

## Power to Girls

### Evaluation Report 2020-2021



*Presented by The Students Commission of Canada, September 2021*

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## Program Description

Power to Girls Foundation is a non-profit organization that provides mentorship, community interaction, and fun activities that build confidence, self-esteem, and connectedness among Afro-diaspora girls. The purpose of Power to Girls is to guide the youth participants to be cultivated and flourishing members of society. The Power to Girls Foundation hosts four main projects:

- Personal Development
- Mentorship & Relationship Building
- Healing and Art
- Community Outreach

This specific report will focus on Power to Girl's mentorship project. This program was created to connect young people with positive role models by setting up mentorships with individuals who share similar personal stories or career aspirations. Another element of this program is that it connects the participants with each other, building a community between the girls.

Given the common vision of youth flourishing in their transition to adulthood, the Students Commission of Canada and the Power to Girls Foundation have partnered to assess the concrete impact that the Power to Girls Foundation has had on some of their participants. With the help of the Students Commission, this report was created to celebrate the success of the Power to Girls Foundation!

## Executive Summary

The purpose of this report is to assess the impact of the Power to Girls programming. Power to Girls is an organization that work with girls and aims to empower girls and young women to lead.

Four evaluation tools were used to assess youth experience in the program: three custom workshop surveys, and the Head, Heart, Feet, Spirit (HHFS) questionnaire. Participants answered questions about their satisfaction of the program as well as the knowledge passed on.

Participants were overall very satisfied of their experience with the program and mentioned an increase in their self-esteem, self-confidence as well as feeling empowerment due to the program. Participants reported that the safe space created by the Power to Girls mentors allowed for a strong level of knowledge exchange, and resulted in participants feeling a deeper level of insight in their true self. The values of the organization were lived through the program.

The annual conference allowed for youth to develop confidence and gain new knowledge. They believed that the conference was an overall positive experience where they had fun and met new people.

The summer camp was also seen as a positive experience where youth had fun, learned beneficial information, as well as met new people. Participants learned how to be a boss and how to start their own business, while also learning about confidence and self-esteem.

Overall, Power to Girls provides an enriching experience for their participants.

## Process and Tools

Power to Girls used five (5) tools to assess youth experience throughout the program.

The first tool is a **custom workshop survey** composed of 5 questions regarding overall participant experience.

1. How was your overall experience of our virtual after school program?
2. What was your favourite workshop and why?
3. How likely are you to tell a friend about the program?
4. What did you not like about the program?
5. Are there any topics you wished we'd discussed?

The second tool used to measure youth experience is the **Head, Heart, Feet, Spirit (HHFS)** tool from the Student's Commission. HHFS is composed of 4 questions, one for each component of the tool: Head (What have I learned during this program so far?), Heart (How do I feel about this program so far?), Feet (What will I do with what I've learned during this program?), and Spirit (How did I connect throughout this program?).

One **custom conference survey** was given to participants attending the conference. This custom survey simply asked one question – for youth to provide feedback about their experience in the program.

The other **custom summer camp survey** was given to participants who attended the summer camp, which was composed of 7 questions:

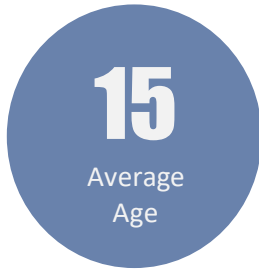
1. How was your overall experience?
2. What's one thing you learnt at becoming a girl boss?
3. What was your favourite workshop and why?
4. How likely are you to tell a friend about the program?
5. Will you participate in another program of Power to Girls?
6. What did you not like about camp?
7. Are there any topics you wished we'd discussed?

Additionally, the **About You** tool was used. This tool captured the various characteristics (demographics) of the participants who took part in the program. The information in this section will be displayed as an infographic to allow for a visual representation of the data.

# Demographics

This section outlines the demographic breakdown of the Power to Girls program.

