



2023 Quantitative Impact Report for SousSHE

Overview:

In 2023, SousSHE focused on empowering young Black girls and women through our signature programs, community events, and development workshops. The primary areas of impact were in **civic engagement, arts, wellness, and entrepreneurship**. We introduced new initiatives such as **Paint Me Empowered** and expanded **Sis, Let's Do Brunch & Spill the Tea** to create deeper connections with our community.

Key Programs & Events:

1. **Paint Me Empowered**
 - *Participants:* 120 young Black girls aged 8-16
 - *Workshops Held:* 8 sessions focusing on creative expression through art
 - *Community Art Projects:* 2 large-scale community murals painted by participants
2. **Sis, Let's Do Brunch & Spill the Tea**
 - *Brunches Hosted:* 6 intimate brunch events with 20-25 women each
 - *Participants:* 150 women across all events
 - *Panelists & Speakers:* 12 women leaders in philanthropy, entrepreneurship, and wellness
3. **Healing Circles**
 - *Circles Held:* 12 healing sessions focusing on mental wellness, personal development, and stress management
 - *Participants:* 200 women and young girls
 - *Special Collaborations:* Partnered with 3 mental health professionals to lead guided wellness sessions
4. **Black Girls Be Being Block Party**
 - *Attendees:* Over 300 community members
 - *New Event Sign-Ups:* 75 individuals signed up for future events, including Day of the Girl, Paint Me Empowered, and Healing Circles
5. **Day of the Girl**
 - *Participants:* 80 girls participated in workshops focused on leadership, self-expression, and community service
 - *Speakers:* 6 community leaders, including local activists and artists
6. **Navigating Wellness for Black Women**

Impact Summary:

- **Total Girls & Women Impacted:** 550+
- **Total Events & Workshops Hosted:** 30
- **Community Partners Engaged:** 10

- **Volunteer Engagement:** 45 volunteers actively participated across events and outreach efforts
 - **Donations Raised:** \$12,000 through community outreach and grant support
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2024 Forecast for SousSHE

Overview:

Building on our 2023 momentum, 2024 is projected to be an even more impactful year for SousSHE as we expand our programs, deepen community engagement, and launch new initiatives. With a focus on intergenerational healing, arts development, and digital skills, we plan to reach more participants and host events on a larger scale.

Projected Key Programs & Events:

1. **Paint Me Empowered** (Expanded)
 - *Target Participants:* 150 young Black girls aged 8-16
 - *New Workshops:* Introduction of digital arts and media training
 - *Total Sessions:* 10 sessions planned, including a final community exhibition
2. **Sis, Let's Do Brunch & Spill the Tea** (Expanded)
 - *Brunches Planned:* 8 brunches with capacity increased to 40 women per event
 - *Focus Areas:* Financial literacy, mental wellness, and professional development
 - *Collaborations:* Partnering with 5 new organizations to bring diverse speakers to the events
3. **Digital Skills & Communications Mastery Series**
 - *Workshop Series:* 12-month digital skills and communication strategy curriculum
 - *Participants:* 80 young Black girls and women
 - *Quarterly Workshops:* Focusing on digital marketing, communications, and leadership
4. **Healing Circles & Wellness Sessions**
 - *Target Participants:* 250 women and girls across 15 sessions
 - *New Collaborations:* Integrating nutrition, fitness, and holistic health professionals into wellness circles
5. **Community Outreach Programs**
 - *Annual Events:* Black August Block Party, Day of the Girl, and monthly wellness activities
 - *Expected Attendees:* 1,000 community members across all events
 - *Outreach & Engagement:* Partnering with local schools, churches, and nonprofits to further engage the broader community
6. Navigating Wellness for Black Women

- Conference Day: We anticipate over 600 Black women attending the NWBW Conference, a significant increase from our previous events, which saw over 450 attendees in 2023.
- Week of Wellness Events: With each day leading up to the conference, we forecast at least 100 participants per event, focusing on core areas of wellness, from financial health to personal safety and community connection.
- Virtual Engagement: For those unable to attend in person, we project an additional 300+ virtual attendees participating through live streaming, social media engagement, and virtual workshops, allowing women from different regions to be part of this transformative experience.

Impact Projections:

- **Total Girls & Women to be Impacted:** 750+
- **Projected Events & Workshops:** 40
- **New Community Partners:** 15
- **Donations Goal:** \$150,000 through grants, donations, and fundraising campaigns
- **Volunteer Engagement Goal:** 60+ active volunteers throughout the year

Funding Sources

SousSHE, Inc. sustains its operations and initiatives through a diverse range of funding sources, including:

1. **Donations:**
We receive financial support from individual donors who believe in our mission to empower Black girls and women. These contributions are crucial to helping us continue our work in underserved communities.
2. **Mini-Grants:**
SousSHE applies for and receives mini-grants from various foundations and local organizations. These grants help us fund specific projects, such as wellness events, leadership development workshops, and entrepreneurial training for young Black women.
3. **Fundraising Initiatives:**
We host several fundraising events throughout the year, including community outreach days, charity brunches, and online campaigns. These efforts not only raise funds but also bring attention to the critical issues faced by Black girls and women in our communities.
4. **Individual Donations:**
Our network of supporters includes community members, business leaders, and alumni of our programs who provide regular donations to sustain our programs and operations. Individual donations allow us to remain flexible and responsive to the needs of our participants.

Summary of Strategic Priorities:

In 2024, SousSHE will focus on increasing its reach by enhancing digital skills, deepening intergenerational connections, and expanding arts and wellness programs. With the continued support of our community and partners, we look forward to an impactful and transformative year ahead.

We invite partners, supporters, and volunteers to join us in making 2024 a year of empowerment, healing, and transformation for Black girls and women in our community. Let's work together to create lasting change and ensure every girl has the resources to reach her full potential.