

2024 Annual Report

Sask Girls United

MISSION

Through fostering an inclusive community, Sask Girls United provides skills, resources, and mentorship to inspire and empower the leaders of tomorrow.

VISION

A Saskatchewan that embraces and elevates female and gender diverse leaders

GUIDING PRINCIPLES

Empowerment. Community. Inclusion.

Executive Director Report

The fourth year of Sask Girls United has officially wrapped up, and I couldn't be more proud of the incredible growth and progress we have made. This year, we have continued to expand into new areas in Saskatchewan, ensuring that even more girls and gender-diverse youth have access to our programs. Our reach continues to grow, and we remain committed to making our programming as accessible and impactful as possible.

One of the most exciting developments this year was the hiring of our first General Manager - Jaylyn Kim. This marks a significant milestone in our organization's journey, allowing us to strengthen our operations, increase our capacity, and build a sustainable future for Sask Girls United. With this addition, we are better positioned to enhance our outreach efforts and continue delivering high-quality programming to youth across the province.

In addition to our expansion and leadership growth, we are also in the process of developing several new programs set to launch in 2025. These initiatives will further enrich our offerings and provide even more opportunities for participants to build confidence, develop leadership skills, and foster a strong sense of community. We are excited to share more details in the coming months!

I want to extend my deepest gratitude to the entire Sask Girls United team. Your dedication, creativity, and passion make this organization what it is, and none of our successes would be possible without you. A special thank you to our generous partners, whose support allows us to reach more youth and create meaningful experiences. I would also like to recognize the parents, guardians, and educators who continue to champion our programs and ensure that young people have access to these vital opportunities. And of course, a heartfelt thank you to our incredible participants! You inspire us every day, and we are so grateful to be part of your journeys.

Looking ahead, 2025 promises to be another exciting year for Sask Girls United. With a strong foundation, a growing team, and new programming on the horizon, we are eager to continue making an impact. We are grateful for all that we have accomplished this year and look forward to seeing Sask Girls United thrive in the years to come!

Sincerely,



Isabella Grajczyk
Sask Girls United

Our Team



Isabella Graczyk
*Co-founder and
Executive Director*



Kendall Bistretzan
*Co-founder and
Director of Communications*



Sasha Valgardsson
*Co-founder and
Director of Marketing*



Zahin Rahman
*Co-founder and Director
of Transformation
and Inclusion*



Jaylyn Kim
General Manager



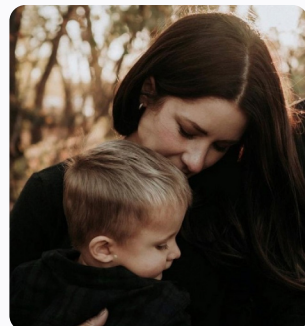
Hannah Elich
Director



Gillian Francis
Director



Lauren Hill
Director



Mariah Perkins
Director

Impact

22%

Over 22% of our participants live in a town of less than 10,000 people

We hosted seven programs this year.

