

EMPOWERMENT RESOURCES INC.



*Empowering youth and families
to succeed since 2003*

2020 Annual Report

Message from the Executive Director



This year has definitely required Empowerment Resources Inc. (ERI) to become more innovative and adaptive. Our core programs, *Journey Into Womanhood*, *Parenting Education*, and *Life Skills*, typically involve one-on-one and small group mentoring and advocacy. Not being able to meet face-to-face due to the pandemic meant we had to pivot. The leadership team had multiple planning meetings to learn best practices to ensure we could safely continue providing services to the youth and families we support. Within a few weeks, we moved our programming to online platforms.

While we thought it was not ideal at the time, we found that this method had its advantages for many of the participants. For instance, parents became more involved through the process since they could “attend” the classes right along with their children. And some, both youth and parents, who may have been uncomfortable speaking up in groups found it easier to engage via the computer screen.

This year our *Journey Into Womanhood celebration*, typically a huge gala to honor the young women in the program for their participation and achievements, took place as an online virtual celebration. Those honored included our four graduating high school seniors, two of whom had received multiple university acceptance offers. While not quite the gala we all enjoy, this year’s event was full of fun, well-deserved recognition, and insight for all involved. Because the *Journey Into Womanhood celebration* is our largest fundraiser, this year’s event fell well short of our financial goals. Overall donations to ERI were also down, another aspect of the pandemic that hit most nonprofit organization hard. Despite the reduction in donations, through hard work and cooperation, we were able to continue our programs and serve local families and youth.

In addition to our regular programs and activities, we recognized the impact the Black Lives Matter movement had on the families we serve. We addressed the issue in a series of blog posts dedicated to education and empowerment, which included parenting tips for discussing racial injustice with children. Those posts are on our website.

With a new blueprint in hand for the coming years, ERI plans to engage in a hybrid model of programming, taking the best parts of in-person and virtual learning to improve the quality and reach of our programs. Although this year has looked a lot different than normal, there is still so much we are thankful for this year.

Stay Empowered

A handwritten signature in black ink that reads "Elexia Coleman-Moss". The signature is fluid and cursive.

Elexia Coleman-Moss
Founder and Executive Director

WHO WE ARE

Since 2002, **Empowerment Resources, Inc. (ERI)**, a private 501 (c)(3) nonprofit organization, has empowered thousands of youth and adults in Duval and surrounding counties through our signature programs. ERI's programs help us meet the needs of the community by exposing families to valuable community resources.

Through our work we empower neighborhoods with community building to effect change.

We seek to create self-sufficient families by equipping them with knowledge and skills to lead quality and productive lives. The target populations for our programs and services are youth and families with limited financial resources living in economically depressed communities.

Our Mission

is to make children and families stronger by empowering them to be successful leaders in the community.

Our Goals

are to promote leadership development; increase self-esteem; deter crime and violent behavior; encourage academic excellence; and increase communication skills with families.

OUR PARTNERS AND VOLUNTEERS

Key partner organizations include the US State Attorney's Office (Fourth Judicial Circuit), Duval County Public Schools, the Police Athletic League, the Duval County Court System, and Team-Up afterschool programs. This year, more than 30 community partner agencies provided their assistance with family resources.

As a volunteer-driven organization, the work that happens year after year is possible only because our diverse group of dedicated members and partners continues to deliver their time, talent, and treasure to sustain these community efforts for the whole family. Our dedicated volunteers donate more than 900 hours of their time annually to empower children and families, including the volunteers serving on our Board of Directors and the Advisory Council. Their time equates to approximately \$25,000 in value to the organization.

BOARD OF DIRECTORS

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OUR PROGRAMS

Journey Into WomanhoodSM

Our flagship program, Journey Into WomanhoodSM (*JIW*), celebrated its 16th year in 2020. A unique and inspiring program, this 25-week “rites- of-passage” initiative for girls ages 9 to 17 focuses on their healthy transition from girl to young woman. It addresses the real issues facing today’s youth.

