

IMPACT



2021 Annual Report





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.

OUR CORE VALUES

accountability | customer commitment | empowerment
integrity | respect | stewardship | transparency



ABOUT GCAPP

Working with 350 partners throughout the state, each year GCAPP impacts tens of thousands of young people with critical and necessary information as they journey through adolescence. Guided by Impact 2025, our strategic road map to expand programs and services, we will impact 575,000 youth, parents, and youth-serving professionals by 2025.

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President and CEO
GCAPP



MESSAGE FROM OUR CEO

In 2021, GCAPP made giant strides in expanding programs and services in high need counties and engaging tens of thousands of adolescents, parents, youth serving professionals—all guided by the first-year implementation of Impact 2025: Advancing Adolescent Health, the most purposeful and collaborative strategic plan in GCAPP's 27-year history.

Launched last April 2021, Impact 2025's goals are as ambitious as they are critical in advancing adolescent health in Georgia. We will impact 300,000 youth, 200,000 parents, and 15,000 youth serving professionals, and expand programs and services into 80 counties, by 2025. The momentum generated in 2021 by surpassing many of our year-one Impact 2025 goals as highlighted in this report, puts us on an exciting, well-informed path to better address the complex adolescent health and social wellness issues youth in Georgia face.



Adolescence is a major transitional period and turning point in young people's lives. We've all been there and can attest to the habits, skills, attitudes, and inclinations youth develop during these critical years can determine the ultimate path their lives will take. That's where GCAPP comes in. Our work empowers young people to help them realize there is tremendous power and potential in their choices. In 2021, we impacted 91,000 young people. There's nothing more rewarding than knowing GCAPP's work is significantly and uniquely infused into hundreds of schools, after school programs, community organizations' initiatives, workshops, resources, awareness campaigns, and trainings that benefit young people daily.

Now more than ever and as a state leader in adolescent health, GCAPP is prepared to lead statewide efforts to improve the overall well-being of young people on their path to a healthy, bright future. It is in all our best interest to do all we can to help youth realize their potential and positively impact communities for generations to come. Your support of our mission is deeply appreciated.

Ronald McNeill
President and CEO



2021 IMPACT HIGHLIGHTS



91,275 youth
surpassing our goal of
70,000

39,239 parents
closely reaching our
goal of 40,000

3,410 youth-serving
professionals

established new
partnerships with 30
organizations

provided programs & services to help meet
community needs in each of our **26** priority
counties.



COMPREHENSIVE SEX ED

We partner with hundreds of schools and community organizations to provide medically accurate, age appropriate sex ed impacting tens of thousands of Georgia students.

TEEN PREGNANCY PREVENTION

We align programs and partnering organizations with public and private entities to reduce the teen birth rate. Since the founding of GCAPP the teen birth rate has dropped by 73%.

PARENT ENGAGEMENT

We help parents truly be their children's greatest educators by equipping them with helpful tools and resources.

YOUTH EMPOWERMENT

We empower youth to avoid risky behaviors that are statistically difficult to overcome and that often negatively impacts adulthood.

PHYSICAL ACTIVITY AND NUTRITION

We integrate health, nutrition, science, and hands-on experiences while promoting physical activity.





