



# What Makes You Feel Beautiful Q1 Report

## Introduction:

Welcome to the Q1 2023 report of What Makes You Feel Beautiful, a 501(c)(3) nonprofit organization. In this report, we aim to provide an insightful overview of the organization's activities and progress accomplished during the first quarter of the year 2023.

## Executive Summary:

### What Makes You Feel Beautiful Q1 Report

In the first quarter of the year, What Makes You Feel Beautiful (WMYFB) made significant progress in its mission to promote self-love and self-care within the community. The highlight of this period was the crowning of our Volunteer Youth Program Director, Savannah Gankiewicz, as Miss Hawai'i USA on January 15th, which garnered widespread celebration throughout Hawai'i.

On January 28th, our Executive Director, Monica Marrow, was invited as a Q&A speaker to the "gift of soul healing freedom from the past" event, further highlighting our organization's expertise and contribution to the field.

One of the major milestones achieved by WMYFB during this quarter was the launch of the F.L.Y. (First Love Yourself) program. On February 4th, we organized a community meet and greet event with Miss Hawai'i USA, who facilitated her first in-person workshop on cultivating self-love and self-care. The workshop was attended by a group of teenagers aged 13-17 at the Above the Wave Center, marking a successful beginning to this vital program.

Continuing our commitment to spreading awareness, on February 23rd, we visited Baldwin High School to conduct two classes on dealing with self-critical thoughts. Through these sessions, we addressed the origins of self-critical thinking, coping mechanisms, and strategies to overcome it. We provided pocket journals to 40 students and engaged them in meaningful discussions, equipping them with workbooks containing helpful activities and exercises.

To enhance our knowledge and network within the nonprofit sector, our organization's ED attended the nonprofit marketing Summit on February 28th. This participation allowed us to stay



updated on the latest trends and best practices in nonprofit marketing, strengthening our ability to reach and impact our target audience effectively.

On March 25th, WMYFB actively participated in the Maui Mall Village Health and Wellness Fair. This public event aimed to educate and empower the Maui community on health and wellness matters. We provided information, self-care assessments, self-love evaluations, and distributed self-care educational tools and resources, further advancing our mission.

During this quarter, both our Executive Director and Program Director dedicated a total of 36 hours to continuous education, training, and workshops. This investment ensures that our team remains knowledgeable and equipped with the latest insights and approaches to effectively serve our community.

While this quarter showcased remarkable achievements, WMYFB also faced challenges. The primary difficulties encountered were related to volunteer retention and funding. We acknowledge the importance of addressing these obstacles to ensure the sustainability and growth of our organization.

Looking forward, What Makes You Feel Beautiful remains committed to its mission of promoting self-love and self-care within the community. We will continue to overcome challenges, engage with our audience, and work tirelessly to empower individuals to embrace their unique beauty and well-being.

## **Mission and Goals**

Our mission at "What Makes You Feel Beautiful" is to empower girls and women to cultivate self-love at every age and phase of life through education, mentorship, and resources that help them develop self-love, self-esteem, and confidence. We believe that by fostering self-love, we can create a positive and lasting impact on the lives of girls, their families, and their communities.

### **Primary Goals and Objectives:**

**Empowerment:** Our primary goal is to empower girls in Maui County between the ages of 13 and 17 through our F.L.Y. (First Love Yourself) program. We aim to help them develop self-love, self-esteem, and confidence so that they can navigate life's challenges with grace and ease.

**Safe and Supportive Environment:** We strive to provide a safe and supportive environment for personal growth and development. Through workshops, classes, and activities, we create a community where girls can connect, share, and learn from one another without fear of judgment.



**Reduce Stress and Anxiety:** We aim to reduce stress and anxiety among young girls by promoting self-care and mindfulness practices. By teaching them techniques to take care of their mental and emotional well-being, we empower them to live happier and healthier lives.

**Resilience and Leadership:** Our program aims to increase resilience, leadership skills, and a positive mindset among teenage girls. We provide workshops and classes that help them build the necessary skills to overcome challenges, become leaders in their communities, and make a positive impact.

**Recap of Overall Strategy and Alignment with the Mission:**

Our overall strategy is to implement the F.L.Y. program through workshops, classes, and activities that foster self-love, personal development, and mindfulness. By creating a safe and supportive space, we encourage girls to explore and embrace their own unique beauty and worth. The program is led by experienced facilitators who are trained in the areas of self-love and personal development.

