

EVERY GIRL SHINES

Celebrating our journey to self discovery

2025

IMPACT REPORT

LOVING · LEADING · LIVING



97%

of our HS grads attend
college

92%

Star retention rate

\$107K

in sponsor donations, up
78%

258

active participants, 3 states

A NOTE FROM CARRISA

Our Work Compounded.

Dear Friends of Every Girl Shines,

In 2025, our work compounded. More than 250 girls, mentors, and families are now actively engaged across Atlanta, Daytona Beach, and Seattle. Nine out of every ten Stars chose to continue their journey with us into 2026. Seven of our seniors graduated high school and walked onto college campuses, joining the 31 EGS Stars who came before them. And 97% of every EGS Star who has ever graduated from our program has gone on to college.

We also tripled the financial foundation under our program: sponsor giving grew 78%, grants nearly doubled, partnerships expanded by more than a third.

We are also being honest about what 2025 told us. Star growth slowed, and our mentor pipeline contracted. As we head into 2026, our top priority is recruiting and training the next generation of mentors. And we are opening our doors wider, with our fourth branch launching in Marietta, Georgia this September in partnership with Elizabeth Baptist Church.

Thank you for shining with us.

Keep Shining,

Carrisa Jones, Founder



Nine out of every ten Stars chose to continue their journey with us. 97% of every Star who has ever graduated our program has gone on to college.

THE 2025 GRADUATING CLASS

Where Our Stars Shine Next.

Seven girls. Seven college acceptances. \$10,500 in EGS scholarships. A new chapter for each of them, and a milestone for all of us.

7

STARS GRADUATED, CLASS OF 2025

\$10,500 in EGS scholarships awarded

STAR	COLLEGE	SCHOLARSHIP
Haven	Daytona State College	\$1,500
Jada	Perimeter College and State University	\$1,500
Jalyn	Kennesaw State University	\$1,500
Karajah	Daytona State College	\$1,500
Lailah	Albany State University	\$1,500
London	Kennesaw State University	\$1,500
Wynter	Tuskegee University	\$1,500

Beyond Scholarships. In 2024, Every Girl Shines also distributed laptops to graduating Stars through our partnership with **InspiredU**, ensuring the gift of college access comes with the tools to thrive once they arrive on campus.

WHERE IS SHE NOW?

Evelyn, Two Years Later.



2024 · FIRST LAPTOP, VIA INSPIREDU

2026 · WRAPPING UP YEAR TWO AT KENNESAW
STATE UNIVERSITY

Last year's Impact Report introduced you to Evelyn, a first-generation college student who received an Every Girl Shines scholarship and her first laptop through our partnership with InspiredU.

Two years later, Evelyn is wrapping up her **sophomore year** at Kennesaw State University.

"I just wrapped up my second year. I'm jumping right back into it with three summer classes this term."

EVELYN, 2026

Evelyn is one of six EGS Stars from the Class of 2024 who walked onto college campuses two falls ago. Joined this year by seven new graduates, the cumulative count now stands at **38 Stars graduated, 37 with EGS scholarships, and a 97% college matriculation rate** across every cohort we have ever served.

This is why the work matters.

This is why mentors show up. This is why sponsors give. This is why we shine.

A SHINE GALA AWARD

Star Spotlight.



Dasani embodies what it means to be an Every Girl Shines Star. Her commitment to her mentor, her community, and her own growth has set the standard for what is possible when a girl is given the love, the leadership, and the living example she deserves.

Recognized at the 2025 Shine Gala as our Star Spotlight, Dasani represents the future Every Girl Shines is building, one Star at a time.

"As the first annual Every Girl Shines Star Spotlight, the EGS community has helped me emotionally, physically, and mentally. Through my time with Every Girl Shines, I have experienced major personal growth, building the confidence and self-esteem needed to become the best version of myself. Having a dedicated mentor has given me a reliable source of encouragement, and the program has equipped me with the tools and preparation for college success."

DASANI WILLIAMS

DR. MELVA ROBERTSON AWARD

Mentor of the Year.