HOW WE IMPACT ADOLESCENTS' WELL-BEING

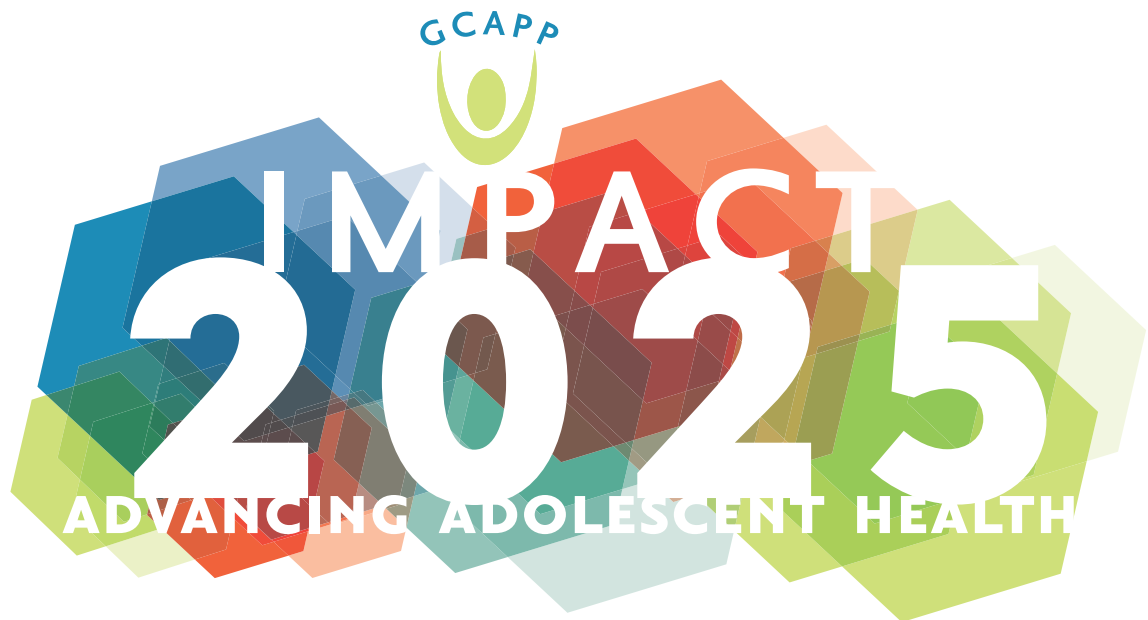
HOW WE WORK

- convene
- bring communities together
- collaborate to increase impact
- train teachers & health educators
- provide proven prevention programs
- launch statewide awareness campaigns, webinars and events
- 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 & health educators
- parents
- youth (boys & girls)
- youth serving professionals
- local, state & national government agencies
- community groups
- business community
- faith community
- clinics & health practitioners
- colleges & universities
- 350 community partners throughout Georgia
- every facet of Georgia's youth ecosystem





IMPACT 2025, our new strategic plan launched in April 2021, is the most audacious and forward-looking plan in our 27+ year history. Using our data driven approach, by 2025 we will deliver on key, critical objectives to advance adolescent health.

We will work with partners to:

Impact **360,000** Youth

200,000 Parents

15,000 Youth-Serving Professionals

Expand into **80** counties – that's more than half of Georgia's **159** counties.

TO MEET OUR AMBITIOUS GOALS BY 2025, WE WILL:

- Strengthen and build new partnerships that meet the needs of the community
- Expand our footprint across Georgia
- Enhance services to meet the ever-evolving needs of parents
- Respond to emerging adolescent health needs of the Georgia youth ecosystem
- Provide programs that are relevant and adaptive to trends



This map of Georgia displays its 159 counties, each color-coded based on its priority level for digital equity initiatives. The legend indicates three categories:

