





## ERIN

## ROSS

GIRLS INC. OF LOS ANGELES
CEO

A 2024 "Non-Profit of the Year" nominee by the Los Angeles Business Journal, Girls Inc. of Los Angeles believes "When one Girl Rises, All Girls Rise."

Advocating for policies and practices that advance the rights and opportunities of girls and young women, the organization has an ambitious mission and an empowering message, helping its LA beneficiaries to tap into their strengths and amplify their talents. "We are unique because our programs focus on the whole girl: supporting her mental and physical wellness while inspiring her to achieve academically, all while growing into a confident leader who can advocate for herself," says CEO Erin Ross.

Providing after-school programs, lunchtime clubs, enrichment events and workshops at systematically underfunded LA Unified schools, Girls Inc. also runs a summertime career exploration field trip series and tackles serious issues head-on, including the mental health crisis affecting three out of five adolescent girls. Consequently, "We are creating a safe space where girls can be themselves and envision a bright future."

The metrics matter. Girls Inc.'s year-end survey showed 87% of girls feeling safe and supported, with 93% reporting first-time exposure to future career pathways. They've helped 1000 girls this year alone through programming, initiatives, and special events, including "LA Girls Rise," a May fundraiser held at Paramount Studios to help "empower our girls to rise up as the leaders of today and tomorrow."

To that end, "We've been doing this work for 160 years," Erin adds. "Our focus has always been helping girls dream and achieve beyond what others have envisioned for them."



"If we can open doors to our girls that were previously closed, then we have succeeded."

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