

2023 Annual Report



**POWER.
POTENTIAL.
PROMISE.**

ADVANCING ADOLESCENT
HEALTH

GCAPP



OUR MISSION

To improve the overall health and well-being of young people in Georgia to ensure a more powerful future for us all.

OUR VISION

We believe all children are entitled to a safe and healthy adolescence characterized by hope, respect, and the opportunity for a productive future

OUR CORE VALUES

- Accountability
- Customer Commitment
- Empowerment
- Integrity
- Respect
- Stewardship

When young people are informed, supported, and connected to resources and skill-building opportunities, they are not only empowered to transform their own lives, but also their community. They are more likely to make positive choices and avoid risky behaviors, do well in school, build strong relationships with family and friends, set goals, and chart a path that maximizes their potential.

GCAPP is committed to making Georgia's youth stronger.

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Dr. Ronald McNeill, DBA, MPA
President and CEO

MESSAGE FROM the PRESIDENT and CEO

GCAPP works to positively impact adolescents' overall well-being unlike any other organization in Georgia and I'm proud to share that in 2023 GCAPP experienced one of its most successful years in impacting youth, parents, and youth serving professionals unlike any time in our nearly 30-year history.

We saw significant accomplishments in the expansion of our programs and services, signaling that we will far exceed our Impact 2025 goals of serving 575,000 youth, parents, and youth serving professionals by the end of 2025. As of December 2023, with more than 300 statewide partners, we impacted 504,494 individuals across initiatives in youth empowerment, comprehensive sex ed, teen pregnancy prevention, parent engagement, and physical activity and nutrition.

As you will read in this report, the GCAPP team delivered extraordinary results—from partnering with school districts to provide quality sex ed to thousands of students to parent-focused events and workshops to professional development trainings for youth serving professionals to scores of statewide education and awareness campaigns.

Leading the effort to tackle some of Georgia's toughest social issues is as challenging as it is energizing and unique. We take pride in knowing GCAPP is the only organization

in Georgia that keeps quality sex ed and teen pregnancy prevention front and center and has long been regarded as a national model among adolescent health organizations. We're also excited about our role in improving parent-child communication by providing parents, even beyond Georgia, with 24-7 access to a wealth of free resources, connecting with over 4,000 parents annually.

Partners inform us daily how our work translates into healthy decision-making for youth, improves their self-esteem and emotional wellness, helps them strive to meet personal goals, and strengthens bonds with family and peers.

Thank you for your commitment to Georgia's youth. Because of your support, GCAPP continues to advance its community outreach efforts, develop and implement proven programs in high-need communities, and empower legions of vulnerable young people who need GCAPP's services most.





BOARD of DIRECTORS

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Chair Emeritus

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Board Chair

Kelle Barfield
Senior Vice President
AGDATA, LP

Braxton Banks
Project Manager/Investigations Specialist
City of Atlanta
Board Secretary

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General Counsel
AT&T Intellectual Property Corp
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Community Leader

Ginny Brewer
Community Leader

Earline Brooks
Community Engagement Manager, Georgia
UnitedHealthcare

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Chief Content Officer
Atlanta History Center

Stacey Evans
Stacey Evans Law

Jessica Freeman
Owner
The Strategic Group
Board Treasurer

Adele Gipson
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Consolidated Planning Corporation

Jeff Gordon
Chief Operating Officer
Fanatics Collectibles

Jannifer D. Harper, MD
Community Leader

Kimberly Keever
Senior Vice President &
Chief Information Security Officer
Cox Communications

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Employer Services for Southeastern
Region
EPIC Brokers & Consultants

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The Southern Permanente Medical Group

Michael Sunshine
Partner
BAMM Real Estate

Candace Thurmond Rodriguez
Divisional Merchandise
Manager Global Brands and Product
Development
The Home Depot

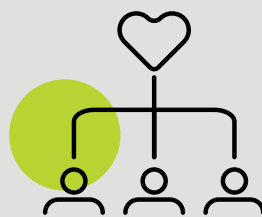
Anna Wick
Community Leader

Damon A. Williams, Ph.D.
Chief Catalyst
Center for Strategic Diversity
Leadership & Social Innovation

Dr. Ronald McNeill, DBA
GCAPP President and CEO

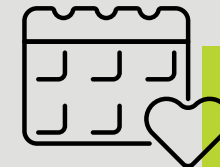


HOW WE WORK



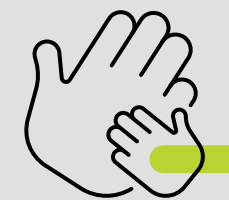
PARTNERSHIP IS OUR SUPERPOWER

We partner with 300 schools and like-minded community organizations throughout Georgia's youth-serving ecosystem. We convene youth-serving professionals, organizations, advocates, parents, experts, and youth themselves, to improve the health and overall wellbeing of adolescents in Georgia.