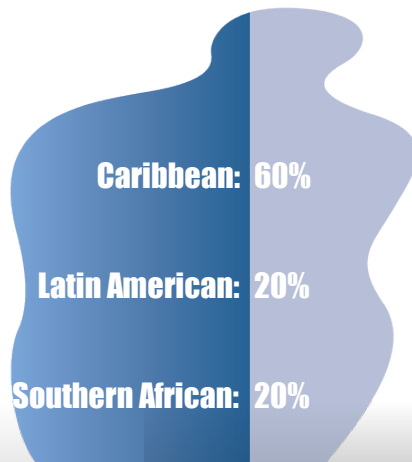
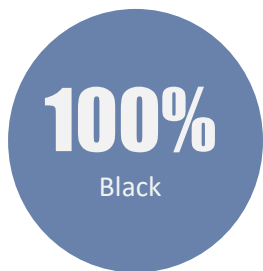
## Age



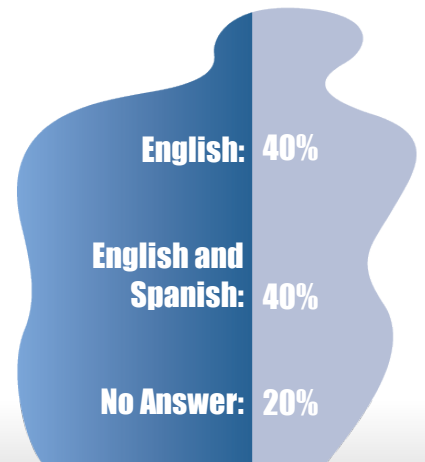
## Gender



## Race and Cultural Background

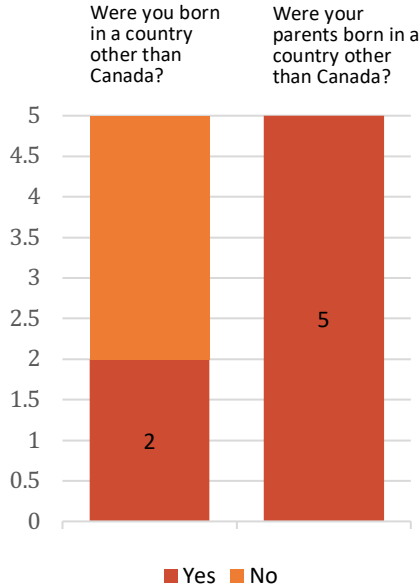


## Language Spoken at Home



# Country of Origin

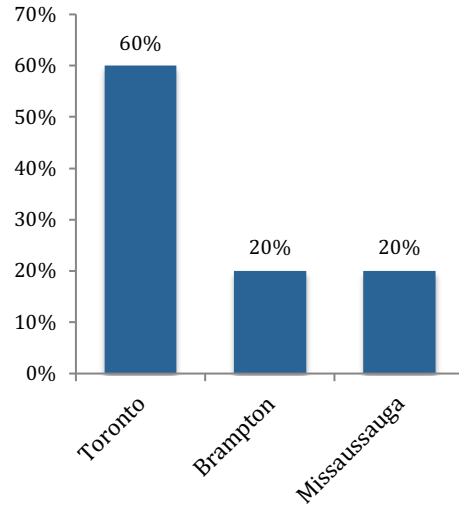
Participants were asked two questions to determine their country of origin.



# Location

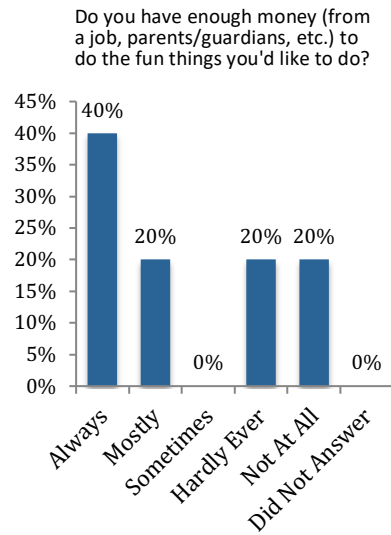
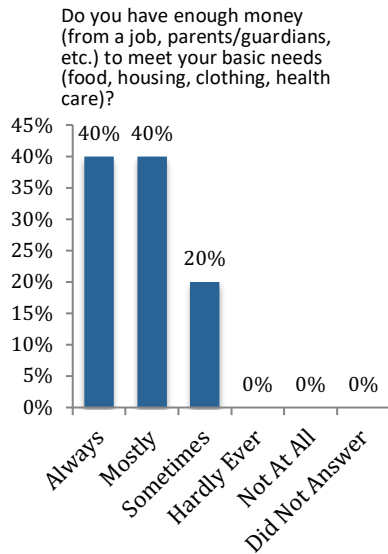
All participants reported living in cities in Ontario, Canada.

