



EmpowHER Enterprises Inc 2024 Impact Report



EmpowHer Enterprises Inc
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Our *Mission*

Our mission is to break generational cycles of disempowerment by equipping girls, boys, and young women, especially those impacted by foster care, homelessness, and economic hardship, with the tools, confidence, and community they need to thrive.

Our *Vision*

We envision a world where every child & young adult is provided the opportunities and resources they uniquely need to embrace the power of their voice, make informed decisions about their future, and break generational cycles of poverty.



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EmpowHER Enterprises Inc is a 501(c)(3) tax-exempt organization. EIN #81-3105285.

Inspiring Change

As I reflect on this past year, my heart is full of gratitude and awe. What began as a personal mission has grown into a vibrant movement of hope, healing, and transformation. Because of you, our donors, partners, and volunteers, we were able to meet the moment, again and again, for the children, women, and families who needed us most.

In 2024, your generosity became suitcases, toys, wishes, workshops, and complete makeovers. With your support, we accomplished the following:

- **Journey Totes:** We delivered over 50 personalized suitcases to children in foster care, each filled with essentials like hygiene items, school supplies, clothing, and a handwritten note of encouragement. No child should have to carry their belongings in a trash bag. This program restored dignity and reminded every young recipient: you are seen, you are loved, and you matter.
- **Educational Equity & Beyond the Bookshelf Literacy Program:** More than 100 young readers joined us on a journey across genres, cultures, and continents without ever leaving the room. From reluctant readers to proud bookworms, our kids filled out their Reading Passports, improved their comprehension, and even read their first complete book. We didn't just offer books and supplies, we cultivated a love of reading and created moments of belonging.
- **Confidence Workshops:** Through our personal development workshops, we helped over 45 women and girls build inner strength, rewrite negative self-talk, and own their voice. From vision board sessions to affirmations and coaching, we reminded them that confidence isn't about being loud; it's about knowing who you are and walking in it.
- **EmpowHIM Mentorship & Prom Makeover:** Our EmpowHIM initiative uplifts young men through tailored mentoring, grooming days, and career coaching. This year, our EmpowHIM Prom Makeover gave one high school boy a night he'll never forget—complete with fitted suits, fresh cuts, and new confidence. We didn't just style them for prom—we prepared them to walk into their future purposefully.
- **Annual Christmas Party:** Thanks to the generosity of donors, the community, and corporate sponsors, we gave away over 1,000 toys.

None of this would've been possible without **your support**. You are the reason we can show up with more than words. As we look ahead, we remain committed to dismantling generational barriers and expanding our reach. There are more stories to write, more lives to uplift, and more tables to build—not just for our youth to sit at, but for them to lead.

Thank you for believing in our vision.
With deep gratitude,


Zaza Farrell
Founder & President

Journey Totes



Program Overview

When children enter foster care, they are often forced to leave behind everything familiar—home, school, siblings, even cherished belongings. Many carry what little they own in trash bags. It's a practice that's not only impractical but deeply dehumanizing.

Journey Totes was created to change that narrative. Through this initiative, we provide high-quality suitcases filled with age-appropriate personal hygiene items, school supplies, diapers, clothing, and comfort items to children entering or transitioning within the foster care system. Each tote is intentionally curated to meet the unique needs of the child receiving it or whether they are a toddler in need of diapers and a warm blanket, or a teenager navigating high school and personal change.

Impact Statement

A suitcase may seem simple, but to a child in crisis, it becomes a lifeline. Each Journey Tote delivers more than basic necessities; it carries a powerful message:

"You are not invisible. You are not forgotten. You are worthy of care."

In 2024 alone, thanks to the generous support of our donors, volunteers, and community partners, over 50 Journey Totes were distributed across shelters, foster agencies, and group homes.

Each tote provided:

- **Dignity:** Replacing trash bags with a real suitcase affirms a child's value and reinforces their right to feel human in inhumane circumstances.
- **Stability:** Children received items tailored to their age and needs—from toothbrushes to backpacks; supporting both personal care and school readiness.

We've heard directly from foster parents, caseworkers, and children themselves. The common thread? The suitcase is more than just a container, it's a compassionate gesture that makes a chaotic moment a little more manageable.

Looking Ahead

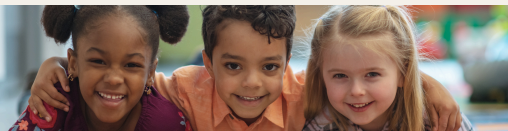
Our vision is to ensure foster children in our community never have to carry their life in a garbage bag again.

