



Power to Girls Evaluation Report 2023-2023



Written by the Students Commission of Canada, August 2023

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The Students Commission
Centre of Excellence for Youth Engagement

The Students Commission / Centre of Excellence for Youth Engagement
23 Isabella Street, Toronto, ON, M4Y 1M7
Tel: (416) 597-8297, Fax: (416) 597-0661
Email: info@studentscommission.ca, URL: www.studentscommission.ca

Suggested citation: Amara, F, Turchio, V, Power, K, The Students Commission of Canada. (2023). *Power to Girls Evaluation Report 2021-2022*. Report prepared for Power to Girls program.

Project Description

Power To Girls is a non-profit organization that supports and empowers Black and marginalized girls in the Greater Toronto Area and Ghana. They are dedicated to providing positive mentorship programs, community interaction and recreational activities that inspire self-confidence, build self-esteem, friendships, nutritional health, and integrity in the hearts of young girls.

Part of the program, which is called “Power of a Girl”, is a virtual and in person program for girls between the ages of 12-19 to develop their entrepreneurial skills as a tool for leadership and economic freedom. The program will be available online and in-person at Toronto Catholic District School Board (TCDSB) schools.

The goal of the project is to help young girls discover their individual identity, and creative gifts by developing qualities that will help them become leaders and contributing members of society. Power to Girls makes learning about life challenges a fun, informative and fulfilling experience for the girls involved.

Power to Girls is dedicated to forming real in-depth relationships with the girls that come through the program by implementing a relationship-based approach to mentoring and building mutually beneficial human connections. They are among the few organizations focused on the growth and empowerment of Black and marginalized girls. Offering girls of colour this platform will aid in their overall well-being and will give them an outlet to voice out issues that directly impact them. Moreover, the program is led by youth and individuals that are directly impacted by the issues that Power to Girls aims to eradicate.

“The empowered and supported Black girl is the girl that will make a difference in her community.”



<https://www.powertogirls.com/>

Executive Summary

Power to Girls has collaborated with the Students Commission of Canada (SCC) through their Sharing the Stories (StS) program, which offers customizable evaluation for non-profits serving youth. Together, they are working to ensure that the Power to Girls continues to support and empower Black and marginalized girls in the Greater Toronto Area.

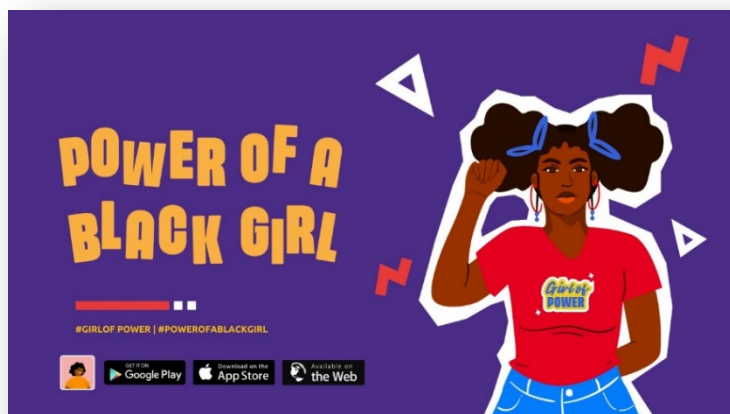
The purpose of this report was to evaluate the impact of programming on the lives of youth participants. For this evaluation, Power to Girls used both quantitative (surveys) and qualitative tools (Head, Heart, Feet, Spirit) to evaluate the impact of programming.

The quantitative results showed that participants felt consistently confident before and following enrolment in the program that they have had educational experiences that have met their needs and adequately prepared them to lead. Participants also felt that their mentors consistently supported them in achieving their goals and personal growth throughout their enrolment in the program. The Roots of a Girl program taught them valuable self-care skills and the importance of self-love and self-confidence.

