

2020 ANNUAL REPORT



BREAKING *The glass* CEILING

WOMEN ON THE RISE
INTERNATIONAL, INC.

wotrinc.org
hello@wotrinc.org

THE YEAR THAT WE *pivoted*

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LETTER FROM THE DIRECTOR

Greetings to all of our amazing supporters! My name is Arlene Blake and I am the founder of Women on the Rise International, Inc. Over 5 years ago I made the decision to create an organization that embraced all women looking to overcome obstacles in their personal and professional life after having lost both of my parents to cancer. It was devastating to me, however, I soon realized the power of a tribe of women coming together all focused on making positive changes within themselves and the community, and Women on the Rise was born.

As a women's empowerment organization we believe that when it comes to the locked doors of women's equality... community is the key to leveling the playing field and providing more opportunities. And to build that community, we have to target the obstacles that prevent women from growing personally and professionally. To do this, we host events throughout the year that focus on women's mental and physical health, empowerment, mentorship, financial education, and entrepreneurship for women and for girls.

In 2020, we hosted our 5th Annual Women on the Rise Vision Board Goal Setting Event, 5th Annual Women's Empowerment Conference and Expo, a 3 Part Small Women Owned Business Series in partnership with the Minority Business Development Agency, our 4th Annual Woman on the Rise Awards Gala, a 2 part financial empowerment conference entitled Educated and Broke, an 8 Week Mentorship program for the students of Pace Center for Girls, a scholars benefit fundraiser for graduating high school seniors in partnership with our community partners, we were able to grant 7 college scholarships at our annual awards gala and sponsored 6 families over the Holidays. Our impact reached more than 1,200 women last year alone.

I am personally grateful to have found my purpose in leading this wonderful organization. There is much work to be done in addressing the issues that face us as women but we are up for the task. Thank you for your support as we continue to Rise!

Sincerely,



About Us

WHO?

Women on the Rise International, Inc. is a 501(c)3 nonprofit women's empowerment organization with a focus on women's health and wellness, financial literacy, career development and entrepreneurship.



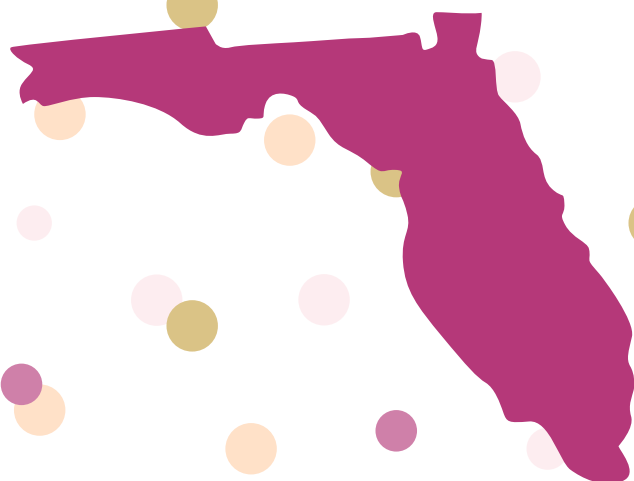
WHAT?

We host educational empowerment events that provide an opportunity for like-minded women to gather, network, and inspire one another.

Our organization also has community outreach programs mentoring middle school, high school and college women on self-esteem, empowerment, and professional development.

WHEN & WHERE?

We host events throughout the calendar year in Orlando, Florida, where we are currently based, as well as in Jacksonville, Florida where our other chapter resides, but we are working to extend our reach internationally.



Our Four Pillars

1

FINANCIAL LITERACY

Our core purpose is to provide educational empowerment events to women within the community. We are setting out to educate more women on how to earn more, ask for more, budget and save, pay off debt, invest, start a business and provide a legacy for their families. We want to empower and equip women with the confidence and tools needed to manage money, reduce debt and build wealth so that they can achieve the American dream of purchasing a home, affording an education and/or starting a business.



2

CAREER DEVELOPMENT

We provide professional development workshops that teach women how to negotiate their salary, articulate their value, identify a mentor(s), plan their career trajectory and identify resources that will assist them with furthering their education to be competitive in today's job market.



3

ENTREPRENEURSHIP

In order to support women owning businesses it is important that we help them build skills to manage their finances, brand their business, and network. At Women on the Rise, we provide tools and resources that give women the confidence to take their skills and ideas to form a business that allows them to stimulate the economy and provide jobs within the community.