What city or town do you live in?



# Money for Basic Needs & Fun Activities

Participants were asked the degree to which they had enough money to meet their basic needs and participate in fun things.



## Results: Custom Workshop Survey

At certain times during their involvement, youth were asked to answer questions to assess their overall experience with the program. The organization used a survey completed by 14 people as a tool to measure youth experience and appreciation of the program. From this survey, the four most significant questions were selected for analysis.

### What was your favourite workshop?

In general, all workshops were enjoyed by participants of the program. There were still some favourites that emerged from the survey.

Youth who took part of the program seemed to enjoy particularly the **Power Talks** workshop, because of its focus on empowerment, self-esteem and confidence.

*“My favourite workshop this year was the Power Talks because I really learned a lot from them. They taught me to become a better person for myself and for others.”*

Moreover, participants expressed their liking for the **Mental Health** workshop. They enjoyed the focus on self-love and how to take care of oneself, especially in moments of stress.

*“Mental health and wellness because it teaches you how to deal with stress.”*

Finally, youth enjoyed **Business** and **Leadership** oriented workshop because of the practical skills that came out of them and the knowledge on how to get started in the field.

*“Business because I learned a lot about it and now I want to start my own.”*

### Are there any topics you’d wished were discussed?

In general participants were satisfied by the topics covered throughout the program. However, there was some topics that youth would have liked to have seen covered by the program.

When asked the question of what topics they wished would have been discussed, youth mentioned events regarding **networking**, especially on how to create and maintain significant relationship with potential business partners.

*“For the business program, we should discuss contacts that we can call or contact in order to start our small business. things like numbers, emails because we do not have connections to people who can support our business.”*

Moreover, youth also requested more activities that would revolve around **leadership** and **improved self-esteem**. They expressed their desire to learn more about how to increase self-confidence and feel more empowered in all fields.

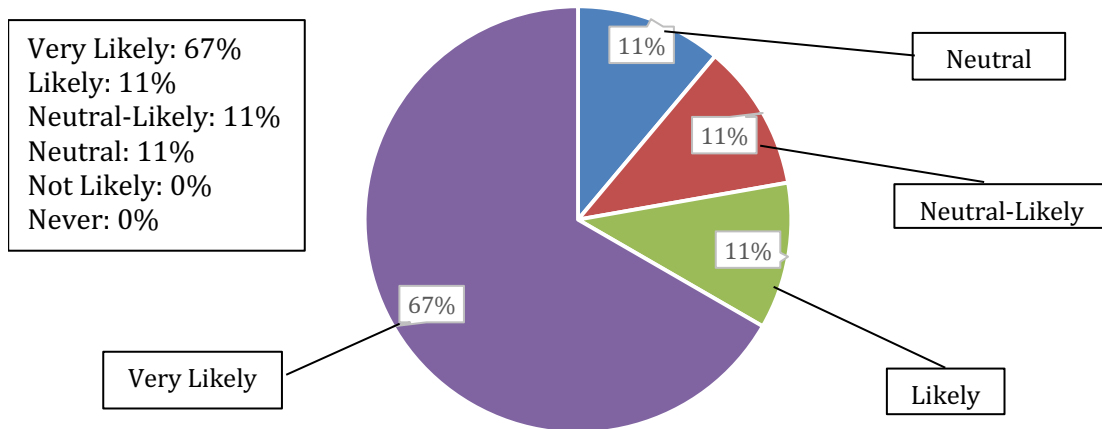


*“I feel like we should talk more about self-confidence and business related topics to encourage these young girls to become their own boss.”*

