

FEEL YOURSELF
MAKE EACH STEP PURPOSEFUL

IMPACT REPORT 2020-2021

TABLE OF CONTENTS

1

Introduction

2

Our Heel Yourself Story

3

Our 2020 Goals

4

Our 2020 Strategy

5

Heel Yourself At A Glance

6

2021-2022 Financial Fundraising Goal

7

Acknowledgments

INTRODUCTION

WE MAKE EACH STEP PURPOSEFUL

We're apart of the small steps. We understand each step in the right direction is purpose walked out.

Heel Yourself connects women and girls from all over through this formula:

MENTORSHIP + SERVICE = TRANSFORMED LEADER IN CHRIST

Mentorship comes with a myriad of things necessary to set up each women for success. Jesus said he came to serve, not be served (Matt. 20:28). He discipled (mentored) and served every person he came in contact with. His commitment is ours- to help every woman in our community become the transformed leaders God created them to be.

These **7 culture points** keep us committed:

- Everything starts and ends with Jesus
- We're partners in divine intervention
- The middle is our resting place
- We welcome interruptions for individuals
- Excellence is always our standard
- Prayer is our weapon
- We open gates not burn bridges

In order for our impact to be carried throughout the community of Dallas, TX and beyond we lead from 2 places:

RAW: REAL + AVAILABLE + WILLING

TLC: TRANSPARENCY + LOVE + COMPASSION

Heel Yourself started in San Francisco with 7 teenage girls ages 16-18 at a local Boys & Girls Club in the community.

Our approach towards mentorship and service took a pivot in 2020.

With the World on lockdown there wasn't a physical space for Heel Yourself to conduct Heel Yourself mentorship small groups as usual. However, we're in a new era: A DIGITAL AGE!

THIS WAS OUR STEP IN THE RIGHT DIRECTION.

We took our strategy, creativity, and expanded our impact from 1 City and turned it into **National impact.**

We focused our 2 Efforts to:

- **Healing Rooms**
- **Therapy**

24%

OF WOMEN GLOBALLY
ARE IN
LEADERSHIP
POSITIONS

OUR STORY SO FAR

OUR MISSION

Heel Yourself exists to expose, empower, encourage women and girls to be transformed leaders in Christ through mentorship and service opportunities. Our vision over the next **5 years** is to raise women who are generational leaders and bold in every space of their life. We believe every woman should have the personal wellness tools needed to be strong pillars in their community.

Over the next 5 years our desire is to impact Dallas, TX through :

- Heel Yourself Mentorship Groups through High Schools + Nonprofits for teenage girls 16-18.
- Roll Out 6-figures in Scholarship Funds
- Establish 5 new programs
- Continue therapy, personal, spiritual, and professional development to every women in our network

We know that great leaders cannot solely be taught, but most are caught. Meaning proximity will lead to exposure and development. Mentorship coupled with a variety of service opportunities will prepare each women and girl to be the strong pillars their community needs.

OUR PURPOSE

Mentorship will expose and shift multi-layered perspectives. This doesn't only affect the mentee, but also the mentor. Our 3-E Model to **[EXPOSE + EMPOWER + ENCOURAGE]** is an ongoing cycle that doesn't stop at one. This model forces the multiplication of purpose to take place on all ends. Once a girl/woman is exposed to more they become empowered to step into their next season with confidence and tools. That only leads to them being whole and able to cheer the next woman or girl on to do the same.

63%
OF WOMEN HAVE
**NEVER FORMALLY
BEEN MENTORED OR PERSONALLY
DEVELOPED**

OUR 2020 GOALS

Our goals are an aim towards the success we desire for the year. Having a target allows us to measure if we're on track or not. 2020 made us shift our goals, but it ended up being the best thing for our organization as whole.

1

CREATE SAFE SPACES FOR WOMAN

We noticed a need for additional support and community for women in our network. The pandemic hit everyone hard and isolation was more apparent than ever. We cultivated a space for women all over to join in an experience once a month called- THE HEELING ROOM. This was a worship experience unlike any other for women to thrive in. Outside of the traditional worship experience, Heeling Rooms held open discussions, panels, and dance party celebrations for women to highlight wins + receive special giveaways.

2

MAKE THERAPY ACCESSIBLE TO EVERY WOMAN IN OUR NETWORK

Wholeness and wellness in every way is a key component that allows women and girls the space to experience our **3-E Model**. The Heeling Rooms was a space for exposure to take place, but we knew they needed something more. In order, to go from exposure to empowered professional support was necessary. We were able to cover in FULL 3 months of therapy for 2 women.

3

HAVE MULTICHANNELING COMMUNICATION

Communicating our message to the masses of our network needed to expand from our usual social media platforms. We expanded our communication by sending monthly newsletters with updates, important dates, and giveaways we planned. We also utilized our website for on-the-go updates and clarity for who we are as an organization.

