



young
women's
alliance

2022 - 2023 Annual Impact Report

June 2022 - May 2023

Letter from the President

I am proud and honored to present the achievements of the **2022-2023 Young Women's Alliance leadership team in the Annual Impact Report**. The dedication to furthering the mission was unwavering from the Board, chairs, and volunteers. Together, we were able to reach new heights and elevate our impact in the community. Highlights include:

- Celebrated **30 years of impact** to members and the community
- Empowered **540 members** through leadership opportunities, member programming, events & service in the greater Austin community
- Raised over **\$43,000 during peer-to-peer fundraising campaign**
- Awarded **\$35,000 in scholarships** to seven Del Valle High School seniors seeking higher education
- Revamped our 3-year **Strategic Plan to ensure alignment** with our purpose and pillars, and incorporated Objectives & Key Results (OKRs)
- Focused on implementing key components of our **Diversity, Equity and Belonging roadmap**: incorporating a DEB lens across YWA's ten committees and strategic planning process, and educating our leadership and members

Our greatest strength is the incredible group of women who work tirelessly to support, empower, and connect the next generation of women leaders. The contributions from this year's leadership team will provide the organization with an even stronger future. Within this year's Impact Report, you will read about the MANY ways in which YWA impacts women in the Austin community.

Sincerely,

Leah Christensen

YWA President 2022-2023



About YWA

Check out our video!



Bijal Patel

VP of Diversity, Equity and Belonging





Our mission is to:

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

- 1 Increase awareness of YWA's mission in order to expand and strengthen our impact on the Austin community.
- 2 Ensure YWA's organizational and foundational health through intentional investments in our infrastructure and leadership.
- 3 Engage, activate, and retain YWA members in the organization to empower them to become changemakers and serve their communities.
- 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.

The YWA Impact

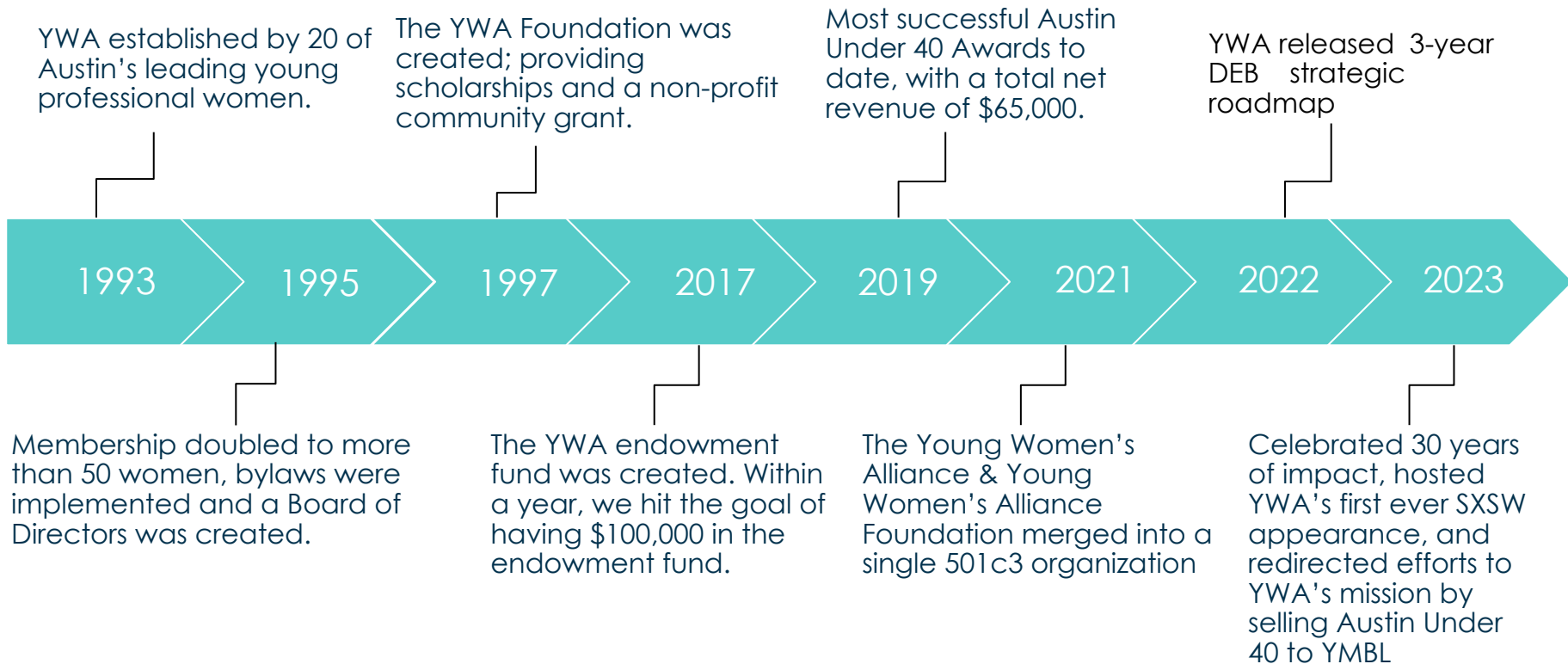
Established in 1993, the Young Women's Alliance (**YWA**) and Future Women Leaders Fund (**FWLF**) create an intentional space that fosters confident, engaged, career-minded women empowered to impact their communities.

