



# Girls Education & Mentorship Program

"We give girls 1,000 ways to win at home, in school, with friends & in life."

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*Nicole "Cokie" Griffin, B.S., M.M.L.  
Founder*

## *Did you know?*

- \* 75% of girls with low self esteem engage in negative activities like cutting, bullying, smoking, drinking or disordered eating
- \* Over 70% of girls avoid normal activities such as attending school because of their looks
- \* 30% of adolescents have thoughts of suicide
- \* Between 5<sup>th</sup> and 9<sup>th</sup> grade, gifted girls often perceive that being smart isn't sexy and starts to "dummy-down" to fit in
- \* 85% of girls experience sexual harassment in school
- \* Young girls who have parents, teachers or mentors providing them with positive feedback about their abilities have higher esteem
- \* 20% of girls will experience depression before they reach adulthood
- \* 72% of girls feel tremendous pressure to be beautiful
- \* A girl's self-esteem is more strongly related to how she views her own body shape and body weight than how much she actually weighs
- \* 69% of girls in 5<sup>th</sup> – 12<sup>th</sup> grades reported that magazine pictures influenced their idea of a perfect body shape
- \* 62% of girls are insecure about themselves
- \* 57% of girls have mothers who criticize their looks
- \* 57% of girls don't tell their mothers things about themselves because they don't want them to think bad of them



*"You will face many defeats in life, but never let yourself be defeated." –Maya Angelo*

**We know how girls can fail. Let's show them 1,000 ways to win!**

Sources: Rushton, J. L.; Forcier, M.; Schectman, R. M. 2002. Epidemiology of Depressive Symptoms in the National Longitudinal Study of Adolescent Health. *Journal of the American Academy of Child and Adolescent Psychiatry* 4: 199-205. Neuman, M.D., Fredric. "Low Self-esteem." *Psychology Today*. Accessed March 3, 2014. <http://www.psychologytoday.com/blog/figh-ting-fear/201304/low-self-esteem>. Shapiro, Hannah. "Dove's Campaign for Real Beauty boosts girls' self-esteem for Back to School." *Examiner.com*. Accessed March 3, 2014. <http://www.examiner.com/article/dove-s-campaign-for-real-beauty-boosts-girls-self-esteem-for-back-to-school>

## *Who Are We?*

The WAY Center of Hope is a 501c3 non profit organization that enriches every element of the family. All of the programs are geared to address the educational, social, economical, psychological and spiritual needs of an individual. We offer hope, help, direction, mentorship, care, love, and support.

**The IBC Girls Education and Mentorship Program** is an initiative that was created by Nicole “Cokie” Griffin under The WAY Center of Hope. It empowers, uplifts, supports and enriches them giving them **1,000** ways to win at home, in school, with friends and in life! We teach soft skills. Our workshops are designed to bring out the very best in every beautiful girl.

*What do you want to be when you grow up?*

*We can help!*

*We'll give you 1, 000 ways to win!*



## *Why “Inner Beauty Clinic”?*

People invest into their outer appearance often. That is good. But The IBC focuses on beautifying the internal you. That is more important. We believe that the “it” factor and the key to success is much deeper. Technical skills may get your foot in the door, but it is your Inner Beauty (interpersonal skills or soft skills), that will afford you your greatest opportunities and help our girls compete effectively on a global level. This separates the ordinary from extraordinary individuals.

*“Character is the real foundation of all worthwhile success.” - John Hays Hammond*

## *Our Mission*

To enrich the lives of girls ages 7-17 through mentorship and partnership to revolutionizing their mentality causing them to develop timeless and powerful inner beauty that will propel them to greatness. The IBC empowers individuals, impact communities and changes generations.

*"No one can make you feel inferior without your consent." – Eleanor Roosevelt*

## *Our Goal*

To encourage them to embrace their distinctive qualities and celebrate their uniqueness as they improve in areas such as self esteem, etiquette, communication, confidence, interpersonal skills, conflict management, and more.

## *Our Vision*

We give girls 1000 ways to win!

*"Mentoring is all about caring. None of the forces claiming our children's lives are more powerful than our commitment and love. We are the solution." - Susan L. Taylor*

## *Why Now?*

Our girls are becoming victims of a culture of declining values and corrupt social norms. We have to change the dynamic and give them the tools they need to win in life. That is why we are dedicated to teaching them their true worth to help them live with a greater sense of purpose, dignity and respect. The IBC will polish up their lives.

