



IMPACT REPORT



FEBRUARY 2023

LCWAG Research & Impact Hub



Introduction

RESEARCH INTO ACTION

Since 2017, the **Loudoun Coalition for Women and Girls** (LCWAG) has focused on continuous evaluation to ensure that our programs are responsive to women's everyday challenges, while also providing a proactive launchpad to their next steps. Our vision is that every Loudoun County woman and girl will have equitable opportunities to achieve personal and professional growth.

As we strategize for the year ahead, LCWAG is determined to elevate women and girls while ensuring that the foundational supports for their mental health, economic security, and professional development are not compromised. Each page of this impact report features one of LCWAG's signature programs and the data that our organization utilized to inform our top priorities for the year. Through research in action, we will strengthen LCWAG's impact in 2023 and beyond, emboldening women and girls to thrive in Loudoun County.

The LCWAG Research & Impact Hub conducts periodic community assessments and participant surveys, along with reviewing research from other state and national sources. These insights inform program development for Girl emPower, Employment & Entrepreneurship, Loudoun County Women's Hall of Fame, and other LCWAG initiatives. Findings are also shared in published reports to support the informed investment of state and local funds, as well as resource alignment for other nonprofit organizations.

LCWAG is a nonprofit, nonpartisan, nonpolitical organization that promotes leadership development and fosters an inclusive community for Loudoun's women and girls through education, collaboration, and empowerment. LCWAG is a 501(c)3 nonprofit organization independently funded through grants and private donations.



Program Summary

RESEARCH & IMPACT HUB

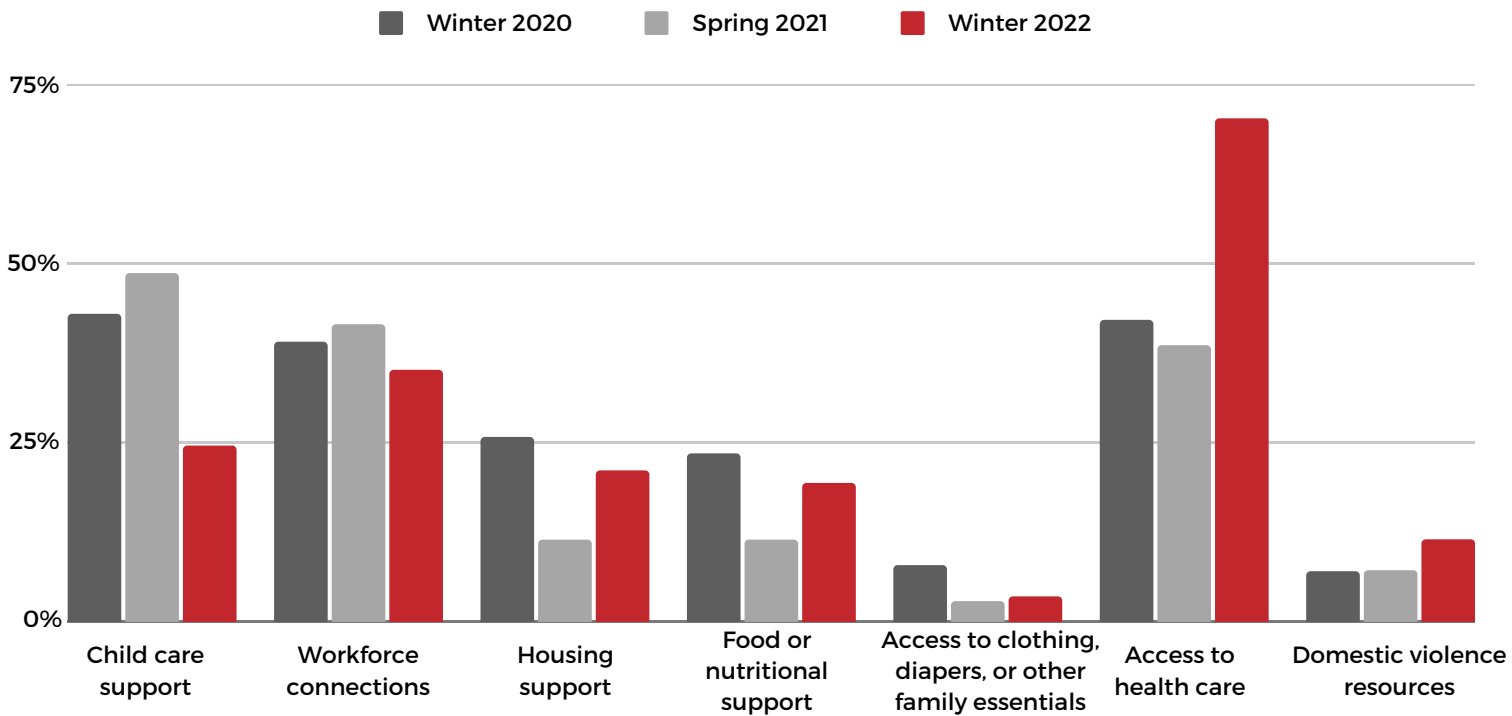
The LCWAG Research & Impact Hub periodically conducts the Voices of Loudoun Women community assessment series to identify and monitor the important issues in our community that impact women residing in Loudoun County.