Since 2011, the Young Women's Alliance has:

- **Awarded \$230,000+ in scholarships** to young women with financial need seeking higher education
- **Given \$70,000+ in community grants** to nonprofit organizations aligned with our mission
- **Empowered 150+ women to lead** through our 100% volunteer-based board of directors
- **Volunteered over 13,500 cumulative hours** through our membership volunteer events
- **Created 450+ mentor/mentee relationships** through our YWA Connect program
- **Provided 22 discounted memberships** to women with financial need (since launch in January 2021)



History of YWA



YWA's Diversity, Equity, and Belonging Statement

Our vision is to unlock every members' potential through community

YWA is committed to achieving its mission with authenticity. We are determined to stay on the forefront of education surrounding diversity, equity, and belonging.

- We embrace diversity of identity and experience.
- We create spaces where members can confidently bring their whole selves.
- We strive to dismantle inequities within our systems.

Through connection, education, leadership, and service, we uplift women and non-binary folks as a force for good in the Austin community and beyond.



YWA's Diversity, Equity, and Belonging 3-year Roadmap

Our 3-year diversity, equity and belonging strategic outlook strengthens our commitment across the organization and aligns with our organizational pillars of lead, educate, network and serve



YWA's DEB Roadmap

2022-2023 Focus: Establish

Establish organizational norms & behaviors, and solidify the plan, including key action steps & DEB integration across the organization

Our 2022-2023 DEB Impact:

- Created **inclusive networking** opportunities for our members
- Established intentional and **diverse external community partnerships**
- Established criteria for **inclusive volunteer opportunities**
- **Educated our leadership and members** on key DEB topics: weight stigma, unconscious bias in leadership, microaggressions



2022-2023 Strategic Plan Highlights

- ✓ Integrated YWA's Diversity, Equity & Belonging roadmap
- ✓ Developed committee level OKRs aligned to YWA's strategic goals
- ✓ Empowered Senior Chairs and Chairs to drive initiatives forward

Key Accomplishments

- Implemented **bias training for scholarship reviewers & mentorship program** for scholarship recipients
- **Diversified revenue streams** for fundraising efforts
- Improved **member experience** at programs and events
- Ensured **YWA's foundational health** with sustainable systems & processes
- Identified opportunities to ensure **new member inclusivity and overall member retention**



Our mission is to:

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

Our Strategic Goals

- 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.

We reach our potential together.

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Future Women Leaders Fund

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



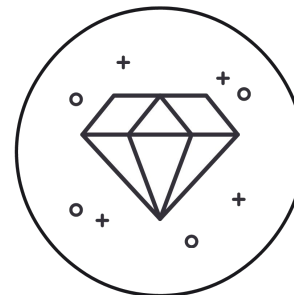
Advance young women's careers through leadership and professional development



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 **fundraised over \$43,000 with 81 members participating!**

The Austin Under 40 Awards, our largest annual fundraising event, celebrates Austin's emerging professionals and mentors. The gala gathers business and community leaders and social tastemakers to dine and dance. Co-hosted with the Young Men's Business League (YMBL), proceeds benefit Austin Sunshine Camps and the Future Women Leaders Fund (FWLF). This year's event honored 17 outstanding community leaders and **raised \$42,500 for the FWLF.**



Community Impact



Scholarship Program

In 2023, YWA invested \$35,000 back into the community through our scholarship program!