*"Be the change you want to see in the world." - Mohandas Gandhi*



## *Tell me about your workshops?*

It's a red carpet affair for our girls! From the time they walk in our workshops until they leave, we make them feel like a million bucks! We foster an environment of cooperation and collaboration, not competition, to help the girls discover their purpose, unlock their potential and explore their desired profession. The IBC cover topics such as:

### **Peer Pressure**

Poise/Posture

Goal Setting

### **Bullying**

Attitude

Body Image/Confidence

### **College Prep**

Conflict Management

Character/Integrity

### **Communication Skills**

### **Sisterhood**

Etiquette

Decision Making

### **Team Building**

Critical Thinking

*"Life has no limitations, except the ones you make." - Les Brown*



## *How does it work?*

In the Spring of 2015, The IBC will have its first EXTRAVAGANZA which will bring 100(+) girls together for a time of mentorship, education, fun workshops, drama, poetry, zumba and more! It's is going to be incredible! It's free, but the girls do have to be registered. The girls will come to our venue and be divided into four groups for some powerful interactive workshops that are age appropriate.

7-8 years old – **Apple Blossoms**

9-10 years old – **Diamonds and Pearls**

11-12 years old – **A NuCreation**

13-17 years old – **Totally Unique**

# **“Giving 100 girls 1,000 Ways to Win”**

## Does Mentorship Really Work?

Yes it does work. At its most basic level, mentoring helps because it guarantees a young person that there is someone who cares about them. Mentors provide their mentees with an experienced friend who is there to help in any number of situations. Mentees reiterate the positive virtues taught by parents and teachers giving the child a greater chance for success.



- Mentors help keep students in school.
- Students who meet regularly with their mentors are 52% less likely than their peers to skip a day of school and 37% less likely to skip a class (Public/Private Ventures study of Big Brothers Big Sisters).
- Mentors help with homework and can improve their mentees' academic skills.
- Mentors help improve a young person's self-esteem.
- Youth who meet regularly with their mentors are 46% less likely than their peers to start using illegal drugs and 27% less likely to start drinking (Public/Private Ventures study of Big Brothers Big Sisters).
- About 40% of a teenager's waking hours are spent without companionship or supervision. Mentors provide teens with a valuable place to spend free time.
- Mentors teach young people how to relate well to all kinds of people and help them strengthen communication skills.

Research confirms that mentoring works.

The 2013 study "The Role of Risk: Mentoring Experiences and Outcomes for Youth with Varying Risk Profiles," examined mentoring program relationships, experiences and benefits for higher-risk youth, and among the findings determined:

- The strongest program benefit, and most consistent across risk groups, was a reduction in depressive symptoms — a particularly noteworthy finding given that almost one in four youth reported worrisome levels of these symptoms at baseline.
- Findings also suggested gains in social acceptance, academic attitudes and grades.
- In addition to benefits in specific domains, mentored youth also experienced gains in a greater number of outcomes than youth in the comparison group.

### Sources:

[http://www.mentoring.org/about\\_mentor/value\\_of\\_mentoring](http://www.mentoring.org/about_mentor/value_of_mentoring); [http://www.mtrc.org/sites/default/files/Role%20of%20Risk\\_Final-web%20PDF.pdf](http://www.mtrc.org/sites/default/files/Role%20of%20Risk_Final-web%20PDF.pdf); Rushton, J. L.; Forcier, M.; Schectman, R. M. 2002. Epidemiology of Depressive Symptoms in the National Longitudinal Study of Adolescent Health. Journal of the American Academy of Child and Adolescent Psychiatry 4: 199-205. Neuman, M.D., Fredric. "Low Self-esteem." Psychology Today. Accessed March 3, 2014. <http://www.psychologytoday.com/blog/fighting-fear/201304/low-self-esteem>. Shapiro, Hannah. "Dove's Campaign for Real Beauty boosts girls' self-esteem for Back to School." Examiner.com. Accessed March 3, 2014. <http://www.examiner.com/article/dove-s-campaign-for-real-beauty-boosts-girls-self-esteem-for-back-to-school>

## *Tell me a little about the founder?*

Nicole “Cokie” Griffin grew up in Shepherd Square Housing Projects and was reared by her late mother, Ruby D. Harmon. Although she was raised in a god-fearing home, by the age of 10 she had witnessed shootings, violence, drug dealing, and more in her community. One of the first pictures she drew her mother was a man shooting-up drugs because she noticed syringes on the ground often when she jump-roped. She knew needles went in the arm because of getting immunization shots. That picture devastated her mother! Right after her freshman year of college, her mother died (in her late 40’s) of a massive heart-attack. Having no relationship with her father at the time, she was left to fend for herself in a world that had shown her too many ways to lose and not enough applicable ways to win.

