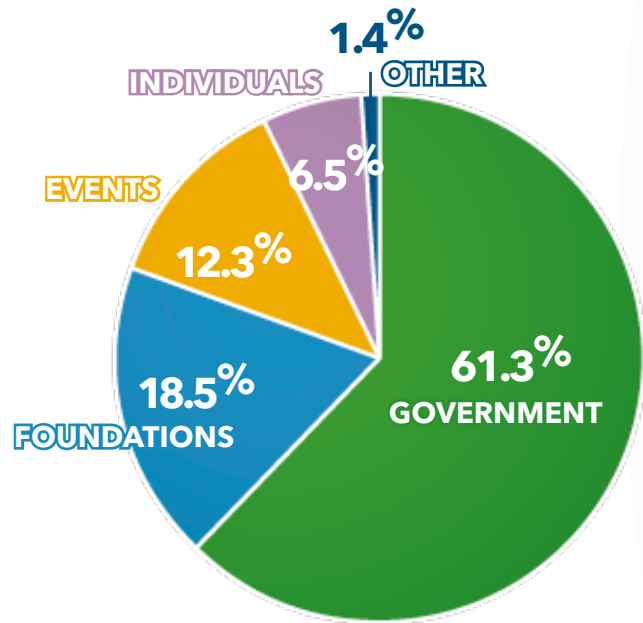
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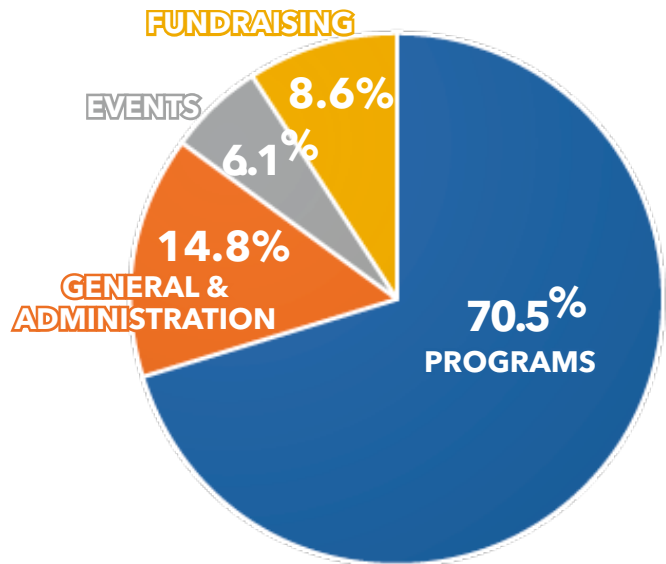
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2020 FINANCIALS



Revenue

SOURCE	AMOUNT	PERCENTAGE
Government	\$2,320,654	61.3%
Foundations	\$698,500	18.5%
Events	\$466,470	12.3%
Individuals	\$244,796	6.5%
Other	\$54,612	1.4%
Total Revenue	\$3,785,032	100%



Expenses

SOURCE	AMOUNT	PERCENTAGE
Programs	\$2,720,618	70.5%
General/Administration	\$571,372	14.8%
Fundraising	\$333,039	8.6%
Events	\$233,947	6.1%
Total Expenses	\$3,858,976	100%

Net **\$(73,944)**



IMPACT 2025: ADVANCING ADOLESCENT HEALTH — The most forward-looking strategic plan in our history, IMPACT 2025 will deliver on critical objectives as we continue to improve the health and well-being of youth in Georgia.

**Impact 360,000 Youth, 200,000 Parents,
& 15,000 Youth Providers +
80 Priority Counties + 100 New Partnerships**

Impact 575,000 Georgians by 2025 Across 5 Focus Areas

Youth Empowerment | Comprehensive Sex Ed | Teen Pregnancy Prevention
Parent Engagement | Physical Activity & Nutrition

Mission

We will Expand our Footprint Across Georgia

Organizational Capacity

We will maintain a Skilled Workforce & Increase the Use of Technology

Advancing Adolescent Health

Internal Process

We will increase our Impact & Demonstrate ROI

Financial Sustainability

We will diversify our funding streams



GCAPP



GEORGIA CAMPAIGN FOR
ADOLESCENT POWER & POTENTIAL
Education • Prevention • Action
For Adolescent Health

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