4

PERSONAL HEALTH AND WELLNESS

As part of our motto we believe that within every woman there is an Inner Deeva (Goddess) waiting to be unleashed. Through retreats, workshops and events we strive to teach women how to build their confidence, identify their inner strength, and build their relationships with others in order to become the woman they were destined to be.



Our Demographic



100% identify as women.



76% are between the ages of 30 - 50.



93% have some level of higher education.



64% are business owners



Survey Says...



38% of women's businesses made **less** than the federal poverty rate (\$12,880 for a one-person household) during 2019.

Respondents felt that they should be making, on average,

\$35,538 more

in order to cover all business expenses.



Over half of women said that the entrepreneurs in their family do not act as a resource for their own business, leading to a decrease in confidence.

As a part of our focus on financial literacy and career development, we reported on the experiences of the women in our community and these are just a few snippets of shocking data that we gathered from our 2020 *Women in Business* survey.



Our Strategy



At Women on the Rise International, Inc. we believe that empowering women is about four different categories: entrepreneurship, financial literacy, health and wellness and career development. To target our demographic we need to create programs that will capture attention and allow us to cultivate diversity.

Not only is our programming unique in that it fills a niche that is an intersection between education and mentorship, it also draws on our membership base, which is an unusual (but effective!) feature for a nonprofit to have. We want to target our community deeply and meaningfully, so we use feedback directly from them.



IF...

women are given the financial tools, knowledge, and strategies that will empower them with the courage and motivation to earn more, save more, and invest more



IF...

women are given a space to reflect on their value and skill set, set ambitious yet achievable long-term goals, and negotiate their true worth in their careers and businesses through activities and training



IF...

women are able to connect and network with other like-minded women, create their brand, develop strategies for their personal and professional lives, and embrace the importance of balance and confidence



THEN

women will hold economic empowerment that will serve to add billions to the economy, allow for generational wealth and opportunity, and redirect their lives to ones of growth and stability



**THEORY
OF
CHANGE**

• EDUCATED & BROKE •

Our Programs

MONTHLY CHAPTER MEETINGS

Every month we bring in speakers to discuss topics that are vital to the health and wealth of our members, such as investment or real estate.



4TH ANNUAL AWARDS GALA

This is a night of celebration where we honor the amazing women of Central Florida that are making a difference in the community and in their profession.

EDUCATED & BROKE PART I

We hosted Part I of our financial empowerment series on career development, including topics such as budgeting, saving, and investing building generational wealth.



EDUCATED & BROKE PART II

We hosted Part II of our financial empowerment series on entrepreneurship including topics such as the Fearless Money Mindset and leveraging your personality / workstyle.

HOLIDAY EXTRAVAGANZA

Our members come together annually to host a toy drive for families in need within the community. This year was no different; we were able to safely and securely host the drive!

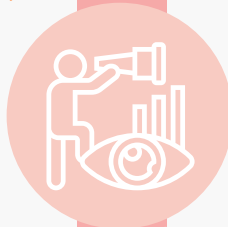


PLAY TO WIN

We teamed up with a host of women's business agencies and councils to present interactive sessions on how to get a business certified or recertified as well as how to secure government contracts.

VISION BOARD EVENT

This is the Ultimate Vision Board event for women looking to make meaningful connections, gain actionable insight, and cultivate her ideal life by creating a board of her future vision.



PACE CENTER FOR GIRLS MENTORSHIP

We collaborated with PACE Center for Girls on an eight-week program for a cohort of girls in which we mentored them; we focus on topics such as confidence, healthy eating, and career pursuits.

ANNUAL EMPOWERMENT CONFERENCE

This event is geared towards providing women with a space to embrace who they are and develop their confidence with power packed empowerment events! We want you to ditch the status quo and take a timeout from your everyday to reframe your outlook and renew your enthusiasm for life.

HOLIDAY EXTRAVAGANZA



"For me, when [they] started these outside drive-up events, it was like **YES!** I finally get an opportunity to **get out of the house**, I finally get an opportunity to **converse with other Women on the Rise Members**, I get the opportunity to **see everyone**, we can still be outside [because] we're still following the CDC guidelines. I'm so grateful for [Women on the Rise] and Ford, that they continue to put on these drive-up events. I think it is the **best idea ever**, so that we can still **come together**."

