



young  
women's  
alliance

# 2020 - 2021 Annual Impact Report

June 2020 - May 2021

# Letter from the President

**I am proud and honored to present the achievements of the Young Women's Alliance 2020-2021 Leadership Team in the Annual Impact Report.** The Board, Chairs, and volunteers who led YWA this year were creative and adaptable. Amid challenges outside of our control, we leaned into our mission to build a community that supports, empowers, and connects women. The result was an overwhelmingly successful year.

The COVID-19 pivot gave us the opportunity to:

- Focus on foundational and organizational improvements
- Add Diversity, Equity, and Belonging as a key pillar to our Strategic Plan
- Visually rebrand the organization, including the first update to our logo in ten years
- Experiment with new types of virtual and small-group in-person programming

Additionally, the launch of the Future Women Leaders Fund combined with the merger of our 501(c)(3) and 501(c)(6) entities into a single 501(c)(3) has solidified and strengthened the identity of the organization. Within this Annual Impact Report, you will read about the MANY ways in which YWA impacts women in the Austin community. From our members, to school-aged girls, to the larger community, YWA creates the next generation of women leaders.

As we emerge from the COVID-19 pandemic, I know that the contributions from this year's leadership team has created a stronger future for the organization.

Sincerely,

**Anastasia Teague**


YWA President 2020 - 2021




# About YWA



# YWA Mission



**Build a community that  
supports, empowers, and  
connects women.**



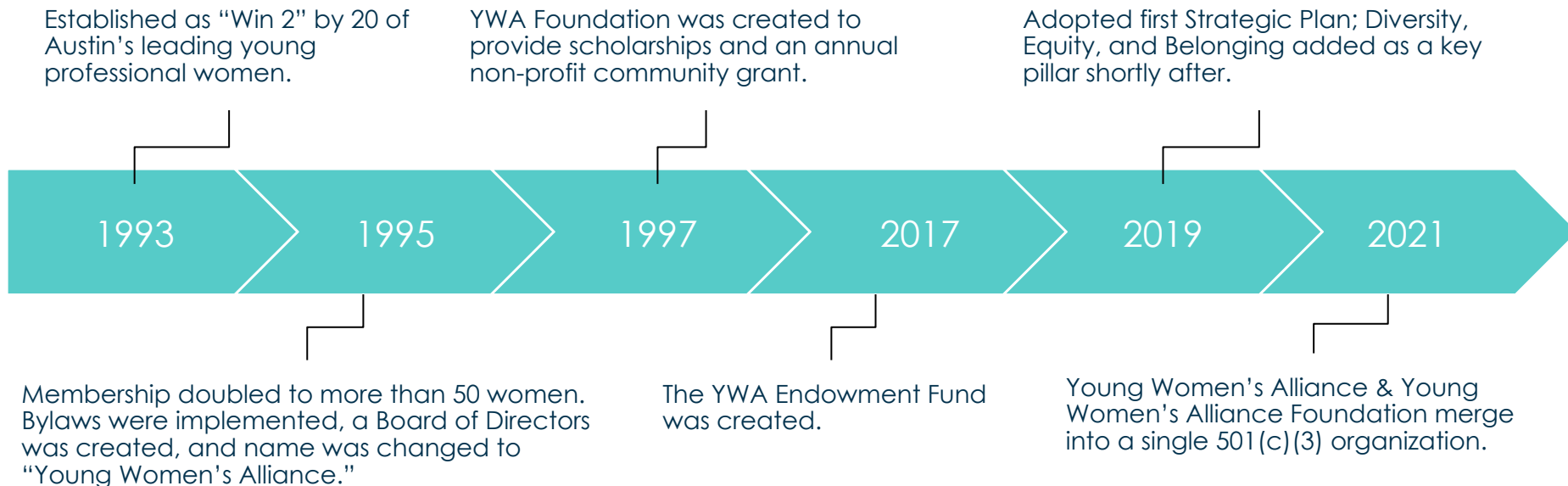


# The YWA Impact

## Since 2011, the Young Women's Alliance has:

- **Awarded \$190,000+ in scholarships** to young women with financial need seeking higher education
- **Given \$50,000+ in community grants** to nonprofit organizations aligned with our mission
- **Empowered 120+ women to lead** through our 100% volunteer-based board of directors
- **Volunteered over 12,300 cumulative hours** through our membership volunteer events
- **Created 300+ mentor/mentee relationships** through our YWA Connect program
- **Provided 17 discounted memberships** to women with financial need (since launch in January 2021)