To make that possible, we're expanding partnerships with child welfare agencies, building out our volunteer network, and working with corporate sponsors to scale the program.

Call to Action

You can be part of rewriting the story for a foster child. Whether through financial contributions, in-kind donations, or hosting a Journey Tote packing event, your support helps us deliver more than a suitcase, it delivers hope.

"Every child deserves more than a trash bag to carry their story. A Journey Tote says: you matter, you belong, and you're not alone."



Beyond *the Bookshelf*

Literacy is a launchpad. But for too many children in underserved communities, the runway is broken. At EmpowHer Enterprises, we believe that reading should not be a luxury, it should be a lifeline. That belief is what gave rise to Beyond the Bookshelf, a co-sponsored initiative with readBlacknblog focused on reclaiming the joy, power, and purpose of reading for our youth.

This past year, Beyond the Bookshelf met young readers, ages 5 to 10, right where they are: full of curiosity but often starved of access. Many of the children in our program had read fewer than five full books in their entire lives. Not because they lacked potential, but because they lacked access to engaging stories, culturally relevant content, and a structured literacy environment.

Reading is more than a skill. it's identity-building, dream-birthing, and future-shaping. For foster-involved and system-impacted children, many of whom face educational disruptions, Beyond the Bookshelf becomes a steady, joyful thread of learning in otherwise uncertain lives.

Our Difference

We aren't just teaching kids to read. We're teaching them to believe in their voice, their imagination, and their future. We don't just *read to kids* — we bring books **to life**. We merge literacy with fun, sparking imagination, emotional connection, and a desire to keep reading long after we leave.

Program Goals

Over time, this program will help **close the literacy gap** among marginalized youth by:

- Improving foundational reading skills critical for academic success.
- Strengthening emotional intelligence through story-driven learning.
- Building a positive association between literacy and joy, creating life-long readers.
- Inspire a love of reading among youth in the community.
- Create spaces where new authors can introduce their books to the public.
- Reinforce the importance of literacy ahead of the new school year.
- Increase reading and spelling scores.
- Strengthen connections between families and local libraries.



2024 Outcomes at a Glance

- 📖 115 children participated in Beyond the Bookshelf programming
- 🧠 87% showed improved reading comprehension based on post-session assessments
- 📈 92% of participants reported reading more books than they had in the previous year
- 💬 100% of youth surveyed said the books “felt like they were written for me”
- 🏆 68 completed Reading Passports, earning prizes and recognition at our end-of-session Literacy Celebration

Educational Equity & *Family Readiness*

At EmpowHer Enterprises, we believe that preparing a child for school is about more than backpacks and pencils—it's about equity, readiness, and restoration. Our **Educational Equity & Family Readiness Program** is more than a back-to-school event. It's a strategic intervention designed to close opportunity gaps for youth who are often left behind, those navigating foster care, homelessness, and economic hardship.

The Facts

According to Morning Consult's annual back-to-school shopping report, just 36% of parents said they would be able to pay for everything their kids need for the 2023-24 school year. That's down sharply from 52% in 2021, when inflation was lower and stimulus checks plus advance child tax credit payments helped some families.

According to estimates from consulting firm Deloitte and the National Retail Federation, parents are expected to spend about \$661 to \$864 on K-12 school supplies for the 2023-2024 academic year—the highest average cost for supplies since the National Retail Foundation began tracking this metric.

As our new economic landscape takes a bigger bite out of budgets, many households scramble to afford these annual purchases for their children, particularly in underserved communities.



The Solution

EmpowHer Enterprises bridges these gaps with a two-pronged solution:

1. The Educational Equity & Family Readiness Program (Back-to-School Event)
2. The Beyond the Bookshelf Literacy Program (Year-Round Support)

Our strategy is comprehensive and community-rooted:

We provide families with school supplies, books, hygiene kits, and age-appropriate literacy tools.



Empow.Him

Brother 2 Brother Mentoring

In 2024, we introduced a new program called EmpowHIM. EmpowHIM is one of EmpowHER's signature programs that is dedicated to empowering young men through a comprehensive system of support and inspiration.

Our mission is to provide education, mentoring programs, and grooming programs to help men in the community reach their full potential. EmpowHIM aims to foster personal growth, enhance self-confidence, and promote positive masculinity by addressing men's unique challenges and needs.

Our Programs

EmpowHIM offers the following programs and services to support men in the community:

- We provide workshops on a range of topics including personal and professional development.
- Mentoring
- Prom Makeovers

Our Impact: EmpowHIM aims to significantly and positively impact the lives of men in the community, empowering them to overcome challenges, achieve personal growth, and lead fulfilling lives.