Mentoring is the heartbeat of Every Girl Shines. Every Opening Ceremony, every LeaderSHINE Summit, every Shining Light on Your Path, every Community Service Project, every End of Year Fun, our mentors show up because they believe in our Stars before anyone else does.

T'Shauna King is the 2025 recipient of the Dr. Melva Robertson Mentor of the Year Award, recognized at the Shine Gala for the consistency, the care, and the leadership she brings to her Stars and our mentor community.



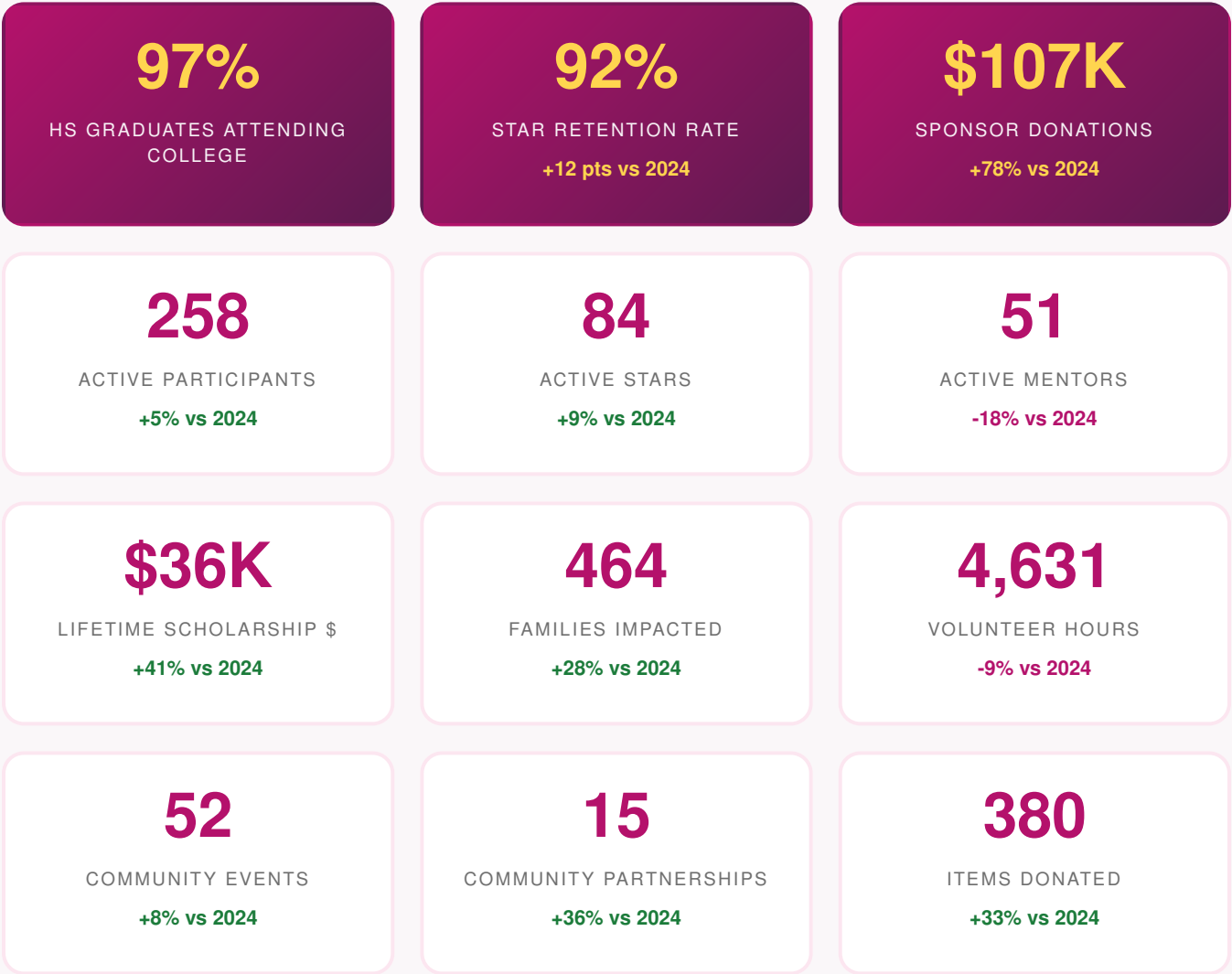
"Being named Mentor of the Year reminded me just how powerful mentorship truly is. Sometimes you can think your efforts are going unnoticed, but having this award made me realize that someone is always watching and being impacted by the way you show up. So continue to pour into you, continue pouring into those around you, and stay committed to the journey. Your hard work will benefit someone, and sometimes, that someone is you."

