

Hot Springs

WOMEN'S
LEADERSHIP
ALLIANCE



Social Impact Report

August 2024

hswomenleaders.org

Introduction

Since its inception, the Hot Springs Women's Leadership Alliance has made tremendous strides in empowering women and fostering leadership development within our community. The enthusiastic response and active participation in our initiatives reflect a strong collective commitment to advancing women in leadership roles. We are deeply grateful for the continued support and look forward to building on this impactful work together.





Mission & Objectives

The Mission of the Hot Springs Women's Leadership Alliance is to bring together a diverse group of women leaders to collaborate and encourage each other through mentorship, education, and support.

Objectives:

- Build and foster a community of successful and influential women within our community.
- Encourage professional growth through leadership, education, and support.
- Build relationships and encourage mentorship from within the organization.
- Raise positive awareness about our members and their potential within our community.
- Recognize and nominate women leaders for awards and acknowledgements.
- Keep members top of mind for committees, advisory boards, and positions of influence.
- Provide information on resources to support women owned businesses.
- Community engagement and non-political advocacy for topics selected by the members.
- Identify and encourage young women of promise.
- Serve as role models within our community.

Key Milestones & Achievements

Established as a grassroots 501(c)3 non-profit organization, HSWLA has become a structured initiative dedicated to empowering women leaders in Hot Springs. Our growth from a small group of passionate individuals to a recognized and impactful organization is a testament to the dedication and commitment of our members and the broader community.

40

of HSWLA Members

55

of organizations in which HSWLA members have leadership reach across Hot Springs

250

of women who have attended our monthly luncheons

Projects

Details

Outcome

Monthly Luncheons

Guest speakers share their unique stories, perspectives, and encouragement

- 14 influential & diverse guest speakers
- Our speakers have highlighted critical topics that inspired our members to make significant changes in their lives, careers, and communities
- Held our first annual HSWLA Awards in March in honor of Women's History Month

Community & Statewide Advocacy

First community roundtable discussion focused on the obstacles and barriers women face in leadership roles

- Partnered with National Park College to launch a Women's Leadership Academy offering continuing education credits
- Became the first Hot Springs organization to join the Excel by Eight Business Coalition, advocating for quality childcare statewide. More local organizations have joined as a result.

Events

Our members have applied the lessons learned from guest speakers and workshops to drive meaningful change within their spheres of influence

- Hosted an estate planning workshop, inspiring members to secure their businesses and families
- First International Women's Day Brunch. Organized three additional social gatherings for members to connect in a relaxed environment.
- Members attended the Soiree Women's Symposium, enhancing their learning and networking within the central Arkansas community

Social Media & Recognition



Facebook Community:

Our Facebook page has garnered 617 followers, with a reach of 19.9k and 4.4k page visits this year alone.

Facebook reach

19.9K ↑ 343%

Facebook Page visits

4.4K ↑ 209%

Local Nomination

Honored to be nominated for the Greater Hot Springs Chamber of Commerce Non-Profit of the Year in 2023. HSWLA officially joined the Hot Springs Chamber of Commerce in 2024.

State Wide Reach

A Chamber of Commerce from across the state expressed interest in replicating our program, recognizing its positive impact on women leaders.

Press Coverage

HSWLA issued press releases and secured an interview in the Sentinel Record for joining Excel by Eight, and were also featured on KVRE in Hot Springs Village to promote our first community roundtable discussion.



Looking Forward

As we celebrate these accomplishments, our commitment to our mission remains strong, and our enthusiasm for the future continues to grow. The support we've garnered reinforces the significance of our work, and we are eager to continue empowering women and nurturing leadership within Hot Springs.

To build on our success, the board has established five strategic committees that will soon be launched to extend our reach and influence. These committees will focus on:

- Educational Workshops
- Social Events
- Membership & Outreach
- Mentorship
- Volunteerism
- Developing a Woman-Owned Business Directory

Our vision is to grow our membership and further amplify our positive impact in the Hot Springs community.



We'd like to thank everyone for their generous support

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Acknowledgements

Thank you to our members, sponsors, supporters, and partners for your commitment and belief in our mission. Your contributions have been integral to our success, and together, we will continue to create meaningful change in our community.

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