

EMPOWERMENT RESOURCES, INC.



*Empowering youth and families
to succeed since 2003*

2021 Annual Report

Message from the Executive Director



We all can agree a new kind of normal has emerged as we navigate through life during this pandemic. At Empowerment Resources, we continue to use creativity and innovation to serve our youth and families. Throughout 2021, with the dark cloud of the pandemic still with us, we were able to build on the changes we were forced to make in 2020 and actually grow our reach into the community. By seeing these adaptations as an opportunity and not a hinderance or threat, our programs grew exponentially during 2021.

The number of contracts for service increased from 5 in 2019 to 15 in 2021. We increased our “people power” with additional volunteers and experienced an unexpected increase in financial donations and partnership support, all of which helped increase our revenue by 35 percent over the previous year.

As we conclude our 19th year serving the community, the ultimate goal of ERI remains the same: to be a whole-family system that supports the achievement of children and their families. When the community’s people reach their highest and best potential, the result is stronger neighborhoods and cities.

Despite the ongoing issues associated with the pandemic, ERI has realized our own potential to be more adaptable as an organization to ensure we continue to serve the youth and families in the community with valuable programming and opportunities.

As always, we acknowledge and sincerely appreciate the support ERI continues to receive from the Jacksonville community.

Stay Empowered

A handwritten signature in black ink that reads "Elexia Coleman-Moss". The signature is fluid and cursive, with a long, sweeping underline.

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

Our dedicated volunteers donate more than 1,000 hours of service annually to empower children and families serving as mentors to

our youth, as program facilitators, and as members of the Board of Directors and Advisory Council.

2021-2022 BOARD OF DIRECTORS

Iana Benjamin
Penelope Knox
Maria Camila Montano
Ian Nyquist
Chad Smith

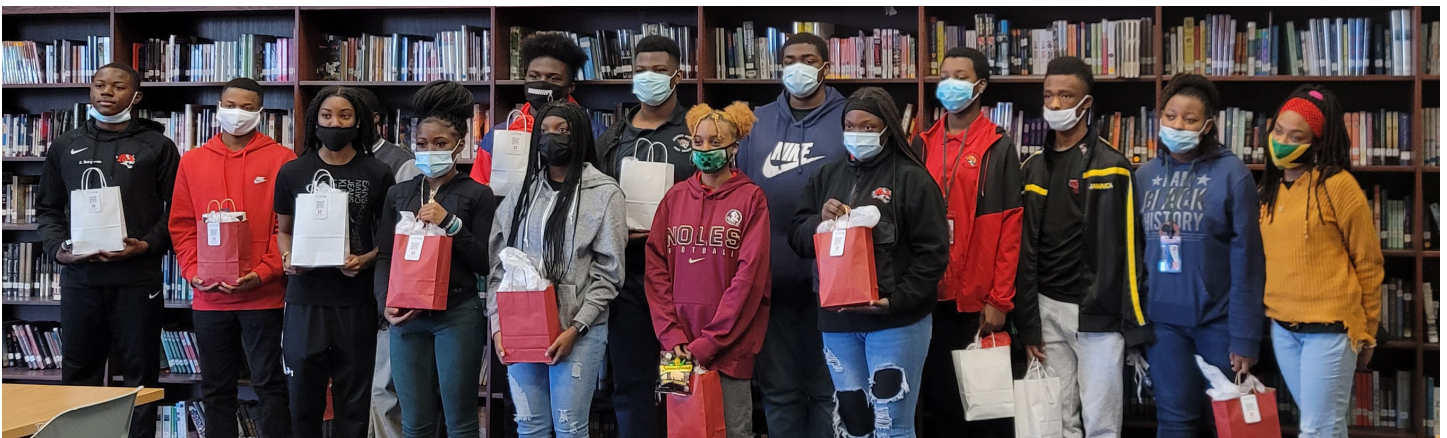
2021-2022 ADVISORY COUNCIL

Carla Flowers
La Tonya Lipscomb Smith
Veronica Ward
Kimmie Walker

Partnerships

Partnerships and collaborations with other local organizations are the cornerstone of the work we do in the community. Key partners include Duval County Public Schools, Duval County Teen Court Program, Junior Achievement, Family Promise, the Partnership for Child Protection, and Team-Up afterschool programs.

In 2021 we formed important new partnerships, including the *My Village Project*, which enabled us to award and celebrate students at Andrew Jackson High School for their attendance and academic achievement.



Students from the My Village Project



OUR PROGRAMS

Journey Into WomanhoodSM

In 2021, we celebrated 17 years of our flagship program, *Journey Into Womanhood (JIW)*.

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 vital aspects of life, including the 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.

