



# 2023



BIO GIRLS ANNUAL REPORT

# mission

**OUR MISSION IS TO IMPROVE THE SELF-ESTEEM IN ADOLESCENT GIRLS THROUGH EMPOWERMENT OF SELF AND SERVICE TO OTHERS.**

When reflecting on the past five years, it is evident that demand for preventative mental wellness programming continues to rise. In fact, BIO Girls has averaged 30% growth year over year, despite the challenges of 2020 and 2021. 2023 was another record impact year for BIO Girls as we served 2,718 participants across five states. While we are proud of the profound impact we are making, the reality is that our girls continue to struggle at alarming rates. In a recent survey of more than 17,000 girls, ROX Institute found that since 2017, overall rates of girls' confidence dropped from 68% to 55%. 79% of girls surveyed said they are under so much pressure they feel like they are going to explode. 55% of girls said they are afraid to be a leader because they don't want others to think they are bossy.

***Confidence, leadership and opportunity for our girls has turned into sadness, isolation and pressure and it's happening younger and younger. In fact, extreme sadness and isolation tripled in girls grades 5 and 6.***

Our goal is to reach 1 in 6 North Dakota girls with our critical mission by 2025. We are working to change the dire statistics and the epidemic our girls face, one BIO Girl at a time. 7 in 10 girls participating in BIO Girls experience a significant increase in self-esteem and 50% reduce feelings of anxiety. Despite our growth, we continue to see these consistent results due to the efforts of our team to support and train the incredible volunteers who step up to lead programs in their communities.

Our work is not possible without the financial support of businesses, individuals and foundations. We are so grateful for each of you in helping us do this important work. I recently had a chat with a wise mentor who said, BIO Girls is not a non-profit, it's Beyond Profit. She went on to say, many believe that non-profits simply ask for money, but they are wrong. Beyond Profits bring so much light and hope to the communities they serve through their good work. Thank you to all who support us and believe in the work we do.

On behalf of the board of directors and our staff, thank you to our volunteers, participants, donors and advocates.

With gratitude,

**- Missy Heilman | BIO Girls Founder & CEO**

“ The Wells Companies has been a proud supporter of BIO Girls since their first Giving Hearts Day in 2017! Our values are in complete alignment which is one of the reasons we chose to partner with BIO Girls. Wells is a family-owned construction business that helps build landmarks in communities and many people on 'Team Wells' have families of their own. As a father of two amazing young women who've participated in BIO Girls, I can vouch firsthand for the importance of fostering positive self-esteem, confidence, and mental health as cornerstones in a strong foundation for future success. Our partnership with BIO Girls helps us focus on young girls who will one day be young women making their own way in the world. BIO Girls gives them 'tools for their toolbox' early on in life and helps them successfully achieve goals, pursue careers, and become leaders in their chosen professions and communities.

**- Sam Nesius | Chairman, Wells Companies**

THANK YOU, 2023 BIO GIRLS  
OFFICIAL PARTNERS



# growth

BIO GIRLS HAS AVERAGED 30% GROWTH YEAR OVER YEAR.

## PROJECT 1 IN 6



2020 1 IN 25  
2021 1 IN 25  
2022 1 IN 13  
2023 1 IN 11

**2023** Participants 2718  
Sites 91

**2022** Participants 2263  
Sites 75

**2021** Participants 1657  
Sites 45

**2019** Participants 1280  
Sites 32

**2017** Participants 440  
Sites 11

**2015** Participants 80  
Sites 2

**2013** Participants 40  
Sites 1

2023 was another record impact year for BIO Girls as we served 2,718 participants across five states.



“

My daughter has truly thrived since joining BIO Girls! She has loved meeting new friends and getting to run with them every week. I have noticed a significant increase in her confidence at home and while she participates in activities outside of home and school. I love that BIO Girls has shown her how amazing she is inside and out and that she is worthy of love and happiness. Thank you BIO Girls!