The qualitative results showed that the program succeeded in create a safe space for young Black girls to connect and grow. Participants learned the importance of self-love, self-care, treating others with respect, and Black culture and heritage. Youth grew in self-confidence and leadership, and they felt more empowered to pursue their dreams. They also learned new skills and knowledge in a variety of subjects such as Mathematics, English, Geography, French, entrepreneurship, art/painting, and religion.

Youth were very pleased with their experience in the program, and described positive emotions such as happiness, excitement, and fulfillment. Youth were happy to meet new people and to learn new things. They also said that it was a very safe space for young Black girls to seek support. Youth participants felt connected to the program, their mentors, their peers, and the activities. They enjoyed meeting other young Black girls with shared experiences, and felt more connected to their Black culture and identity.

Overall, it is evident that the program succeeded in empowering young Black girls and providing them with access to mentors with shared experiences/identities.



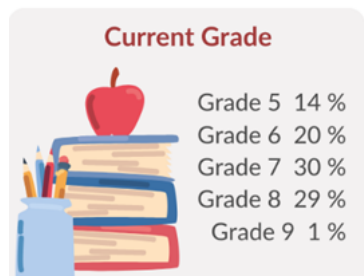
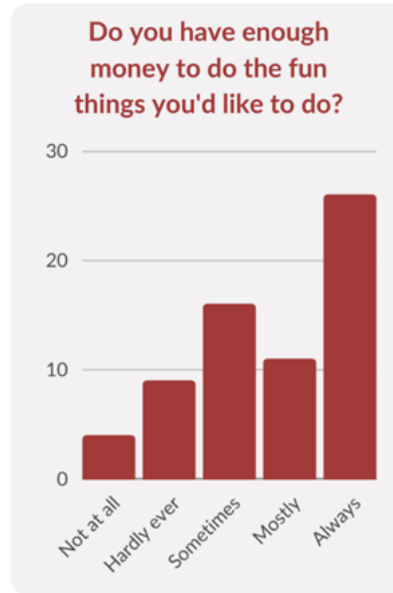
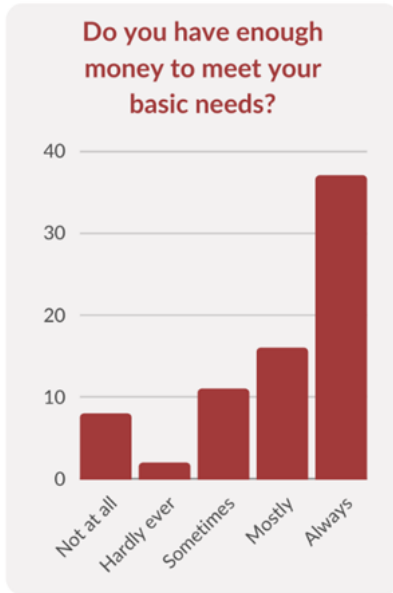
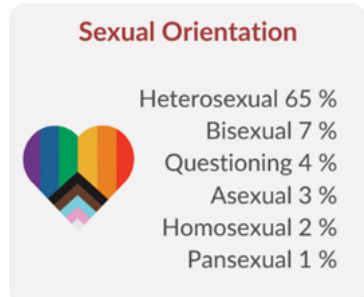
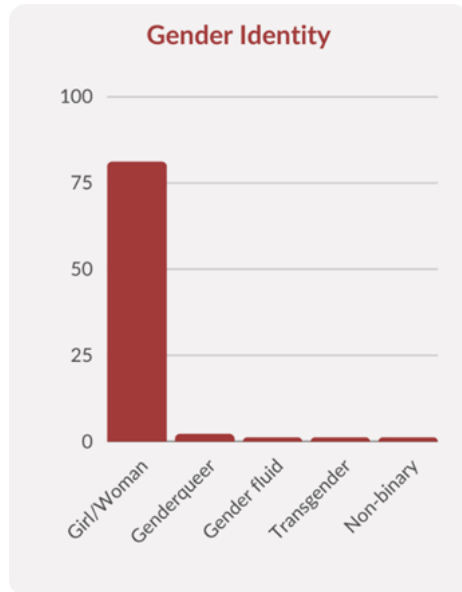
Methodology

Participants filled out surveys on paper at different times in the school year: About You (Demographics) in December 2022, a qualitative open-ended tool (Head, Heart, Feet, Spirit) in January/February 2023, and quantitative surveys (Preparing to Lead and Youth-Report Measure of Growth) in March 2023.

