



the
**WOMEN'S
RE\$OURCE**
of Greater Houston

BUILDING FINANCIAL LITERACY

Founded in 1990, The Women's Resource of Greater Houston provides free financial education and research so that women and girls have the knowledge they need to make sound financial decisions and improve their lives.

Fall 2013

As I look back on 2013, I am amazed at what The Women's Resource achieved. I want to thank our generous donors and partners, our tireless volunteers, and our incredible staff. In April, we had a highly successful annual luncheon featuring the iconic Gloria Steinem, who gave a powerful message and attracted new supporters and partners to our cause to create record proceeds! This year, we have engaged 100+ volunteers and anticipate teaching 5,500 individuals by December.

Looking forward, 2014 promises to be another outstanding year. Our new Board President, Danetta Beaushaw, will lead the charge starting in January and our trustees will remain strong and engaged. Our 2014 annual luncheon will feature Carla Harris, Managing Director of the Emerging Managers

Platform at Morgan Stanley Investment Management and author of **Expect to Win**. The 2014 luncheon will be very special because we will honor outstanding women in banking and financial services. It's going to be a tremendous event. I hope you will plan to attend on April 22, 2014.

It has been a great honor to serve for two years as President of this extraordinary organization! I look forward to more years of involvement and continued success.

Regards,

Rhonda Sands
PRESIDENT



Friends,

It seems that I say this each Fall, but it really is hard to believe that another year is almost over! We are quite busy as we wrap up an exceptional 2013. We began the year by implementing volunteer management software that was purchased with a capacity building grant from the Simmons Foundation. In April, we presented a video generously produced by ell Creative that captures the essence of our work for women and girls. This fall will mark the last year of our pilot at Chavez High School and the beginning of alumni support groups. We've also been busy working on a refreshed website and a new logo that I am thrilled to unveil here! We could not reach these milestones without a strong board of trustees, generous members and foundation, corporate and individual donors, and stellar volunteers. My heart is filled with appreciation. Thank you, all! Indeed, we have a lot to be grateful for.

I hope you have a wonderful Fall and happy holiday season.

With joy and gratitude,

LaTanya Flix
EXECUTIVE DIRECTOR



About Our New Logo

People often confuse our organization with other local charities that have "women" in their name, and sometimes people aren't quite sure what we do for women. We hope the new logo will distinguish us as THE organization committed to teaching women and girls about personal finance!

- The graph symbolizes the ups and downs of life.
- The graph line doubles as a "W" and a classic graph arrow that points up signifying positive movement.
- The unique "S" in Resource expresses our focus on personal finance.
- Our tagline affirms our commitment to increase financial literacy.

Alumni Groups Expand Opportunities for Women

CONTRIBUTING WRITER: KELLY KEITH

We are thrilled to announce the launch of our organization's first alumni support groups! The groups were created based on feedback received in 2011 during focus groups held with former class participants at four partner agencies. The women suggested that an additional "support" option be provided after they complete our financial education classes and before their access to the agency's services ends. After reviewing the options presented by the women, we decided the alumni support group would be the most appropriate option for our organization to offer. This Fall, the groups started with women at the Star of Hope Transitional Living Center and Volunteers of America (VOA) Shelter Plus Care. Women at both agencies live on site and are encouraged to seek employment/higher education during their stay.

In September, our organization held a two day facilitator training for eight volunteer instructors who previously taught at Star of Hope and VOA. The volunteers were extremely gracious to commit to the training and facilitating the groups. The training was provided by Teresa Edmondson of Edmondson Consulting Group and focused on the differences between facilitation and teaching, format and structure for the groups, and achieving shared goals.

Each alumni group will meet once per month for five months and will be led by three facilitators. The focus of the group is to provide a forum for peer learning, guided discussion, and support. The groups will give the women the opportunity to articulate their financial goals, discuss financial barriers and challenges to achieving their goals, and provide the chance to apply key concepts taught during the financial education classes.



Volunteer facilitators prepare for alumni groups

2013 CORPORATE MEMBER SPOTLIGHT

We appreciate your support and investment in Houston women and girls!

AMEGY BANK OF TEXAS

ASSET MANAGEMENT
ADVISORS, INC.- LYNN MATHRE

ED AMASH- IKAN & SUE AMASH-
WORKFLOW STUDIOS

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REGIONS FINANCIAL

SUSAN BISCHOFF &
LINDA K. MAY

WELLS FARGO

WINSTEAD PC

WOMEN SUPPORTING WOMEN-
MERELE YARBOROUGH

SAVE THE DATE

2014 Spring Reception

Join us for delectable bites, sensational sips, and presentation of the 2013 Volunteer of the Year.

