

ANNUAL REPORT



“Financial education isn’t just about teaching women to manage money - it’s about empowering them to build the future they envision for themselves and their families.”

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CHRISTINE POWELL
CEO



SHANNA KUZDZAL
Board President

Looking back on this year at The Women's Resource, we are in awe of the resilience and courage of the women and girls we serve. Every day, we witness powerful transformations - moments where knowledge turns into confidence, skills become stepping stones, and financial stability shifts from a dream to a reality. Our impact keeps growing because of bold programming, incredible partners, and the unwavering generosity of this community. The expansion of YourLife Careers and the continued success of RISE! are proof that when we show up and meet women where they are, real change happens. But behind every number in this report is a woman who took control of her future, rewriting her story with strength and determination. Their perseverance fuels our mission, reminding us why this work is not just important - it is essential to Houston's future.

With deep gratitude for your belief in us,

CHRISTINE POWELL
CEO

SHANNA KUZDZAL
Board President



MISSION

“

I want to personally thank you for your assistance and support as I was navigating the job market. Your expertise and encouragement made a significant impact on my job search and success.

When I first reached out to The Women's Resource, I was feeling hopeless about ever attaining full-time employment. From day one you began building confidence in my abilities...

YourLife Careers Client

”

YourLife

FINANCE CLASSES

1,379

PARTICIPANTS

359

CLASSES TAUGHT

29

CLASSES IN SPANISH

91%

REPORTED FEELING CONFIDENT IN HER ABILITY TO ACHIEVE A FINANCIAL GOAL AFTER CLASS

POSSIBILITY GROUPS

36

PARTICIPANTS

\$46,121

TOTAL SAVED

\$71,891

DEBT PAID

FINANCIAL COACHING

201

WOMEN
COACHED

\$1,402

SAVED ON
AVERAGE

33

AVERAGE CREDIT
SCORE INCREASE

CAREERS

98

WOMEN
COACHED

27

WORKSHOPS
HOSTED

YOURLIFE PROGRAM TOTALS

109

VOLUNTEERS

667

VOLUNTEER HOURS

1,796

WOMEN SERVED
(NOT INCLUDING RISE!)

DRIVEN



Meet **TAMMY**

Money Makes a Difference Essay Winner

I am a recovering coupon addict, bargain hunter, and deal finder.

Before participating in The Women's Resource's financial coaching program, I would spend money on frivolous things, and money would drain like water from my bank account.

Enter Geana, my financial coach, and budgeting became my new favorite game! She had me put money in all the places - 401K, HSA, High Yield Savings Account, emergency fund, and even a travel fund - making sure to get that employer match, paying myself first, and getting my finances in order. Now, watching those savings grow is way more exciting than the thrill of finding a bargain! From paying down my debt to working on improving my credit score and saving for my next trip, good deals and additional debt did not stand a chance. I have got quite a way to go but know that with each dollar earned, saved, and invested, I will surely get there.

Through the program, I have started to budget and track my monthly expenditures, cooking meals at home, shifting my mindset from buying to building up my savings and investments, and experiencing what Einstein calls the 8th Wonder of the World: compound interest. With the money I have saved, I have been able to fix my car, pay down debt, and visit my 96-year-old grandma in Hong Kong! Thank you, savings and travel fund bucket!

A few of my coworkers were lamenting their financial situation; one was in the negative each month, while the other had some debt and was living a life of excess. I asked them if they budgeted, and they said they did not. We looked at The Women's Resource page together and discussed budgeting, having a financial coach for accountability, and best of all, that it was a free resource - no additional cost! Since then, my coworker has done a complete 180; she now has extra money at the end of the month through budgeting, meal prep, and re-prioritizing things in her life. The other is working on it as well, though at a slower pace, and I know that she will soon be meeting her financial goals too. I am happy to have been a part of their journeys!

As an advocate for financial empowerment and having experienced a financial transformation, I am happy to share my story and introduce others to The Women's Resource and working with a financial coach. It is really heartwarming to be part of another's transition from financial turmoil to having surplus funds through small changes.

Thank you to The Women's Resource - you have changed my life and those around me for the better!

"With the money I've saved, I've been able to fix my car, pay down debt, and visit my 96-year-old grandma in Hong Kong! Thank you, savings and travel fund bucket!"