100%

Winter 2022 survey responses came from all Loudoun County election districts

49%

Percentage of women surveyed experiencing major challenges



One half of surveyed women living in Loudoun County reported experiencing one or more major challenges. This level has increased significantly since prior years, when only one third of women surveyed were experiencing major challenges. The top three major challenges were consistent in all three years of the community assessment: **child care support, workforce connections, and access to health care (including mental health)**. The chart above illustrates the demand for seven types of support needed, as reported by the women surveyed with at least one major challenge.

Over 800 total responses were received from women residing in Loudoun County over three sample periods. More than half of respondents are over age 40 and in winter 2022, about 40% were approximately at or below the area median income. The latest sample period also found a growing need for housing support and food or nutritional support. One respondent stated, "it is almost impossible to save and significantly difficult to afford housing and child care in the area."

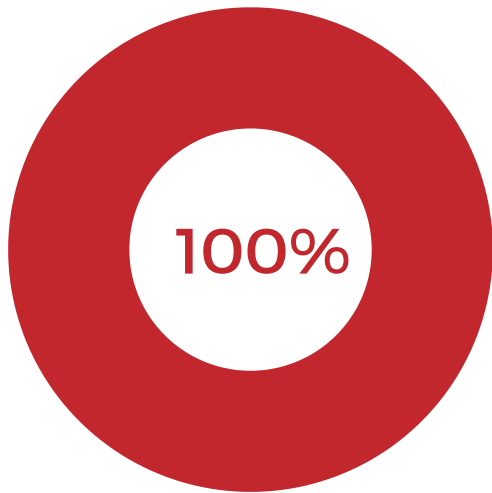
Top Action for 2023: Publicize survey findings and identify new partnerships.

Program Summary

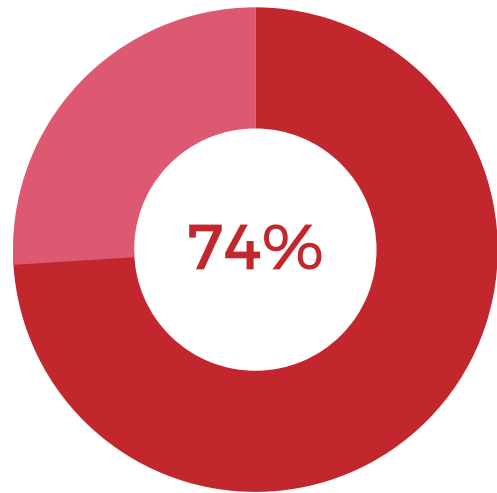
GIRL EMPOWER

The Girl emPower Summit and pop-up events empower and equip young women in Loudoun County with the skills, strategies, and resources needed to become strong and resilient women in tomorrow's world.

