



**Empowering Youth and Families
to Succeed Since 2002**



EMPOWERING YOUTH AND FAMILIES TO SUCCEED

Founded in 2002, Empowerment Resources, Inc. (ERI) is a 501(c)(3) non-profit organization primarily focusing on the most economically disadvantaged areas of Jacksonville and at-risk youth and families to provide programs and services that positively impact the whole family.

“I FOUND THE JOURNEY INTO WOMANHOOD PROGRAM TO BE A SOURCE OF SUPPORT FOR STUDENTS AND THEIR FAMILIES. AS A RESULT OF THE MENTORING AND GUIDANCE RECEIVED, I WATCHED MY DAUGHTER DEVELOP INTO A CONFIDENT, POISED AND SOCIALLY AWARE YOUNG LADY WHO ASPIRES TO PURSUE A CAREER IN SERVING OTHERS.”

— CARLA FLOWERS, JIW PARENT AND
DCPS SCHOOL SOCIAL WORKER



OUR MISSION is to make children and families stronger and empower them to be successful leaders in the community today, for a better tomorrow.

OUR VISION is to create wholesome and self-sufficient families that are equipped with the knowledge and skills to lead quality and productive lives.

OUR VALUES

- **Interdependence** ERI seeks to build mutually rewarding relationships with organizations and individuals with aligned principles
- **Information Sharing** ERI exposes participants to resources and expertise to improve their self-efficacy
- **Independence** ERI promotes self-sufficiency by providing the knowledge and tools that lead to greater self-confidence and resourcefulness
- **Individuals First** ERI values the quality of interpersonal relationships rather than the quantity of persons served

Empowerment Resources, Inc. provides training, workshops and seminars for children and their parents that build personal resiliency through education, awareness and hands-on discovery.

FROM OUR FOUNDER

Dear friends,

The concept of Empowerment Resources, Inc. was born when I saw the need for gender-relevant programming for at-risk girls in the Jacksonville community. A pilot “rites of passage” program for girls began in 2003, which eventually became our flagship program, Journey Into Womanhood (JIW).



It was soon clear, from the feedback and requests from families and other voices in our community, that family members of our JIW girls could also benefit from social and emotional support. We recognized the need to make additional investments to assist all youth and families with their empowerment.

Our response was to offer boys (as well as girls not able to participate in JIW) life skills workshops that were co-educational or gender specific. We also began offering parents and caregivers an opportunity to improve their parenting skills through evidence-based parenting seminars.

Along the way, we developed attributes that together are unique to our organization:

- One of the region’s few gender-based rites of passage programs
- Programs that address the needs of the whole child – social, emotional, physical, intellectual and spiritual
- A leadership development approach to positive change
- A focus on building core life skills that lead to self-sufficiency and self-empowerment
- Workshops and seminars offered where community members already congregate

We know we are on the right path – the demand for our programs and services outpaces our ability to meet it. There is a waiting list for JIW, and local schools, churches and community groups consistently inquire about our parenting education seminars and life skills workshops.

Our ultimate goal is to become a whole-family system that supports the achievement of children and their parents and caregivers. When the community’s people reach their highest and best potential, the result is stronger neighborhoods and cities.

Sincerely,

A handwritten signature in black ink that reads "Elexia Coleman-Moss". The signature is written in a cursive, flowing style.

Elexia Coleman-Moss
Executive Director and Founder

PROGRAMS AND SERVICES MAKING AN IMPACT

ALL EMPOWERMENT RESOURCES, INC. PROGRAMS AND SERVICES HAVE AT THEIR CORE THE GOALS OF INTRODUCING POSITIVE ACTIVITIES AND EXAMPLES, INCREASING SELF-SUFFICIENCY AND SELF-ESTEEM, ELIMINATING DESTRUCTIVE BEHAVIORS AND UNHEALTHY HABITS, DEVELOPING LEADERSHIP SKILLS AND OFFERING RESOURCES FOR MENTAL, PHYSICAL, AND SPIRITUAL ENRICHMENT.