INSPIRE



MISSION STATEMENT

RISE! (Your Road to Independence, Success and Empowerment) is a comprehensive four-year program that combines financial education with leadership development for economically disadvantaged young women.

CORE PROGRAM STRUCTURE

YEAR 1

Foundation Building

Financial goals, budgeting, and savings

YEARS 2-4

Skills & Opportunities

Career exploration and college preparation

Since 2006, RISE! has created pathways to economic independence for young women in Houston's underserved communities.

PROGRAM REACH

460 Participants currently enrolled

10 Schools

80%+
in economically disadvantaged communities

60%
First-generation college students

OUTCOMES

\$163,346

TOTAL PARTICIPANT SAVINGS

92%

DEMONSTRATED BUDGETING COMPETENCY

73%

ESTABLISHED BANK ACCOUNTS (JUNIORS)

98%

ACHIEVED OR PROGRESSED TOWARD PERSONAL GOALS



CHANGE



Meet **BRI**

RISE! Money Makes a Difference Essay Winner

In a family of six, I am the middle child. It was always hard for me growing up, either sharing with my older brother or younger sister. We lived in a trailer home for 13 years with my grandparents until we could lease our own home. My dad would work endlessly as an 18-wheeler driver, but it did not matter what he did - the job just was not stable. On top of that, we never really saved money even though we wanted to. It was always, "Oh, your dad's truck broke down. We need to take out money from our savings," or "We need to make truck payments." I eventually picked up on the same bad habits; when I was younger, I would spend all my money on one trip to the mall.

My dream school is Columbia University, and I have the grades to get me there, but what concerns me is if I have the money for it. When I tell my family about it, they tell me, "You can do whatever you put your mind to. Just get on those books and get the

scholarships." Why is it that the only way I can go to Columbia is if I get scholarships? Why can't it be with my own money? It was not until I joined RISE! that I learned if I save my money now, I do not have to heavily rely on others for money. What I did not know after joining the program was that RISE! would change my habits for the better.

My ninth grade RISE! instructor, Keishawna Jolivet, always talked about money and how saving it is a big deal. She made me think about my family's decisions on money, which made me realize that I do not want to handle money like they do. Additionally, Jennifer Flores, a guest speaker, came and talked to us, which led me to act toward my money goal I had set earlier that year. Jennifer talked to us about how we should save money and put it in the bank. She explained that the money saved can collect more money instead of just having it in the house with no reward. RISE! inspired me to save my money.

When I had a quinceañera and got over \$4,000, my first decision was to open a savings account and put \$3,000 in it. I have also set up a savings system for myself. When I get money, I keep half of the total and put the rest in my savings account. Both of my parents are proud of my smart decisions and how I am creating my own future. I have talked to my younger sister about how it is so important to save money and how it can benefit her in the future.

I am so glad that I joined RISE!. I will carry the lessons with me for the rest of my life.

"When I had a quinceañera and got over \$4,000, my first decision was to open a savings account and put \$3,000 in it. I have also set up a savings system for myself..."

WHO WE SERVE

The Women's Resource reaches **over 2,000 women and girls annually** who stand outside the financial mainstream. Through our network of **over 40 partner agencies**, we deliver accessible financial education and coaching to some of Houston's most vulnerable populations.

THE CHALLENGE WE ADDRESS

ECONOMIC DISPARITIES

In Harris County, women earn just **84 cents for every dollar** earned by men, with Black and Hispanic women facing the most significant wage gaps relative to white male earnings.



FINANCIAL INSECURITY

Two-thirds of Houston-area residents lack enough savings to sustain themselves for three months, creating vulnerability to financial emergencies.



DECLINING ECONOMIC MOBILITY

Young women who grew up in low-income households in Harris County experienced a **2.1% decrease in economic mobility** when comparing those born in 1978 and 1992.

POVERTY'S IMPACT

Nearly one in four children in Harris County lives in poverty, creating barriers that can echo throughout their lives.

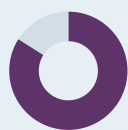
OUR APPROACH

We recognize that financial empowerment looks different for everyone. About half of our clients are employed, while others are students, job seekers, or managing life transitions. We meet clients where they are through:

- In-person classes at partner locations
- Virtual sessions for increased accessibility
- Public classes open to all women
- One-on-one coaching for personalized support
- Classes and financial coaching offered in English and Spanish

We are building a foundation for lasting economic empowerment in the Houston community through strategic partnerships and our evidence-based model.

