



THE WELL WORK

THE WELL WORK
IMPACT REPORT
2022





ABOUT THE WELL WORK

**THE WELL WORK IS A COMMUNITY-ROOTED ORGANIZATION
COMMITTED TO ADVANCING BLACK WOMEN FOUNDERS
THROUGH ACCESS TO FUNDING, EDUCATION, AND
RESOURCES.**

**WE ARE ON A MISSION TO TEACH AND FUND ONE MILLION
BLACK WOMEN.**

JOIN US.



THROUGH OUR WORK, WE'VE

- LAUNCHED OUR **IN-HOUSE GRANT PROGRAM, UNDERFUNDED**
- **CONSULTED AND COACHED** FOUNDERS THROUGH MULTIPLE FUNDRAISING ROUND PITCHES THROUGH **BUILD WELLTH FOUNDER ACADEMY**
- LAUNCHED OUR **COMMUNITY MEMBERSHIP THE FOUNDER CIRCLE**
- **DESIGNED CURRICULUM AND RESOURCE MATERIALS** FOR LEADING FOR-PROFIT AND NON-PROFIT CORPORATIONS
- HOSTED WORKSHOPS, PANELS AND MASTERCLASSES **AT NATIONAL CONFERENCES**
- PLACED **HUNDREDS OF BLACK PROFESSIONALS** IN A VARIETY OF CONTRACT AND FULL-TIME POSITIONS
- **IMPROVED WORK ENVIRONMENTS** FOR MARGINALIZED FOLKS THROUGH OUR DEI EFFORTS

ONE YEAR OF IMPACT

UNDERFUNDED GRANT FOR BLACK WOMEN

2000+ GRANT
APPLICANTS

5000% INCREASE
IN COMMUNITY
GROWTH

2 CORPORATE
GRANT PARTNERS

\$10K IN GRANT
DEPLOYMENT IN
YEAR ONE

100,000+
SOCIAL REACH

15 NOTABLE
BRAND
PARTNERSHIPS

200+ BLACK
FOUNDERS COACHED

AT THIS CRITICAL MOMENT IN HISTORY, WE ARE HONORED TO AWARD OUR SECOND BIENNIAL \$5,000 GRANT TO NECOLE KANE OF MY HAPPY FLO.

MY HAPPY FLO PROVIDES ALL NATURAL VITAMINS FOR HAPPIER, HEALTHIER PERIODS AS WELL AS ADVOCATES FOR AND PROVIDES ACCESS TO CORRECTIVE EDUCATION ON MENSTRUAL & REPRODUCTIVE WELLNESS.

NECOLE JOINS **ASATA EVANS, FOUNDER OF ORGANIC BEAUTY PRODUCT COMPANY, AXV BEAUTY**, AS THE WELL WORK'S UNDERFUNDED GRANT RECIPIENT ALUMNI.



**NECOLE KANE, FOUNDER, MY HAPPY FLO
SPRING 2022 UNDERFUNDED GRANT RECIPIENT**