JIW is facilitated by experienced leaders and volunteers who help participants cultivate their self-awareness, develop leadership skills, and put them on the path to positively impact the communities in which they live. Topics focus on the 12 vital aspects of life, including value of SELF; avoiding at-risk behaviors with drugs and alcohol; academic achievement; health and nutrition; relationships and social skills; understanding racism and prejudice; career skills; community building; and financial well-being.

We made the best of virtual programming this year, which actually expanded the *JIW* program to reach even more young women. A hybrid model was developed that includes virtual meetings and optional bi-monthly mentor outings that adhere to COVID-19 guidelines to ensure the safety of everyone.

JIW’s annual Awards Celebration, which honors all participants for their work and dedication to the program, was held virtually in 2020. The transition to hosting a virtual celebration was key to celebrating the seniors’ accomplishments and everyone’s commitment to the *JIW* program.

One of the highlights of the event is the award of college scholarships for graduating high school seniors.

This year’s scholarships were awarded to:

Tamia Foston - First Coast Christian School

Jonai Sanders - William M. Raines High School

Simone Stephens - Darnell-Cookman School of the Medical Arts

Celena Walker - Darnell Cookman School of the Medical Arts



2020 Seniors Celena Walker, Simone Stephens, Jonai Sanders and Tamia Foston

“During the pandemic, JIW never missed a beat. The program ran virtually, which allowed the girls to meet with their mentors and other girls and keep the connection going. We even had the JIW celebration event virtually. Each household participated in the celebration to include dancing and honoring the four graduates. This was a great way to hooor the girls and keep up with the tradition.”

– Erica S., JIW mother

JIW by the numbers:

6

average number of years a girl participates in JIW

19

number of JIW graduates who have earned a bachelor's degree (to date)

75

percent of JIW alumnae who give back with their time or treasure

93

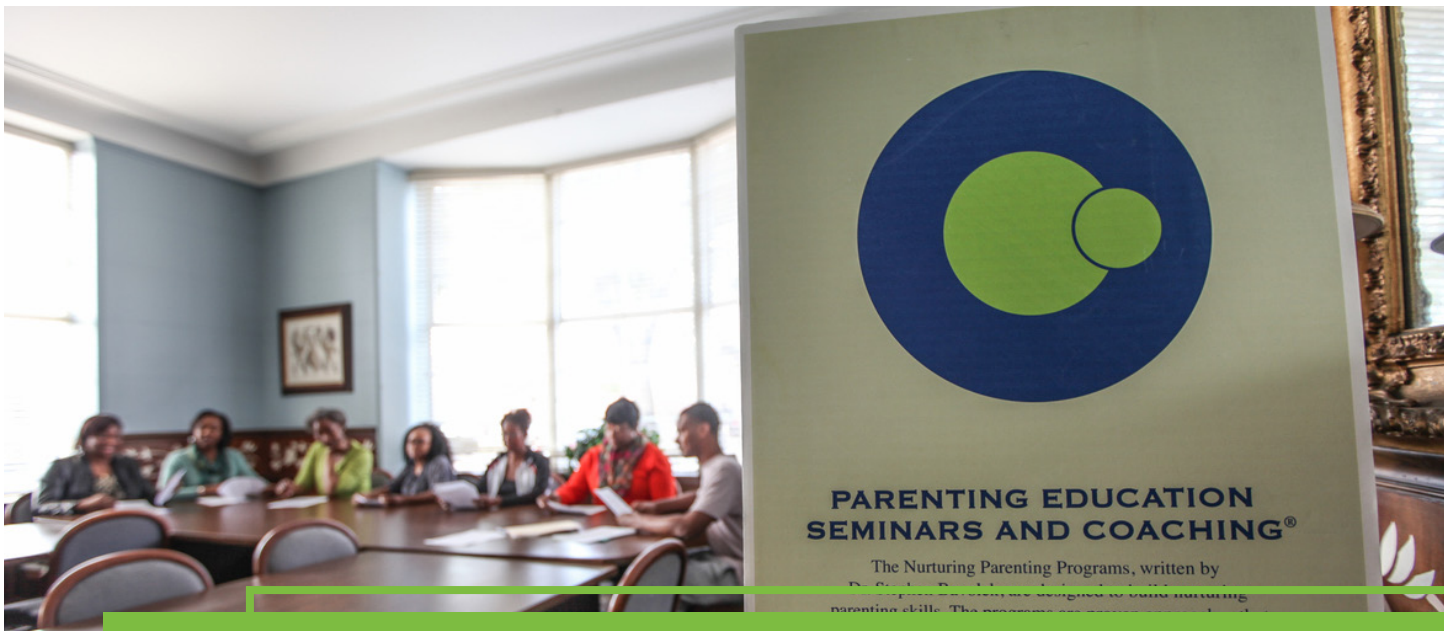
percent of JIW graduates who enroll in college