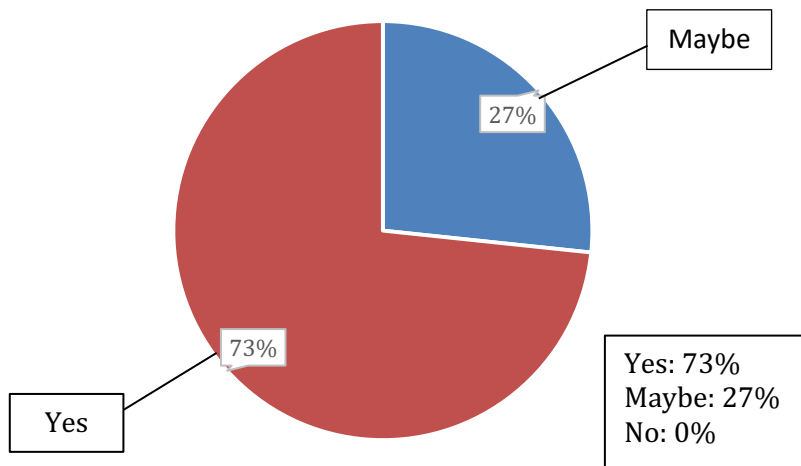
Finally, participants also mentioned wanting to learn more about **safe relationships**, especially on how to protect oneself when dealing with harassment. They requested tools and more knowledge on the effect of gender roles on a relationship, as well as how to deal with the issues that come from misconceptions like these.

*“Even though we did talk about all these topics I would love to go over them again and go into the areas we didn’t cover on, relationships, sex, and the boys will be boys issue. I would also love to talk about social media and the glow up trend.”*

### How likely are you to tell a friend about the program?



### Will you participate in another program of Power to Girls?



## Results: Head, Heart, Feet, Spirit (HHFS) Tool

In order to evaluate youth experience during the program, the Heart, Head, Feet, Spirit (HHFS) tool was used. The questionnaire was completed by 5 participants of the program. Below are key themes that emerged from the HHFS tool.

Question	Theme	Quote
<b>Head</b> What have I learned during this program so far?	Empowerment	<i>"During this program I have truly learned to be myself. Unapologetically. Because I witness everyone else doing the same it truly inspired me. Like, I can just be me."</i>
	Self-Care	<i>"I learned how to take care of myself and how to defend myself."</i>
<b>Heart</b> How do I feel about the program so far?	Empowerment	<i>"I feel great about the program it has really teach me to show my face and be brave to talk to lots of people. But it is a great program."</i>
	Safe Space	<i>"I honestly feel like this is like my therapy, it's a space where i can come and express my emotions and my opinion freely without any judgement. I love how relaxed it is, it really just feels like a girl chat with my friends."</i>
<b>Feet</b> What will I do with what I've learned during this program?	Increased Self-Esteem and Empowerment	<i>"I have become more confident with what I've learned. and it has empowered me to help other young girls feel the same and know that they are not alone."</i>
	Sharing with others	<i>"I will share what I've learned with my friends and family and I will apply it to my everyday life."</i>
<b>Spirit</b> How did I connect throughout this program?	Community	<i>"I have built new friendships while on the program, which I love. because you can never have too many friends especially when they are women like you that are there to love and support you."</i>
	Access to resources through connection	<i>"I felt like I could connect with all the ladies in one way or another which was really nice, we all came from different backgrounds and we all walked different roads of life but it was nice that we could come and meet in the middle and share our insight and bond over our similarities."</i>

## Results: Custom Conference Survey

Youth who attended the annual conference were asked to answer questions to assess their overall experience. Power to Girls used a custom survey completed by 20 people as a tool to measure participant experience and appreciation of the program.