T'SHAUNA KING

BY THE NUMBERS

2025, In One View.

A snapshot of impact across our three branches, from cumulative outcomes to this year's growth.



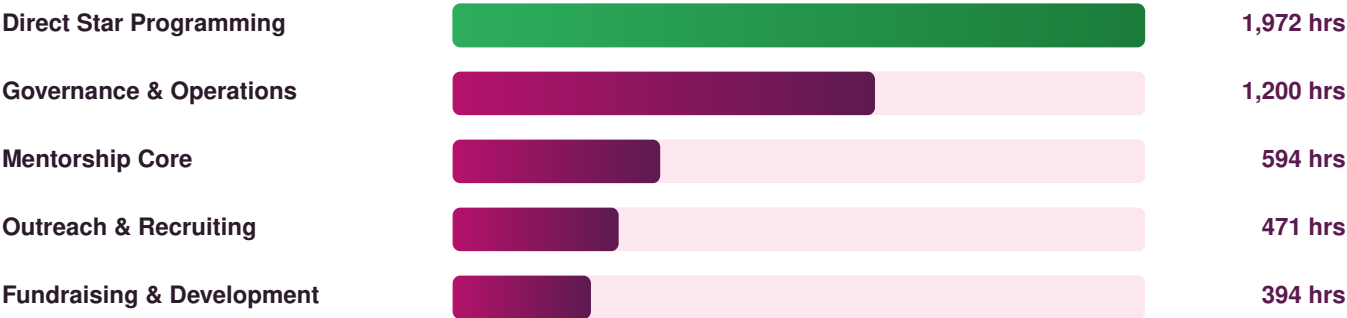
VOLUNTEER HOURS, ALLOCATED

Where Our 4,631 Hours Went.

Funders often ask: how much of every hour goes directly to our Stars? Here is the answer, in person-hours across 50+ tracked activities.

43%

OF EVERY VOLUNTEER HOUR GOES TO DIRECT STAR PROGRAMMING



Plus 380 items donated through coat drives, canned food drives, backpack drives, and holiday toy drives, supporting our communities externally as part of our "Loving Others" core value.

\$155,000

In-kind community investment. At the Independent Sector volunteer rate of \$33.49/hour, our 4,631 hours represent another \$155K of community value, on top of \$107K in sponsor donations and \$24K in grants.

CANDOR & COMMITMENT

What 2025 Told Us.

Two indicators did not move in the direction we intended this year. Here is what they mean, and how we are responding.

-18%

Mentor Pipeline Contracted

We finished 2025 with 51 active mentors, down from 62 in 2024. This is the primary reason Star growth slowed from 40% last year to 9% this year. Fewer mentors means fewer matches we can responsibly support.

-9%

Volunteer Hours Down

4,631 volunteer hours in 2025 vs. 5,097 in 2024. The decline tracks closely with the mentor decline, since core mentorship activities account for a significant share of the volunteer hour mix.

