**empowerHER**

**P.O. Box 395**

**Independent Public Charity**

**Cara Belvin, Executive Director**

**Counseling**

**Chaplaincy**

**Camps/Retreats**

**Nonprofit Accountability Listings**

- BBB (give.org)
- Charity Navigator
- GuideStar
- Charity Watch
- ECFA
- Ministry Watch

**Revenue**

- **Annual Income**
  - FY 2014: $45,074
  - FY 2015: $25,603
  - FY 2016: $92,022
  - FY 2017: $229,768

- **Donors**
  - FY 2014: 151
  - FY 2015: 262
  - FY 2016: 531
  - FY 2017: 699

- **Key Activity**
  - FY 2014: 1
  - FY 2015: 2
  - FY 2016: 6
  - FY 2017: 12

**Expenses**

- **Total Expenses**
  - FY 2014: $26,969
  - FY 2015: $27,084
  - FY 2016: $32,773
  - FY 2017: $300,000

**Nonprofit Analytics**

**www.excellenceingiving.com**

**Key Activity**

- **Number of girls served** has increased exponentially
- **Mother’s Day Retreat & other events for girls**

**Cancer Community Support of the South Shore & Boston, Care Dimensions, Dana Farber Cancer Institute, Mass General, Norwell VNA & Hospice, Old Colony Hospice, The Ellie Fund, Jeff’s Place**

**The Children’s Room, Big Sisters, MassMentoring Partnership**

**EmpowerHER began as an all-volunteer organization**

**The number of girls we serve has increased exponentially**

**Our fall Gala & other fundraisers have been very successful**

**Nonprofit Analytics**

**www.excellenceingiving.com**

**Total Current Debt**

- **$121,393**
- **P.O. Box 395**
- **N. Scituate, MA 02060**

**Contact**

- **Cara Belvin, Executive Director**
- **cara@empoweringher.org**
- **617.620.9826**
- **www.empoweringher.org**

**GROWTH TRENDS**

<table>
<thead>
<tr>
<th>Paid Staff (FTE)</th>
<th>Clients Served</th>
<th>Annual Income</th>
<th>Donors</th>
<th>Key Activity</th>
<th>FY 2014</th>
<th>FY 2015</th>
<th>FY 2016</th>
<th>FY 2017</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.0</td>
<td>20</td>
<td>$45,074</td>
<td>151</td>
<td>1</td>
<td>0.0</td>
<td>0.0</td>
<td>1.0</td>
<td>2.3</td>
<td>%</td>
</tr>
<tr>
<td>0.0</td>
<td>30</td>
<td>$25,603</td>
<td>262</td>
<td>2</td>
<td>0.0</td>
<td>0.0</td>
<td>30</td>
<td>100</td>
<td>400%</td>
</tr>
<tr>
<td>50</td>
<td>531</td>
<td>$92,022</td>
<td>531</td>
<td>6</td>
<td>0.0</td>
<td>0.0</td>
<td>50</td>
<td>100</td>
<td>410%</td>
</tr>
<tr>
<td>100</td>
<td>699</td>
<td>$229,768</td>
<td>699</td>
<td>12</td>
<td>0.0</td>
<td>0.0</td>
<td>100</td>
<td>100</td>
<td>363%</td>
</tr>
</tbody>
</table>

**Explanation**

- **empowerHER began as an all-volunteer organization**
- **The number of girls we serve has increased exponentially**
- **Our fall Gala & other fundraisers have been very successful**
- **Mother’s Day Retreat & other events for girls**

**FUNDRAISING**

<table>
<thead>
<tr>
<th>Donor Retention Rate</th>
<th>Largest Gift for FY 2017</th>
<th>% of Gift Income from Largest Gift</th>
<th>% Cost to Raise $1</th>
<th>% Self-sustainability</th>
<th>% 0%</th>
</tr>
</thead>
<tbody>
<tr>
<td>85%</td>
<td>$15,000</td>
<td>6.5%</td>
<td>$0.20</td>
<td>0%</td>
<td></td>
</tr>
</tbody>
</table>