Question	Theme	Quote
Program Qualities	Good Experience	<i>"It was an amazing experience." "I LOVED YOUR WORKSHOP LOVEDD!!!!"</i>
	Focus on Hair & Skin Care Recommendations	<i>"I really love the skin and hair recommendations and advice. I struggle with acne and tones." "I liked the Black hair and skin presentation."</i>
Individual Outcomes	Increased Self-Esteem and Empowerment	<i>"This workshop helped me to have more self-esteem in myself and it helped me to appreciate myself for who I am."</i>
	New Learning/Skills	<i>"I am really happy that I found this, I leaned so much." "Thank you so much for educating me and helping me to better understand and empower my students!"</i>
Challenges	Technological Issues	<i>"My internet was down so I didn't get to hear what we are doing." "I couldn't access the question part but I had a couple questions so I wasn't very happy with that."</i>
Questions	Hair	<i>"How do you get your hair to be curly all day without getting puffy?" "What kind of braids do you have?"</i>
	Skin	<i>"Is the skincare free?" "I would love to know the oil [name] uses for dark spots. It's the vegan oil."</i>

## Results: Custom Summer Camp Survey

Youth who attended the summer camp were asked to answer questions to assess their overall experience with the program. The organization used a custom survey completed by 28 youth as a tool to measure their experience in the camp and what they learned.

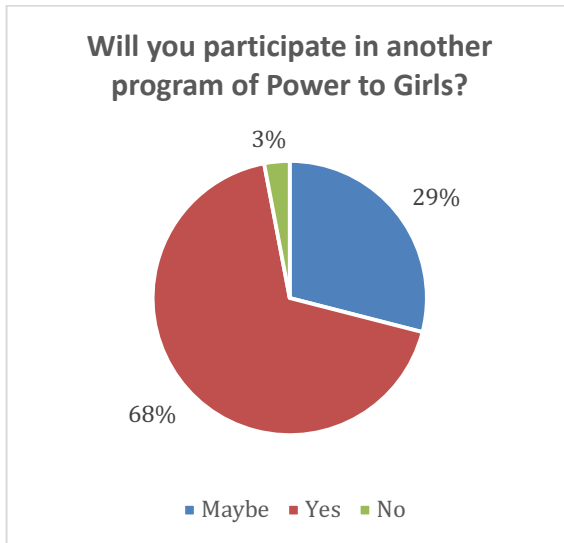
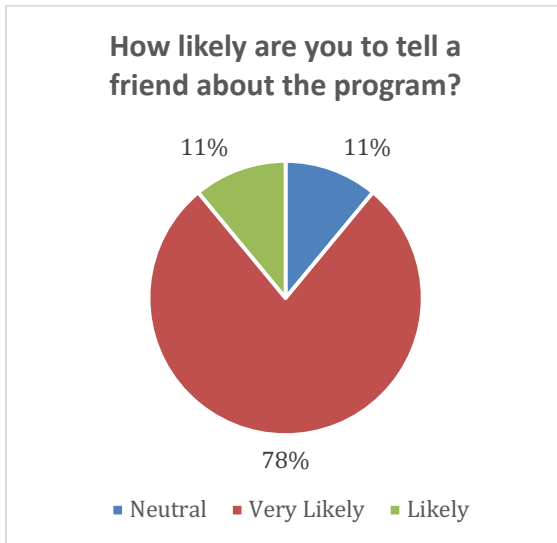
Question	Theme	Quote
How was your overall experience?	Amazing/Fun	<i>"I really enjoyed this summer camp!"</i> <i>"I loved it. It was so much fun and very informing."</i>
	Non-Judgmental/Safe	<i>"Amazing, Fun, Non-Judging!!!"</i> <i>"The virtual summer camp was awesome!! The leaders were really nice and the campers."</i>
	New Learning	<i>"My overall experience of summer camp was amazing I learned so much and I had a lot of fun."</i> <i>"My overall experience was really great I had a lot of fun and this camp was really educational."</i>
	Meeting New People	<i>"Overall my experience at the power to go virtual summer camp has been really amazing because we got to learn new things and we have different factories to go to and I met new people and I even have a new friend."</i>
What did you learn?	Leadership	<i>"That you have to listen to other people's voices and that any girl can be a boss."</i> <i>"One thing I learned from becoming a girl boss was how to become a good leader."</i>
	Confidence	<i>"One of the things I have learned is how to be confident in how to start a website and improve my business."</i> <i>"Is that you need to be confident in yourself and in your products before you expect someone else to be confident in it."</i>
	Business Creation	<i>"I learn more about when creating my own business."</i> <i>"Anything's possible!! Building my confidence and starting my own business!!"</i>
	Drive/Working Hard	<i>"The one thing that I learned was that it is not going to be easy, but if you put in the work you can do it."</i>