This strategy aligns perfectly with our mission of empowering girls and women to cultivate self-love. By providing them with the tools, knowledge, and support they need, we enable them to develop healthy self-esteem, confidence, and resilience. Through the F.L.Y. program, we create a positive impact on the lives of teenage girls in Maui County and the communities they live in, fostering personal growth, empowerment, and a sense of belonging.

## **Program Updates:**

**F.L.Y. (First Love Yourself) Program:**

**Purpose:** The F.L.Y. Program aims to empower girls by promoting self-love and building healthy self-esteem. It focuses on creating a safe and supportive community where girls can connect, learn from each other, and develop the skills and confidence necessary to overcome life's challenges.

**Activities:** The program offers workshops and classes that cover various aspects of personal development, including self-love, stress management, and navigating peer pressure. These activities provide a platform for girls to share their experiences, learn new strategies, and foster positive relationships.

**Accomplishments:** During the first quarter, the F.L.Y. Program received overwhelmingly positive feedback from participants. An evaluation form and testimonies revealed that 98% of the girls felt better equipped to handle peer pressure, stress, and other difficulties after attending the



workshops or classes. This outcome demonstrates the program's effectiveness in achieving its objectives.

**Challenges:** The program encountered several challenges during the quarter. Firstly, there were communication difficulties with local high schools, making it challenging to reach potential participants. Secondly, securing adequate funding and suitable space for workshops and classes proved to be an ongoing challenge. Finally, the program faced an issue of low awareness among the target audience, which limited the reach of its initiatives.

**Notable Metrics/Data:** The positive feedback rate of 98% from evaluation forms and testimonies reflects the program's impact on participants' ability to handle peer pressure and stress effectively. This data highlights the program's success in improving the self-esteem and resilience of girls who have participated in the workshops and classes.

Overall, despite the challenges faced, the F.L.Y. Program made significant progress in empowering girls and promoting self-love and personal development. The positive feedback from participants underscores the program's effectiveness, while the identified challenges provide areas for improvement and strategic focus moving forward.

## **Financial Overview:**

**Beginning Balance \$ 519.31**

### **INCOME:**

Contributed Income> Charitable Donors \$ 1164.52

Contributed Income> Other (Amazon books) \$24.60

Contributed Income> Government Grant \$00.00

Contributed Income> In Kind Donations \$00.00

Contributed Income> Corporate + Foundations Grants \$00.00

### **EXPENSES:**

Payroll Expenses> Salaries + Wages \$00.00

PayRoll Expenses> Taxes + Benefits 00.00

Contract + Professional Fees \$244.79



Contract + Professional Fee> 00.00

Occupancy> Rent/Leasing \$00.00

Occupancy> Utilities \$00.00

Office Expenses> Bank Fee \$30.00

Office Expenses> Equipment + Paper Materials \$692.36

Office Expenses> Fees + Registration \$130.48

Development Cost> Silent Auction, Gala, Banquets, Community Fundraisers at Other Businesses\* \$483.91

**Ending Balance \$156.89**

## **Donor and Fundraising Activities:**

During the first quarter of the year, WMYFB engaged in several donor and fundraising activities to support our programs and initiatives. We are grateful for the generosity of our supporters and the impact they have made in empowering our community. Here is a summary of our fundraising initiatives and major contributions received:

### **Donations in January:**

In January, we received two generous donations, totaling \$150. These contributions came from individuals who believe in our mission and are dedicated to making a positive difference in the lives of others. We also received a donation of \$350 that went directly towards space rental for our launch of the F.L.Y. program. We express our heartfelt gratitude to these donors for their support.

### **Donations in February:**

During February, we conducted a two-day campaign specifically aimed at covering the cost of workbooks for our FLY program. This program plays a vital role in the education and development of young individuals, and the workbooks are essential resources for their growth. Thanks to the kindness and generosity of our donors, we were able to raise a total of \$250, ensuring that the FLY program participants have the necessary materials to succeed.



#### Grants:

WMYFB applied for a 10,000 grant from the Women's Fund Hawaii (Spring) to support our mission and the F.L.Y. program. (waiting for result)

#### Monthly Donors:

We extend a special thanks to our three monthly donors who consistently support our organization. Their commitment and dedication have made a significant impact on our ability to provide ongoing assistance and services to those in need. Together, our monthly donors contributed a total of \$660 during the first quarter. We are truly grateful for their continued support and belief in our mission.