UNIQUE TRAININGS

We train teachers, health educators, youth serving providers, parents, youth, in comprehensive sex ed, teen pregnancy prevention, sexual violence prevention, youth empowerment, and parent engagement as well as a host of customized topics to fit an organization's youth development needs.



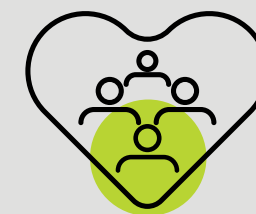
QUALITY, AGE-APPROPRIATE SEX ED

We work with schools and youth organizations to deliver effective sex ed, reaching over 70,000 young people each year.



PROVEN PREVENTION PROGRAMS

We help communities develop and implement evidence-informed, proven, practical programs for young people in every region of the state, with a focus on rural communities that are often without clinics.



EMPOWERING YOUTH

We amplify youth voices by giving them a safe space for advocacy, self-expression, youth-focused events, workshops, and leadership opportunities.



KEEPING GEORGIA INFORMED

We launch scores of statewide education and awareness campaigns to elevate the needs around adolescent health.

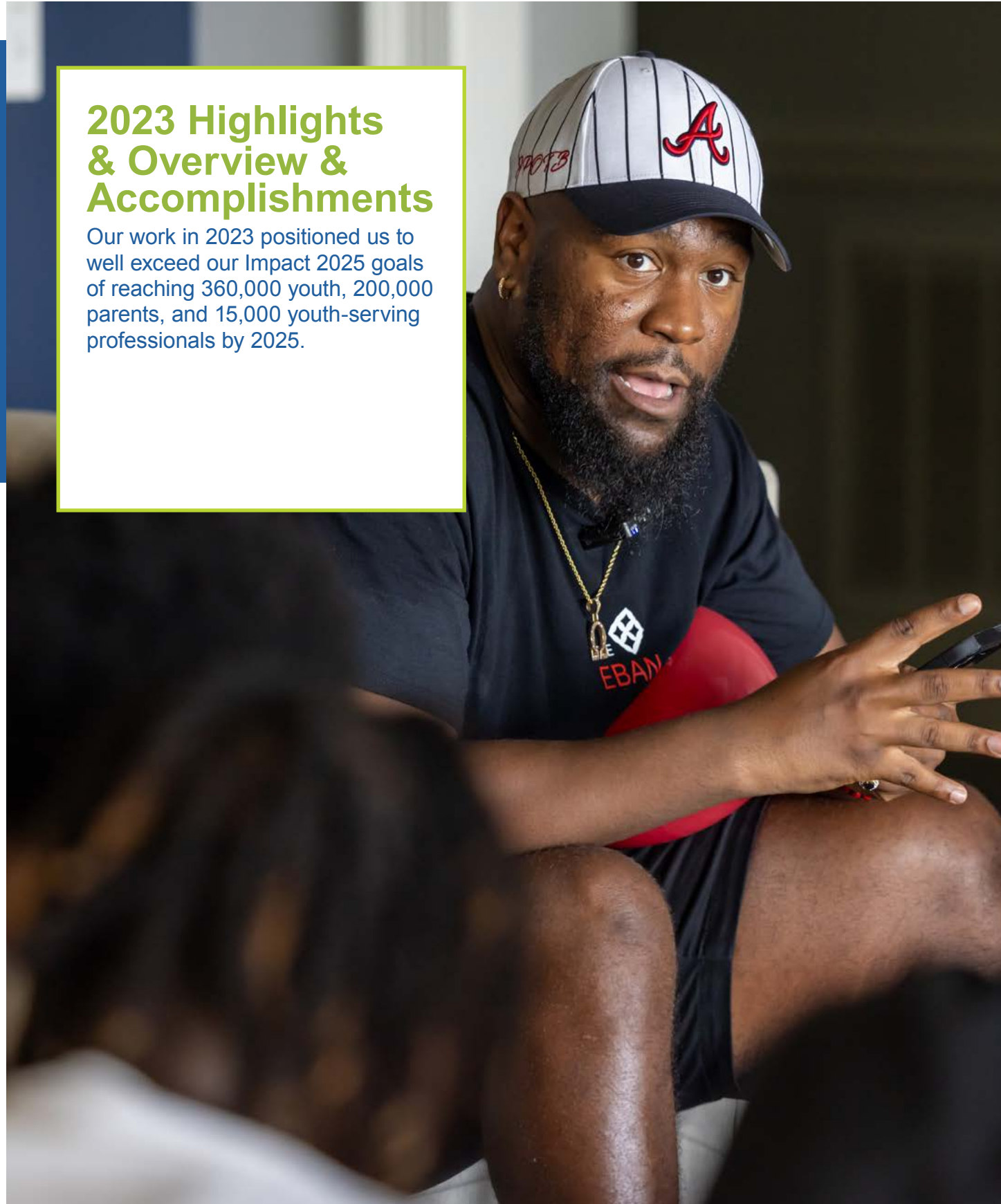


IMPROVING PARENT-CHILD COMMUNICATION

We provide parents with free tools and resources to help them navigate numerous topics with their children, including those that are hard to talk about.

2023 Highlights & Overview & Accomplishments

Our work in 2023 positioned us to well exceed our Impact 2025 goals of reaching 360,000 youth, 200,000 parents, and 15,000 youth-serving professionals by 2025.



248,617 Youth

146,049 Parents

109,828 Youth Serving Professionals

Delivered comprehensive sex ed to 89,000+ students; expanded quality sex ed to 20 school districts.

- Engaged 50 out of 50 priority counties, including 15 new rural priority counties. A new set of priority counties is selected annually with our long-term strategic goal of engaging 80 priority counties with programs and services by 2025. Counties are selected on a key set of health indicators and community factors including teen population, teen birth rate, high school graduation rate, percentage of children in poverty, obesity rate, and GCAPP's engagement with local partners. 2023's Priority Counties: Atkinson, Clay, Clinch, Coffee, Decatur, Dooly, Emanuel, Marion, Screven, Stewart, Telfair, Turner, Treutlen, Washington, and Wheeler.