- **Demographics:** The demographics form looked at key features of participants' identity.
- **Preparing to Lead:** The Preparing to Lead tool examines the extent to which youth have educational experiences that respond to their needs and prepare them to lead. The module focuses on youth leadership in terms of the following three components: Engagement, Lifelong Learning, and Youth Generativity (concern for future generations).
- **Youth Report Measure of Growth/Goal Focus in Youth Mentoring Relationships:** The Youth Report Measure of Growth was designed to measure youth perceptions of a focus on personal growth and goal attainment in the mentoring relationship. This tool assesses the degree to which youth perceive that their mentor is working to help them achieve goals or personal growth as a part of the mentoring relationship.
- **Head, Heart, Feet, Spirit:** The Head, Heart, Feet, Spirit (HHFS) Module is an open-ended way to collect responses from participants on their engagement experiences. Specifically, the different components of the HHFS Sheet examine the following aspects of participants' experiences: **Head** (what they learned from the experience), **Heart** (how they felt about their participation in the experience), **Feet** (what they intend to do as a result of their participation), and **Spirit** (how their experience connects/contributes to something outside of the self).
- **The Roots of a Girl:** *The Roots of a Girl* quantitative survey includes five questions on youth participants' experiences in the program.

Program	Sharing the Stories Tools
Power to Girls	<ul style="list-style-type: none"> - Demographics (n=93) - Preparing to Lead (n=93) - Youth Report Measure of Growth/Goal Focus in Youth Mentoring Relationships (n=93) - Head, Heart, Feet, Spirit (n=71) - The Roots of a Girl survey (n=61)

Demographics

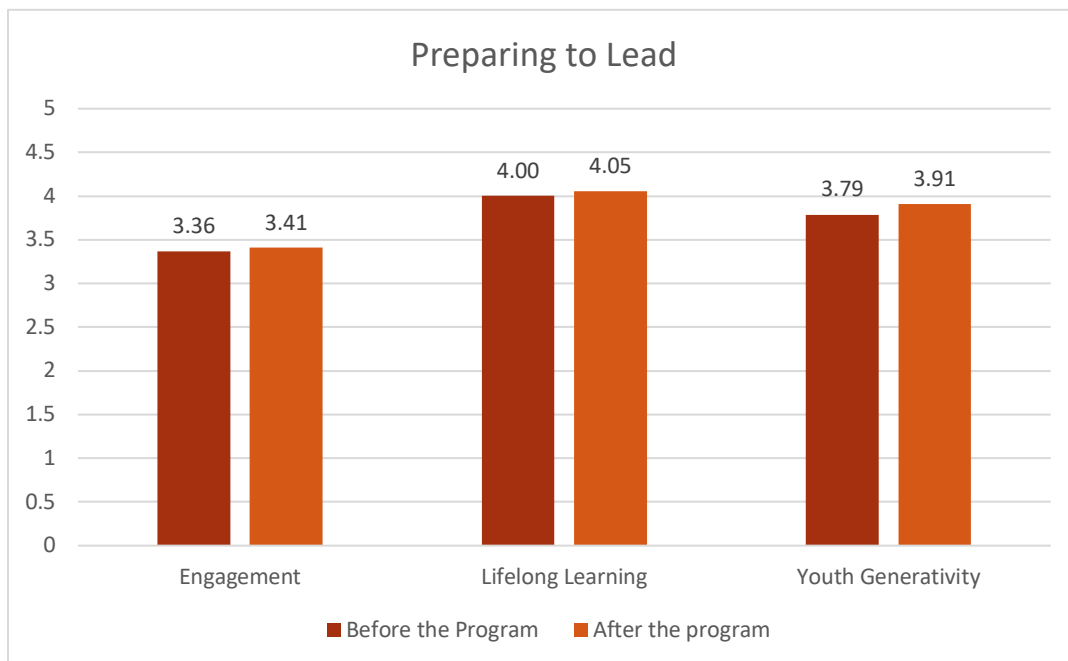


93 participants
(mean age = 13 years)
filled out the demographics section.