Question	Theme	Quote
		<i>"To be a good girl boss do you have to be hard-working creative and responsible."</i>
What was your favourite workshop and why?	Editing	<i>"The video editing because if I ever start my own YouTube channel I can use what I learned from the video editing lesson."</i>
	Business	<i>"My favourite workshop was the business workshop because I learned a lot of stuff I needed to know because I personally have a business and I found it really helpful."</i>
	Time Management	<i>"The time management because I learn more about not wasting my time and I was not that organized with my time in the past."</i>
	Poem Workshop	<i>"My favourite workshop was the poem workshop we had with sincerely. I loved it because it was so fun and in the end I got a beautiful poem out of it."</i>
	Leadership	<i>"Leadership because I learned a lot more about being a leader."</i>
	Money/Finances	<i>"The money workshop because I want to be financially responsible and stable in the future."</i>
	Mental Health	<i>"Mental health. Because I leaned about different mental illness and I learned how to help people out it when they're stressed."</i>
What did you not like about camp?	Online/Virtual (due to COVID-19)	<i>"What I did not like about camp was how we had to do it online and we had difficulties communicating."</i>
	No Games	<i>"That we didn't play games."</i>
	Body Conversations	<i>"What I did not like was the conversation about my body. I am not ashamed of my body, but it was hard talking about with people I hardly know. I think in the future you should give the girls the option talking about it or at least give the girls some notice that you will talking about."</i>

Question	Theme	Quote
	Class Length	<p><i>"The only thing I did not like about this camp is that it was too short I wish it was a bit longer."</i></p> <p><i>"I didn't like that the class was so long."</i></p>
	Text Messages	<p><i>"The text messages were a lot to go through."</i></p>

**Are there any topics you'd wished we discussed?**

- Art (tips on how to make good pieces)
- How to sell a product
- Leadership
- Self-Care
- Building an App
- Peer Pressure
- Study Tips
- Anime
- Menstrual Cycles
- World Crises



## Conclusion

The Power to Girls participants were overall satisfied with their program experience. The first custom workshop survey showed that the majority of them would not only participate again in another iteration of the program but would also recommend it to their friends. This indicates that the program is not only enjoyable, but also considered a rewarding experience by the participants. Power to Girls organized workshops that were greatly appreciated because of their subject matter and the focus on important themes such as increased empowerment, mental health, and leadership. These themes all correspond to the objectives of the organization.

Moreover, the use of the Head, Heart, Feet, Spirit (HHFS) tool gave participants the opportunity to reflect on their experience; many girls shared that they have increased knowledge, self-esteem, connections, and generally feel more empowered. Also, youth took notice of the number of resources that were at their disposal due to the organization's work.

Participants were overall very satisfied of their experience with the program and mentioned an increase in their self-esteem, self-confidence as well as feeling empowerment due to the program. Participants reported that the safe space created by the Power to Girls mentors allowed for a strong level of knowledge exchange, and resulted in participants feeling a deeper level of insight in their true self. The values of the organization were lived through the program.

The annual conference and summer camp organized by Power to Girls were also successful. The conference allowed for participants to develop confidence and knowledge surrounding hair and skin routines. The summer camp was an overall positive experience where youth had fun and met new people. The majority of youth would participate in more Power to Girls programming, as well as tell their friends about their experience.

Power to Girls succeeded in creating many positive changes for the youth that were part of the program. Youth learned to become more confident in themselves, they built stronger connections with others, they took on leadership roles in various settings, and they learned strategies for how to better take care of their mental health. The program succeeded in creating a sense of community between its participants. The program also created a safe space for participants to exchange thoughts and have important discussions about issues that girls face daily, which resulted in increased feelings of empowerment.

In future years, Power to Girls can continue measuring their success and outcomes with additional quantitative and qualitative evaluation methods.