YWA strategically partnered with Del Valle ISD to place focus on a community that could benefit most from our support. After receiving 40 applications, we **awarded seven \$5,000 scholarships**. Our goal is to help these women through their first year of school and beyond as they pursue 4-year college degrees.

As of 2021:

- 72.9% of Del Valle students were considered at risk of dropping out of school.
- 83% of the student body was classified as "economically disadvantaged" based on their eligibility for free/reduced lunch or other public assistance.
- A large majority of the student body identify as historically underrepresented minority groups: 85% Hispanic and 8.5% African American.



YWA expanded our Scholarship Program beyond financial support to include **mentorship support** as these women transition into college. The scholarship recipients also receive six months of **free online therapy access** through a partnership with BetterHelp.

2023 Scholarship Recipients

Cinthia Delgadillo, University of Texas at Austin

Cindy Palomino-Cruz, Texas State University

Alexis Nicole Ritchie, University of Texas at Austin

Mayra Luna, Texas A&M University - College Station

Ashley Avalos, University of Texas at Austin

Evelyn Bianey Salas, The University of Texas at Austin

Fatima Mendoza Monsivais, University of Texas at Austin



Scholarship recipients joined by YWA President, Leah Christensen, and YWA VP of Community Impact, Morgan Prince.



I will be attending the University of Texas at Austin this upcoming fall and majoring in government. I am pursuing this major in hopes of one day having the opportunity to be in a position where I can fight for the rights of minorities, women, and any voice that has been dismissed. I feel incredibly blessed to be a Young Women's Alliance recipient since it will allow me to fulfill my dream of going to college and being the first in my family to do so.

- Ashley Avalos, 2023 YWA Scholarship Recipient

2023 Future Women Leaders Fund Scholarship Recipients



In the Community

One of YWA's pillars is to **serve** the community that has helped our members thrive. The **Community Impact Committee** actively seeks out and organizes 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.

Our community service committee provided safe ways for our members to give back to the community through small group in person events, and larger outdoor opportunities. This year **there were nearly 80 volunteer events for members with 14 different local nonprofit partners.**

This year, YWA members volunteered about **2,000 hours** 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, YWA helps provide an ongoing, weekly volunteer opportunity that allows our members to form encouraging and caring relationships through the **Girl Connect** program. Our members meet with their mentees every week for a semester to help the girls to increase their self-efficacy, resiliency, and create positive connections with peers and role models. **This provides a great opportunity for our members to hone their own mentorship skills and give back to the community.**

YWA is thrilled to support GIRLS and Girl Connect this year through both volunteerism and an **\$10,000 grant that contributes to the operational costs of the program for a Del Valle school.**



Why YWA Loves Mentoring with **GIRLS**

"I come from a single parent household, and I am also the first generation to have a white collar job and go to college. I would like to invest in a girl's future through mentorship."

"Being part of mentorship programs during my youth was an instrumental part of my life. The things I learned, the experiences I had, and the relationships I built allowed me to lay a strong foundation for my future that I continue to build on today. The opportunity to be part of another person's story is an honor I will not take lightly."

"It would have been life changing if I had this opportunity when I first came to the US and I would love to be that person for someone."



30 Years of Impact

March 3rd - YWA Day

On March 3, 2023 YWA celebrated its 30th year. YWA founders, alumni, members, and the community gathered to celebrate the impact YWA has made and **ensure the next 30 years of impact.**

Kerri Qunell, Past YWA President and Advisory Council member, shared the story of YWA's formative years.

Vanessa Fuentes, City Councilwoman and Past YWA President, presented YWA with a proclamation from the mayor of Austin proclaiming March 3rd as Young Women's Alliance Day.

YWA kicked off the annual Peer to Peer Fundraiser for the Future Women Leaders Fund, which would ultimately raise over \$43,000 in 2023.