4

EXPAND PARTNERSHIPS

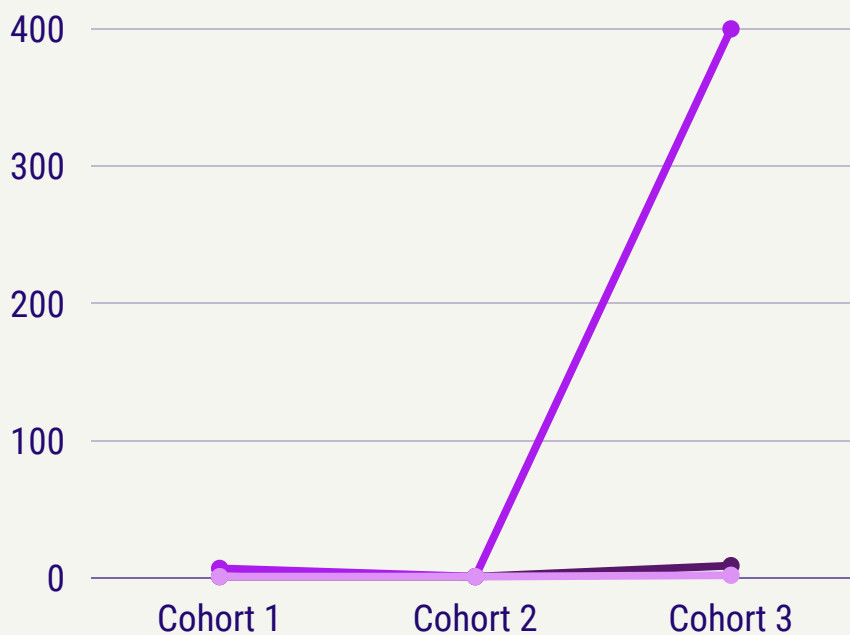
We're not foreign to partnerships-as this is how we started. However, with brick and mortars temporarily closed we needed to maximize our reach past what was offered locally. Through multichannel communication, we were able to partner with One Hope Winery in Napa Valley, California. They took 10% of every bottle purchased during a virtual fundraiser and allocated funds to Heel Yourself.

OUR 2020 STRATEGY

PROJECTS	DETAILS	OUTCOME
Mentorship Group	13 week leadership group that focuses on mentorship and service in the community.	<ul style="list-style-type: none">• Leadership tools are gained.• Internship Opportunities.• Scholarships for future next steps.
Therapy Cohorts	Women receive 3 months of therapy at no cost.	<ul style="list-style-type: none">• Women receive healing from various traumas.• Gain perspective for different trials they find themselves in.
Healing Room	A unique tailored virtual women's worship experience that consist of discussions, panels, and gatherings,	<ul style="list-style-type: none">• Sisterhood and friendship is gained from multi-cities.• Wellness resources are gained at each experience.

HEEL YOURSELF AT A GLANCE

The data listed below displays Heel Yourself's growth over the last 2 years in mentorship and service.



9

Healing Room Women's
Worship Experience

400+

Women impacted from
Healing Room + resources

2

recipients receive therapy
free of charge

In the future Heel Yourself will:

- Continue developing programs for girls and women in Dallas, TX.
- Establish new programs for Early Childhood girls and single Moms
- Invade surrounding communities and cities to bring Heel Yourself Mentorship Chapters
- Fund scholarships for teenage girls 16-18 upon completion of Mentorship small groups
- Rally volunteers of various ages to launch pop-up women's wellness checks.
- Hold annual leadership youth conferences in Dallas, TX

2021-2022

Fundraising Goal

\$1,192,320

Our goal for next year is to raise the amount listed above.
Each dollar will help with the development and launching
of new programs.



YEARS

ACKNOWLEDGEMENTS

I cannot express enough thanks to my Board of Directors for their continued support and encouragement: Jalisa McDuffey and Jade Crutch. I offer my sincere appreciation for the learning, shaping, and molding provided by my Board.

My completion of this 2020-2021 Impact Report could not have been executed without my team, April Jefferson, Lois Rico, Alana Chung, and Brittane Morris- thank you for allowing me time to execute my ideas and visions. Thank you for allowing me time away to write and research. You deserve more than any amount of money could buy!

Thank you to One Hope Wine for partnering with a small Nonprofit business to make an impact in our community of women and girls.

Thank you to my Mom, Debra for always praying and encouraging me to keep going. My sibilings, for the continued support.

Thank you to my community of friends for always attending, giving, and showing up to fill the gap.

My devotion and obedience to my Lord and Savior overflows to this Organization. Thank you Jesus for always showing up and centering everything we do!

Finally, a HUGE thank you to my loving Husband , Riccy, I honor you for just being you to me. Your encouragement and support make it possible for all of my dreams to come true. You receive my heartfelt thanks.

Heel Yourself

www.makeeachstep.org

heelyourself@makeeachstep.org

WE THANK YOU
FOR YOUR CONTINUED SUPPORT IN
OUR PROGRAMS