- Convened 7 Community Conversations in rural counties. GCAPP has facilitated Community Conversations across Georgia since 2018, engaging over 350 community leaders to identify the most pressing issues facing youth in their communities.
- Conducted 75 trainings for youth serving professionals, strategic partners, and parents.
- In addition to the curriculum, the GCAPP trainings included best practices for teaching CSE, answering difficult questions, being a trauma informed educator, LGBTQ+ identities, sexual violence prevention, human trafficking awareness, information on the FLASH and 3Rs curriculum, and time to practice teaching a lesson.
- Secured 33 new strategic partners.
- Reached 4,000+ parents with the GCAPP Parent Toolkit, our popular, convenient resource that gives parents and families 24-7 access to critical information, tips, strategies, and conversation starters.
- Launched 68 regional and statewide education and awareness campaigns.
- Launched the GCAPP Library of Resources, an online resource of information, programs, services, and initiatives for anyone interested in learning more about GCAPP's leadership role improving adolescents' well-being.
- Produced our most successful Sex Ed Summit to date for youth serving professionals, community partners, and youth which generated over 600 registrations and a record number of participants.
- Launched several new teen pregnancy prevention initiatives in partnership with the U.S. Department of Health and Human Services Office of Population Affairs including the Eban Project for young men in Clayton and Macon-Bibb counties and the SHARE initiative (Sexual Health for Adolescents Rooted in Equity) for LGBTQ youth.
- Produced the 2023 GCAPP Youth Advocacy Summit which was a successful event designed to empower youth to be advocates for change in their communities while equipping them with the knowledge and skills necessary for effective advocacy. The summit focused on creating a supportive environment where both youth and adults could collaborate, with adults learning how to support youth advocates in their efforts.



OUR 5 PROGRAM AREAS



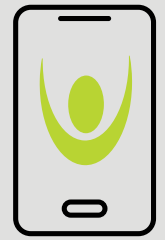
YOUTH EMPOWERMENT

We empower youth to avoid risky behaviors that are statistically difficult to overcome and that often negatively impact adulthood.



COMPREHENSIVE SEX ED

We partner with hundreds of schools and community organizations to provide medically accurate, age-appropriate sex ed to tens of thousands of Georgia students annually.