~ **BIO Girls Participant Parent**

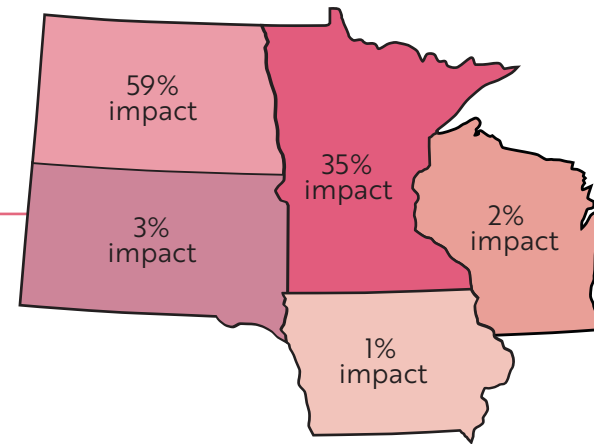
## be the change.

We are supporting girls as they reclaim their confidence, step into leadership roles and take healthy risks. We are encouraging girls to raise their hand, express their feelings and establish healthy relationship boundaries. We are connecting girls with positive mentors, helping girls to celebrate their differences and to appreciate all abilities. We are empowering girls to discover their beauty shines from within.

# impact

OF 2023 BIO GIRLS PROGRAMS, 51 HAVE BEEN AROUND FOR 2 YEARS OR MORE & 15 HAVE BEEN AROUND FOR 5 YEARS OR MORE.

**91** PROGRAM LOCATIONS



**2718** TOTAL PARTICIPANTS

» 89 girls professionally referred from 76 sources

» 543 girls on financial aid

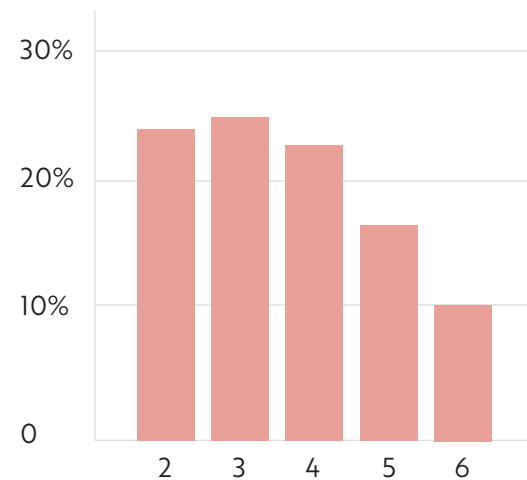
» 53% of girls on full aid also on free and reduced lunch

» \$329,052 Total Financial Assistance

## PARTICIPANTS ETHNICITY

- 91.02% White
- 1.43% American Indian or Alaska Native
- 0.59% Asian
- 1.8% Black or African American
- 0.59% Hispanic or Latino
- 0.07% Native Hawaiian or Other Pacific Islander
- 3.2% Choose not to Provide

## PARTICIPANTS GRADE LEVEL



“ Our daughter has always struggled with anxiety and BIO Girls couldn’t have come at a more crucial time. Talking to peers in a safe environment with wonderful mentors about struggles that tweens face today was invaluable. And, we found out our daughter LOVES to run and is actually really good at it which is something we wouldn’t have known as we aren’t runners ourselves. Our daughter’s self-esteem is at all time high right now and that is in large part because of BIO Girls and the amazing mentors. Thank you!!

- **BIO Girls Participant Parent**

## TOP FAVORITES ACCORDING TO PARTICIPANTS

**1** MEETING NEW FRIENDS

**2** RELATIONSHIP WITH MENTOR

**3** ACCOMPLISHING GOALS



GRADES 2-6 **parent** FEEDBACK

93%

*BIO Girls parents report recommending program*

66%

*BIO Girls parents rated program as exceptional*

58%

*BIO Girls parents report noticeable difference in self-esteem*

54%

*BIO Girls parents reported noticeable difference in other areas*



“ BIO Girls has truly been a game-changer for my daughter, as it has allowed her to develop self-confidence that radiates through every aspect of her life.