The year in review

Empowher

50 Journey Totes delivered to foster children.

1K+ Toys given to children in need

450 Backpacks and school supplies given to children



Impact

500

Number of toiletries given to women in shelters.

45

Number of professional workshops facilitated

115

Reading Passports completed

EmpowHIM

1

Full Prom MakeOver

40

Grooming & Mentoring sessions

Annual - Christmas Party



For many families in our community, the holidays aren't filled with joy, they're filled with quiet worry. When a parent is forced to choose between paying rent and buying gifts, Christmas can feel more like a burden than a celebration. That's why each year, EmpowHer Enterprises turns that pain into purpose through our Annual Community Christmas Party & Toy Giveaway.

This isn't just a toy drive, it's a full-circle moment of joy, dignity, and unity.

Thanks to the generosity of our donors, volunteers, and community partners, we gave away over 1,000 toys this past holiday season, ensuring hundreds of children woke up on Christmas morning with something to smile about. From dolls to trucks to books and bikes, each gift was carefully selected, wrapped, and handed out with love.

Sneaker Ball



Power a Wish

Power a Wish is a heart-centered initiative by EmpowHer Enterprises Inc., created in partnership with One Simple Wish, that brings hope and healing to children impacted by foster care and hardship. Through this program, foster youth are invited to submit a personal wish—whether it’s a new bike, art supplies, a birthday cake, or a visit to a favorite restaurant—reminding them that their dreams, no matter how small, still matter.

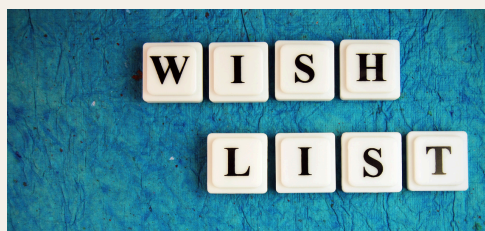
By collaborating with One Simple Wish, we provide an accessible online platform where each wish is publicly listed and fulfilled by caring donors and community supporters. Every wish is reviewed and verified, ensuring that the child’s voice is heard and their need is met with dignity and love.

Power a Wish is more than a moment of joy—it’s a statement to every child that they are seen, valued, and worthy of goodness. The program also offers case-by-case support for children and families in crisis, granting tangible encouragement during life’s most uncertain seasons.

Together, we’re turning wishes into reality, one child at a time.

Program Goals

- **Restore Hope and Dignity:** To remind children in foster care and those impacted by hardship that they are seen, valued, and deserving of joy—simply for being who they are.



- **Build Community Connection:** To create meaningful bridges between generous donors and youth in care, cultivating a compassionate network that uplifts vulnerable children.
- **Provide Tangible Support:** To fulfill specific wishes—ranging from personal items to special experiences—that bring comfort, joy, or a sense of normalcy during challenging transition

Professional Development *Workshops*

Young adults and youth who receive money management education when the principles are most relevant to their stage of life, are more likely to take those skills into adulthood. Without intentionally exposing young children to financial concepts and educating pre-teens and teens on proper money management practices, they will inevitably pick up poor money habits. We don't want to leave our youth's future financial management skills to chance.

EmpowHer offers programs for both school-age youth and young adults, so we can provide age-appropriate financial education during a young person's formative years.

Program Goals:

- Teach basic financial management concepts.
- Develop skills in budgeting and money management.
- Encourage responsible saving and investing.
- Promote wise consumer choices.
- Foster an understanding of credit and debt.
- Provide resources for future financial planning.

Program Impact

- **Improved Financial Knowledge:** Participants gain practical skills in budgeting, saving, credit building, debt management, and understanding financial systems.
- **Increased Economic Confidence:** Participants report feeling more empowered to make day-to-day and long-term financial decisions.



The Self-Confidence Coaching

Workshop is an empowerment-based personal development series designed to help participants, particularly women and girls from underserved or transitional communities, build lasting self-worth, overcome internal barriers, and unlock their full potential. Through guided coaching sessions, experiential activities, group discussions, and self-reflection exercises, the workshop fosters a supportive environment that encourages personal growth, identity reclamation, and emotional healing. Participants engage in topics such as self-awareness, cultivating a positive mindset, setting healthy boundaries, speaking with authority, overcoming self-doubt, and establishing vision-aligned goals.

Thank you to our existing sponsors & partnerships



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Thank you!

Thank you. Because of your generosity, hope showed up where it was needed most.

Whether it came in the form of a suitcase for a foster child, a book in the hands of a young reader, or a gift under the tree at Christmas, your support made a real difference.



Thank you to all our
generous volunteers.
and donors.



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