

Jennifer Potts, Writing Sample 1
Position: Communications Director for United Way of Central Massachusetts
Purpose: Web and email content

Women's Initiative Spotlight

FUNDED PROGRAM SPOTLIGHT: All Kinds of Girls

What pre-teen girl wouldn't want to spend their Saturdays hanging out with college co-eds? At Clark University's All Kinds of Girls (AKOG) program, the girls engage in a day of group-building activities and discussions, a healthy lunch, and an opportunity to develop personal relationships with college-aged role models. Led entirely by Clark University undergraduate students, AKOG changes the lives of, not only the program participants, but also the women who lead, develop programming, and mentor the girls.

Mary Scully, a student at Clark University and an AKOG mentor, shares a story that left a huge impact on her. "One AKOG Saturday as I was downstairs helping girls check in for the day, a ten-year old girl that we had not seen in several weeks arrived. She quietly checked in before heading upstairs to start the day with the other AKOG girls. As she registered, however, one of our other AKOG mentors addressed the girl by first name and told her how much we had missed her. The girl's face lit up. Her mother told us how happy she feels that her daughter is missed when she is not there and that the personal relations we create with the girls is truly remarkable. This struck me so deeply because it showed me the importance of remembering something as simple as a girl's name. It showed me that the consistency of our positive attitudes and encouragement really matter to the girls and that it is the little things like that, the personal things, that impact the AKOG girls so strongly."

It is a win-win situation at AKOG. AKOG provides 9-12 year old girls from diverse backgrounds with a safe place to grow as individuals, exciting activities to have fun, and exposure to academia in a personal way that motivates them to focus on their education and go to college. In addition, each college-age mentor who volunteers to spend their Saturdays with these girls develops leadership skills, an understanding of community needs, and creates a foundation of community support that they can build on as they go out into the workforce and step into business, community, and family leadership roles. Women's Initiative is thrilled to provide support for a program that is building women leaders for TWO future generations.

The All Kinds of Girls program aims to cultivate pride, leadership, self-esteem, and self-expression in girls ages 9-12. Run by undergraduate women at Clark University, this program provides girls a safe space in which to use their voices, creativity, and minds. AKOG is held Saturdays from October through April from 11am-2pm. Each week, the girls engage in a variety of activities focused around the theme of the day.