“ I'm so proud of my daughter for participating in BIO Girls for the past two years. She's learned so much about herself, her faith, and what it means to be a strong, powerful girl.

“ My daughter has always been unsure of herself. This program helped her challenge herself and more than succeed!!

~ BIO Girls Participant Parents



# research

WE ARE WORKING TO CHANGE THE DIRE STATISTICS AND THE EPIDEMIC OUR GIRLS FACE, ONE BIO GIRL AT A TIME.

**50%** of participants experienced decreased anxiety.

**7 OUT OF 10** participants experienced increased overall self-esteem.

## MEET zoey

**80%** Zoey decreased her anxiety symptoms by 80%, going from moderate anxiety, to minimal anxiety.

Meet Zoey. A 2nd grader in Alexandria, Minnesota. Zoey's parents registered her for BIO Girls in hopes she would show an improvement in self esteem and have less anxiety in group settings. Our research showed that Zoey saw an increase in self-esteem, and a tremendous decrease in anxiety. To be specific, Zoey decreased her anxiety symptoms by 80%, going from moderate anxiety, to minimal anxiety. Zoey's parents shared with us that since participating in BIO Girls, Zoey has improved her self esteem, and has less anxiety, is participating more in groups at school, and is more talkative to others.



## MEET kylee

**26%** Kylee decreased her symptoms of anxiety by 26%.

Meet Kylee. A 5th grader in Wahpeton, North Dakota. Kylee's parents registered her for BIO Girls in hopes she would learn how to cope with her anxiety, be good to herself, and grow with other girls. Our research showed that Kylee experienced a significant 26% decrease in anxiety symptoms. In addition to that, Kylee also indicated a substantial increase in overall self-esteem. Kylee's parents shared with us that Kylee has become more confident since being in BIO Girls. They also noted that she hasn't had any anxiety attacks or outbursts since.

## MEET mila

**10%** During Mila's second year as a participant, her self-esteem increased another 10%.

Meet Mila. A 3rd grader and a second year participant from New York Mills, Minnesota. Mila's parents turned to BIO Girls in hopes it would help increase Mila's confidence. After completing her first season, Mila experienced an increase in self-esteem. Returning a year later, our research showed that Mila's scores remained elevated and consistent during her time away from BIO Girls. In other words, the increase in self-esteem stuck. During her second year as a participant, her self esteem increased another 10%. Mila's parents shared with us that Mila seems much more confident. She holds her head higher and doesn't get angry as easily.

# volunteers

## OUR VOLUNTEERS ARE LOVE IN MOTION.

Without the thousands who give of their time and talent, BIO Girls would not have 91 program locations, nor would we serve the vast number of communities that we do. We are humbled by the passion of the women and men who make programming possible.

1041



TOTAL VOLUNTEERS

- » Mentors - 872
- » Site Directors - 169
- » Exceptional Experience - 67%
- » Volunteers that would do it again - 92%



“

After every session I left with peace in my heart. One of my girls was quiet the first night. She wasn't sure why she was really there. Other than that her mom signed her up. By week three she was waiting for me at the door and she was so excited for the new lesson. What she didn't know was that I counted down the minutes every Tuesday night until I got to with her. She blossomed into a radiant little girl, whose self-esteem skyrocketed just by us showing her that her uniqueness made her perfect. At the end of BIO Girls, I was left sitting in my car crying because I had come to enjoy seeing all of these beautiful girls, and the mentors we had this year were so amazing, I cried because I was sad that it ended but I also cried because this was one of the best experiences that I've had in my 30 years of living!

- BIO Girls Mentor



GRADES  
6-11

*BIO Teens is a program designed to foster self-esteem among teens in grades 6-11.*



IN 2023, THE BIO TEENS PROGRAM WAS PILOTED WITH 4 SESSIONS IN FARGO, ND AND ONE SESSION IN MINOT, ND.

» 2023 BIO Teens Participants - 58

» 2023 Teen Sessions - 5

### Body Image

Results - Participants experienced increases in body acceptance and body esteem and decreases in internalization of appearance ideals and social comparison.