Our Response for 2026

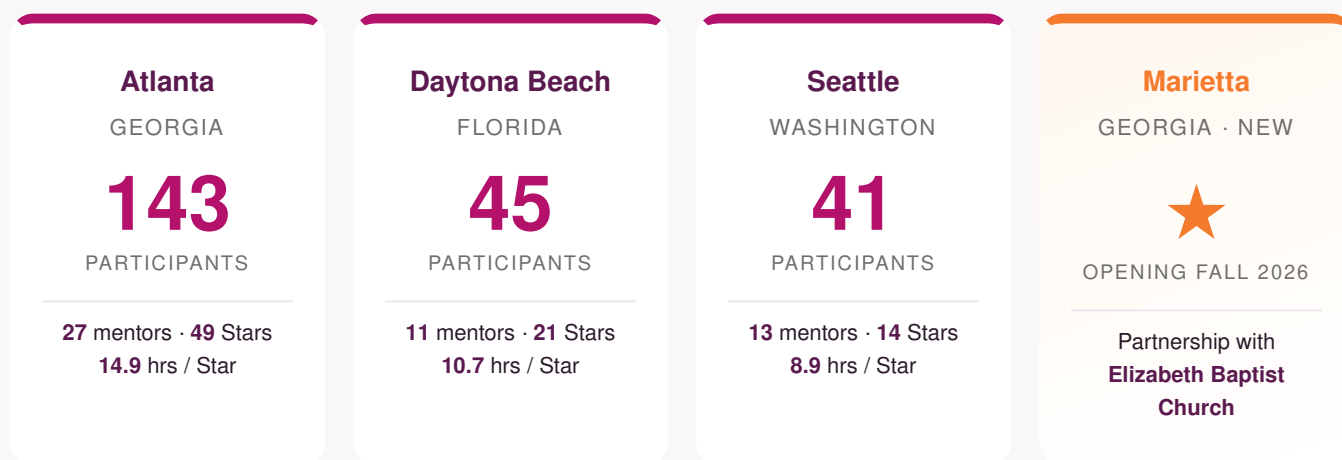
- ★ Launch a coordinated mentor recruitment campaign across all branches (soon to be four with Marietta).
- ★ Seek new partnerships in the community and with businesses who can sponsor employee-mentor cohorts.
- ★ Strengthen mentor onboarding and retention with exit interviews and feedback loops.
- ★ Track mentor:Star ratio as a leading indicator on our dashboard going forward.

*This is not a setback. It is the most important **strategic priority** we are taking into 2026.*

3 BRANCHES TODAY, 4 BY FALL 2026

Where We Shine.

From Atlanta to Daytona Beach to Seattle, with Marietta opening in September.



Participants includes Stars, Mentors, Parents, Board Members, and Volunteers.



Coming Fall 2026: The Marietta Branch

Our fourth branch opens this September in Marietta, Georgia, in partnership with Elizabeth Baptist Church. This expansion responds to year-over-year demand we have seen from Stars and families commuting to our Atlanta branch from Austell, Mableton, Marietta, and Powder Springs. Cobb County deserves its own home for Every Girl Shines, and we are honored to bring it to them.

52 EVENTS, 3 STATES, ONE COMMUNITY

Community Outreach.

In 2025, our Stars, mentors, and volunteers led 52 community events across our three branches, plus 380 items donated through coat drives, canned food drives, backpack drives, and holiday toy drives.



Atlanta, GA

GEORGIA BRANCH · 143 PARTICIPANTS

Coat Drive partnership with Atlanta Dream and Atlanta Mission, Holiday Toy Drive (120 toys collected), Trunk or Treat with the City of South Fulton, Mentor Mixer, Dream Game, Junior League of Atlanta partnership, Atlanta VIBE.



Daytona Beach, FL

FLORIDA BRANCH · 45 PARTICIPANTS

Canned Food Drive with Provision Pack Pantry (150 items donated), Daytona Beach 5K (Full Circle Christmas Eve), and the Herbalife Humanitarian Award honoring mentor and sponsor Jen Mitcheli with \$10K donated back to EGS.



Seattle, WA

WASHINGTON BRANCH · 41 PARTICIPANTS

Canned Food Drive with Dignity for Divas (50 items), Paintings for the Inaugural Shine Gala Silent Auction, UW Seattle Huskies volunteer event (sponsored back to EGS), and the Byrd Barr Place Block Party.

2026 PRIORITIES

What's Next.