THURSDAY, FEBRUARY 6, 2014

6:00 PM - 8:00 PM

LOCATION: TBD

YEAR-END DONATION

Your support counts! Please help us expand our financial literacy programs by making a year-end contribution. Your donation will make an immediate, positive difference for low income and financially illiterate Houstonians. You can use the enclosed envelope or go to our website www.thewomensresource.org and click the JOIN/DONATE button. The Women's Resource is a 501c3 nonprofit corporation and all gifts are tax deductible.

Thank you for considering a gift by December 31st!

"This class was very helpful. I now know when and what to spend money on. And I will now save, not spend."

- VB, YWCA EMPOWERMENT CAMP

Closing The Gap For Women And Girls

Research has consistently found that there is a **substantial gender difference** in financial literacy. Our organization is dedicated to closing this gap and ensuring that women from all walks of life become financially literate and self-sufficient by acquiring financial knowledge, creating positive banking relationships, and developing the confidence to make sound financial decisions. By providing an environment that is neither sales-oriented nor exclusive, we have found an excellent way to reach low income and underserved women- many of whom would not otherwise have access to accurate and unbiased financial education. The growth of the classes has been phenomenal as indicated in the chart below.

	2008	2009	2010	2011	2012
Financial Education Classes Taught	219	280	423	530	544
Number of Class Participants	2,521	3,230	4,814	6,231	6,400
Project Lead Locations	8	8	8	10	11
Number of Project Lead Students	116	121	132	188	255



"Project LEAD taught me that spending money carefully is important. You can't just spend all the money you have in one day, you have to save, that way in case of emergency, you will have money at hand. This class also taught me about eating right and how eating right doesn't have to be expensive. I'm glad I got this class because it gave me a better view of eating right, saving money, self-image, careers. This is one opportunity I'm glad I didn't pass up."

– AM, KIPP HIGH SCHOOL

Fall 2013 Project LEAD Sites

Booker T. Washington High School	Lamar High School
Challenge Early College High School	Milby High School
Chavez High School	Wheatley High School
Davis High School	Worthing High School
Harmony Science Academy	

23rd Annual Luncheon

HONORING
OUTSTANDING WOMEN IN BANKING AND FINANCIAL SERVICES

Tuesday, April 22, 2014

11:30 AM -1:00 PM

The Westin Oaks Galleria

SPEAKER:

Carla Harris

*Managing Director, Emerging Managers Platform at Morgan Stanley Investment Management, 20 year Wall Street veteran, and Author of **Expect to Win***

FINALISTS:

Lisa Cregan

Managing Director and Complex Manager Morgan Stanley

Julie Cripe

President & Chief Executive Officer OMNIBANK

Cynthia A. Dopjera, CPA

Chairman of the Board and Financial Institutions Practice Leader Harper & Pearson Company, P.C.

Valerie Gibbs

Houston Region President Bank of Texas

Deborah ("Debbie") S. Gibson

Executive Vice President, Personal Trust Amegy Bank

Susan L. Hill

Senior Managing Director HFF

Lynn Mathre

President Asset Management Advisors, Inc.

Deborah Stavis

Chief Executive Officer and Founder Stavis & Cohen Financial

Laurie Vignaud

Senior Vice President Capital One

Chavez High School Pilot Reaches Year Four

CONTRIBUTING WRITER: KELLY KEITH

Project LEAD participants at Chavez High School are now seniors! It's been an exciting three years and this year promises to be equally as good as the girls busily complete their college applications, scholarship essays, and finalize their post-high school plans. In fact, we've extended the fourth year curriculum an extra four weeks to help meet needs identified by both the LEAD participants and school staff. This fall, the girls will be exposed to the valuable resources they have on campus to assist them as they plan for post-graduation. We will host a panel of three female Chavez alumni who are currently attending college in Houston and hold leadership positions on their campuses. The semester also includes a focus on college terminology in preparation for their transition to college and a visit to the University of Houston - Clear Lake.

The Women's Resource is a 501c3 nonprofit corporation and all gifts are tax deductible.



BECOME A VOLUNTEER

To become a volunteer, host a volunteer orientation at your office or request a class, contact Kelly Keith, Program Manager, at KKeith@thewomensresource.org or 713-667-4493 Ext. 13.

We miss sharing information with many of you! If you want to receive program updates and exciting news four times a year, please **send your email address** to Danielle at info@thewomensresource.org or call 713-667-4493, Ext. 10. We will only send a hard copy newsletter once a year and we don't want you to miss out on all the other info that we share! Please know that we respect your privacy and will never distribute or sell your email or mailing address.



DON'T BE LEFT OUT

Connect your card today! Every time you use your Remarkable Card, The Women's Resource receives a donation. If you have not already, will you consider connecting your Remarkable Card to our account number 508? Thanks so much to each of you who continue to help our organization through your Remarkable Card!



RANDALL'S REMARKABLE CARD



**TAKE A
LOOK INSIDE!
GREAT results for
women and girls!**