



## FACT SHEET

Phenomenal I Am, Inc. (PIA) is a 501 (c) (3) nonprofit organization with the mission to address the emotional, social and overall student engagement needs of "at-risk" female adolescents living in the City of New Haven by providing empowerment enrichment workshops and the matching of an adult female mentor.

The vision of PIA is to help young women embrace their self-worth by acknowledging how phenomenal they are.

Phenomenal I Am, Inc. provides year-round group and one-on-one mentoring, empowerment enrichment workshops and community service. The program hosts youth led workshops that explore and address common issues amongst our next female generation such as: respect for self and others, effective communication, higher aspirations, being a girl, building healthy relationships, body-image, self-esteem, self-confidence and leadership skills. PIA reinforces the message that our young women are phenomenal in their own rights.

The goals and objectives of the program is to change the youth's outlook of "self". It is our belief that a new and positive attitude of self will ultimately change their behavior.



### Birth of a Movement

Phenomenal I Am, Inc. (PIA) movement began in 2014 when President Obama and City of New Haven Mayor, Toni Harp advocated for "My Brother's Keeper Initiative". At the time, Founder and Executive Director Brittany Baines was assigned a project for her graduate studies capstone. Baines thought it was imperative to create a movement for young girls of whom she related to and could potentially help build up within her community who once gave back to her. Baines started her mentoring movement by running a pilot program with 10 girls at a neighborhood library in which 8 concluded the program successfully. Since 2014, PIA has expanded its services, collaborations and partnerships, impact, revenue and ties to the community.



## Impact

Independent research shows Phenomenal I Am, Inc. has a measurable, positive impact on children's lives. Based on quantitative and qualitative data:

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| 95% of PIA youth are Africa American, 5% are Hispanic and Caucasian | 63% of PIA youth get along better with their families       | 100% of PIA youth have an increased feeling of being empowered and supported            | 70% of PIA youth have improved self-esteem                            |
| 80% of PIA youth have improved attitude                             | 85% of PIA youth have improved behavior                     | 92% of PIA youth have a decrease in absenteeism from school                             | 65% of PIA youth have improved their academic performance             |
| 80% of PIA youth have improved peer relationships                   | 100% female participants live in high poverty neighborhoods | PIA provides services to 5 underserved neighborhoods where the poverty rates exceed 50% | PIA operates 7 days a week providing free service to all participants |

## Core Programs

- Community-Based Mentoring – year round traditional one-to-one and group mentoring.
- School-Based Mentoring –year round group and peer-to-peer mentoring that takes place in New Haven Public Schools.
- Summer Program- 5-week group mentoring program

## Organization

- Phenomenal I Am, Inc. is a federally registered 501(c)3 nonprofit organization established in year 2014.
- Phenomenal I Am, Inc. sets and measures program standards based on the Elements of Effective Practice for Mentoring for quality based mentoring.
- Volunteer based for mentors and participants
- Youth-led

## Partnerships/Collaborations

Governor's Prevention Partnership, Board of Education, City of New Haven Youth Services Department, Wilson Library, ConnCAT, TD Bank, Achievement First High School, New Haven Family Alliance, Greater New Haven Mentoring Collaborative, New Haven Parks and Recreation, Hillhouse High School, L.W. Beecher School, East Rock School, Domas Academy

P.O. Box 8733 • New Haven, CT. 06531 • USA  
 Phone: (203)-693-1213 • Email: [bbaines@phenomenaliam.org](mailto:bbaines@phenomenaliam.org)  
 Website: [www.facebook.com/phenomenaliaminc](http://www.facebook.com/phenomenaliaminc)