CLIENT DEMOGRAPHICS

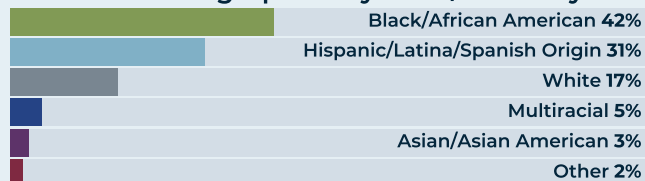


84% of our clients fall within the **low-to-moderate** income range.

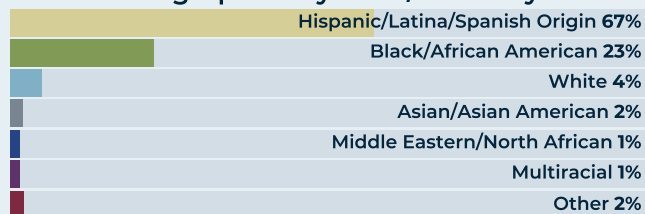
Many are from **ALICE households** (Asset Limited, Income Constrained, Employed), representing **32% of Harris County residents**.

Household costs for our clients are typically well **above the Federal Poverty Level of \$13,590** for an individual.

YourLife Demographics by Race/Ethnicity



RISE! Demographics by Race/Ethnicity



FINANCIAL SNAPSHOT

CAMPAIGN SUCCESS & ENDOWMENT STRENGTH

\$1.5M GOAL

\$1.7M RAISED

CAMPAIGN SUCCESS

\$1.7 million raised in early 2024, surpassing our \$1.5 million campaign goal.

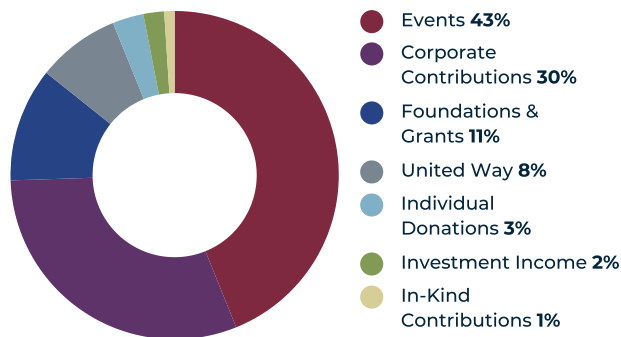
\$1.8M

ENDOWMENT

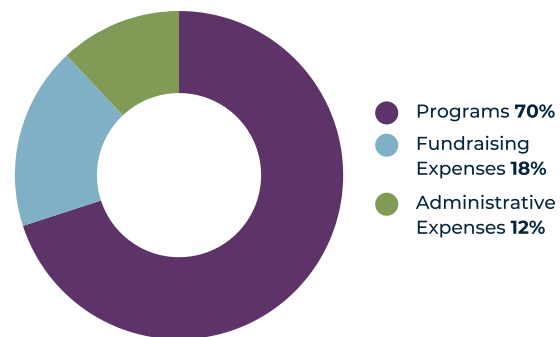
ENDOWMENT STABILITY

Three-decade-old endowment valued at \$1.8 million, providing ongoing organizational stability.

REVENUE SOURCE BREAKDOWN



EXPENSE ALLOCATION



KEY FINANCIAL METRICS

\$1,313,435

TOTAL
REVENUE

\$1,092,658

TOTAL PROGRAM
INVESTMENT

\$318

COST PER
CLIENT SERVED

\$21,303.98

VOLUNTEER VALUE
CONTRIBUTION

FINANCIAL STEWARDSHIP STATEMENT

At The Women's Resource, we are deeply committed to financial transparency and stewardship, ensuring that every dollar entrusted to us is used wisely to further our mission. Just as we empower women with the knowledge and tools for financial stability, we hold ourselves to the same high standards - practicing responsible money management, operating with integrity, and making strategic financial decisions that reflect the values we teach.

LOOKING FORWARD

As we step into the year ahead, we are leaning into growth, deepening the impact of our most transformative programs. Financial coaching, career coaching, and RISE! are not just services; they are lifelines that have the power to break the cycle of generational poverty and rewrite the future for women. When you look at our finances, you will see the heart of our mission - Houstonians showing up with generosity and belief in what is possible. We do not rely on government funding; we rely on each other. It is going to take all of us, doing what we can where we are, to keep moving this mission forward.