Empowering Our Members



Membership Overview

Currently YWA has 540 members. Aligned with our commitment to diversity, equity and belonging, we provide **potential members with financial need to join at a discounted rate.**

2022 - 2023 Membership Stats and Activity:

- New Members: 245
- Implemented membership outreach campaigns to engage inactive members
- Increased the number of engaged and highly engaged members*
- ~50% of new members were referrals
- Enhanced virtual member engagement by reintroducing LinkedIn group and enhancing Slack channels

*Engaged = 1 event per month;
Highly engaged = 2+ events per month

Membership Appreciation Party 2023



Membership Engagement & Impact

Key Accomplishments

- **Community partnerships:** Our goal is to expand YWA's voice and connections in the broader Austin community with like-minded organizations
 - UT McCombs Graduate Women in Business (GWiB)
 - Women Communicators of Austin
 - Women of Austin
 - UT's Fearless Leader Institute
 - Dress for Success Austin
 - Young Men's Business League
- **Improve the new member experience:**
 - Board focus on outreach to new members to ensure they feel welcome and included
 - Revamped new member orientation and implemented creative ways for new members to connect (e.g., new member buddy groups & coffee meetups)
 - Implemented new member profiling leveraging demographics and interests to inform programs & events
- **Data-driven approach to membership:** understanding new member needs, evaluating engagement and retention with a goal of increasing member engagement, implementing members outreach campaigns and exit surveys



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 17 Board Positions and 85+ Committee Chairs, **the 2022-2023 Leadership Team was the largest in YWA History.**

Leadership Training for Board Members & 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

In my role, I have learned new software and programs. These are programs that I otherwise would not have had a reason to use in my day-to-day work. I have also had the opportunity to work with other committees on projects giving me the chance to meet more people. Before YWA, my social circle was limited to my coworkers. I have now grown a diverse network of people who care, who are going through the same struggles, and who want to see me succeed, which I feel is invaluable.

- Casey Wright

Professional Development

YWA offers **Workshops and Speaker Series** throughout the year, featuring a diverse range of presenters and topics. To best serve our members' needs and interests, our Programs Committee revamped our programming to have a quarterly Speaker Series in addition to workshops and networking events.

Speaker Series & Workshop Presenters:

- Claudia Miller, Career & Negotiation Strategist
- Caroline Crawford, Coach & Clinician
- Angela Shaw, Chief People Officer at Juiceland
- Monica Levi, Executive Leadership Coach
- Brittany Adams, Reiki Master Practitioner
- Kim Storin, Chief Marketing Officer of Zayo Group
- Jen Schultz, Founder of The Non-Nine-to-Five
- Aaron Thweatt, High-Performance Coach
- Molly Mae Porter, Veteran Community Leader
- Jacie Minnick, Development Manager of Austin Sunshine Camps
- Sheena Wilde, VP of Philanthropy and Belonging of Kendra Scott



Topics Explored:

- Career development and growth
- Enneagram & communication styles
- Path to C-Suite
- Overcoming imposter syndrome
- Overcoming anxiety through mindfulness
- Successful self employment
- Personal narrative and executive presence
- Job offer negotiation strategies
- Grit and resilience
- Recession proof your career
- Philanthropy

Skills & Experiences Gained from YWA Leadership Service

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*"The leadership, logistics, and project management **skills developed** through YWA Chair Service provide members with **confidence to explore** philanthropic ventures outside of YWA. One two-year chair even co-founded a boxing nonprofit for girls."*

*"Great starter for **learning about leadership** and getting **connected to both the YWA and Austin community**"*

*"Serving as a YWA Chair is a great way to **deepen your connection to other women** in YWA, especially fellow members of your committee, and to have a more meaningful role in the future of the organization itself. On a personal level, it's so comforting to attend large YWA events and recognize familiar faces from your committee. But it's also such a **supportive and safe environment to develop new skills** or to leverage your personal **passions and talents** to serve the greater Austin community."*



Skills gained:

- Leading teams
- Collaboration
- Strategy Development
- Prioritization
- Communication
- Public Speaking
- Negotiating
- Fundraising
- Event Planning
- Public Relations
- Photography Portfolio
- Website Building

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 six-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 72 mentor-mentee pairings in 2023!



YWA on the Fairway

In continuation with the success of YWA's golf program, **155 members participated in one or more of over 35 small-group lessons offered.** These lessons continue to provide YWA members with a foundation of experience and confidence to participate in golf outings with their male counterparts and positively impact their career.