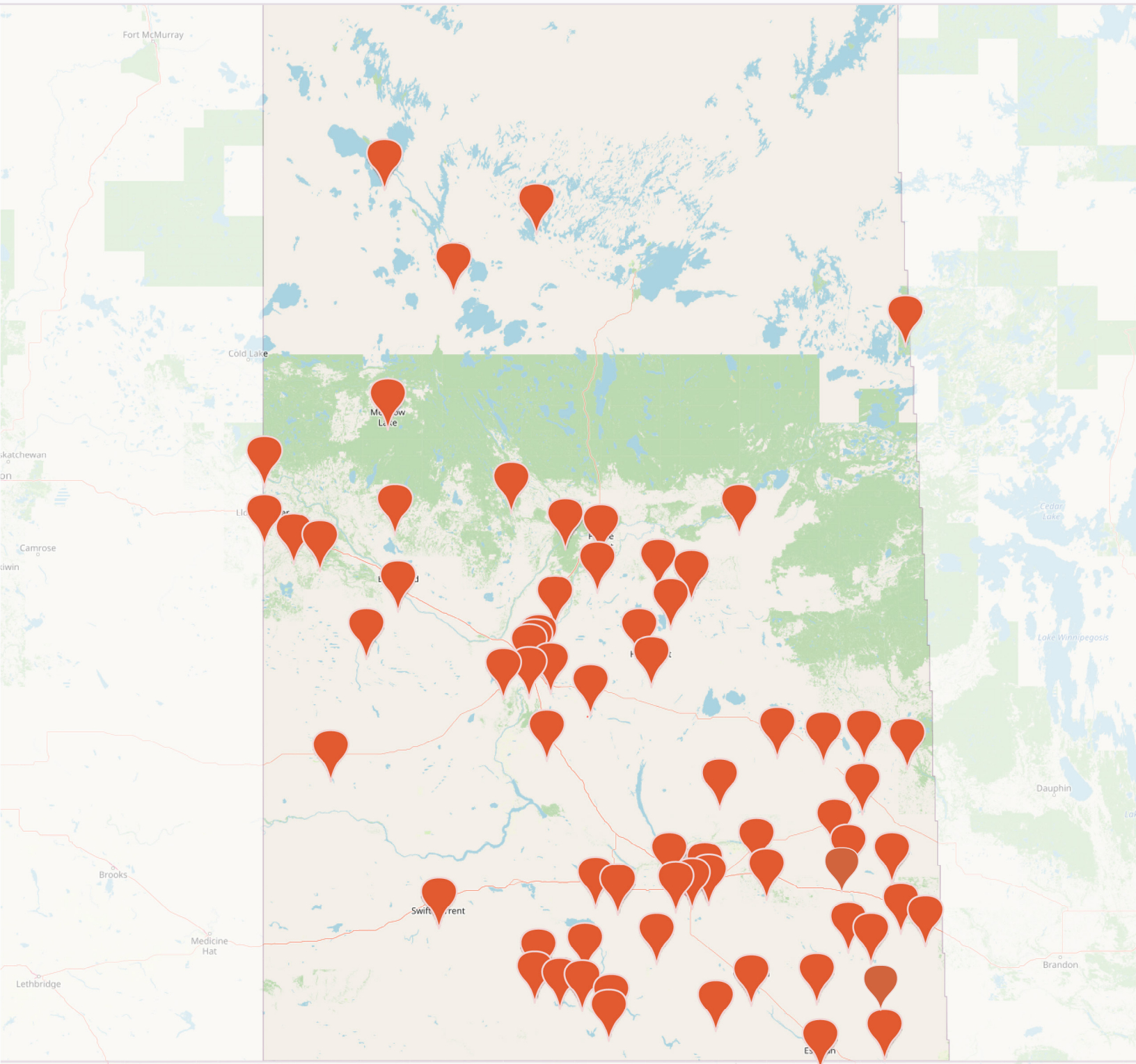
21%

21% of our participants are 10 years old

Nearly 22% of our participants self-identified as Indigenous

22%

Our Reach



Our Programming

Self Expression: A New Year a New Way

We were delighted to explore the enjoyment of emotional freedom through self-expression. In this program, youth were given a guided opportunity to engage in writing and art and gain awareness of their originality. Participants wrote poems on their experiences of place and home, and had the opportunity to express themselves in a safe and inclusive environment.

Mindfulness Matters

In this program, we explored the importance of mental health through a holistic approach to wellness, which included teaching effective strategies to cope with stressful situations. Participants were able to reflect on their own thoughts, feelings and actions through the lens of mental, physical, emotional and spiritual wellbeing.

Empowerment: Dare to Lead

This session was made possible through the generous sponsorship of our partners at Insurance Brokers of Saskatchewan and Cargill. Participants learned the importance of self-confidence and leadership skills, and were able to chat with other youth from all over Saskatchewan to build meaningful connections and foster interpersonal skills.

Hand in Hand: Navigating Healthy Relationships

This was one of our best attended programs in the 2024 year. Participants learned about healthy friendships/relationships and conflict management. We explored the ideas of consent, gender, sexuality, self-love, and how to establish healthy boundaries. Participants were engaged throughout the session and were able to practice conflict management skills through discussion around real-life scenarios. Everyone also had the option to take part in our Pen Pal Program which allowed them to explore the joys of writing letters while making a new friend in Saskatchewan. Each registrant was provided with a comprehensive kit to be able to make and send fun letters.

Leadership: Leaving Your Mark

This program was for youth ready to take action within their communities. Each participant had the opportunity to figure out their passion and how they can drive change within their community. From raising funds for the local animal shelter to organizing a clean up day for the community, participants were encouraged to reflect on the needs within the community and how they could get involved as a leader.

Our Programming

Heading into 2025, we are incredibly excited as we have a number of new things in the works. We are looking at ways to partner with Saskatchewan libraries, SaskArts, and the Open Door Society to increase our reach within the province.

We are also looking at expanding on our original programs through a teen mentorship program to build leadership skills, a career-related/ life skill transition program for teens, and potentially a new program geared towards newcomer youth.

Let's Get Social: The Power of Social Media

In this session, participants learned how to navigate social media in a safe and moderate way. Special focus was paid to internet safety, the benefits of social media, how to use it in a healthy way, and the tools needed to navigate this new world of social media. This program was made possible this year through the generous support of our partners at Sasktel, Insurance Brokers of Saskatchewan, and Cargill.

Magic that Works: A Moment of SCIENCE Please

Through this session, youth learned about the extraordinary accomplishments and contributions from past and present female scientists. We also mailed participants materials so they were able to take part in a fun experiment! We aimed to inspire youth to pursue their passion in science.