Preparing to Lead

The Preparing to Lead tool examines the extent to which youth have educational experiences that respond to their needs and prepare them to lead. The module focuses on youth leadership in terms of the following three components: Engagement, Lifelong Learning, and Youth Generativity (concern for future generations). Youth participants who filled out the survey (n=95) were asked to rate their agreement with various statements on a scale from 1 (strongly disagree) to 5 (strongly agree). The following graph illustrates the average score for each component of the module.



Takeaways for Preparing to Lead

- Participants overall reported consistently high levels of engagement with the program leaders, and with the program overall, before the program (M = 3.36) and after the program (M = 3.41).
- Participants also reported consistently high levels of lifelong learning (desire to learn and strategies for learning) before the program (M = 4.00) and after the program (M = 4.05).
- Finally, participants reported consistently high levels of youth generativity (concern for future generations) before the program (M = 3.79) and after the program (M = 3.91).
- This suggests that overall, participants felt that their engagement, lifelong learning, and youth generativity were strong throughout their enrolment in the program.

Youth Report Measure of Growth/Goal Focus in Youth Mentoring Relationships

The Youth Report Measure of Growth was designed to measure youth perceptions of a focus on personal growth and goal attainment in the mentoring relationship. This tool assesses the degree to which youth perceive that their mentor is working to help them achieve goals or personal growth as a part of the mentoring relationship. Youth (n=93) were asked to respond to the tool on a scale from (1) Very False to (4) Very True.



Takeaways for Youth Report Measure of Growth/Goal Focus in Youth Mentoring Relationships

- Overall, participants felt that their relationship with their mentor was consistently strong before the program ($M = 3.18$) and after the program ($M = 3.26$).
- This suggests that participants felt supported by their mentors in their pursuit of goals and personal growth throughout their enrolment in the program.

Head, Heart, Feet, Spirit

Youth participants (n=71) were asked to fill out the Head, Heart, Feet, Spirit (HHFS) Module. HHFS is an open-ended way to collect responses from participants on their engagement experiences. Specifically, the different components of the HHFS Sheet examine the following aspects of participants' experiences: **Head** (what they learned from the experience), **Heart** (how they felt about their participation in the experience), **Feet** (what they intend to do as a result of their participation), and **Spirit** (how their experience connects/contributes to something outside of the self). The following qualitative analysis illustrates the key themes which came up, as well as quotes from participants.

Head – What did you learn?

Youth participants learned a variety of new things in the Power to Girls program. Firstly, they learned how to love themselves and grew in self-confidence. Youth felt empowered to pursue their dreams, and one youth even stated that nothing could stop them. They also learned self-care techniques such as skincare, haircare, and makeup.

“That Valentine’s Day is not always about loving someone else but yourself too self-love.”

“I learned how to love my hair and to appreciate people and love who I am and that nothing can stop me.”

Furthermore, the program taught them the importance of treating others with the utmost respect and compassion. Through the program, youth strengthened their social connections with other young girls in the community. They also learned about Black heritage and culture, and felt more connected to their Black identity.

“I learned that you need to be kind and respectful to people so that they know you as a nice person.”

“I learned that everyone is different but can still get along.”

“I learned about Black heritage and how important it is.”

Finally, youth gained skills and knowledge in a variety of subjects including Mathematics, English, Geography, French, entrepreneurship, art/painting, and religion. Youth also learned the skills needed to deal with bullying at school.

“I learned about math, about bullying, and how to love me more.”

Heart – How did you feel?