Six commitments we are taking into the year ahead.

1

Expanding to Marietta

This September, Every Girl Shines opens its fourth branch in Marietta, Georgia, in partnership with Elizabeth Baptist Church. Cobb County deserves its own home for Every Girl Shines.

2

Bringing Our 5K to Atlanta

In 2026, we will host the first annual EGS Community 5K Walk/Run in Atlanta, building on our successful Daytona Beach 5K from two years ago. The event will celebrate the wholeness of our Stars: mental, physical, spiritual, and emotional wellness.

3

Growing Our Mentor Community

Our top operational priority is growing the community of mentors who walk alongside our Stars, through coordinated branch recruitment and new community and business partnerships.

4

Star Outcomes Measurement

Stand up systematic measurement of Star self-efficacy, sense of belonging, and academic outcomes, so the 2026 report can pair narrative impact with quantitative evidence.

5

Alumni Tracking

Extend our college matriculation tracking to Year 2 persistence, and formalize tracking of Stars who return to EGS as alumni mentors, board members, and volunteers.

6

Evolving the Scholarship Program

2024 brought laptops through our InspiredU partnership. In 2026, we are adding passports for our graduating Stars, opening doors not just to college, but to the wider world they are growing into.

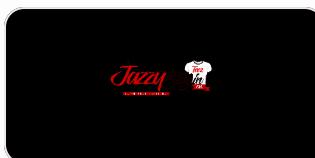
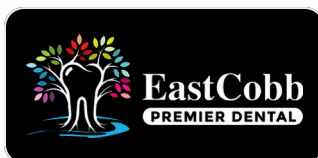
WITH GRATITUDE

Shining Bright Together.

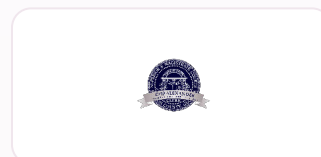
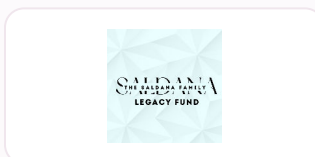
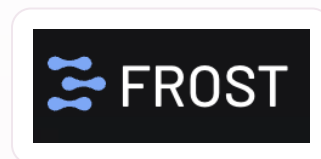
None of this happens without the partners, sponsors, foundations, and individual donors who choose to invest in our Stars. In 2025, our community of supporters expanded across every category.

Welcoming Our New 2025 Partners

A warm welcome to the partners who joined the Every Girl Shines community this year.



Our Continuing Sponsors & Partners



Plus continuing partners including Intradiem, Inspiredu, Junior League of Seattle, Sammy's Cheezecake, Seattle Storm, Elizabeth Baptist Church, Mt. Calvary Baptist Church, Sugar+Spoon, Norfolk Southern, Hosea Helps, Provision Pack Pantry, Atlanta Mission, and City of South Fulton.

OUR PEOPLE

Individual and Family Supporters.

The individuals and families whose personal generosity makes a Star's journey possible.

Aura Supporters

Susan and Brian Banner

Char and Jason Popp

Molly and Justin Sheets

Shimmer Supporters

Akilah and Nick Givens

Denise Smith

Twinkle Supporters

Jessica Black Ipek

Stacy Meaders

Troy Johnson

Meredith Stroup

Dave Mimms

Brenda Young

\$131,000+

In combined sponsor, donor, and grant contributions raised in 2025, with another **\$155K in in-kind volunteer hours** from our community of mentors, board members, and supporters.

Thank You For **Shining** With Us.

To our sponsors, individual donors, partner organizations, grantmakers, mentors, board members, branch directors, volunteers, staff, and the families of every Star: thank you for shining with us.

Your unwavering belief in our vision to develop leaders who will shape a better world fuels everything we do.

2025, IN ONE GLANCE

4,631

VOLUNTEER HOURS

\$131K

RAISED

464

FAMILIES
SERVED

7

NEW COLLEGE
STUDENTS

And we're just getting started.

Keep Shining,

CARRISA JONES, FOUNDER