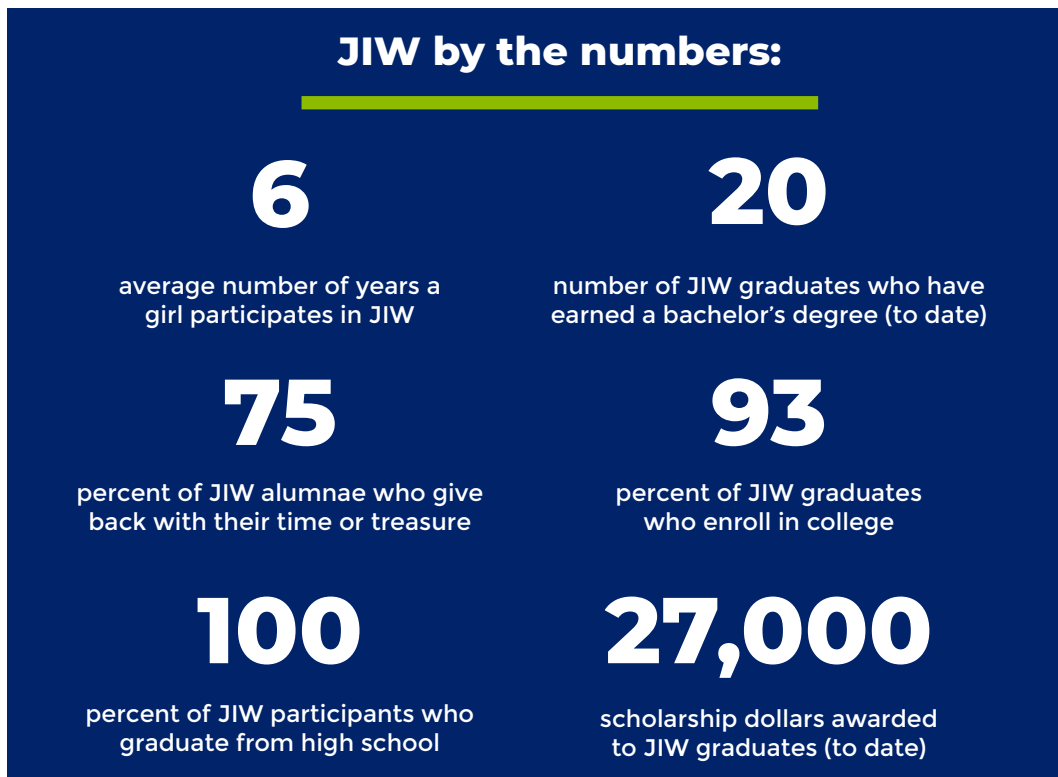
In September, *JIW* resumed in-person workshops and also continued the online mentoring that started last year to address the pandemic. This hybrid approach has allowed to reach even more young women with this valuable program.

The JIW program includes an annual gala event for the members that celebrate their achievements for the year. During our 17th annual JIW gala in 2021, we presented scholarships totaling more than \$2,500 to our five graduating seniors:

- Leila Adams - San Jose Preparatory School
- Dahjia Hudson - Mandarin High School
- Angel Solomon - Terry Parker High School
- Samya Paris - Strawberry Crest High School
- Micheala Evans - Robert E. Lee High School



Michaela Evans | Lelia Adams | Angel Solomon | Dahjia Hudson | Samya Paris (not pictured)



Charla volunteering with ED Elexia Coleman-Moss at JIW event

"To this day I use some of the JIW skills in everyday life. I am grateful for the JIW program and for being an original JIW participant. I have also enjoyed being able to return and give back to the program that invested in me."

– Charla H, JIW alumna, class of 2021 (BSN, RN)



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 to more effectively deal with the difficult teen years.

We continued our successful virtual Parenting Education Seminars in 2021 by serving more than 100 parents/caregivers, as well as sharing parenting tips via social media.

*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*:

- 94% said they would use the information and resources provided by the class to improve their current life and family situation
- 91% agreed the class helped them improve their parenting skills
- 94% said the instructors provided useful information and resources
- 85% gave the class 5 out of 5 stars for overall satisfaction

Parents' comments:

"I love this class! I only have one required class left but I plan on coming back. The parents and their feedback, as well as their shares, are also helpful."

"I feel every parent should take this class."



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 2019 more than 125 students took part in the workshops.

In 2021, Life Skills Workshops resumed in-person sessions to continue empowering male and female youth. We served 150 students with core life skills such as decision making, self-esteem building, and effective communication.

Workshops include an engaging variety of hands-on activities, role playing, age-appropriate group discussion, and more.

Topics include:

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

A survey of our Life Skill participants showed the impact the program has had for them:

- 87% reported an increase in skillsets to use in their daily lives
- 60% said they would take another Life Skills workshop
- 35% noted an increase in their knowledge on relationships
- 11% noted an increase in their knowledge of career planning
- 23% noted an increase in their self-esteem

“We enjoyed having ERI support our youth during our hybrid of in-person and virtual summer learning of 2021. They provided core life skills such as Stress Management and Mindfulness, No-sew Mask Making, and Self-Esteem Building. Our students loves their sessions.”
– YMCA Team Up Director



ASSESSING OUR IMPACT

At Empowerment Resources, we know our successes and accomplishments are due in large part to our continuous assessment of all our programs and services to ensure we are fulfilling our mission, vision, and values to meet the current needs of our clients.