Youth were very pleased with their experience in the program, and described positive emotions such as happiness, excitement, and fulfillment. Youth said they had a very enjoyable time in the

program and that they felt more confident. Youth were happy to meet new people and to learn new things. Finally, youth felt safe in the program, and said that it was a safe space for young girls to seek support.

"I feel good because this helps me so much and learn new things everyday and helps me to get to know someone that I don't know and helps me feel confident."

"I feel very happy because I always look forward to coming to Power to Girls because it's a safe place for girls to talk about their problems."

"I feel happy, pleased and fulfilled."

"I felt loved and happy."

Feet – What do you intend to do as a result of programming?

Following the program, youth said they would continue practicing self-love and self-care. They learned to love and appreciate every part of themselves. Youth also said they would continue practicing the social skills they learned such as communication, forgiveness, and listening. They wanted to use their new skills and knowledge to help support other girls of color and help others who are being bullied. Furthermore, youth said they would engage in healthier lifestyles and continue staying active and playing sports.

"I will try to love myself for example: loving my body, loving my hair, and much more."

"I will make other people happy."

"I will connect and give advice to other girls of color."

"I will show other people and teach them about what I learned for good use."

"I will make better decisions."

"I will use it by helping others when they are being bullied."

Spirit – How did you connect?

Youth participants felt connected to the program, their mentors, their peers, and the activities. They enjoyed spending time doing fun activities with their friends. They enjoyed meeting other young Black girls with shared experiences, and felt more connected to their Black culture and identity. The program was a new experience for many participants, and it helped them connect with others and open up their minds and spirits.

"How I connected today is by hanging out with my friends and trying to get to know someone else and try to get to know them."

"Having fun with my friends going skating and enjoying girl power."

"I participated & felt connected because I've never done something like that

It was a first-time experience."

"I connected to day with the other girls of Black heritage."

"I connected with my inner Black kid."

"It helped me to open my mind."

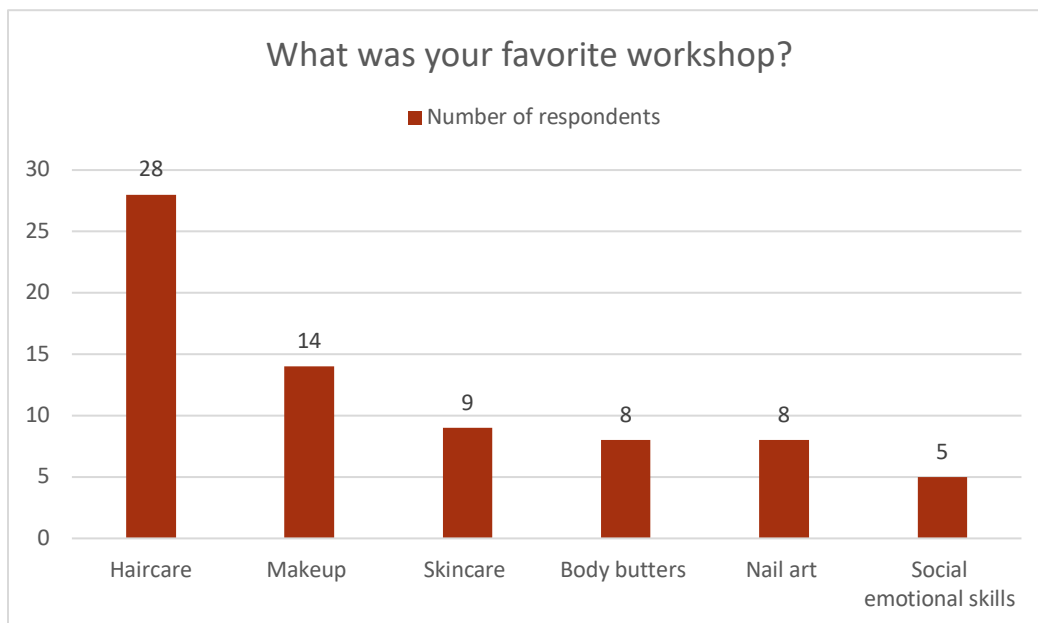


Pictures retrieved from: <https://www.powertogirls.com/photo-gallery/>

The Roots of a Girl

Youth participants (n=61) also filled out *The Roots of a Girl* quantitative survey, which included five questions on their experiences in the program. The following analysis includes graphs and quotes from survey responses.

