



the
**Women's
Resource**
of Greater Houston

2020 ANNUAL REPORT





Like many other agencies, we converted all programming to virtual operation beginning in march of 2020 through the end of the year. While this was a significant change in our operational processes, we were able to increase our reach and build awareness for our services outside of relationships with our partner agencies.

In 2020, we continued to offer our 6-class series for YourLife Finance Classes, including classes focused on the basics of budgeting, income, credit repair and recovery, how to prioritize bill paying and how to set future financial goals no matter your income. This series was presented monthly as an interactive webinar online. We supplemented our YourLife Finance program with on-demand offerings for users that were not able to attend scheduled classes to maximize accessibility. We also launched our budgeting mini-series, Budgeting Like a Boss, and hosted special event webinars every other month. We found that we were able to reach the majority of our class participants through our increased social media reach, on Facebook in particular. In total, YourLife Finance Classes reached 869 participants – 99% of whom reported feeling confident in their ability to achieve a financial goal following class.

We continued offering group coaching through our 10 week Possibility Groups in 2020. We held 3 group coaching seminars and served 25 women. Collectively they saved over \$8,500, and paid down over \$11,000 in debt. In addition, we reached 96 individual women over 318 one-on-one coaching sessions with YourLife Coaching. Participants showed an average credit score increase of 83 points and saved an average of \$1712 while participating in the program.

In May, we graduated 27 RISE! Seniors. They received 90 college acceptance letters and 9 scholarships between them. Every RISE! graduate has applied for FASFA or other forms of financial aid. Between all of the 350 girls enrolled in our program, they had over \$39,000 saved for their future career or college plans at the end of the year. Despite operating in a virtual world, we were still able to connect RISE! participants with college tours, resource panels and internship opportunities, and community service opportunities.

2020 brought on many new and unexpected challenges; we are grateful to have been able to learn and innovate over this unprecedented period.

Ultimately, our organization successfully maintained all programming and provided accessible education and financial stability services for over 1300 women.





2020 IMPACT

247

CLASSES FOR



869

INDIVIDUALS



TAUGHT IN-PERSON
AND ONLINE WITH

28

COMMUNITY
PARTNER AGENCIES

82



VOLUNTEERS

2,528

HOURS



RISE!



67%

1ST GENERATION
COLLEGE STUDENTS

350

GIRLS

16

GROUPS

8

SCHOOLS

thewomensresource.org

WOMEN WE SERVE

Brandy's Story

“Success is the power to choose. Success is leaving an emotionally, and at times physically abusive relationship. Success is having and accepting help from those in your circle of support and love. Success is hoping for the future. Before signing up for YLPG the thought of a budget made me physically ill.

I was a 40-year-old, living alone after 20 years of marriage. To say I was terrified would have been an understatement. I was free, but at what cost? I did not want to crunch those numbers. I could not do it without having massive anxiety, including cold chills. Thanks to my two financial coaches and fellow sisters in finances, I grew to believe that I would indeed be ok with whatever life throws in the way.

“I have gained the confidence to learn, to grow, to THRIVE. I know my financial worth and my worth as a person.”

Emotionally induced shopping and eating out have been replaced with paying off debt, putting money into my savings account, and enjoying new hobbies, it turns out I enjoy writing. I am not worried about how I will survive the future; I know I will go onto THRIVE. I learned cost-benefit analysis and gained a newfound love and appreciation for things, fur friends, and human friends I have in my life.

I come from a strong line of women. I took this class for them, I took this class for me. I know what I have to give physically, financially, and spiritually. I have a budget for such things. I have gained the confidence to learn, to grow, to THRIVE. I know my financial worth and my worth as a person. I learned that humans are so resilient, COVID 19 did not prevent us from connecting. During the virtual breakout sessions, we shared our fears, our triumphs. We gave each other virtual hugs and passed virtual tissues. We encouraged and empowered each other by sharing our stories. Our stories do not weaken us, they made us powerful.

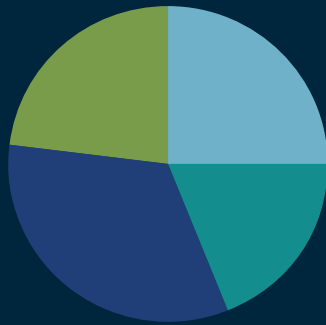
I have the power, the resources, the support, the knowledge I need to THRIVE, no longer satisfied to survive. Throughout the classes the phrase “taking control” was repeated. I feel like I have learned how to take control of my life. I get to experience a life that I choose, one that I create through well-informed choices.

FINANCIALS

FUNDING SOURCES

Total Revenue: \$876,061

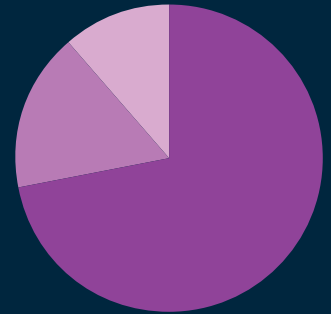
- 19% | United Way
\$164,000
- 25% | Special Events
\$219,511
- 33% | Contributions
\$292,511
- 23% | Investment
Returns
\$199,635



EXPENSES

Total Expenses: \$728,514

- 72% | Program
\$520,191
- 16% | Management
\$113,967
- 12% | Fundraising
\$83,445



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