JOURNEY INTO WOMANHOOD

JIW is a 25-week rites of passage program for socially and economically vulnerable girls ages 9-17. Volunteer leaders help participants cultivate self-awareness, develop leadership skills, and build skills that positively impact their communities. The girls engage in journal writing, community service projects, enrichment trips and are assigned a female mentor.

LIFE SKILLS WORKSHOPS

These programs empower male and female students (grades 3rd through 12th) to engage in positive behaviors that nurture their well-being while equipping them with tools to make positive life decisions. Workshops can include self-esteem, leadership, conflict resolution, goal setting, and career development.

Interactive workshops range from 30 minutes to a half day and can be customized for a wide range of settings including after-school or summer programs in schools and churches.

PARENTING EDUCATION SEMINARS

Evidence-based, family-centered seminars are designed to cultivate parenting beliefs and practices through empathy, self-worth, self-awareness, non-violence and discipline with

dignity. Our Executive Director, Elexia Coleman-Moss, is certified to facilitate the Nurturing Parenting Programs®, as well as train other professionals to implement the curriculum.

Seminars use proven approaches from Nurturing Parenting Programs®, included in SAMHSA's National Registry of Evidence-Based Programs and Practices, while the curriculum can be modified to address the needs of various groups.

A CLOSER LOOK: JOURNEY INTO WOMANHOOD™

Journey Into Womanhood™ is a 25-week rites of passage program for girls ages 9-17 that focuses on their healthy transition from girls to young women by cultivating self-awareness, developing leadership skills and nurturing talents that positively impact their communities.



photo courtesy of: Healthy Jacksonville Childhood Obesity Prevention Coalition

The JIW Curriculum focuses on 12 vital aspects of life through participation in journal writing, community service projects, and enrichment trips to help them better understand themselves and others. Students are also assigned mentors – accomplished women leaders – who provide social, emotional, and academic support.

JIW runs from August to June, matching the school calendar to support academic success, with students meeting at least two Saturdays each month. At the end of the school year, students celebrate their success at the Journey Into Womanhood Banquet, which honors their academic achievements and celebrates their power as young women. Graduating seniors are provided scholarships to assist with their college expenses.

“JIW HELPED ME DISCOVER MY CONFIDENCE AND INNER STRENGTH. BEFORE JOINING THE PROGRAM, I HAD THE DESIRE TO DO MANY THINGS, BUT LACKED THE COURAGE TO GO AFTER THEM. MOST IMPORTANTLY, JIW PROVIDED AN AVENUE FOR ME TO DISCOVER MY PASSIONS AND TALENTS AND HOW TO USE THOSE STRENGTHS IN A POSITIVE WAY THAT CAN AFFECT OTHERS. I AM ETERNALLY GRATEFUL FOR THE EXPERIENCES AND OPPORTUNITIES THIS PROGRAM PROVIDED AND HOPE THEY CONTINUE TO IMPACT THE LIVES OF YOUTH IN OUR COMMUNITY.”

– JASMINE HARRIS, GRADUATE OF JIW

TWELVE VITAL ASPECTS OF JIW

- | | | | |
|-----------------------------|--|--|--|
| 1 The Value of SELF | 4 A is for Academics | 7 Our Society & Social Constructs | 10 Community Building |
| 2 Drugs and Alcohol | 5 Health & Fitness | 8 Food & Nutrition | 11 Abstinence Plus & STD Prevention |
| 3 Concepts of Beauty | 6 Relationships & Social Skills | 9 Employment and Career Skills | 12 Investments & Savings |