Favorite Workshops



Takeaways

Participants' favorite activity was the workshop on haircare, as it taught them to love their own unique hair and to take proper care of it.

"The hair workshop because it made me love my hair even more."

"The hair workshop was my favourite workshop because it talks about how black girls should embrace their own unique hair and I really loved that, but overall, I loved both workshops."

"My favourite workshop was the headwrap workshop because it felt more involving. I felt like everyone was more engaged in it."

Participants also really enjoyed the makeup workshop, as they learned useful skills and which products to use. Participants said that this workshop made them feel beautiful and that they enjoyed learning self-care.

"My favourite workshop was the makeup, because I really want to know how to do makeup and what products to use."

Moreover, participants enjoyed learning more about skincare and shea body butters.

“My favourite workshop was skin because I have problems with my skin, `I just don't really like my own skin. So, the tips you gave me will help thank you!!”

I loved them all but my all-time favourite was skincare. Why? Because it was a really interactive program that peaked my interest. Also, the free sample we all get.”

“My fav workshop was when we did the butter workshop. This is because it was so interesting to see and it smelt AMAZING!!! Thank you!”

Many youths felt inspired by the nail tech workshop, as it showed them how to start their own business and be successful in the beauty industry.

“Nails because I really love nails and I was inspired by her story that she started working at the age of 16. I hope I can have my business early and successful like hers.”

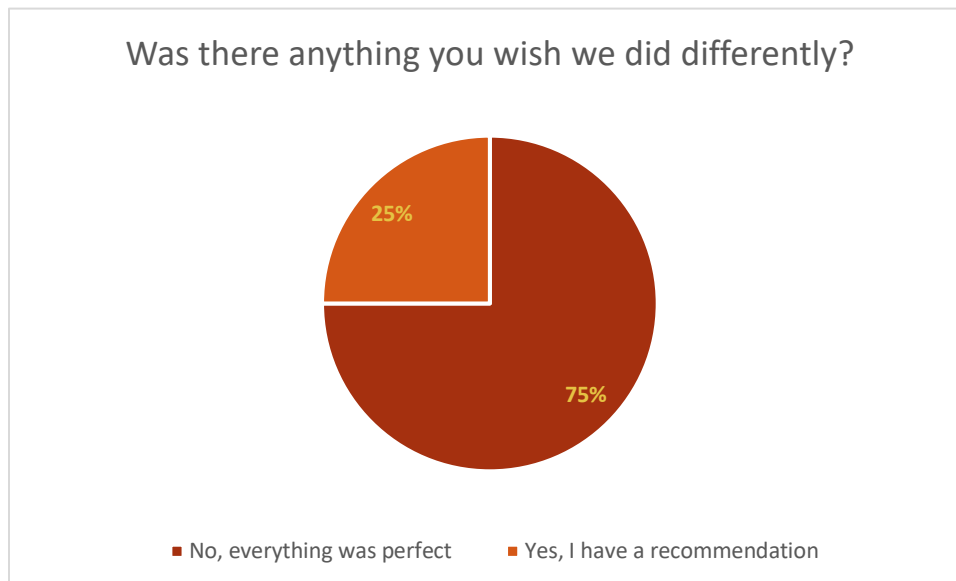
“My favourite workshop is the nail tech one because it really showed me that I can start my business at any age and need to be more consistent.”

Finally, participants described how they learned social emotional skills such as self-confidence and self-love in the workshops. Youth enjoyed the activities that revolved around discovering their inner strength and qualities, and telling their peers what they like about them.

“My favourite workshop was when they said we can also be strong even when we feel weak.”

“My favourite workshop was telling your partner three things you like about them because it makes me feel good about myself.”

Was there anything you wish was different?