Sharema Parham

"I like that I can come and still participate and **not have to be worried**. Like here, they have everything on lock. Everything is **done perfectly**, even with the barista and the coffee section, everything is blocked off and people are wearing their proper PPE so it still **allows me to participate** versus keeping out of certain events."



Rose Lejiste



Prepare for Take-Off!



The theme for this year's conference is "Reframe Your Life" ...stepping out of your comfort zone and stomping down fear to enjoy new opportunities! So many of us often struggle with self-doubt, anxiety and operating in a constant state of overwhelm. The very existence of this conference proves that you are not alone and that we are in this together.



over 150 women
attended our
Annual Empowerment Conference

EMPOWERMENT CONFERENCE

"The biggest takeaway that I got was that I will be able to help my clients have a real understanding of how **they need to value themselves**, how they need to **value their health** and their fitness and that it's **not selfish to have self-care**.



... It's really important for **Ford** to be connecting with **Women on the Rise** because we have a commitment to becoming one of the world's most trusted companies and we can't do that if we're not **speaking to the visionaries, the changemakers, the literal women who are on the rise**, and being connected in a community where there are authentic women who are **committed to growing and developing**, we would be remiss if we weren't part of driving that progress forward."



Theresa Campbell



"I think the biggest thing was just to step into yourself and **take those challenges every single day**. If you're hesitating, if you're not being **daring**, if you're not **growing**, you're not going to be successful as an entrepreneur."