33RD ANNUAL LUNCHEON

The 2024 Annual Luncheon was a remarkable success, with 550 guests raising over \$350,000, exceeding our fundraising goal. The event featured our prestigious Outstanding Women in Banking and Finance Award, which celebrates exceptional female leaders in the banking and finance industries. Carrie Colbert, founder of Curate Capital, served as our dedicated host committee chair, while Sallie Holder, founder and CEO of The Brimm, delivered an inspiring keynote address as our featured speaker.



EVENT HIGHLIGHTS



\$350,000+
Raised



550
Attendees

OUTSTANDING WOMEN IN BANKING & FINANCE AWARD HONOREES

Kristen Habich, CFA, CFP

Managing Director and Market Manager,
JPMorgan Private Bank

Kim Latimer, CFP

Managing Director and Private Wealth Advisor,
Ameriprise Financial Services

Laura Lemun Genung, J.D.

President and Trust Officer
Chilton Capital Management

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H-E-B
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Houston Methodist
Jackson Walker LLP

Janet Clark
Jessica & Ken Neikirk
JPMorgan Chase
Julie Cutrer
Kirkland & Ellis
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Lisa Paulk
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Lockton

Rebekah Le - MasTec
RSM
Sally Shaw
Smith & Associates
Stellar Bank
TC Energy
TDECU
TETRA
Texas Capital Bank
The Leman Family
Vinson & Elkins
Wells Fargo
Winstead PC

Power OF THE Purse



The 2024 Power of the Purse event transported 400 guests to “A Night in Paris,” raising over \$221,000 and exceeding our fundraising goal. The evening featured an exclusive silent auction showcasing 28 luxury handbags, including special “Purseonality” bags donated by prominent Houston women, including our dedicated event chair, Roslyn Bazzelle, as well as a raffle for a stunning Lady Dior burgundy handbag valued at \$27,000. Guests were treated to a fashion show of the handbags available for auction modeled by our clients and event Purseonalitys while enjoying a champagne bar and live entertainment, including a fashion sketch artist, mime, and dancers. The event honored Laura Whitley, Market President of TDECU, for her exceptional leadership and support of women’s financial empowerment.

EVENT HIGHLIGHTS



\$221,000+

Raised



400

Attendees



MYSTERY GRAB BAGS SPONSORED BY



DIAMONDS DIRECT

Featuring a 14-carat tennis bracelet valued at \$2,300

FEATURED PURSEONALITY DONORS

Roslyn Bazzelle

Oscar de la Renta Crystal Pave Mini TRO Bag

Christy Lynn

Wandler Jo Tote

Edna Meyer-Nelson

Prada Bronze Metallic Tote Handbag

Stephanie Tsuru

Bottega Veneta Padded Cassette Bag

Hallie Vanderhider

Prada Saffiano Lux Medium Tote

TITLE SPONSOR

TDECU
YOUR CREDIT UNION

2024 PARTNERS

Allies in Hope
Angela House
BakerRipley
Brigid's Hope at The Beacon
Bristol Apartments
Career and Recovery
Catholic Charities
Community Family Centers
First Line Brands
Harris County Jail Reentry Program
Harris County Senior Division
Houston Area Women's Center
Houston Housing Authority
Humble Area Assistance Ministries
Interfaith Ministries for Greater Houston
Jane Cizik Garden Place
Jewish Family Services
Mabee WholeLife Service Center
Main Street Ministries Houston
Mercy Street
Mission of Yahweh
Montgomery County Women's Center

Montgomery County Women's Leadership Council
New Hope Housing
Northwest Assistance Ministries
Portfolio Resident Services
Raymond James Affordable Housing Investments
SERJobs
Small Steps Nurturing Center
Spring Branch Presbyterian Church
St. Vincent de Paul
Star of Hope Transitional Living Center
The Alliance
The Villas at Eastwood
The Women's Home
United Way of Greater Houston
University of Houston-Downtown
Volunteers of America Texas
Wellsprings Village, Inc.
West Houston Assistance Ministries
Workforce Solutions Westheimer

“A woman
who controls
her finances
controls her
destiny.”



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

A United Way partner



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