Takeaways

About 75% of respondents said that they wouldn't change anything and that the workshop was perfect! They described the space as being safe and inclusive.

“How welcoming they were, because you really don’t get that everywhere.”

“I loved the inclusivity.”

“Everything was perfect you guys did an amazing job.”

Out of the 25% of respondents who gave feedback, here were the recommendations: More fieldtrips, baking/cooking activities, movie night, and learning more about Black history. Moreover, four youth participants suggested that the workshops be more interactive and hands-on.

“Maybe more talking about our issues.”

“I wish for it to be more interactive.”

“If there was anything I wish that the did differently is to be more interactive with us and give food earlier.”

“I didn't have any problems with this program I just wish there was more activities!!! I love how you ask for consent before touching someone's hair!! So sweet.”

What did you learn?



Takeaways

Participants learned many useful tips about hair care. They also learned the importance of self-love and self-care. Participants grew in self-confidence and learned to love their bodies and unique traits.

“I was able to express about what I love about my hair.”

“The one thing that I leaned today is that everyone is beautiful.”

"I have learned that I matter to everyone and I will show love to everyone."

"I've learned that it's important to appreciate other cultures."

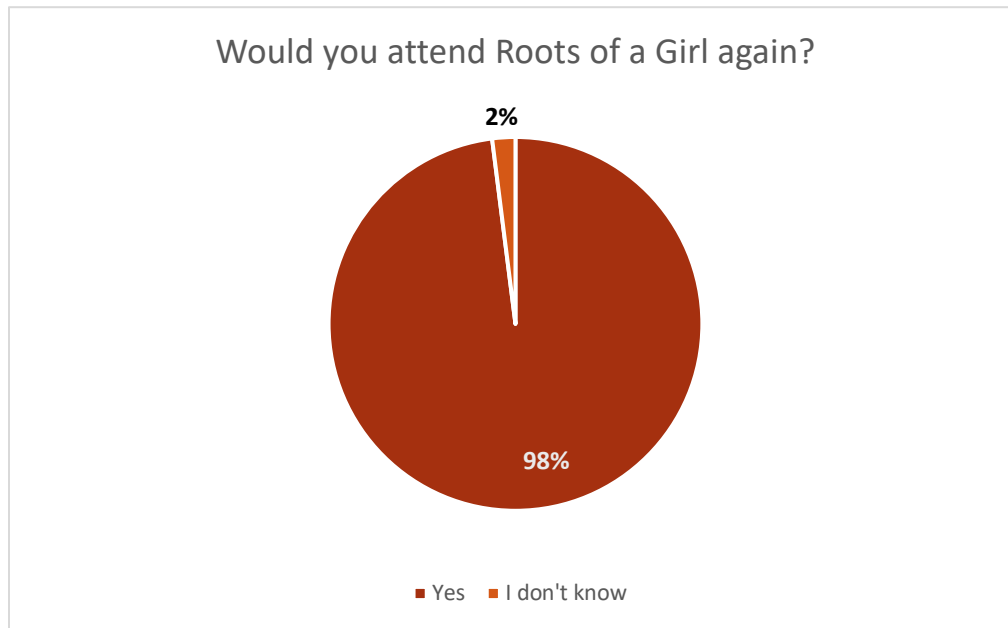
Participants also learned new skills such as tying a hair wrap, making shea butter, nail care, and makeup tips.

"I learned many different things today. I learned where shea butter originated from, I learned many different things from hair and I learned a lot from the nail workshop."

"I learned the culture and origin of the hair wrap."

"I learned how to make cream and do different style with the head wrap."

Would you attend Roots of a Girl again?



Takeaways

98% of participants said that they would attend Roots of a Girl again, which indicates the program was a success.

"I would attend the program again. It was very fun because you get to try many new things."