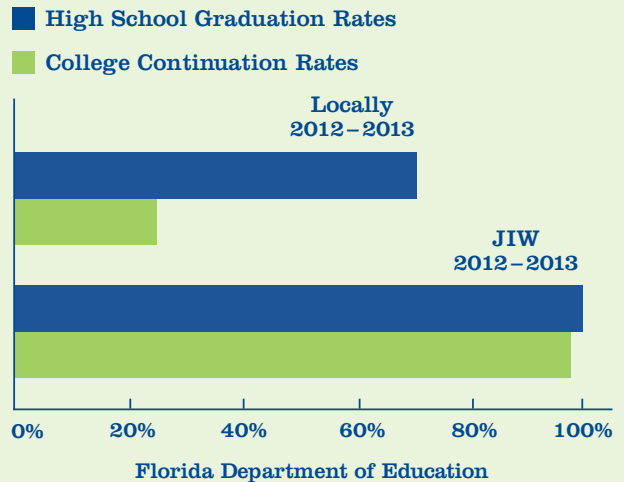
THE WORK OF EMPOWERMENT RESOURCES, INC. IS A VITAL COMMUNITY NEED



“I HAVE SEEN FIRST-HAND HOW STUDENTS WHO HAVE EXPERIENCED THE EMPOWERMENT RESOURCES WORKSHOPS HAVE EXCELLED IN AREAS OF PERSONAL GROWTH SUCH AS CONFLICT RESOLUTION AND GOAL SETTING. MANY OF THE STUDENTS ARE NOT ONLY ABLE TO VERBALIZE EFFECTIVE STRATEGIES, BUT THEY ARE ABLE TO MODEL THEM. MANY OF THE STUDENTS WHO WERE NOT READY TO BE A PART OF THE TEEN COURT GROUP ENVIRONMENT HAVE COME BACK FROM ERI’S WORKSHOPS ABLE TO CO-EXIST WITHIN A GROUP ENVIRONMENT AND ABLE TO BE A PART OF A TEEN JURY POOL.”

– LAWRENCE HILLS, DUVAL COUNTY TEEN COURT

Without positive intercession, children and teens living with poverty, crime-filled neighborhoods, low-performing schools or dysfunctional families often make poor decisions that can lead to school failure, early pregnancy, addiction, violence, incarceration and even death.



Empowerment Resources, Inc. has a proven youth leadership development model that focuses on citizenship, community service and personal growth, providing young people with the tools necessary for healthy development into adulthood and preparing them to meet life’s challenges without compromise.

100+

JIW students attended the Spring Break College Tour to Universities in Florida & Georgia

100+

ERI participants were exposed to STEM fields (Science, Technology, Engineering & Math)

Located three miles outside of downtown in Jacksonville’s Health Zone 1, the target population for our programs and services are youths and families with limited financial resources living in economically depressed communities.

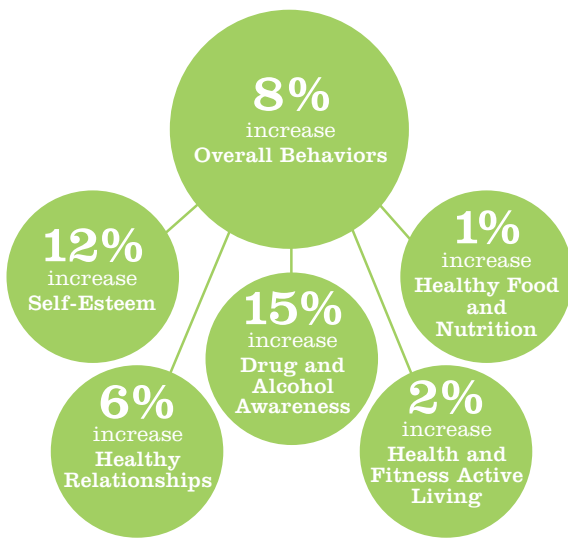
SUCCESS THAT IS EVIDENCE-BASED, CONTINUOUSLY EVALUATED AND RESPONSIVE TO NEEDS

At Empowerment Resources, our success and accomplishments are due in large part to the fact that we consistently assess our programs and services to ensure we are fulfilling our mission, vision and values.