Today, she is an overcomer-a winner! Through much hardship, she went on to finish college and earned multiple degrees. She is passionate about The IBC, which is dedicated to reiterating those positive virtues that parents, guardians and teachers share with the girls. Nicole “Cokie” Griffin, the founder, has been a leader in Corporate America in the finance industry, is a published author, a workshop facilitator, contractor with JCPS (which initially started in the mid 1990’s), a community leader/minister & an inspirational speaker for over 20 years. She’s extremely energetic, knowledgeable, humorous and effective in motivating others! The mission of giving girls 1,000 ways to win is personal to her.

*“The IBC affords me the opportunity to give back to my community through mentorship and partnership. I get to touch the lives of young girls personally, empowering, building, supporting and nurturing them into their purpose and a dynamic future. Their smile, interpersonal development, awakened virtue, commitment to education and sisterhood is my reward.”*

**-Nicole “Cokie” Griffin**  
Founder of The IBC  
Executive Director of The WAY Center of Hope  
Founder: Nicole “Cokie” Griffin  
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## *Partnership & Community Leaders Recruited to Work with 100 Girls*

We've partnered with Mayor Greg Fischer's 15K initiative via Phyllis Clark  
Councilwoman Maria Johnson – Supporting

Dr. Matisa Wilbon – Parent, Professor at Bellarmine

Julia Royston – Educator with JCPS, Recording Artist, Author

Tarsha Semacula - Parent, The Buttafly Group, Business Woman

Teresa Jack – Parent, MSN, Norton's Hospital

Anitra Durrand-Allen – Parent, Author, Coach

Shannon Higgins – JCPS Educator

Makeda Freeman-Woods – Director of Parkland Boys and Girls Club

Robbin Norfleet – Parent, Educator

Raushannah Shabazz-Daniels – Parent, Educator

DeWana LeNae – College Prep Specialist

Jasemine Reed & Team – Poetry

Aprile Hearn – Parent, Author, Minister

RWM (MC) – Parents, Motorcycle Club

Tina Powel-Silver – Fitness Instructor, Business Woman

Sherry Mosby , Dana Young, Kristi Garth, Thosha Alexander, Dominique Higgins, Quinnotta Bishop, Patricia Martin, and more parents have partnered with us. They are donating time, sharing information, recruiting children, will work on set up, clean up, press release and offering services wherever they can.

Breakfast and Lunch will be served at The IBC EXTRAVAGANZA

Breakfast will be served at The IBC Back-to-School Summit

Every girl receives a goodie bag of educational and hygiene gifts

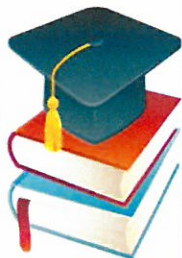
*(62 girls are registered as of March 25, 2015)*

## **“Giving 100 girls 1,000 Ways to Win”**





Our girls were  
created to win!  
The IBC helps  
them be  
better in  
school!



They are more  
valuable than  
jewels. Learning  
their true worth  
encourages  
them to strive  
for excellence!



It's a new  
movement  
all about  
giving our  
precious girls  
1,000  
ways to win!

**JOIN THE MOVEMENT**

2015

# Spring EXTRAVAGANZA

for girls ages 7-17  
May 9th from 10a-2p

The IBC Education & Mentorship Program

WE'RE giving THEM

1,000



ways to win in LIFE!

REGISTRATION STARTS IN MARCH

It's FREE!

It's Cool

On Fleek

It's Educational  
It's supports JCPS!  
It's Uplifting!

It's Poetry!

The Arts!

It's supporting parents!

Vision Boards

It's The IBC

It's ALL about them!

It's Fun

It's Zumba!

IT'S LIFE-CHANGING!

She will NEVER be the same!

It's a CONFERENCE for 100 girls in Kentucky!

SOFT SKILLS! ETIQUETTE! BULLYING! COLLEGE PREP! GOAL SETTING! VISION BOARDS! IT'S AWESOME!



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Nicole "Cokie" GRIFFIN, MML - Founder