# History of the Young Women's Alliance



# Strategic Improvements



# Strategic Plan

The strategic direction of YWA is focused on the continuous growth of our organization, our members, and our impact in the community. While the strategic plan provides an anchor for our vision of the future, it also evolves to respond to changes and opportunities.

YWA's three-year strategic plan was created in 2019 and will run through YWA's 2021-2022 fiscal year.

1

Develop a strong brand to increase the Austin community's awareness of YWA to elevate the organization's mission.

2

Ensure YWA's organizational and foundational health through intentional investments in our infrastructure and leadership.

3

Implement a membership model to satisfy, retain and grow YWA's members and their commitment to the organization.

4

Improve representation at all levels of the organization and make YWA a diverse, equitable, and inclusive organization where everyone feels a sense of belonging.



# Diversity, Equity, and Belonging

Diversity, Equity, and Belonging (DEB) was added as a key pillar in our Strategic Plan this year as a commitment to prioritize DEB within all areas of the organization: membership, leadership, and community impact.

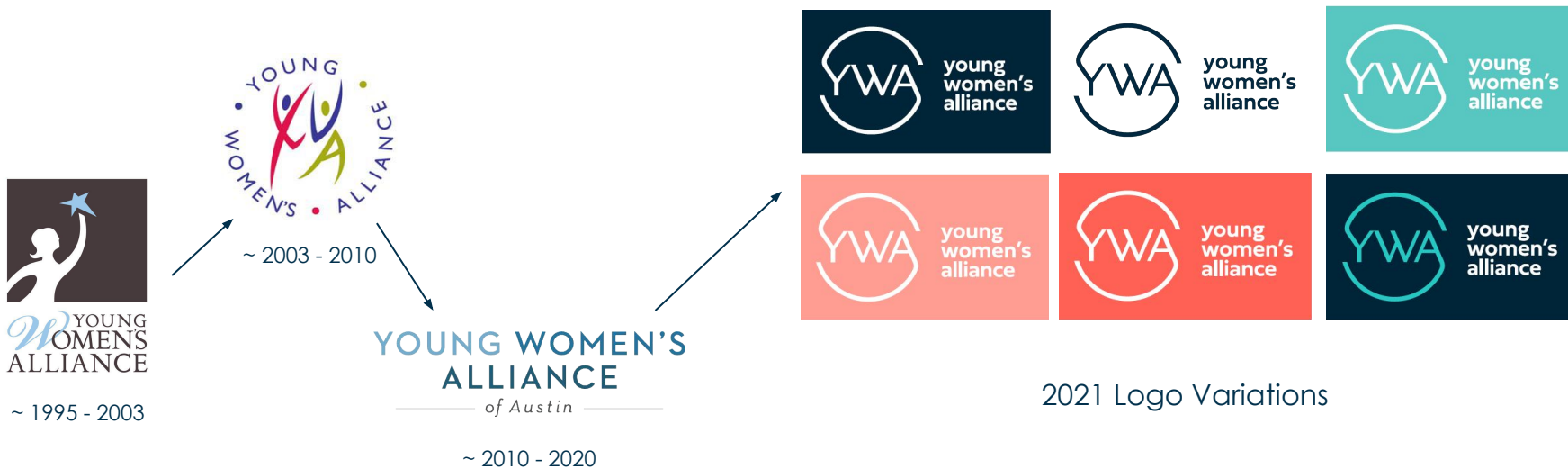
While we recognize DEB work is never truly done, the changes we implemented this year have set a solid foundation for future work. The most impactful changes include:

- Added a **DEB sub-committee** managed by the DEB Chair
  - Learnings from this structure informed the decision to **add a VP of DEB to the Board of Directors** - approved by the Board in January 2021 with the VP of DEB starting June 2021
- Asked all members to **self-identify**
- Established the organization's first **Community Guidelines** and an anonymous form to report violations
- Made the organization **more accessible to any woman with financial need:**
  - Normalizing and simplifying **quarterly payments**
  - Offering a **40% discount on the membership fee**
- Held the organization's first **DEB workshop**

# Brand Evolution

A new brand identity and logo was rolled out in January 2021, which was the first update to the YWA brand in over a decade!

The new branding speaks directly to **our focus on creating an inclusive organization**. The new logo features an open circle connecting to YWA, reflecting **YWA's values in connecting, welcoming, and including all women into our community**.



# Future Women Leaders Fund

The YWA Foundation was re-positioned as the YWA Future Women Leaders Fund (FWLF) in preparation for the YWA/YWAF Merger.

Through donations to the YWA Future Women Leaders Fund and revenue generated from membership, YWA supports, empowers, and connects women through programs that:



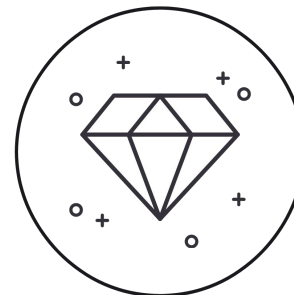
**Advance young women's  
careers through leadership  
and professional  
development**



**Create meaningful connections  
between young women and  
experienced professionals through  
mentorship and networking**



**Nurture a strong network of  
young philanthropists who  
give back to their  
communities**



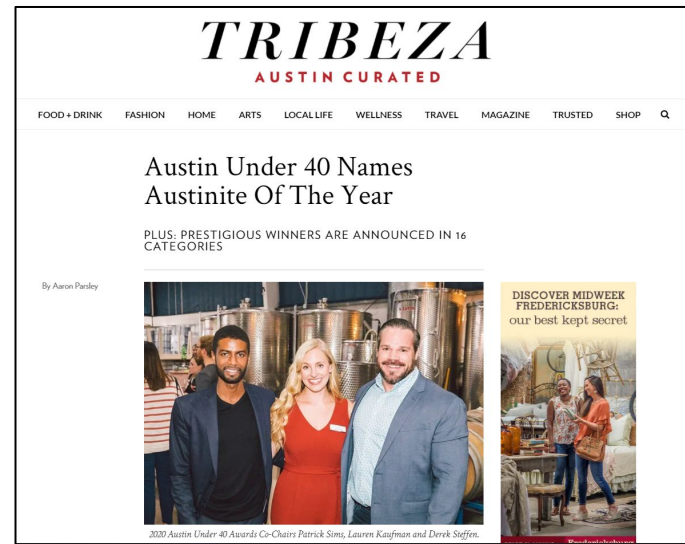
**Empower young women from  
underrepresented communities  
to become the next generation  
of women leaders**

# Fundraising Success for the Future Women Leaders Fund



Every year we mobilize our members to participate in our annual **Peer to Peer Fundraising** campaign. This year's campaign hit record setting numbers despite the COVID-19 pandemic & winter storm Uri which disrupted the city of Austin mid February. **YWA members successfully fundraised ~\$42,000 with a record 73 members participating.**

**The Austin Under 40 Awards**, our largest annual fundraiser, celebrates Austin's emerging professionals and mentors. This gala gathers business and community leaders and social tastemakers to dine and dance. Unfortunately, the 2020 gala had to be cancelled due to the ongoing COVID-19 pandemic, but we were able to announce and honor our winners with a spread in Tribeza magazine. Co-hosted with YMBL, proceeds benefit Austin Sunshine Camps and the Young Women's Alliance Foundation.