TEEN PREGNANCY PREVENTION

We align programs and partnering organizations with public and private entities to reduce the teen birth rate. Since the founding of GCAPP the teen birth rate has dropped by 76%.



PARENT ENGAGEMENT

We help parents truly be their children's greatest educators by equipping them with helpful tools, tips, resources, and conversation starters.



PHYSICAL ACTIVITY AND NUTRITION

We integrate health, nutrition and hands-on experiences while promoting physical activity.

YOUTH EMPOWERMENT

GCAPP is widely known for its innovative and practical ways to empower youth. This includes addressing the adolescent health and wellness information gap, planning events and activities for peer-to-peer engagement, providing young people access to tools, resources and experts that can help them in their everyday lives, amplifying youth voices, and providing opportunities for youth to impact their local communities.

2023 Key Highlights

Youth Advisory Council (YAC): GCAPP onboarded 44 new Youth Advisory Council members bringing the total to 68 members in 2023 and representing 25 counties. YAC members, ages 14-24, are leaders in their home communities, on college and high school campuses, and are peer educators and GCAPP ambassadors from every region of the state. They participate in webinars, community events, serve on panels, and are provided leadership, public speaking, event planning and advocacy training, among others.

YAC members represented GCAPP at the Teen Summit of the National Coalition of 100 Black Women.

Partnered in numerous community health fairs including health events at Morehouse School of Medicine, Georgia State University, Atlanta University Center, and Ben Hill County.

Informed and participated in several mental health and wellness events—the Power of Me a four-part mental wellness series; We're in this Together: Overcoming Depression and Anxiety; and Keeping Your Balance, which explored maintaining a healthy school/work/social balance.

Youth Advocacy: Youth Advisory Council members launched 9 Youth Action Teams in 7 counties and developed Youth Action Plans for each team to address a variety of adolescent health and wellness concerns of their peers. Each team crafted a 30-60-90-day plan, assembled a team of five peers, one adult ally, and worked with a GCAPP representative to ensure the success of their plans.





COMPREHENSIVE SEX ED

GCAPP believes firmly that comprehensive sex education (CSE) supports youth by empowering them with the knowledge and understanding of their bodies, healthy relationships, and their overall well-being. More than 30 years of research shows that for sex education to have the most positive, long-term impact, it should be taught using a sequential approach, be age-appropriate, and medically accurate. In addition to instruction about anatomy and the reproductive system, effective sex ed includes instruction on contraception, abstinence, STI and HIV prevention, healthy relationships, boundaries, sexual violence prevention, and negotiation skills. This provides students with reliable information for life.

While sex is required to be taught in Georgia, is not required to be age appropriate or medically accurate and instruction must emphasize abstinence until marriage. Individual school districts in Georgia are left to decide what is taught, resulting in inconsistent instruction, which leads to underprepared young people who are at risk for unplanned pregnancy and higher STI and HIV rates. Georgia has one of the highest STI and HIV rates in the country among 15–25-year-olds.

2023 Key Highlights

GCAPP advocated for the bipartisan sex ed House Bill 822 introduced by Rep. Kasey Carpenter (R-Dalton). Had it passed, it would have updated Georgia’s sex ed code by requiring that sex ed in public schools be age appropriate and medically accurate and include instruction on consent. Advocacy efforts included leadership’s meetings with legislators, educating our networks about the bill, and Dr. Keri Hill, GCAPP vice president of programs, testifying before the Georgia House Sub Committee.

Because of GCAPP, more than 89,000 students received age-appropriate, medically accurate comprehensive sex in in 20 Georgia school districts.

We hosted our most successful Sex Ed Summit to date for youth, youth serving professionals, and community partners, and generated over 600 registrations, a record number.

Provided comprehensive sex ed trainings to Bulloch County Schools, Clarke County Schools, Dougherty County Schools, DeKalb County Schools, Chatham County Schools, the Galloway School, Kipp Ways, and International Charter School of Atlanta.

Secured new partnerships with Clayton County Schools, Atlanta Montessori Schools, Teens to Queens, and a renewed partnership with Clarke County Schools.

Held a series of focus groups to ensure that GCAPP is meeting the needs of school district partners including Atlanta Public Schools, and school districts of Chatham, Bulloch, and Bibb counties.