100

percent of JIW participants who graduate from high school

26,000

scholarship dollars awarded to JIW graduates (to date)



PARENTING EDUCATION SEMINARS

Our *Parenting Education Seminars* are designed to help parents and families develop non-violent parenting beliefs and practices through empathy, self-worth, empowerment, self-awareness, and discipline with dignity. The program uses evidence-based initiatives designed to build nurturing parenting skills.

The seminars were held virtually this year, with more than 50 parents/caregivers in attendance. We also added parenting tips via our social media outlets to reach the largest number possible.

ERI utilizes **The Nurturing Parenting Programs®**, a family-centered initiative developed by Dr. Stephen Bavolek that is designed to cultivate nurturing parenting skills. The program employs proven approaches that help develop non-violent parenting beliefs and practices through empathy, self-worth, empowerment, self-awareness, and discipline with dignity. *Nurturing Parenting Programs®* is included in Substance Abuse and Mental Health Services Administration's National Registry of Evidence-Based Programs and Practices.

Topics include:

- Understanding feelings
- Alternatives to spanking
- Communication with respect
- Building self-worth in children
- Praising children and their behaviors
- Ages and stages of growth development

Following their participation in the *Parenting Education Seminars*, the majority stated the information and resources provided by the classes would improve their current life and family situation.

"Since partnering with Empowerment Resources for the Parenting Education seminars we have been able to expand the reach with this virtual program. We were pleased to learn that 91% of program participants reported the program has assisted them with improving their parenting skills."
– Partnership for Child Health



LIFE SKILLS WORKSHOPS FOR YOUTH

Our Life Skills Workshops empower students in grades three through twelve to engage in positive behaviors that nurture their well-being and equip them with the tools necessary to make positive life decisions.

In 2020 more than 125 students took part in the workshops, which were held virtually, which includes core life skills such as decision making, self-esteem building, and effective communication.

Topics include:

- Building self-esteem and self-confidence
- Leadership 101
- Effective and healthy communication
- Conflict resolution
- Goal setting
- Career development
- Relationship and social skills

Following the program, the participants stated the impact the program had for them, including:

- An increase in their self esteem
- An increase in skillsets to use in their daily lives
- An increase in their knowledge on relationships
- An increase in their knowledge of career planning
- The majority said they would take the Life Skills program again

In light of the impact of the Black Lives Matter movement on the communities and families served by ERI, in the summer ERI held a virtual workshop on YouTube that explored understanding the difference between prejudice and racism and discussed injustice including how to have conversations with youth about social and racial injustice. This presentation was part of the “Life is a Journey” seminars.



DONORS/SUPPORTERS

Financial support helps us build organizational capacities and sustain and grow our programs. We especially thank the follo The financial report ERI received in 2021 helped to build our organizational capacities and continue to expand our programming.