**Gift Size:**

- < $1,000: 643
- $1K - 4,999: 49
- $5K - 24,999: 7
- $25K - 49,999: 0
- $50K - 99,999: 0
- $100,000+: 0

**Total Amount:**

- $84,221
- $70,547
- $75,000
- $0
- $0
- $0

**FINANCIAL MANAGEMENT**

**Cash Reserves on Hand:**

- **7-12 Months**
- **$121,393**

**Written Financial Controls:**

- **Yes**
- **No**

**Independent Financial Audits:**

- **Yes**
- **No**

**Reserve Coverage %:**

- **84%**

**INCOME**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned Revenue</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>%</td>
</tr>
<tr>
<td>Gifts in Kind</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>%</td>
</tr>
<tr>
<td>Cash Donations</td>
<td>$45,074</td>
<td>$25,603</td>
<td>$92,022</td>
<td>$229,768</td>
<td>410%</td>
</tr>
<tr>
<td>Total Income</td>
<td>$45,074</td>
<td>$25,603</td>
<td>$92,022</td>
<td>$229,768</td>
<td>410%</td>
</tr>
</tbody>
</table>

**EXPENSES**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Services</td>
<td>$26,969</td>
<td>$27,084</td>
<td>$32,773</td>
<td>$66,677</td>
<td>46%</td>
</tr>
<tr>
<td>Administrative</td>
<td>$1,394</td>
<td>$3,040</td>
<td>$11,677</td>
<td>$31,830</td>
<td>22%</td>
</tr>
<tr>
<td>Fundraising</td>
<td>$905</td>
<td>$2,600</td>
<td>$3,024</td>
<td>$46,139</td>
<td>32%</td>
</tr>
<tr>
<td>Total Expenses</td>
<td>$29,268</td>
<td>$32,724</td>
<td>$47,474</td>
<td>$144,646</td>
<td>394%</td>
</tr>
<tr>
<td>SURPLUS/DEFICIT</td>
<td>$15,806</td>
<td>$7,121</td>
<td>$44,548</td>
<td>$85,122</td>
<td>$83,400</td>
</tr>
</tbody>
</table>
empowerHER serves girls throughout Massachusetts who have lost their mother, regardless of geography or income. The mission of empowerHER is to support and empower young girls who have experienced the early loss of their mothers. empowerHER instills confidence and reduces isolation through a community of sisterhood that offers hope to each of the girls we serve. Children who face the untimely death of a parent suffer great emotional pain, and the effects of this pain ripple throughout their lives. A 2012 study found that they typically exhibit absenteeism (72%), difficulty concentrating in class (87%), and a decrease in their quality of work (68%).

The mission of empowerHER is to support and empower young girls who have experienced the early loss of their mothers. empowerHER instills confidence and reduces isolation through a community of sisterhood that offers hope to each of the girls we serve. Children who face the untimely death of a parent suffer great emotional pain, and the effects of this pain ripple throughout their lives. A 2012 study found that they typically exhibit absenteeism (72%), difficulty concentrating in class (87%), and a decrease in their quality of work (68%).

In 2017, empowerHER had a goal of increasing our event attendees by at least 50%. We provided 10 new, interactive events for our girls, and by year's end, this goal was met. This year's Mother's Day Retreat survey yielded the following: 91% of the 32 attendees stated that the Mother's Day Retreat helped to ease the challenge of Mother's Day; 100% reporting feeling that empowerHER events made it easier to talk about their loss; 95% felt the community helped their grief journey. Our 2017 goal was to recruit additional mentors to ensure suitable matches for all referrals; our current waiting list of mentors wishing to be matched with girls in need now stands at 52 women.

empowerHER currently serves the South and North shores, Greater Boston, and west to Framingham; our goal is to expand our footprint to have a statewide reach and to provide support for satellite groups nationwide.

Two sisters in Weymouth, ages 15 & 17, who lost their mother to breast cancer; their father is serving a long-term prison sentence. Guardianship was given to their then 21-year old sister. With the help of the girls' empowerHER mentors, the family relocated from their foreclosed home to an apartment in town where the girls could remain in their school district. Both girls are actively involved in all empowerHER programs.

In 2017, we hired a part-time Mentor Program Coordinator to conduct in-house mentor trainings, and we have developed a new monthly mentor check-in protocol.

S.W.O.T. ANALYSIS

**STRENGTHS**

- Clear mission, dedicated volunteers, effective leadership, impact on girls, Board commitment, media relations, successful events for girls, online presence, Advisory Board, successful fundraisers

**WEAKNESSES**

- Mentorship program needs faster matching, data management especially for donors and volunteers, no major donor pipeline, need to improve volunteer experience

**OPPORTUNITIES**

- Expansion outside MA, national media (e.g., recent PBS segment), collaboration with other orgs, programming for boys and fathers, engaging young professionals, more foundation funding

**THREATS**

- Pace of growth too fast, losing volunteer momentum, board change-over, new tax plan taking away incentive to donate, general competition for fundraising dollars

**SOURCE**

Completed By: Karen Friedland  Date: 05/23/2018