TEEN PREGNANCY PREVENTION

Teen pregnancy prevention is complicated work and is not a cause that's easily embraced by the community. At GCAPP, we understand the challenges and know that the right prevention initiatives work. Since the founding of GCAPP, and because of collaborative partnerships throughout the state, teen births have decreased by 76%. This means that thousands more adolescents are better situated on a path forward. But despite significant progress, teen pregnancy continues to be the #1 reason girls drop out of school. There is still much more important work to do.

2023 Key Highlights

In its third and final year, our Aligning Community Systems for Optimal Adolescent Health program, a youth development and teen pregnancy prevention initiative in Macon-Bibb county, we served nearly 1,600 teens 13-19 years old. GCAPP was also invited by Office of Population Affairs (OPA) of the U.S. Department of Health and Human Services to lead a discussion on best practices for engaging the community through teenage pregnancy prevention programs. Over the past three years, with the help of OPA, GCAPP has impacted over 3,600 youth in the Macon-Bibb community.

Also in partnership with the Office of Population Affairs and building on the successes of our teen pregnancy prevention programs in Georgia, **we launched four new prevention programs:**

Project SHARE: Sexual Health for Adolescents Rooted in Equity (SHARE) for LGBTQ+ youth, their peers and allies

The Eban Project: A culturally tailored mentoring program for young Black men 15 – 19 years old in Clayton and Macon-Bibb counties. Through mentorship, workshops, and community engagement initiatives like Mothers Raising Sons, The Eban Project will impact 2,700 young men.

The Yes and Know Initiative: GCAPP implements sexual and reproductive health intervention digital tools that provide necessary information and resources statewide.

Safe Dates for Teen Mothers: Working with RTI International, the new Safe Dates for Teen Mothers initiative focuses on repeat teen pregnancy prevention. GCAPP fosters healthy relationships among youth by engaging our 300+ community partners with prevention information and workshops.





PARENT ENGAGEMENT

Through numerous engagement initiatives, we connected with tens of thousands of parents to help them through important age-appropriate conversations with their children. From puberty to peer pressure to dating to social media safety to sexual health, we provided parents resources, webinars, workshops, and steered them to the GCAPP Parent Toolkit. The toolkit helps them improve their comfort level and get crucial conversations started, early and often. Young people are much more likely to avoid risky behaviors when there is frequent, sincere, nonjudgmental conversation with a parent or another trusted adult.

2023 Key Highlights

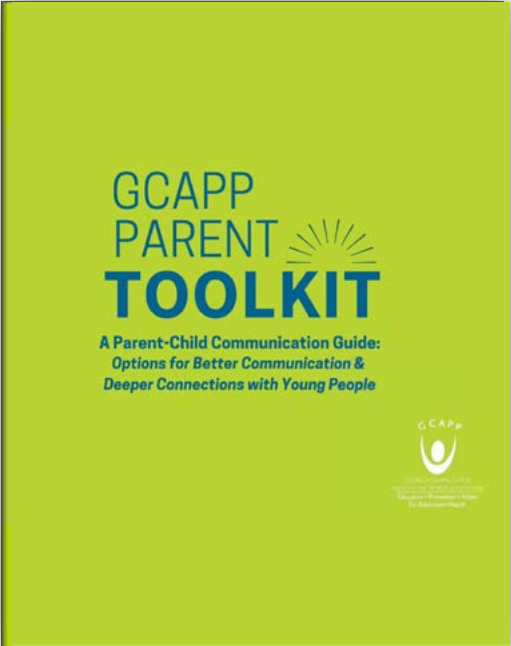
Connected with 146,000+ parents through regional and statewide education and awareness campaigns, digital outreach, in-person and virtual workshops, and events.

Connected over 4,200 parents with the [GCAPP Parent Toolkit](#).

Hosted an LGBTQ webinar series, which provided a safe space for 75 parents and caregivers and teens to learn and share in a supportive environment and discuss how parents, peers and allies can best support LGBTQ+ youth. Developed and presented a series of webinars requested by youth and parents, including **What Parents Need to Know About Supporting LGBTQ+ Youth**, **Beyond Rainbows: Advocating for LGBTQ+ Youth**; and **Emory H.E.A.R.T Workshop (Healing Through Education Affirmation and Rising Together)** explored coping skills for traumatic stress.

Nearly 100 parents, caregiver, and advocates learned how to become an askable adult and, in turn, build stronger relationships with the young people in their lives. Are you an 'Askable' Adult? provided parents an opportunity to have greater communication and a deeper connection with young people in their lives.