Our current evaluation tools include:

- Pre- and post-assessments to measure change
- Surveys to measure program satisfaction and relevance
- Census counts to confirm the number of participants served
- Interviews and focus groups to identify service gaps
- Report card reviews to validate grade improvements
- Parent satisfaction surveys

JIW PROGRAM BEHAVIOR CHANGE



Assessment scores range from 0 to 100. Success is measured between the average pre- and post-behavior scores.

Some of the things we learned and changed in response to evaluations:

- Journey Into Womanhood (JIW) changed its focus from girls ages 12 to 21, to focus on slightly younger girls (9-17) who can grow with the program. There were also an overwhelming number of requests from parents to serve younger girls, typically the sisters of older JIW students.
- We now charge an income-based fee to participate in Journey Into Womanhood (JIW), as students and parents place greater value on the program when they invest their dollars.
- We made a strategic decision to create the Life Skills Workshops using a contract model to satisfy an unmet community need for customized gender-neutral after-school or summer programs. With a reputation for offering low cost, high value, quality programs, we must ensure additional programming remains self-sustaining.



COMMUNITY INVOLVEMENT DRIVES EMPOWERMENT

Empowerment Resources, Inc. is a 501(c)(3) proudly serving Jacksonville for more than 10 years with a proven record of organizational stability and positive behavioral change for youth and families.

As a volunteer-driven organization, the work that happens year after year is possible only because a diverse group of dedicated members and partners continue to deliver their time, talent and treasure to sustain these community efforts for the whole family.

We actively seek and encourage participation in a wide range of capacities:

Leadership: Our Board of Directors is responsible for ensuring our financial health and provides strategic guidance, while the Advisory Council assists with ensuring the organization's overall performance.

Mentoring: Accomplished women throughout Northeast Florida serve as mentors for the students participating in the Journey Into Womanhood program.

Program Support: Community members serve as guest speakers, sharing their stories of personal and professional success to inspire our youth. Volunteers are also tapped to facilitate JIW programs and Life Skills Workshops.

Operations: Much of our external communications are managed by volunteers, as well as volunteers who plan and execute the Journey Into Womanhood program.

Administration: Volunteers collect data, update participant files, support special events and communicate with parents, presenters and partners.

To learn more on how you can help, visit www.empowermentresourcesinc.org/volunteer.asp

EMPOWERMENT RESOURCES, INC. – A TIMELINE OF GROWTH

2001

A need for gender-relevant programming for at-risk girls.

2002

Empowerment Resources is founded.



2003



ERI starts a "rites of passage" class for girls.

EXPANDING OUR REACH TO THE WHOLE FAMILY

Goals for the next five years:

Expand the reach of the Journey Into Womanhood (JIW) program as well as the Life Skills Workshops and Parenting Education Seminars.

Implement the Journey Into Womanhood Club, an after-school program similar to the JIW program.

Develop a young male rites of passage program for males ages 9 to 17 addressing issues faced by local boys and young men.

Create Parent Advocacy Workshops to train parents to support their children at school and in the community.

Establish the Adolescent and Parent/Caregiver Summit, a one-day event focusing on parenting skills.

Replicate the JIW curriculum for distribution across the United States.

Increase revenue for organizational improvements, marketing and public awareness efforts, and new staff and/or contract employees.

Ways you can help us empower youth and families:

- Community Involvement Volunteer
- Major Financial Contribution
- Donate Time
- Match Gifts
- Financial Donation
- Planned Giving: bequests, charitable gift annuity, etc.
- In-Kind Service Support

Help us reach our potential by contacting us at info@empowermentresourcesinc.org or **904.268.8287**.

Make a financial donation online at www.empowermentresourcesinc.org or by mail.

2007



ERI expands with Life Skills Workshops and Parenting Education Seminars.