Cassandra Willard

Sources of Income

Events
19%

Sponsorships,
Grants, and
Donations
66%

Membership
15%

67,000+

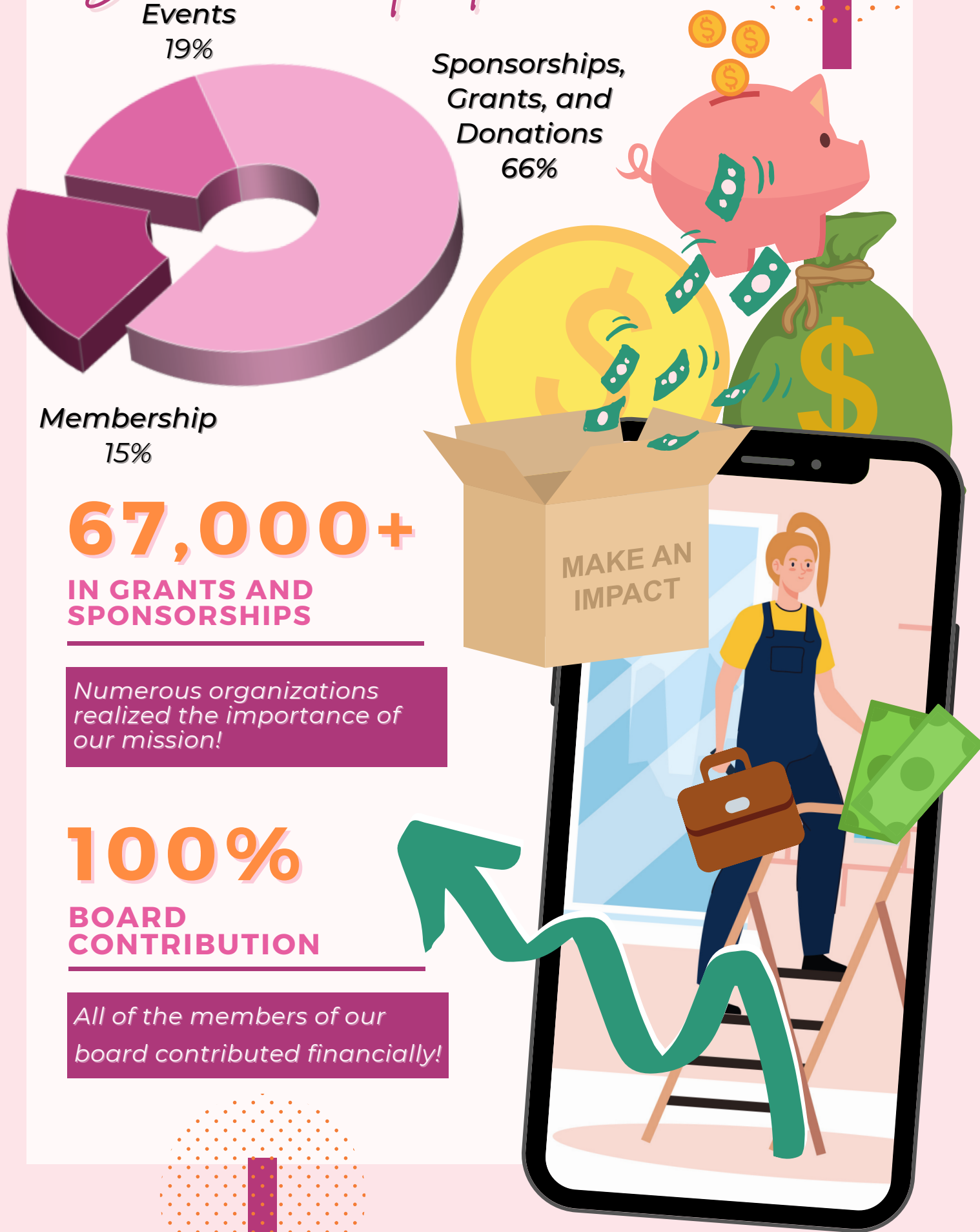
**IN GRANTS AND
SPONSORSHIPS**

*Numerous organizations
realized the importance of
our mission!*

100%

**BOARD
CONTRIBUTION**

*All of the members of our
board contributed financially!*



Our Board

ARLENE BLAKE

Founder;
Executive Director



CHERRISE WILKS

Board Chair;
Fundraising Committee



TAMMIE DUNLAP

Board Vice Chair;
Board Development



RETU JALHAN

Board Member;
Fundraising Committee



MYLIKA MORTON

Treasurer;
Fundraising Committee





NICOLETTE SIMS

Board Member;
Programs Committee

SHEYLA ASENCIOS

Board Member;
Programs Committee



JOLORIE WILLIAMS

Board Member;
Fundraising Committee

SHARISSE WALTON

Board Member;
Fundraising Committee



SAMANTHA GROSS

Board Member;
Fundraising Committee



5,752
PEOPLE IMPACTED

\$70,800 REVENUE INCREASE
FOR BUSINESSES ATTENDING OUR E&B SEMINAR

7 COLLEGE SCHOLARSHIPS
GRANTED

6 FAMILIES SPONSORED

OVER 80 WOMEN-OWNED
BUSINESSES HELPED

100 + COMMUNITY PARTNERS

OUR SPONSORS

We would like to extend a sincere **thank you** to our sponsors from this past year.

We could not have had the impact we had without the **time, energy, and money** spent by these organizations!



RW Events
Truist Bank
Hyatt Regency
Ford Motor Company
The Orlando Law Group

OUR DONORS

- **Phyllis & David Redmond**
- **Eryka Jennings**
- **Taylor Moorman**
- **Gislene Moorman**
- **Sherry Ann Tulloch**
- **Lisa Jordan**
- **Ronette Arthur**
- **Matthew McVay**
- **Patricia McGorry**
- **Shehara Wooten**
- **Ivy Jones**
- **Schella Orcel**
- **Marcia Reed**
- **Nicole Hill-Eugene**
- **Jillian Baptiste**
- **Marcelline Girlie**
- **Te'a Winston**
- **Dreysa Skinner**
- **Michelle Scott**
- **Oriel McKinney**
- **Tiffany Hallback**
- **Kerline Docteur**
- **Anika Allen**
- **Amanda Craig**
- **Taisha Edwin-Williams**
- **Nicolette Simms**
- **Cherrise Wilks**
- **Jolorie Williams**
- **Sheyla Asencios**
- **Sharisse Walton**
- **Retu Jalhan**
- **Arlene Blake**
- **LaShonda Royal**
- **Rhonda Howard**
- **Else Bollanga**
- **Ana Watt**
- **Tiffany Cross**
- **Tammie Dunlap**
- **Samantha Gross**
- **Mylika Morton**



THANK YOU.

Connect with us!

www.wotrinc.org

Instagram: [@womenontheriseinc](https://www.instagram.com/womenontheriseinc)

Facebook: <https://tinyurl.com/WOTRFacebook>

LinkedIn: <https://tinyurl.com/WOTRLinkedIn>