In October 2022, YWA hosted YWA on the Fairway. The 2022-2023 Events Committee secured \$6,560 in monetary sponsorships. With 78 players and 12 social attendees from across YWA's membership and the community we enjoyed a day of golf for a good cause!



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

Financials & Administration



Future of the Austin Under 40 Awards

On behalf of the Young Women's Alliance and the Young Men's Business League (YMBL), we are excited to announce YMBL will own the future of the Austin Under 40 Awards moving forward.

This is a significant step towards advancing the missions of both YWA and YMBL, and building a stronger partnership between the two organizations. We express our sincere appreciation to the volunteers, leaders, and advisors of YWA and YMBL for entrusting us with the future of this event and partnership. YWA and YMBL look forward to exploring new ways in which we can work together to make a positive impact in our community.

For comments, questions or ways to get involved with the Future Women Leaders Fund, please reach out to [Leah Christensen](#), [Immediate Past President](#).



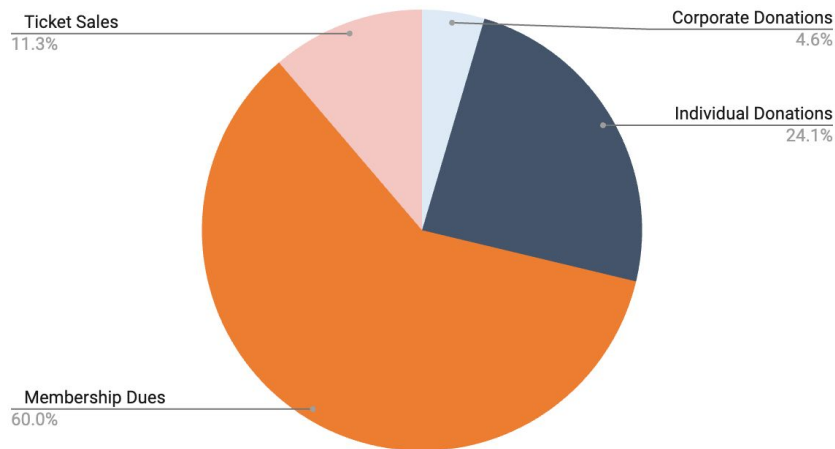
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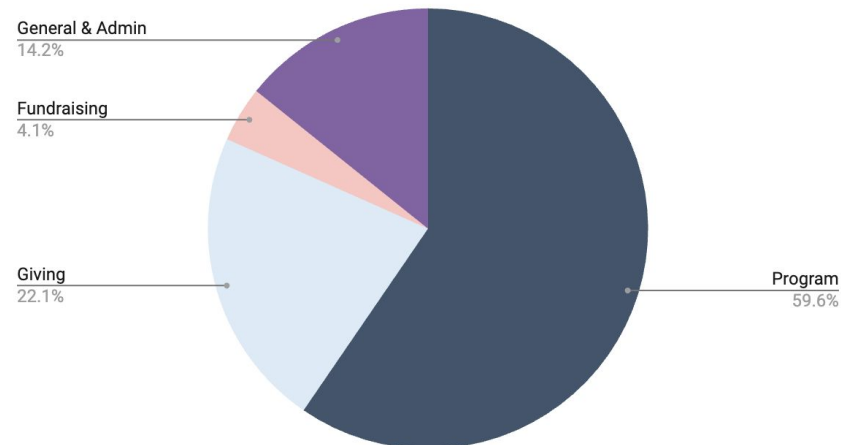
YWA 2022-2023 Revenue & Expenses



Total Revenue



Total Expenses



YWA 2022-2023 Board of Directors

YWA President

Leah Christensen

YWA President-Elect

Brittany Sharkey

YWA Past President

Lauren Kaufman

Senior Vice President

Bijal Patel

Chief of Staff

Sheridan Phillips

Co-Vice Presidents of AU40

Carley Thomas

Sydney Cardenas

Vice President of Community Impact

Morgan Prince

Vice President of Development

Andrea Elizondo

Vice President of Events

Nikki Drozdyk

Vice President of Finance

Anwuli Chukwurah

Vice President of Communications

Alice Park

Vice President of Membership

Samantha Nowak

Co-Vice President of Operations

Lauren Cowan

Co-Vice President of Operations

Rebecca Bennett

Vice President of Programs

Natália Litoldo

Vice President of Strategic Planning

Eunice Park



Thank you for your support!