100%
Registrants lived across Loudoun County, representing zip codes in every election district.



For the third year in a row, 100% of attendees surveyed stated that after attending the Girl emPower Summit, they feel more confident about their future goals.



Percent of attendees surveyed who expressed interest in workshops throughout the year

The Girl emPower Summit is a signature LCWAG leadership development event, hosted by girls for girls. The third annual event was held in September 2022 at the Northern Virginia Community College Loudoun Campus, featuring the theme "Breaking Boundaries and Embracing Change."

The summit is designed for young women ages 12 to 18 years old, and most registrants in 2022 were between ages 12 and 15 years old. Thanks to the generosity of Amazon Web Services and other local philanthropists and businesses, the event is free to attend.

Program feedback inspired expansion into pop-up events that support young women's wellbeing throughout the year. The significance of these spaces is reinforced by recent data from the CDC, as reported by The Washington Post: "Nearly 1 in 3 high school girls said they had considered suicide, a 60 percent rise in the past decade. Nearly 15 percent had been forced to have sex. About 6 in 10 girls were so persistently sad or hopeless they stopped regular activities."

Top Action for 2023: Focus on mental health programs and partnering with LCPS educators to empower girls.

Program Summary

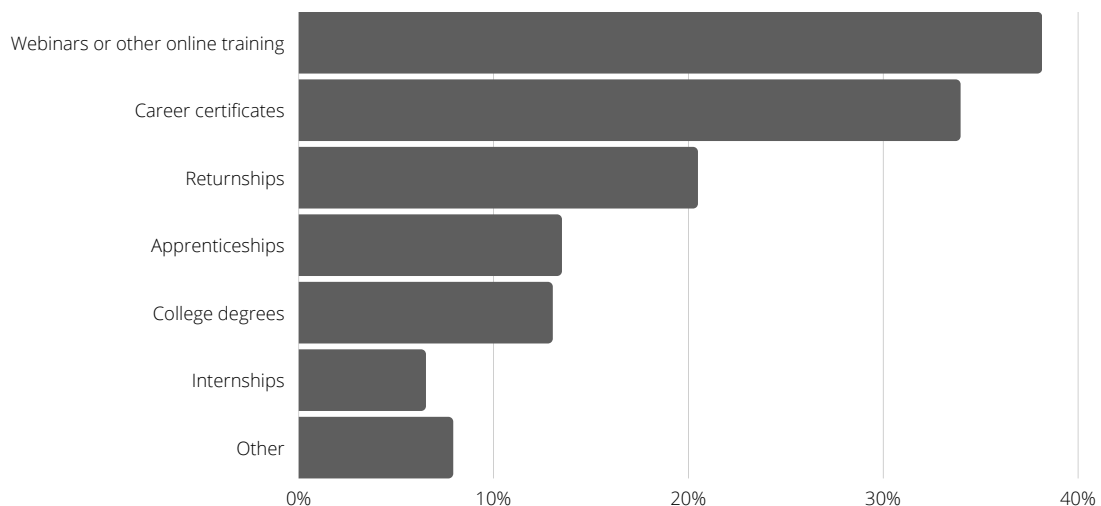
EMPLOYMENT & ENTREPRENEURSHIP

LCWAG provides skills training, strategies, and resources to support women in strengthening economic stability for themselves and their families through career opportunities and entrepreneurship.

60%

Nearly 60% of survey respondents in winter 2022 expressed interest in professional development programs.

Professional development opportunities that Loudoun women expressed interested for in winter 2022:



One in six Loudoun women surveyed in winter 2022 reported needing connections to employment or other workforce support. This demand has grown from spring 2021, when one in ten Loudoun women surveyed reported this need.