<https://tribeza.com/austin-under-40-winners-2020/>

# Membership in YWA



# Membership

Women in the Austin community needed **connection and support** this year, and YWA was there to welcome them into our community. We added **244 new members** to the organization. Simultaneously, we responded to the need in our community by **creating a new opportunity for women with financial need to join at a discounted rate.**

## 2020 - 2021 Membership Stats:

- New Members: 244
- Members Retained: 101
- Members Joined with Financial Assistance: 17

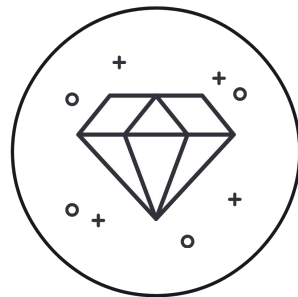
### December's "Picnic in the Park" Event



# Leadership Development

**YWA creates the next generation of women leaders.** Through Board and Chair service, the YWA Leadership team develops new skills and learns how to lead.

YWA's Leadership Training and Committee Meetings were held virtually this year, which made leadership in YWA more accessible than ever! With 16 Board Positions and 50+ Committee Chairs, **the 2020-2021 Leadership Team was the largest in YWA History.**



## Leadership Training for Board and Chairs

The YWA Leadership Team received training on a variety of career-building topics:

- Strengths-based leadership
- Giving feedback
- Emotional intelligence
- Strategic planning
- Diversity, equity, and belonging
- Nonprofit board leadership



### Committee Service Provides Skill Development

*"I started a side biz doing social media management, which I wouldn't have been able to achieve without being the social media chair for YWA and marketing chair for AU40 – which gave me a portfolio to use and the confidence to pitch myself! Thanks to the side gig, I'm buying my first house!" - Sarah Simmons*

# Professional Development



YWA offered **21 Workshops and Speaker Series events this year**, featuring a diverse range of presenters and topics.

The year culminated in the **annual YWA TED Talks event**, where YWA Members were invited to present on a topic of their choice to other YWA Members in a TED Talk format. This annual event **builds public speaking and speech writing skills. Eight members participated this year**, up from six last year!

*"I've always wanted to be a speaker and this was the first time crafting a talk. I am grateful for the opportunity."*  
- Kris San, YWA Member and TED Talks Presenter

## Speaker Series Presenters:

- Liza Mundy, Best-Selling Author
- Leslie Wingo, President and CEO of Sanders/Wingo
- Tina Cannon, Executive Director of the Austin LGBT Chamber of Commerce
- Katy Stover, Co-founder of HigherPeople
- Chandler Baker, Author of Whisper Network
- Virginia Cumberbatch, Co-Founder of Rosa Rebellion
- Nicole Taylor, Head of Diversity and Inclusion
- Lauren Hasson, Founder of DevelopHer

## Workshop Topics:

- Purposeful Independent Employment
- Build Strong Networks that Amplify Your Career
- Diversity, Equity, and Inclusion
- Create Your Vision for 2021
- Smart Saving & Investing Tips for 2021
- Foundations of Budgeting - Presented by the YWA Finance Committee
- The Paradox of Perfectionism: Recovering and Creating a Success Mindset
- Self Love Workshop with Project Hasso



# Mentorship in YWA Connect



**YWA Connect** was created with one goal in mind: To connect women who are established community leaders and professionals with YWA Members to help create the next generation of women leaders. Through this nine-month program, we aim to give both our mentors and mentees the resources needed to grow professionally and personally.

**Founded in 2012, this exclusive program has grown from five initial mentorship pairs to a total of 70+ pairs in 2020!**

Within the last few years, we added mentorship training guidelines and resources, mentor/mentee networking events, and a YWA Facebook group to help participants learn from each other.

In 2020, **YWA partnered with Janice Omadeke, founder of The Mentor Method**, to enhance our mentee/mentor pairing criteria and set each pair up for success with a robust, educational kickoff event.