#### Partnerships and Events:

Throughout the quarter, we actively sought partnerships with local businesses and community organizations to expand our reach and engage in collaborative fundraising efforts. By partnering with like-minded entities, we were able to host successful events, awareness campaigns. These initiatives not only raised funds but also increased awareness about the critical issues we address.

In conclusion, we are immensely grateful to all our supporters and donors who have contributed to WMYFB during the first quarter of the year. Your generous contributions have allowed us to continue making a positive impact in our community. We remain dedicated to our mission and look forward to further collaborations and fundraising efforts in the coming months. Thank you for your unwavering support.

## **Volunteer and Staff Updates:**

#### Acknowledgement of Contributions:

We would like to express our sincere gratitude to our esteemed board members for their valuable contributions to What Makes You Feel Beautiful. We extend our heartfelt appreciation to Dr. Tyree Oredein, our Board President, Dr. Barbara E Milton, Junior, our Vice President, and Sheila Marrow, our Treasurer/Secretary. Their dedication and guidance have been instrumental in shaping the organization's vision and mission.

#### Volunteer Activities:

At What Makes You Feel Beautiful, our volunteers play a crucial role in running our organization and programs. We are immensely grateful for their selfless efforts and unwavering support. In



the first quarter, we had several notable volunteer activities that made a significant impact on our mission.

Sheila Marrow, Megan Philibin, Tanama Colibri, Savannah Gankiewicz, Linda Philpin, and Elsie Howard deserve special recognition for their exceptional contributions. They dedicated their time and energy to various tasks, including hosting events, providing administrative assistance, training, conducting outreach and recruitment, and offering mentorship.

#### Recruitment Efforts:

During the first quarter, we focused on expanding our volunteer base to ensure the sustainable growth of our organization. We implemented targeted recruitment efforts to attract individuals who share our passion for empowering individuals and promoting self-confidence. Through our recruitment initiatives, we welcomed 3 new volunteers who brought fresh perspectives and valuable skills to our team.

#### Changes in Staffing:

As an organization that primarily relies on volunteers, we do not have paid staff. However, we acknowledge that the dedication and commitment of our volunteers make them an integral part of our "staff." We would like to emphasize that the collective efforts of our volunteers make it possible for us to carry out our programs and initiatives successfully.

In conclusion, we extend our heartfelt appreciation to all our volunteers and recognize the outstanding contributions of Megan Philibin, Tanama Colibri, Savannah Gankiewicz, Linda Philpin, Elsie Howard and Louise SaintOnge during the first quarter. Their support and involvement have been invaluable in advancing our mission of empowering individuals to feel beautiful. We are grateful for their selflessness and look forward to their continued partnership as we work together to make a positive impact on the lives of others.

## Impact and Outcomes:

We are committed to making a positive impact on the community and the beneficiaries we serve. Our 1Q report highlights the significant outcomes achieved through our F.L.Y. program, which focuses on mentoring girls and young women dealing with anxiety, stress, and low self-confidence. We are pleased to share the following stories and testimonials that demonstrate the effectiveness of our program:

**Mentoring Sessions:** Over the past three months, our F.L.Y. program successfully mentored 12 girls and young women, providing them with invaluable support and guidance. Through weekly



self-empowerment sessions, these individuals had the opportunity to address their self-critical thoughts and develop techniques to deal with anxiety and stress.

**Tapping Therapy:** One of our mentors introduced tapping therapy as a technique for anxiety relief. This approach proved to be highly beneficial, helping our mentees manage their anxiety and improve their overall well-being. The positive impact of tapping therapy demonstrates our commitment to providing innovative and effective solutions to the challenges faced by our beneficiaries.

In addition to these powerful stories, we have received testimonies from the participants themselves, highlighting their experiences and the outcomes they achieved:

Student from Baldwin H.S. Maui: "What I liked most about the FLY class was that it gave us time to think about why we have self-critical thoughts and how to deal with it and focus on positive thoughts. I like that the teacher was Miss Hawaii USA; she was so nice and could relate to us as teenagers." This testimonial showcases the importance of creating a safe and relatable environment for our beneficiaries, enabling them to explore their challenges and develop a positive mindset.