"Women and girls are being burdened with work expectations and picking up the family needs more since COVID," stated one respondent. Indeed, 44% of all Loudoun women surveyed in winter 2022 reported that since the pandemic began, their careers have been impacted by struggling to balance work, increased family responsibilities, reduced hours, and/or job resignation.

Loudoun women expressed the highest amount of interest in professional development opportunities that offer flexibility, such as webinars and other online training, career certificates (short-term, specialized credential programs), and returnships (professional learning experiences for adults returning to work after a period of caregiving or other time outside of the workforce). More traditional options, including college degrees and internships, were less popular.

Top Action for 2023: Host Loudoun's Entrepreneurial Women's Business Seminar on May 5 at Ida Lee Park and Recreation Center. [Registration is free.](#)

Program Summary

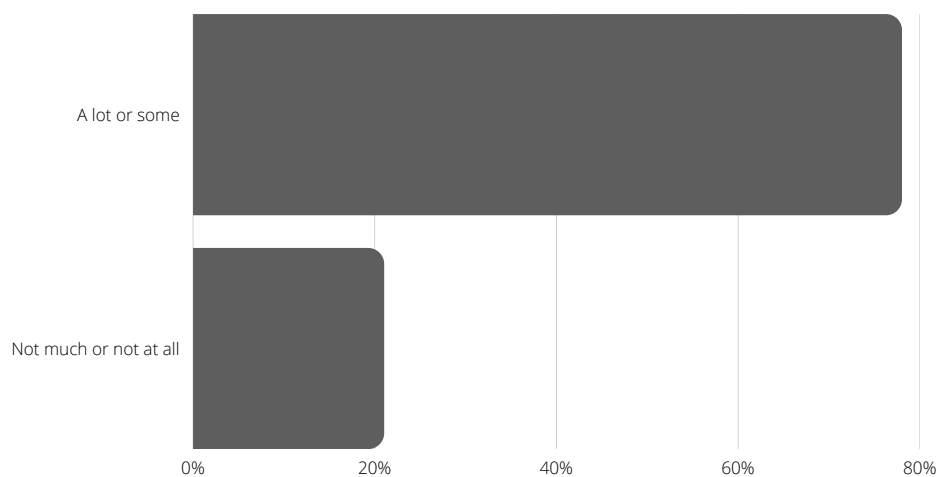
WOMEN'S HALL OF FAME

Preserving and amplifying the legacy of Loudoun's most extraordinary women and inspiring future generations of women and girls to greater achievement.

+10 pp

When women hold at least one-fifth of executive roles, their companies score 10 percentage points higher in fair pay and employee retention measures.

A majority of U.S. women say that having more women in leadership positions would improve the quality of life for all women:



National research demonstrates the significance of elevating women professionally. According to the Harvard Business Review, women "win fewer prestigious prizes and less money than men, despite comparable quality of work."

Qualitative data from the most recent Voices of Loudoun Women survey indicates that many women experience the effects of the glass ceiling and want equal pay in the workforce.

The Loudoun County Women's Hall of Fame was launched to share the stories of the women who shaped our county's history with courage, leadership, intelligence, compassion, and creativity in Arts, Community Service, Education, Leadership, Health, Science, Social Justice, and Business.

Top Action for 2023: Host the first-ever Loudoun County Women's Hall of Fame Inductee & Award Luncheon on May 18 at Lightfoot Restaurant in Leesburg.

LCWAG is dedicated to promoting leadership development and fostering an inclusive community for Loudoun's women and girls through education, collaboration, and empowerment.

Leadership

Ferri Riar, Chair, Report Co-Author

Amber Styles, Vice Chair, Report Co-Author

Angela Mitchell, Immediate Past Chair

Lorna Campbell Clarke, Secretary

Carol Barbe, Treasurer

Mahsa Riar, Board Member

Melanie Scoggins, Board Member

