

# ANNUAL REPORT

## 2021

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*the*  
**Women's  
Resource**

We help women and girls make choices towards becoming independent, productive and financially stable.

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730 N POST OAK RD. SUITE 203

# 2021 IMPACT

2021 was an exciting year for our organization's development, and gave us the opportunity to resume in-person operations, while also maintaining virtual programming implemented during the pandemic.

Our YourLife Finance Classes continued to be offered as a 6-class series at partner agencies and to the public on a monthly rotation. Each of our classes, including regular and special series, were also made available to stream on-demand, free of charge. We began transitioning back to in-person instruction in the late summer of 2021. In addition to marketing the series at partner locations, we continued to grow our social media presence and see a consistent interest in the virtual series through Facebook. Lastly, curriculum revisions to the 6-class series are underway with plans to have the curriculum translated into Spanish in 2022. In total, YourLife Finance Classes reached 1006 individuals – 91% of whom reported feeling confident in their ability to achieve a financial goal following class.

We continued offering group coaching through our 9-week Possibility Groups in 2021. We held 4 group coaching seminars and served 47 women. Collectively they saved over \$30,000, and paid down over \$47,000 in debt. In addition, we reached 94 individual women through one-on-one coaching sessions with YourLife Coaching. Participants showed an average credit score increase of 57 points and saved an average of \$2934 while participating in the program.



In December of 2021, we reached our goal of adding a Bilingual (English/Spanish) Financial Coach to our team in order to better serve the Spanish-Speaking population of Houston. As such, our YourLife Coaching Department now includes a Coaching Manager and two Financial Coaches.

Our RISE! Program for high school girls was offered virtually through May of 2021, and the program celebrated a full return to in-person instruction in the fall. Not only were we able to maintain the program, but we also added three new Freshman groups and one new group of Sophomores. Furthermore, we launched the program at a new partner school, Yes Prep North Central. In May, we graduated 21 RISE! Seniors. They received 42 college acceptance letters and 10 scholarships between them. Every RISE! graduate has applied for FASFA or other forms of financial aid. Between all of girls enrolled in our program, they had over \$65,000 saved for their future career or college plans at the end of the year. Lastly, we transitioned all RISE! Facilitators to be part-time employees rather than contract employees.

As we enter into a new chapter in 2022, we are proud to be able to provide the same services as we did pre-pandemic, with an even greater quality and improved accessibility as a result of our now hybrid program offerings. Ultimately, our organization successfully maintained all programming and provided accessible education and financial stability services for 1367 women and girls.



# BRIANA'S STORY



"Before RISE!, I didn't really care much about money, because my parents were the only ones who were providing for me. It never occurred to me to have my own bank account or financial independence because I never understood why. Going into RISE!, I gained so many social and financial skills, but there are some lessons that stick out to me to this day.

Last year we had some guests from different banks, Chase and Bank of America, to answer our questions. This session helped me understand how a teen account works on their banks. Now, I had no idea that banks offer free teen accounts for ages 13-17 if they had a parent or guardian that already has an account. I now have my own debit card that I can put all my money in and spend it wisely. With this card I feel independent and in control of my own money and self.

RISE! has given me a better understanding of the process of applying to colleges. In addition, I got to hear other people's experiences with the financial part of college, the difficulties they faced, and how they overcame them, it made me less afraid and more confident about applying. I also learned about volunteering - besides getting good grades and a high GPA, being involved in activities in school and in my community will strengthen my applications. I am taking part in clubs like GSA (gay straight alliance) and the Anime Club along with volunteering for the Houston Public Library and Books Between Kids.

Taking leadership was also a lesson that will help me when I'm in college and beyond. As of right now, I am hoping to qualify to be in the student council because I believe that with my experiences and ideas, I can help make this school better for teachers and students alike. I have shared the lessons from RISE with my family.

Discussing with my parents about college and how we will work together to have what I need, especially financially. My brother is a rising sophomore and doesn't get to have an opportunity to be in such a program, so I help him understand what he needs in high school now that will greatly help him for his future."

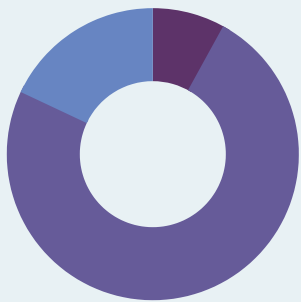
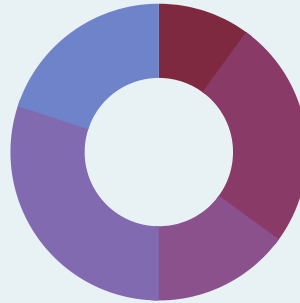
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# FINANCIAL SNAPSHOT

## Revenue

**Total: 958,943**

- 10%** | United Way: \$96,966
- 25%** | Special Events: 245,835
- 15%** | Government Aid: 147,099
- 30%** | Contributions: 283,789
- 20%** | Investment Return: 185,245



## Expenses

**Total: 763,005**

- 74%** | Programs: 561,511
- 18%** | Management: 140,284
- 8%** | Fundraising: 61,210

# CLIENT DEMOGRAPHICS

## Race/Ethnicity

- 44% Black or African American
- 31% Hispanic or Latinx
- 19% White
- 4% Other or Biracial
- 2% Asian or Pacific Islander

## Income & Employment

- 84% Low-Moderate Income
- 40% Make less than \$600/month
- 52% Unemployed

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