- Priority Counties (Yellow):** These counties are highlighted in yellow, indicating the highest priority for digital equity efforts. They include: Albany, Anderson, Appling, Baldwin, Bibb, Blount, Brantley, Butts, Calhoun, Chatham, Chertock, Clinch, Colquitt, Coweta, Cuthbert, DeKalb, Dodge, Douglas, Evans, Fayette, Franklin, Fulton, Gilmer, Glascock, Hancock, Haralson, Hardee, Heard, Henry, Houston, Jasper, Jones, Keith, Lincoln, Long, Lowndes, Madison, McIntosh, Meriwether, Miller, Mitchell, Monroe, Montgomery, Morgan, Oglethorpe, Peach, Perry, Pike, Polk, Randolph, Richmond, Rockdale, Spalding, Talbot, Terrell, Thomas, Tift, Turner, Wilkes, and Wilcox.
- Training & Technical Assistance (Light Blue):** These counties are highlighted in light blue, indicating a medium priority for digital equity efforts. They include: Adams, Alameda, Appling, Baldwin, Bibb, Blount, Brantley, Butts, Calhoun, Chatham, Chertock, Clinch, Colquitt, Coweta, Cuthbert, DeKalb, Dodge, Douglas, Evans, Fayette, Franklin, Fulton, Gilmer, Glascock, Hancock, Haralson, Hardee, Heard, Henry, Houston, Jasper, Jones, Keith, Lincoln, Long, Lowndes, Madison, McIntosh, Meriwether, Miller, Mitchell, Monroe, Montgomery, Morgan, Oglethorpe, Peach, Perry, Pike, Polk, Randolph, Richmond, Rockdale, Spalding, Talbot, Terrell, Thomas, Tift, Turner, Wilkes, and Wilcox.
- Digital Engagement (Orange):** These counties are highlighted in orange, indicating a lower priority for digital equity efforts. They include: Adams, Alameda, Appling, Baldwin, Bibb, Blount, Brantley, Butts, Calhoun, Chatham, Chertock, Clinch, Colquitt, Coweta, Cuthbert, DeKalb, Dodge, Douglas, Evans, Fayette, Franklin, Fulton, Gilmer, Glascock, Hancock, Haralson, Hardee, Heard, Henry, Houston, Jasper, Jones, Keith, Lincoln, Long, Lowndes, Madison, McIntosh, Meriwether, Miller, Mitchell, Monroe, Montgomery, Morgan, Oglethorpe, Peach, Perry, Pike, Polk, Randolph, Richmond, Rockdale, Spalding, Talbot, Terrell, Thomas, Tift, Turner, Wilkes, and Wilcox.

COMPREHENSIVE



GCAPP impacts tens of thousands young people each year through its school-based initiatives in the delivery and implementation of comprehensive sex ed trainings and our ongoing support to schools and other youth-focused organizations.

2021 HIGHLIGHTS INCLUDE:

- 26,000 students received age-appropriate, factual comprehensive sex ed. Comprehensive sex ed includes students learning about the reproductive system, contraception, abstinence, consent, bullying, peer pressure, STI prevention, teen pregnancy prevention, and healthy relationships.
- 570 educators and 17 school systems across the state received GCAPP trainings and ongoing assistance through WISE, our Working to Institutionalize Sex Ed program.
- Expanded comprehensive sex ed with current and new partnerships: Bibb County Schools, Clayton County Schools, Rockdale County Schools, Woodward Academy, GA Department of Juvenile Justice, Morehouse School of Medicine, and University of Michigan.
- Trained 10 youth-serving agencies impacting 737 youth through our Personal Responsibility Education Program.



TEEN PREGNANCY PREVENTION



2021 KEY HIGHLIGHTS:

- GCAPP is the only organization in Georgia that keeps teen pregnancy prevention as a primary concern and focus area, and has done so since the founding of GCAPP. Teen pregnancy is down in Georgia by 73% but the state's repeat teen births remain some of the highest in the country. GCAPP conducted a literature review, surveys, and focus groups to identify the needs and gaps of state agencies and other youth-focused community organizations to better address repeat teen pregnancy concerns. We learned that each organization faces unique challenges and developed an assessment tool that organizations can now complete for customized, expert trainings and prevention program implementation to improve outcomes.
- Eban, our mentorship program for young black men, 13 – 19 in Clayton County served nearly 100 participants. Mentors are trained in the Reducing the Risk curriculum and interventions that promote social and emotional development proven to reduce risky behavior.
- In partnership with Community Health Solutions, we enrolled 575 youth in our teen pregnancy prevention project in Macon-Bibb County. Now in its second year, the Aligning Community Systems for Optimal Adolescent Health program helps students delay the initiation of sex or increase the use of protection from STIs.



PARENT ENGAGEMENT



Through a variety of parent engagement initiatives, we connect with thousands of parents to help them through important, often sensitive, or complicated age appropriate conversations with their children. Whether it's 'good touch bad touch', puberty, peer pressure, bullying, sex and sexuality, or candid talks about dating, friends, drugs and alcohol, we see parent-child communication is a protective factor and paramount to adolescents' well-being. We provide parents resources, webinars, workshops, and the popular GCAPP Parent Toolkit, to improve their comfort level and get crucial conversations started, early and often. Young people (both girls and boys) are much more likely to avoid risky behaviors when there is frequent, sincere, nonjudgmental conversation with a parent or another trusted adult.