**80% of 2020 - 2021 YWA Connect participants scored the match with their mentor as at least an 8 out of 10!**

*"As a fitness professional who has never been satisfied with the athletic apparel I wear day in and day out, I decided that I should cut out the middleman and create and launch my own athletic apparel line instead. From SMART goals and market research to brand development and cultivating product development relationships to filing my Certificate of Formation and buying a web domain, (my mentor) Brooke Waupsh has been invaluable in that she always provides encouragement, accountability, and a fresh perspective in all aspects of starting my own business."*

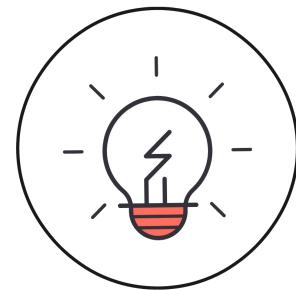
**- Alex Pichta, YWA Member & 2021 Connect Mentee**

# YWA on the Fairway

With most events in 2020 cancelled due to COVID, YWA pivoted to provide safe, socially distanced programming to our members via weekly golf lessons. Over the course of six months, **60+ members participated in one or more of the 28 small-group lessons offered.**

YWA VP of Events Sarah Simmons and fellow Board of Directors members were inspired by Angela Archon, a former IBM executive and YWA guest speaker who shared how **learning to play golf had positively impacted her career.**

To wrap up the year's golf programming, YWA hosted its inaugural 9-hole golf clinic, YWA on the Fairway, on Saturday, March 20, 2021. **Forty members across 10 teams** played 9 holes at the Jimmy Clay Golf Course in southeast Austin, and each team had a golf professional coaching them along the way.



[Read "Inclusion on the Green" Blog Post written by VP of Marketing, Victoria Fryer](#)

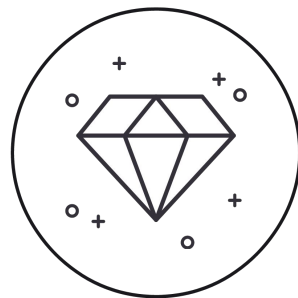
# Community Impact



# Scholarship Program

**In 2021, YWA invested \$25,000 back into the community through our scholarship program!**

We strategically partnered with Del Valle ISD to place focus on a part of the community that could benefit most from YWA's support. After receiving 26 applications, we awarded five \$5,000 scholarships. Our goal is to help these women through their first year of school, awarding \$2,500 in funds per semester.



*This fall, I plan to attend The University of Texas at Austin and pursue a major in Architectural Engineering!! With this degree, I hope to inspire more women to step up to STEM majors, which mostly include men. I am extremely blessed to have been selected as one of the recipients of the 2021 Young Women's Alliance, and I am super thankful.*

**-Jacqueline Zavaleta, 2021 Scholarship Recipient**

# In the Community



One of the pillars of YWA is to serve the community that has helped our members thrive. The **Community Service Committee** actively seeks out and organizes special YWA group volunteer events with organizations throughout Austin. In addition, members are encouraged and supported in volunteering with nonprofits whose mission they connect with and care about.

Due to COVID, our community service committee pivoted to offering a mix of virtual and in-person small-group volunteer opportunities, providing safe ways for our members to give back to the community. This year **there were 30 volunteer events for members with 10 local nonprofit partners.**

YWA also responded to the winter storm crisis by **mobilizing our members, and we donated 20 bags of supplies to SAFE (Stop Abuse for Everyone) and 20 cases of water** to the Black Leaders Coalition for distribution to Austin's most vulnerable citizens.

This year, YWA members volunteered **1,300 hours**, which translates to more than **\$37,000** worth of service to Austin-area nonprofits and organizations.



# Community Grant



We are proud of our continued partnership with the Girls Empowerment Network (GIRLS). GIRLS' mission is to support teen and pre-teen girls and equip them with the skills they need to emerge from adolescence as confident, successful young women.

As our non-profit partner, **GIRLS received a \$5,000 community grant from YWA**, supported in part by the fundraising efforts of our members during our peer-to-peer fundraising campaign. In addition to this grant, YWA supports GIRLS through our community service programs, including help with day-to-day projects, the We Are Girls Conference, and the mentoring program POWER CHATS with YWA. **Our members have completed 135 hours of volunteer service with GIRLS in the 2020-2021 year.**

Through this partnership, YWA is able to foster the growth and development of women in Austin, serving both our members and the community by creating a cycle of women helping women succeed.