Evaluation tools include:

- Pre- and post-assessments to measure change in knowledge and attitude
- Surveys to measure program satisfaction and relevance
- Census counts to confirm the number of participants served
- Interviewing individuals and utilizing focus groups to identify service gaps
- Parent satisfaction surveys



DONORS/SUPPORTERS

The financial support 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:

- The Rice Family Foundation
- The Remmer Family Foundation
- TIAA Bank
- Fidelity Investments
- The Main Street America Group
- The Women's Giving Alliance
- 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
- Cordell Law



DONORS/SUPPORTERS

Donors

4-H

Astronaut Starbright
Abdullah-Bolden Family
Alex Lowe
Alonza Anderson
Amber Harrell
Anderson Construction
Andrea Kemp
Angela C. Mack
Anthony and Oare' Henry
Annette Williams
Beth Mixson
Bettie Scott
Campaign act. Audrey Gibson
Carla Flowers
Chad and LaTonya Smith
Charles and Beverly Hamilton
Cherrise Wilks
Chiquita Powell
Christy Jackson
Daphne Colbert
Darien Reynolds
David and Paula Shigley
Debbie Moreland
Deirdre Conner
Diamond Lawson
Diane King
Donna Reine
Dorette Nysewander

Duval County Extension Office
Duval County Teen Court Program
Emanuel Washington
Erika Brown
First Coast Women's Collaborative
Geretha Terrell
Iana Benjamin
Jacki Singleton
Jacqueline Brown
Jake and Kathy Moss
Jakey G. Moss
James R. Coleman Sr.
James Coleman Jr.
Jason and Laquita Looney
Jennifer Chapman
Jewel Flornoy
Juanita Foreman
John Lowe and Family
John and Susan Ryzewic
Keith and Carol McGraph
Kristina Forbes
LailaBrandon.com
Lakeisha Wells-Palmer
Laverne Hamilton
Law Offices of Clinton Paris
Livingston Family
Luchette Mundy
Mattie Washington
Mari Ganues
Maurice and Myra Martinez
Michelle Kindy

Minnie Coleman
Molly Davidson
Mygani LLC
Natalie Mitchell
Natasha Clayton
Northrop Grumman
Pauline Rolle
Patricia Orange
Pavielle Bookman
Penelope Knox
Rhema Thompson
Rivera Promotions
Sarai Aldana
Siketha Bean
Tonisia Billuos
Tonya Smart
Tracy Alladice
Trenesa Danuser
V101.5 FM and 93.3 FM
Valerie Phillips and Family
Verona Mitchell
Veronica Ward
Willie Mae Sheffield

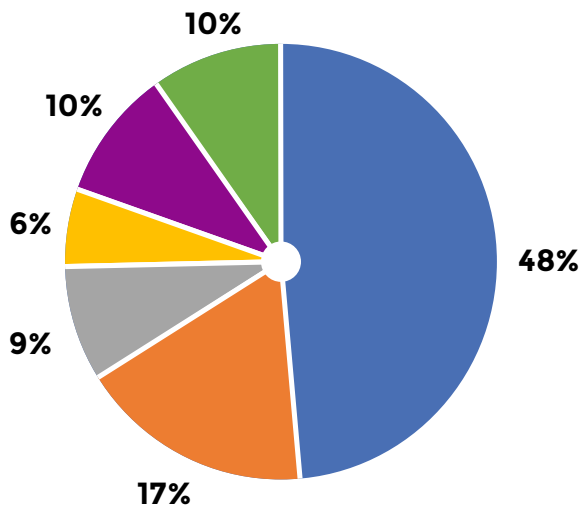
In-Kind Donations

- Affinity Consulting Group
- Built to Rock Events
- Clinton Paris
- Dr. Jevetta Stanford
- Family Promise

FINANCIAL

Revenue 2020

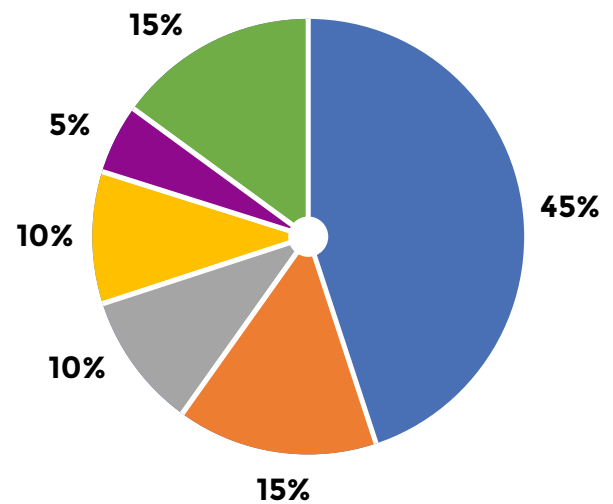
Total 2020 Revenue:
\$85,000



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

Revenue 2021

Total 2021 Revenue:
\$115,000



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

Despite the financial challenges we faced in 2020 due to the impact of the pandemic, in 2021 we rebounded thanks to the generosity of so many friends who continued to support our work. In addition to increasing our annual revenue by more than 50% over the previous year, in 2021 we also surpassed our total revenue from 2019.



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**