Parent Engagement 2021 Highlights:

- Reached nearly 40,000 parents through 8 statewide education and awareness campaigns and parent-focused webinars and workshops.
- Created 30 new digital products and tools for parents, adding to our 48 tools in our Parent Toolkit
- Produced 14 parent-focused events to bring more awareness to trending issues and concerns expressed by parents and teens including:
 - Teen Dating Violence 101
 - Secret Codes & Social Media: What Parents Need to Know
 - Close to Home: Preventing Child Sexual Abuse
 - Parenting LGBTQ+ Youth: Tips for Life
 - Mental Health Concerns & Teens
 - Back to School with COVID: Tips for Parents
 - Let's Talk: Fatherhood Edition



YOUTH EMPOWERMENT AND PHYSICAL ACTIVITY & NUTRITION



YOUTH EMPOWERMENT

GCAPP is well-known for its innovative, proven, and practical ways to empower youth. This includes addressing the sexual health information gap, providing trainings allowing young people to carry out activities for peer-to-peer engagement, and providing opportunities to impact where they live by making local communities more aware of issues youth face and ways to connect young people to helpful resources.

2021 HIGHLIGHTS:

Our 60-member strong 2021 Youth Advisory Council members (YAC) 15-24 years old representing 16 counties had an extraordinary year as GCAPP ambassadors and as advocates for their peers. The young leaders:

- Engaged 514 youth through events, trainings, videos, and other activities.
- Led and/or participated in 8 youth-focused webinars including, Think Like an Entrepreneur, Sexual Health Matters Virtual Sex Ed Summit, Youth Empowerment Summit, Exceling in School Despite COVID, Young People & the Spectrum of Sexuality, #Graduating & Personal Goals, The State of Adolescents, and the inaugural meeting of the Georgia Adolescent Health Alliance.
- Played an integral role in GCAPP signing on 11 new YAC members representing Bartow, Carroll, Clarke, Clayton, Cobb, and Gwinnett counties.
- Lent their voices and stories for the "Get Vaccinated" video to promote the importance of the COVID vaccinations among young people, reaching 1,600 of their peers.

PHYSICAL ACTIVITY & NUTRITION

GCAPP partnered with E.F.F.E.C.T. Fitness for GCAPP Day where over 100 fitness enthusiasts and E.F.F.E.C.T. Fitness members came together Saturday, August 14 to workout in support Georgia's youth. GCAPP Day generated much awareness and excitement with gym members, including engaging 51 new donors.

We established a pilot partnership with Bibb County Schools for a virtual health education project and active seating initiative. Plans are currently underway for a health education app, online trainings, and partnerships with health and wellness influencers encouraging healthy habits.





Georgia Adolescent Health **ALLIANCE**

CONVENINGS & THOUGHT LEADERSHIP

In November 2021, GCAPP launched the newest statewide venture to improve the well-being of adolescents, the Georgia Adolescent Health Alliance. Joining GCAPP for the statewide introduction and kick-off were youth serving professionals from 80 organizations across Georgia, including our launch partners VOX ATL, Georgia Family Connections, and Georgia Voices for Children.

With great participation from attendees across all sectors, as The Alliance, we learned that mental health challenges topped the list of the most important issues currently impacting young people. Other standouts included isolation, stress and pressure, trauma, social media, and lack of information and awareness about available resources.

The Alliance is a convening of public and private stakeholders across Georgia's youth support ecosystem. Recognizing the power of collective alignment and action, The Alliance aligns strategies that improve the health and well-being of Georgia's adolescents. It is dedicated to:

- sharing knowledge
- developing best practices and tools
- elevating awareness of adolescent health needs
- advocating for policies that address adolescent health disparities and advance health equity and wellness outcomes such as social, emotional, mental, physical, sexual and reproductive health, among others.