During Let's Talk Month in October, Let's Talk: Fatherhood Edition webinar with the help of experts, helped fathers move beyond the barriers that prevent them from having crucial conversation topics like mental wellness, adolescent sexual health, and dating relationships.



PHYSICAL ACTIVITY & NUTRITION

In partnership with E.F.F.E.C.T Fitness and scores of Atlanta workout enthusiasts and GCAPP donors, GCAPP participated in E.F.F.E.C.T Fitness' Takeover in Los Angeles, Houston, and Miami Beach. It was an extraordinary event that allowed GCAPP to connect with hundreds of energized supporters under one roof and learn more about GCAPP's programs and services, primarily our ever-popular Parent Toolkit, the online resource for parents that helps them navigate conversations, situations, and topics, including the ones that are hard to talk about. Each year [GCAPP's Parent Toolkit](#) connects with over 4,000 parents and adults in Georgia, and beyond.

The event was planned by E.F.F.E.C.T Fitness founder and owner and GCAPP Board member Keundric 'Dooley' Loucious.





FINANCIAL REPORTING

Government	Amount	Percentage
Events	1,773,761	46.5%
Foundations	970,258	25.4%
Individuals	861,160	22.6%
Other	172,284	4.5%
Total Revenue	37,641	1.0%
	3,815,104	100%

Expenses	Amount	Percentage
Programs	2,900,668	66.6%
General and Administration	579,210	13.3%
Fundraising	497,283	11.4%
Events	377,510	8.7%
Total Expenses	\$4,354,671	100%

Net	\$(539,567)
Less: *Total Net Assets Released from Restrictions	155,896
Net Deficit	(383,671)

*During the year ended December 31, 2023, net assets totaling \$702,666 were released from donor restrictions by incurring expenses satisfying the restricted purposes or by the occurrence of other events specified by donors. In addition, \$546,770 of net assets were available to be used in future periods for a net of \$155,896.

2023 DONORS

Corporation/Business

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 IBM Corporation
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Foundations

Anderson-Rogers Foundation Inc.
 Bright Funds Foundation
 Brumfield Foundation
 R. Howard Dobbs, Jr. Foundation
 The Georgia Health Initiative
 The Grove Foundation
 The Imlay Foundation
 J.C. Kennedy Foundation
 The James M. Cox Foundation
 Jesse Parker Williams Foundation
 Joseph B. Whitehead Foundation
 The Looking Out Foundation
 Merck Foundation
 The Pittulloch Foundation
 The Robert and Polly Dunn Foundation
 The Sara Blakely Foundation
 Silva Watson Moonwalk Fund
 Tides Foundation
 The Turner Foundation, Inc.
 Warrick Dunn Foundation
 The Zeist Foundation

Government

US Department of Health & Human Services -
 Office of Population Affairs (OPA)
 Georgia Department of Family
 & Children Services (DFCS)

Individuals

Wendy Conrad and Neal Aaronson
 Meg and Jeff Arnold
 Shauna Aultman
 Joel Babbit
 Braxton Banks
 Kelle Barfield
 Kim and Brett Bartlett
 Trameka and Jerome Bettis
 Taz and Vik Bhatia
 Sara Blakely
 Mindy Boggs
 Thomas Bossard
 Michele and Pat Boushka
 Ginny and Charles Brewer
 Earline Brooks
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 Courtney Folk
 Angela Hinton Fonda and Robert Fonda
 Jane Fonda
 Jennifer Foster
 Jessica and James Freeman
 Brent Furse
 Michelle and Ben Garren
 Mary Frances Garrett
 Adele Gibson
 Amy Kim and John Gira
 Alison and Jeff Gordon
 Angela Graham
 Patrice and Ernest Greer
 Rebecca and Sanjay Gupta
 Rand and Seth Hagen
 Michael Hakimian
 Mona and Steve Heyer
 Reedy and Phil Hickey
 Hanna Holst
 Michael Horowitz
 Jamillah Hughes
 Valerie Jackson
 Bobbo Jetmundsen
 Edwina and Tom Johnson
 Alex Kaminsky
 Henry Kannapell
 Susan and Bruce Keenan

Sarah and Jim Kennedy
 Tamara Key
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 Priti and Nick Lakha
 Sydney Langdon
 Sandra and Bob London
 Keundric "Dooley" Loucius
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