### Mental Health

Results - Participants experienced increases in cognitive reappraisal and self-compassion and decreases in expressive suppression, anxiety, GAD symptoms, and stress.

### Healthy Relationships

Results - Participants experienced improvements in relationship quality in one or more relationships; and improvements in one or more healthy communication behaviors.

### Confidence

Results - Participants experienced increases in self-esteem and healthy risk-taking and decreases in fear of failure and perfectionism.

“

This program is amazing, and the work you have done to create an activity and sessions with relevant information is so wonderful. These tools that they have received will help them thrive and grow, and help them develop into strong, self-assured individuals. Equipping them with skills will help them be more resilient.

- BIO Teen Participant Parent

# donors

WE ARE GRATEFUL FOR THE HUNDREDS OF BUSINESSES AND INDIVIDUALS WHO SUPPORT OUR MISSION.

Your gifts have directly impacted the mental and physical well-being of thousands of adolescent girls. \$250,000 was secured through grants to carry out our mission. Thank you, 2023 BIO Girls Foundation Partners.



“

I chose BIO girls because they have a proven process to help young girls know that they are enough. Smart enough, pretty enough and deserving of love and respect as they were each uniquely made in God's image and for His purpose.

~ Sarah West | Light Consulting

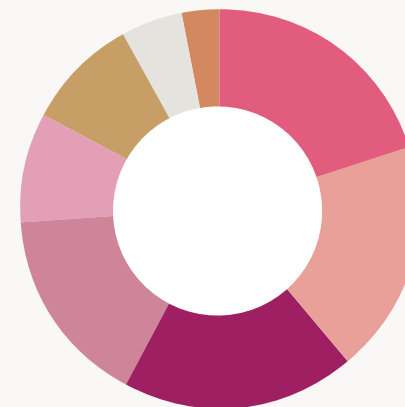
“ The FM Area Foundation's mission is to create a vibrant community, full of opportunities for everyone. The work that BIO Girls undertakes to empower young ladies is vital to our communities, and that is why we have supported this program every year since almost their inception. Through their evidence-based curriculum, which emphasizes both physical and mental wellness, BIO Girls is improving the lives of our next generation of young women. We are proud to continue to partner with BIO Girls in helping to spread this impactful mission to more and more communities across our region.

~ Eric Wilkie | CEO, FM Area Foundation

“ As someone who cares deeply about my own children, as well as the future of our communities that will be led by today's kids, BIO Girls' mission is way too important to not invest in. Not only do you see the impact the organization's proven track record has on participants in improving self-esteem and creating a safe place to be themselves, but those girls will no doubt pay it forward and positively impact their peers outside of the program as a result. The impact BIO Girls has (and will continue to have) on our girls, families, and communities is absolutely needed.

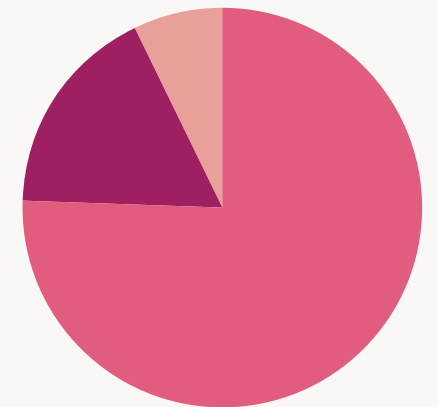
~ Richelle & Tom Bishoff | BIO Girls Donors

SUPPORT REVENUE



- BUSINESS DONATIONS • 20%
- GALA • 19%
- SERVICE FEES • 19%
- GRANTS • 16%
- GIVING HEARTS DAY • 9%
- PRIVATE DONATIONS • 9%
- FIND YOUR KIND 5K • 5%
- IN-KIND DONATIONS • 3%

EXPENSES



- PROGRAMMING • 76%
- FUNDRAISING • 17%
- ADMINISTRATIVE • 7%





Take action: [www.biogirls.org](http://www.biogirls.org)