COLLABORATION

THANK YOU!



We are grateful for our donors for their commitment to helping youth succeed. It is because of each and every donor that we are able to support youth in a variety of ways and expand efforts to address growing needs and concerns.

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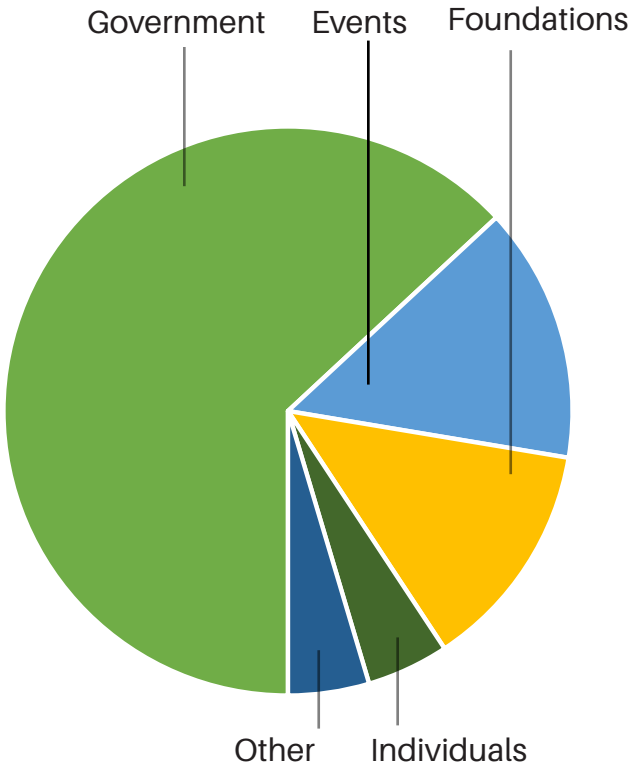
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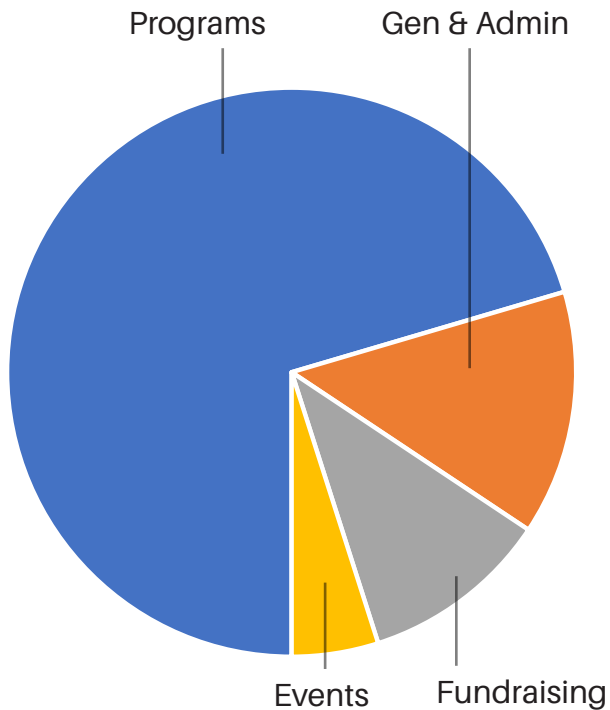
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REVENUE

Source	Amount	Percentage
Government	\$2,319,417	63.1%
Events	\$534,797	14.5%
Foundations	\$481,311	13.1%
Individuals	\$171,807	4.7%
Other	\$169,253	4.6%
Total Revenue	\$3,676,584	100%



EXPENSES

Source	Amount	Percentage
Programs	\$2,689,813	70.4%
General & Administration	\$531,142	13.9%
Fundraising	\$409,875	10.7%
Events	\$187,897	4.9%
Total Expenses	\$3,818,727	100%
Net	\$(142,143)	



GEORGIA CAMPAIGN FOR
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For Adolescent Health

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