# Financials & Administration



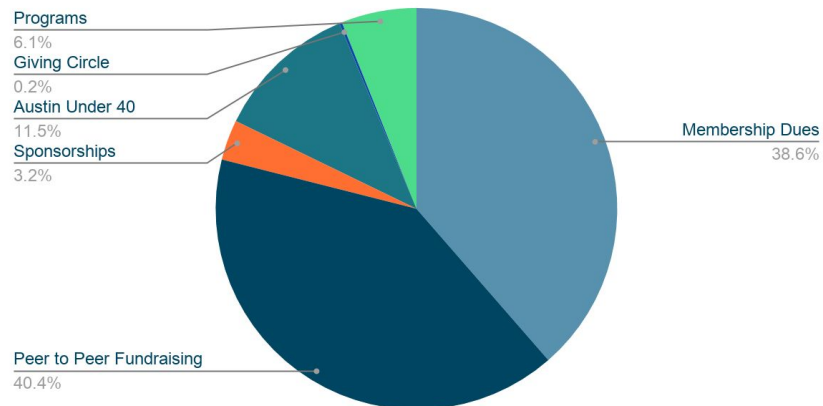


# 2020-2021 Revenue & Expenses

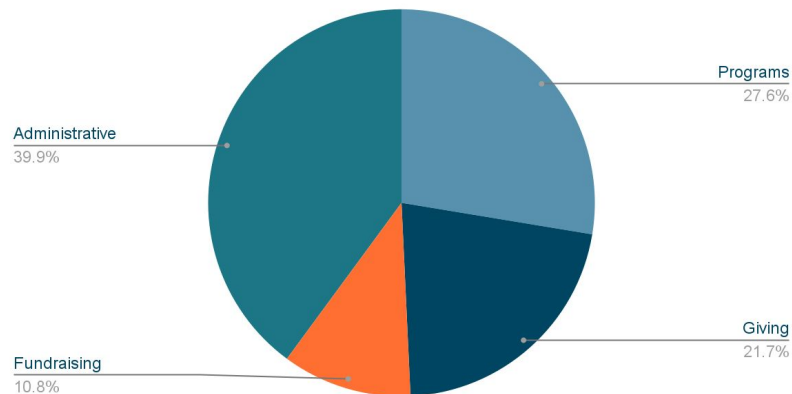
Revenue was down this year primarily due to the cancellation of the annual Austin Under 40 Gala. The move to virtual programming lowered Program costs and enabled us to keep overall expenses down amid the uncertainty of COVID-19.



## Revenue

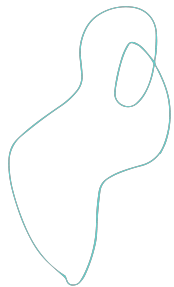


## Expenses





# 2020-2021 Board of Directors

**YWA President**

Anastasia Teague

**YWA President-Elect**

Lauren Kaufman

**YWA Past President**

Virginia Moore

**Senior Vice President**

Alyssa Rolfe

**Chief of Staff**

Leah Christensen

**Vice President of AU40**

Kaitlyn Doyle

**Vice President of Community Service**

Becky Poster

**Vice President of Development**

Savannah Barker

**Vice President of Events**

Sarah Simmons

**Vice President of Finance**

Tiffani Nguyen

**Vice President of Marketing**

Victoria Fryer

**Vice President of Membership**

Brittany Sharkey

**Co-Vice President of Operations**

Savannah Williams

**Co-Vice President of Operations**

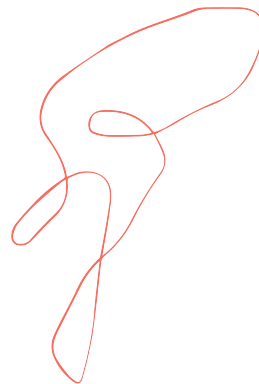
Conner Worland

**Vice President of Programs**

Allyson Karnavas

**Vice President of Strategic Planning**

Laci Poulter



# Thank you for your support!