Workshop Participant from "What Makes You Feel Beautiful": "I thought it was fun, I really liked the stickers, and I learned a lot about how to love myself and practice self-care, understanding why it's important to prioritize it." This testimony emphasizes the engaging and informative nature of our workshops, which empower individuals to embrace self-love and practice self-care consistently.

Virtual Workshop Participant: "Savannah is a great instructor. She was so positive, and you could tell she enjoyed helping us learn how to cultivate self-love and worth, regardless of external circumstances. I would recommend this workshop to my friends because it helped me." This feedback underscores the effectiveness of our virtual workshops, even in the face of challenging circumstances, and highlights the transformative impact they have on participants.

By combining these compelling stories with quantitative data, we can confidently state that our F.L.Y. program is achieving its mission and positively impacting the lives of our beneficiaries. We remain dedicated to providing ongoing support, mentorship, and empowering experiences that enable individuals to overcome their challenges and embrace their true potential.

## **Challenges and Opportunities:**

During the first quarter, What Makes You Feel Beautiful faced several challenges and obstacles that impacted our operations and hindered our ability to fulfill our mission. These challenges included a lack of funding, insufficient volunteers, inability to pay staff, limitations in finding a





suitable location for our program, and inadequate outreach materials. Despite these hurdles, we remain committed to finding opportunities for growth, collaboration, and improvement in the coming months.

#### Challenges:

**Lack of Funding:** Insufficient financial resources hampered our ability to expand our programs, reach more beneficiaries, and provide the necessary resources and support.

**Shortage of Volunteers:** The scarcity of dedicated volunteers affected our capacity to deliver our services effectively and limited our outreach efforts.

**Inability to Pay Staff:** Due to financial constraints, we faced difficulties in compensating our staff adequately, leading to demotivation and increased turnover.

**Location Constraints:** Finding a suitable and accessible location for our program proved challenging, limiting our ability to offer services to individuals in need effectively.

**Inadequate Outreach Materials:** The lack of informative and compelling outreach materials hampered our ability to raise awareness, engage potential donors, and recruit volunteers.

#### Opportunities for Growth, Collaboration, and Improvement:

In the second quarter, we are determined to address these challenges and seize opportunities to enhance our organization's impact. Our goals for growth, collaboration, and improvement are as follows:

**Form Community Partnerships:** We aim to establish at least three strategic partnerships with local organizations and businesses that align with our mission. These collaborations will enable us to leverage their resources, networks, and expertise, expanding our reach and impact.

**Host Quarterly Fundraising Events:** To address the funding gap, we plan to organize quarterly fundraising events. These events will not only generate financial support but also increase awareness about our organization and its objectives.

**Form a Steering Committee:** We will create a dedicated steering committee comprising individuals passionate about our cause. This committee will assist us in raising awareness, strategic planning, fundraising initiatives, and bridging the gap in services.

**Enhance Outreach Efforts:** To improve our outreach, we will invest in the development of high-quality, engaging outreach materials. These materials will be designed to effectively communicate our mission, impact, and opportunities for involvement, thereby attracting donors and volunteers.



**Seek Grants and Funding Opportunities:** We will actively pursue grants and funding opportunities from foundations, corporations, and governmental agencies to secure the financial resources required for our programs and operations.

By proactively addressing these challenges and embracing these opportunities, we are confident that WMYFB will overcome its current obstacles and achieve sustainable growth and impact in the coming months. We remain dedicated to our mission of making a positive difference in the lives of those we serve and the communities we operate in.

## **In conclusion:**

The 1Q 2023 report of What Makes You Feel Beautiful highlights the organization's significant progress and achievements in promoting self-love and self-care within the community. We celebrated the crowning of our Volunteer Youth Program Director as Miss Hawai'i USA and participated in various events, workshops, and classes that empowered individuals and spread awareness about our mission.

The launch of the F.L.Y. (First Love Yourself) youth program marked a major milestone, with a successful community meet and greet event and workshops that provided teenagers with valuable tools for cultivating self-love and self-care. We also conducted classes at Baldwin High School, addressing self-critical thoughts and equipping students with helpful resources.

Despite challenges related to volunteer retention and funding, we remain committed to our mission. We will continue to overcome obstacles, engage with our audience, and joyously work towards empowering individuals to embrace their unique beauty and well-being.

