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Inspiring all girls to be **strong, smart, and bold**<sup>SM</sup>

**Girls Incorporated®  
of Metropolitan Dallas**

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**Girls Incorporated of Metropolitan Dallas Receives \$50,000 from Capital One: More Than 800 Low-Income Girls Ages Six to Eighteen Benefit from Continued Investment in Economic and Reading Literacy and College Readiness Programs**

*Capital One's Most Recent Gift Part of Ongoing Investment Exceeding \$500,000 in Girls Inc.'s Mission to Empower Girls and Young Women*

DALLAS – August 20, 2012 – A \$50,000 grant from Capital One will help more than 800 girls ages 6-18 develop critical financial literacy, reading competencies and college readiness skills through Girls Inc.'s after-school and summer programs. The contribution is part of an ongoing investment in the nonprofit's mission to prepare its members, 80% of whom live below the poverty line, to take charge of their daily lives through effective skills and enrichment programs. Spanning more than ten years, Capital One's strategic commitment to Dallas-area girls and young women through financial investment, volunteer involvement and pro bono services, which has exceeded \$500,000 and countless hours, has made it possible for Girls Inc. to expand the scope and quality of its programming.

The \$50,000 gift will continue to support a number of critical programs focused on reading, academic achievement, financial literacy and college and career planning. Capital One's associate engagement is the key to the success of programs such as the following:

- Girls Inc. Economic Literacy Program which introduces girls to basic economic and financial concepts, such as money management, investments and global economics;
- Capital One's Bank It Financial Curriculum for teen girls and their parents;
- Expansion of Reading Club Literacy Program; and
- College and career readiness activities, including career exploration exercises, workshops, college fairs, the college-bound tour and out-of-state trips.

"We are very appreciative of the high level of Capital One's community engagement with Girls Inc. For more than ten years, Capital One has been a critical partner," noted Lori Palmer, Girls Inc. of Dallas CEO. "Through its continuing financial investment, volunteer involvement, and pro bono services to help build our organization's capacity, Capital One has made a critical difference in the lives of Dallas-area girls and young women.

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The unique corporate culture of Capital One clearly fosters and encourages a high level of service to the community based on a genuine respect for the value and potential of low income children and families in the community.”

“The core beliefs of Girls Inc to inspire young women to be strong, smart and bold match Capital One’s values of excellence and doing the right thing,” said Kerri Palmer, Senior Vice President of Capital One’s Financial Services Division and a Girls Inc. Board Member. “That is why our associates love volunteering with the students of Girls, Inc. Whether it’s teaching financial literacy, organizing reading rooms, or donating our time helping with the marketing of Girls Inc., our associates come out in force to lend a hand.”

Over the last ten years, Capital One has developed projects that were pivotal to helping Girls Inc. build capacity and achieve its goals in the education of young girls and women. In addition to supporting the agency’s economic literacy curriculum, Capital One has built reading rooms in two of its four campuses, organized reading clubs, expanded its collection of books, helped the organization develop a unique brand identity and marketing plan, and redesigned the agency’s website. Capital One also held community service projects in tandem with young Girls Inc. members and launched an annual International Festival, an annual Golf Tournament fundraiser and a number of other educational, fundraising and foundational projects.

#### **About Girls Incorporated of Metropolitan Dallas**

Girls Incorporated of Metropolitan Dallas aims to inspire all girls to be Strong, Smart, and Bold<sup>SM</sup>. For more than 40 years, Girls Inc. has provided effective life skills and enrichment programs that empower girls to take daily charge of their lives. At four campuses, Girls Inc. offers learning and development opportunities for personal effectiveness, academics and career planning so that girls ages six to 18 are inspired to lead successful, independent and fulfilling lives. To learn more, visit [www.girlsincdallas.org](http://www.girlsincdallas.org).

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