2009

Strategic planning with ERI and community stakeholders.



2012

ERI is invited to participate in First Lady Michelle Obama's *Let's Move!* 2nd Anniversary Celebration.



2013

ERI is recognized for health initiatives by the Florida Department of Health in Duval County.



OUR TEAM

ELEXIA COLEMAN-MOSS, EXECUTIVE DIRECTOR AND FOUNDER

Elexia Coleman-Moss has worked throughout her career supporting children, adolescents and families facing social and economic problems. She has first-hand experience in our neighborhoods as a teacher, after-school tutor, caseworker, behavior specialist and counselor.

A tireless advocate for children, Elexia was recently selected by the Mayor's Commission on the Status of Women for recognition as one of 10 local women who have made outstanding contributions to the Jacksonville community. She currently serves or has served as a dedicated volunteer leader for the Florida Department of Health in Duval County, Healthy Kids, Healthy Communities, the YMCA, Jacksonville Community Council Inc. (JCCI), the First Coast Girls Initiative, the Healthy Jacksonville Coalition and Chair of JCCI Forward for 2010-2011. Elexia earned her master's degree in Public Administration from the University of Phoenix and a Bachelor of Science in Psychology with a minor in Criminal Justice from Florida A&M University.

BOARD OF DIRECTORS

Daphne Colbert currently works in government in Jacksonville, Florida. Daphne is experienced in project management, strategic planning, public policy and fundraising.

Dr. Oare' Dozier-Henry is a tenured professor in the Department of Educational Leadership & Human Services at Florida A&M University, where her area of research is the politics of critical pedagogy.

Maurice Martinez currently serves as Assistant Ombudsman in government in Jacksonville, Florida, and works closely with city agencies concerning contract compliance and conflict resolution.

Samanthia Paris is a Licensed Clinical Social Worker and has spent the majority of her professional career working as a counselor with various agencies, particularly with children and families.

ADVISORY COUNCIL

Stephanie Allen, Northwest Regional Marketing Supervisor for McDonald's

Carla Flowers, school social worker with Duval County Public Schools

The Honorable Audrey Gibson, Florida State Senator for District 9

Patricia Hannan, former Executive Director and CEO of Community Connections of Jacksonville

Sanitra Livingston, JIW alumna and graduate student at Florida State University, Masters in Social Work

Kimberly J. Miller, Deputy Legislative Director of the Communications Workers of America (CWA)

Cherrise Wilks, administrator in state and local governments, and nonprofits

OUR PARTNERS

FUNDERS AND IN-KIND SUPPORTERS

AaSys Group Inc.
Comcast Foundation
D. Mor, Inc. dba McDonald's
Fidelity Investments
First Coast Girls Initiative
Florida Blue Foundation
Holland & Knight Charitable Foundation
Jaguars Foundation
JCCI
Clinton Paris, P.A.
Remmer Family Foundation
Publix Super Markets
United Way of Northeast Florida
William Stark Jones Family Foundation

COMMUNITY PARTNERS

4-H Youth Development
Community Connections of Jacksonville
First Coast YMCA
Florida Department of Health in Duval County
Girls Inc.
Healthy Jacksonville Childhood Obesity Prevention Coalition
Jacksonville Children's Commission
Junior Achievement
Northeast Florida Community Action Agency, Inc.
University of Florida Duval County Extension Office

“ALIGNING OUR PROGRAMS WITH TOOLS AND SKILLS FROM ERI HAS PROVIDED US AN ARRAY OF ACTIVITIES, RESOURCES AND COMMUNITY ALLIANCES TO ASSIST IN OUR EFFORTS TO ADVOCATE FOR YOUNG PEOPLE SUFFERING THROUGH THE MANY FACES OF POVERTY.”

**– CARLA MCINTOSH, AREA DIRECTOR, YOUTH SERVICES PROGRAMS,
COMMUNITY CONNECTIONS OF JACKSONVILLE**





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