Our primary goals and objectives focus on empowerment, creating a safe and supportive environment, reducing stress and anxiety, and fostering resilience and leadership skills. By aligning our strategies with these goals, we ensure that our programs and initiatives have a positive and lasting impact on the lives of girls and women in Maui County.

The F.L.Y. program, in particular, has shown remarkable outcomes, with 98% of participants feeling better equipped to handle peer pressure and stress after attending workshops or classes. We have received testimonials and feedback that highlight the effectiveness of our programs in promoting self-esteem, confidence, and personal growth.

We are deeply grateful for the support and contributions of our donors, who have enabled us to continue making a difference in the community. Their generosity has allowed us to conduct workshops, provide resources, and expand our outreach efforts. We also extend our appreciation to our dedicated volunteers and board members for their invaluable contributions and guidance.



Moving forward, we recognize the challenges we face, including funding constraints, volunteer shortage, and location limitations. However, we are committed to finding opportunities for growth, collaboration, and improvement. We will continue to seek partnerships, engage in fundraising activities, and address these challenges to ensure the sustainability and growth of our organization.

In closing, we express our sincere gratitude to all our supporters, donors, volunteers, and staff for their unwavering commitment to the mission of What Makes You Feel Beautiful. Your support has empowered us to make a positive impact on the lives of individuals in our community. We look forward to continued partnerships and collaborations as we work together to promote self-love, self-care, and empowerment. Thank you for standing with us and believing in our mission.

## **Appendices:**

### **What Makes You Feel Beautiful's Report: On the Status of Women in Hawaii**

#### **Introduction:**

What Makes You Feel Beautiful (WMYFB) is a 501(c)(3) nonprofit organization based in Maui, Hawaii. Our mission is to empower girls and women by promoting self-love, self-esteem, and confidence through education, mentorship, and resources. As part of our commitment to understanding the challenges faced by women in our community, we have received the Status Report of the state of women in Hawaii. This report sheds light on various statistics and issues affecting women in the state, and it reinforces the importance of our work.

#### **Statistics and Challenges:**

The report reveals several significant statistics that highlight the unique obstacles faced by women and girls in Hawaii. Out of the total population in the state, approximately 50% are women and girls, totaling 679,058 individuals. Furthermore, there are 57,241 female-led families without a husband present, representing a significant portion of households in Hawaii.

The report also highlights the overrepresentation of Native Hawaiian women in the incarcerated population. Despite comprising less than 20% of the state's female population, Native Hawaiian women account for 40% of incarcerated women. This disparity underscores the need for targeted support and resources to address the underlying factors contributing to this trend.



## Hawaii statistics on women and girls 2022

Additionally, the report reveals that out of the 51 seats in the Hawaii State House of Representatives, only 14 are held by women. This lack of female representation in the political sphere highlights the need for increased opportunities and support for women to participate in decision-making processes and shape policies that affect their lives.

Another critical aspect of the report is the presence of poverty among women in Hawaii. With 147,984 people living in poverty, it is evident that poverty disproportionately affects women in the state. Moreover, **the report highlights the alarming statistic of non-marital teen births to poor or near-poor teens, which stands at 85%**. This situation can significantly hold these young girls and women back, hindering their educational and career prospects.

### Importance of Supporting Girls and Women:

The findings of the report reinforce the urgency and importance of our work at WMYFB. While some women in Hawaii are thriving and achieving success, there remains a significant portion of the population facing systemic challenges that impede their progress. By investing in girls and women, we have the potential to address some of the most pressing issues faced by our community, such as poverty and conflict. When women and girls are empowered, they contribute to the growth and development of their communities and the entire state.

In conclusion, the Status Report of the state of women in Hawaii provides valuable insights into the challenges faced by girls and women in our community. It highlights the need for organizations like What Makes You Feel Beautiful to continue our mission of empowering girls and women through education, mentorship, and resources. By addressing issues such as teen pregnancy, poverty, limited representation in leadership roles, and disparities in education and healthcare, we can create a more equitable and prosperous future for all women in Hawaii.



*\*The organization's annual budget and most recent 990 are available upon request.*

▶ F.L.Y. Youth Program Workshop - Off to a good start

▶ FLY program at baldwin HS

▶ Megan recap on F.L.Y. FIRST LOVE YOURSELF PROGRAM at Baldwin H.S.

[What Makes You Feel Beautiful](#)