Our Diversity, Equity, and Inclusion Research

After receiving funding from the University of Regina's Community Engagement and Research Center, Sask Girls United began its first research project: "Health and Self: Understanding barriers to accessing community programming and supports by rural and remote girls ages 8-14 in Saskatchewan." We began this project in hopes of better understanding how we as an organization could better address the needs of our particular stakeholders and wanted to hear from them directly. Thus, we completed a literature review and proceeded to recruit participants to take part in a focused discussion session, during which we collected data from eight participants, as well as during a follow-up. As Cellphilm is a key component of our research methodology, we had each participant create a unique Cellphilm video outlining their thoughts on health and wellness in their personal lives and respective communities. We have analyzed these data and are in the process of writing a journal article and creating deliverables to distribute to both the academic and local communities relating to this project.

Social Media Report

As of December 31, 2024, the Sask Girls United Facebook page had 871 Facebook followers, and 417 Instagram followers. This was a 2.6% increase in followers on Facebook and 7% increase in followers on Instagram from 2023. Our overall reach was down 16.5% on Facebook and up 5% on Instagram compared to 2023.

The organic reach for Facebook and Instagram was 53% and 79%, respectively. This indicates that while our ads do well, our content is still widely viewed by our followers and through shares.

The majority of our audience is women. They make up 96.8% of our Facebook following, and 86% of our Instagram following. Nearly half (45%) of our Facebook following is women ages 35-44, which is roughly the age of most parents of participants. Instagram sees slightly more age dispersion, with 16.8% of followers ages 18-24, 34.5% ages 25-34, and 31.9% ages 35-44 (both men and women are included in these Instagram numbers).

The top cities reached on Facebook are Saskatoon (17.3%), Regina (16.2%), and Moose Jaw (9.4%). The top cities reached on Instagram are Regina (25.7%), Saskatoon (17.5%), and Moose Jaw (13.2%).

Governance Report

This past year, Sask Girls United hired the organization's first General Manager, Jaylyn Kim. Reporting directly to the Board of Directors, Jaylyn is responsible for overseeing financial operations, managing partnerships, facilitating programming and ensuring compliance with relevant regulations. The introduction of the position has allowed Sask Girls United to reallocate duties previously under the purview of the Board of Directors to the General Manager, allowing the Board of Directors to focus on long-term and strategic priorities. Jaylyn's appointment as General Manager has allowed Sask Girls United to grow its organizational capacity, enabling us to expand our reach and impact across Saskatchewan.

In the coming months, the Governance Committee will also be reviewing all existing SGU policies and the Code of Conduct to ensure they continue to reflect the evolving needs, values, and objectives of our growing organization.

General Manager Report

2024 marked a transformative year for Sask Girls United with the addition of its first paid General Manager. This milestone signified a key step forward in the organization's growth, evolving from a solely volunteer-led structure to one that now includes dedicated operational support alongside the volunteer board. Key focus areas included finance, administration, and program support, all of which contributed to growth and improving operational efficiency.

Finance

Following the departure of the Finance Director, the General Manager took over budgeting, expense tracking, and financial reporting. Successfully securing \$3,880 in grants from SaskTel and Nutrien, these funds supported programs and empowered youth in line with SGU's mission.

Administration

Managing the non-profit registry, ensuring timely bill payments, and organizing supplies formed the backbone of operational continuity. These often-overlooked efforts ensured compliance and stability, enabling smooth program delivery.

Program Support

Active involvement in program execution included logistics coordination and direct interaction with participants. Streamlining materials procurement and expense tracking improved efficiency and enhanced participant experiences.

Key achievements included delivering seven annual programs, expanding outreach, and establishing streamlined financial processes for long-term sustainability. These efforts reflect SGU's continued commitment to empowering youth across Saskatchewan and highlight the significance of this year's growth.

Testimonials from Our Community

FROM THE PARENTS

“It was very good for my child
to take this course”

“I enjoyed the small group and the
interactive 1 on 1”

“My daughter likes the sessions a lot”

“They learned good habits
during the program”

FROM THE PARTICIPANTS

“Loved the people and the information!”

“It was awesome!”

“The program helped me learn
for the future”

Our Partners

Our Saskatchewan-wide impact is made possible by the generous support of our partners. We are deeply grateful for the contributions of our sponsors:

With your invaluable support, we are able to offer impactful programs, engage with more youth, and inspire the next generation of leaders in Saskatchewan.

Thank you for being a meaningful part of our journey!

LEADER

\$7500+



INSURANCE BROKERS
ASSOCIATION OF SASKATCHEWAN



SUPPORTER

\$1000–5000



FRIEND

\$1000 & Under



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Sask*Girls United

Thank you for
another wonderful year.