



Every Girl Can, Personal Development, Life Skills Enrichment Program Summary of Program Components

Background

Every Girl Can™ is an educational enrichment program for pre-teen/teen girls created in 2006 by Yasmin Anderson-Smith. Yasmin is a certified image and personal brand management consultant, speaker, master trainer and published author. Yasmin is the president and CEO of KYMS Image International, LLC, a consulting firm based in the Washington D.C., Metro Area, USA, since 2006. Every Girl Can was first launched in 2007 as an after-school program for girls at Takoma Park Middle School, located in Montgomery County, Maryland, USA. Since then, Every Girl Can has become an international program with affiliates in the USA, Canada, Bahamas and Ghana (Fall 2015). Since its creation, Every Girl Can has expanded to include additional program components which are described below. The promotion, marketing, messaging and delivery of any and all program components by certified affiliates must honor the integrity of the Every Girl Can brand which is a trademarked and copyrighted program of KYMS Image International, LLC. More information is available at www.EveryGirlCan.org

Program Components

1. Every Girl Can Affiliate Train-the-Trainer Program

- Four-part, online (or in-person) training program suitable for teachers, coaches, counselors, educators, trainers, image professionals. Each training session is 90-minutes.
- Participants who complete the program become certified Every Girl Can affiliate directors of their own programs.
- Affiliates may teach an unlimited number of Every Girl Can enrichment programs but are prohibited from selling it or training anyone to deliver the program or any of its instructional components or use the marketing.
- **Program fee for individuals:** \$750 in full or \$825, paid in three installments of \$300, \$275.00 and \$250. Save \$75.00 with full payment.
- **Program fee for non-profit organizations/schools/churches:** \$450 (up to three persons employed by the organization can be covered with this fee). Program instruction can only be delivered by these persons. The program can be delivered for an unlimited number of times but must be offered at no cost to girls.
- Non-profit/school/church employees who receive training through their organization, must sign a notarized agreement restricting them from using any part of the program content materials for personal or for-profit use of any kind. Such persons may purchase the Every Girl Can training program materials at the non-profit rate and sign the standard affiliate agreement.
- No part of the Every Girl Can program manual or supporting instructional materials may be copied or shared without the prior written permission of the program owner.
- Training and materials will not be fully delivered until complete payment is received.
- Except for the first year after purchase, there will be an annual program renewal fee of \$75.00. This covers new training and/or instructional materials to be shared by all affiliates and participation in an annual conference call to share experiences and lessons learned.
- Participants receive: training, an instructional manual, website link to the main EGC website, logo and graphics, coaching for six months and start-up marketing materials and instructional supplies.
- An affiliate application, program guidelines and a list of suggested training materials are attached.

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2. Every Girl Can Life Skills Enrichment Program for Middle School Girls (10 to 14 years)

- Six instructional modules designed to complement academic instruction.
- Topics include, personal image, appearance, grooming, dining etiquette, civility, self expression, self esteem and leadership.
- Modules can be delivered in 60 to 90 minute sessions depending on resources or client preference.
- The program content is designed for girls 10 to 14 years. Instructional content is adaptable for ages 8 to 16 yrs.
- Only certified Every Girl Can affiliates who have completed the Train-the-Trainer program are authorized to deliver the program. Only licensees can train other persons to deliver the program. Details are available.
- Affiliates/Licensees (except non-profit organizations) may set their own fees as negotiated with the client or sponsor. Typical, average price range for the Washington DC Metro Area is \$125 to \$150 per child for the full program (10 to 12 sessions).
- The recommended maximum number of students per session is, twenty girls. This requires at least one assistant. Please check local/State laws regarding teacher/student ratios.
- Affiliates/Licensees may partner with schools, community or faith-based organizations or conduct their own programs.

3. Every Girl Can “SMART Image” Conference

The conference was first launched in 2008 as an expansion of the Every Girl Can enrichment program. The conference provides enrichment, education, inspiration and motivation to promote the core themes of the Every Girl Can program (healthy body image, etiquette, civility, self esteem) and related topics. The conference has been offered in the USA and Grand Bahamas.

- Target audience: pre-teen and adolescent girls – 5th to 8th grade. Girls as young as 8 years may participate.
- Every Girl Can Conference training program fee: \$250 for every Girl Can affiliates or licensees.
- Every Girl Can Conference training program fee for independent educators, trainers, coaches, faith-based, community or professional organizations: \$450.
- Conference training program fee includes two-hours of training on implementing the conference, five hours of coaching/consulting in the first year after their signed contract, the right to use the Every Girl Can name, and a start-up package that includes customizable samples of marketing and promotional materials, workshop and panel discussion titles, conference program templates, implementation materials (program schedules, conference objectives, Press release, sponsor forms public service announcements, to do list, volunteer, and evaluation forms, Every Girl Can logo graphics).
- Annual renewal fee for new conference materials and support - \$175.00
- Every Girl Can T-shirts (cost price + shipping). FREE, pink Every Girl Can pencils and folders with EGC logos.
- Yasmin Anderson-Smith is available as a guest speaker for conferences. Please enquire about fees.

4. Every Girl Can - Summer Camp or Other Youth Girl Programs

Certified Every Girl Can affiliates/Licensees who completed the Train-the-Trainer program may conduct full or part-day summer camp or other special youth programs using the instructional content and activities included in the training manual. Affiliates/licensees may set their own fees. Other potential spin-off programs are birthday parties or youth girl forums, community service events (Examples: mini dinner or tea party, dining etiquette and civility demonstration and dinner, leadership roundtable, Yes I Can, essay and art competitions, Yes I Can Girls speak out/speak up, polished presence, fun and learning with image, fashion and style, posture, poise, presence and presentation). The training manual has lots of content that can be used in multiple ways. Contact Yasmin for more ideas.

5. Life Skills/Personal Development Workshops for Girls and Women

Every Girl Can program affiliates/licensees may conduct workshops on personal development/life skills topics (Example: personal image and identity, grooming, dining etiquette, self-confidence, self esteem, leadership) using the instructional materials included in the training program manual. The content of these workshops may be combined with related programs that are aligned with the core mission of Every Girl Can. Affiliates/licensees may set their own fees. Non-profit organizations may not charge for these programs if using the Every Girl Can name or content material.

The Benefits of Being an Every Girl Can Affiliate

- Association with a known and trusted brand
- Participation with an award-winning teen girl empowerment program
- A flexible affiliate training program that adapts to your schedule
- Access to an established educational enrichment program developed over 10 years
- Connection with a network of affiliates (local and international) to share ideas
- Opportunity to customize marketing, training and other program resources to suit your needs
- Direct access to program founder for one-on-one coaching for six months after completing training
- A five-page website to showcase your program (linked to the main Every Girl Can website)
- A Get-Started-Kit that allows you to begin your first program right after completing your training with minimal start-up costs. Additional resources list available upon request.
- Affordable pricing with option for installment payments
- Affiliation with an experienced, certified, coach, image and personal branding professional

For more information, please contact: Yasmin Anderson-Smith, Founder - Every Girl Can™ yasmin@everygirlcan.org - 301-792-2276
– Skype- kymsimage - www.everygirlcan - www.KYMSimage.com