Empowerment Resources Inc. would like to acknowledge and thank the following companies and people for their ongoing support. We are especially grateful to the following for their grant support:
wing for their continued support:

- The Rice Family Foundation
- The Remmer Family Foundation
- TIAA Bank
- Fidelity Investments
- The Main Street America Group
- Southern Black Girls and Women's Consortium
- United Way
- The City of Jacksonville/Kids Hope Alliance
- The Delores Barr Weaver Fund
- The Community Foundation of Northeast Florida



DONORS/SUPPORTERS

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 Ale'ta Turner
 Chad Smith
 Daphne Colbert
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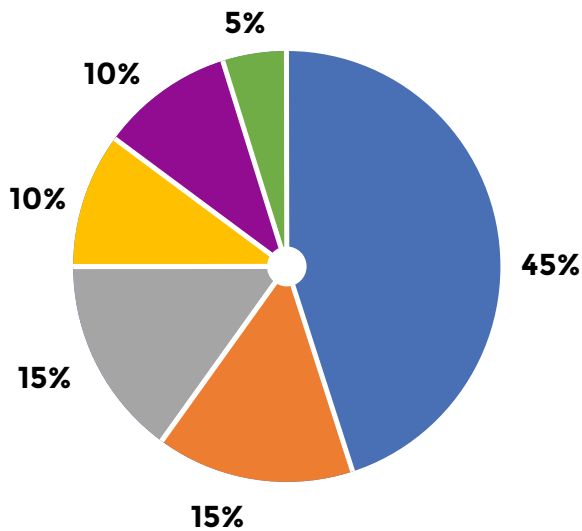
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 First United Methodist Church
 Fidelity Investments
 Pepsi

FINANCIAL

Revenue 2019

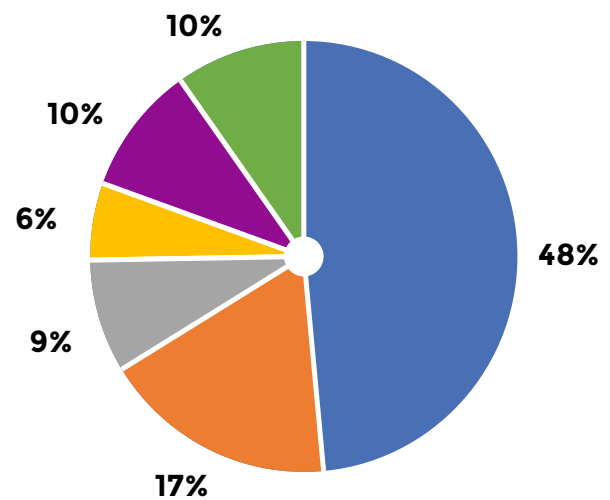
Total 2020 Revenue:
\$106,000



- Grants
- Corporate Giving
- In-kind Donations
- Progame Income
- Individual Donation
- Contracts

Revenue 2020

Total 2020 Revenue:
\$85,000



- Grants
- Corporate Giving
- In-kind Donations
- Progame Income
- Individual Donation
- Contracts

In 2020, our annual revenue was down due to the impact of COVID. Our main annual fundraiser, the *Journey Into Womanhood* celebration, was held virtually this year, which significantly reduced the typical event revenue we rely on. However, despite this we were still able to maintain the level and quality of programming for the community by switching to online classes and making other modifications.



Empowerment Resources Inc.

Empowering Youth and Families Since 2002



Ways you can help us empower youth and families:

- Become a Community Involvement Volunteer for any of our programs
- Donate your time and talent for our community events and fundraisers
- Make a financial donation or gift match
- Provide in-kind service support
- Include ERI in your Planned Giving: bequests, annuities, etc.

Contact us:

Help us reach our potential by calling us at **904.268.8287**. You may also contact us by email at **info@empowermentresourcesinc.org**

To learn about becoming a volunteer, visit **www.empowermentresourcesinc.org/volunteer.asp**

Make a financial donation online at **www.empowermentresourcesinc.org** or mail your donation to **Empowerment Resources Inc., 3832-010 Baymeadows Road #348, Jacksonville, FL 32217**