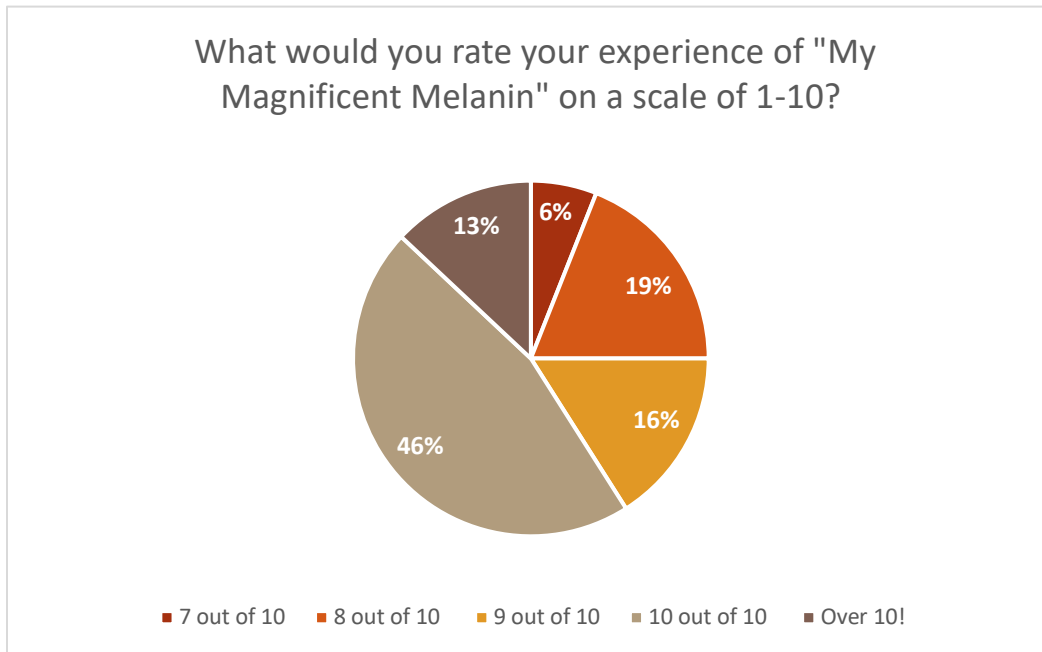
"Yes I will attend to Root's of a girl again because I get to learn new stuff I never heard about."

"Yes because it teaches me good information."

"Yes because it was a fun experience."

"YES!! Please come again for the next year of kids I'm sure they'll love it."

Participant Ratings (1-10)



Almost half of participants (46%) gave the event a rating of 10/10, which indicates it was a success. 13% of participants even said that they would rate it over 10!

"I would rate it a 10 because it showed me different stuff and told me some tips that I didn't know that would help me."

Discussion and Conclusion

The purpose of this report was to evaluate the impact of the Power to Girls programming on the lives of youth participants.

The quantitative results showed that participants felt consistently equipped with the educational experiences that they needed in order to be prepared to lead, and felt consistently supported in their pursuit of their goals and personal growth by their mentors, throughout their enrolment in the program.

The qualitative results showed that the program succeeded in empowering young Black girls and providing them with access to mentors with shared experiences/identities. The program created a safe space where young girls could connect with others, learn new skills, and grow in self-confidence. The program helped strengthen their relationships and build their cultural and community ties. Following the program, youth felt more connected to their Black identity and heritage. The Roots of a Girl program taught them valuable self-care skills and the importance of self-love and self-confidence.

Some youth provided feedback on the surveys they completed; they found the “Preparing to Lead” tool especially too long. For future evaluations, we would recommend using shorter surveys, such as the *Girl-Centered Collaboration Evaluation* tool which only includes 10 questions. The *Girl-Centered Collaboration Evaluation* tool would also align with the program’s outcomes, as it measures youth’s self-esteem and confidence, connectedness, critical thinking, communication and resilience. Moreover, we would also suggest running a focus group with the mentors to capture their experience in the program.

Nonetheless, this year’s evaluation and report was able to demonstrate the meaningful impact of the Power to Girls program on the lives of youth participants. Programs such as these are crucial in empowering young Black girls to love themselves and to pursue great things.

