



Case For Support



Encouraging Women Across All Borders
A pipeline powered by mentorship.

Connect With Us: ewaab.org

Our Founding Story

EWAAB was co-founded by two young women, who knew all too well what it was like to be the only woman in the room. Kaitlin Gili, a U.S. first generation student from a lower socioeconomic background, and Dominika Durovcikova, a student attending college internationally from her home country Slovakia, were about to enter the final year of their undergraduate degree in physics when they thought of an idea.

Their idea was an inventive solution to an urgent problem: getting more women and non-binary representation in every room. The question of how to do this has been the center of many studies as more people have shined light on the diversity gap. In almost every industry, women are under-represented at the top, especially women of color. STEM and Finance industries are particularly challenged by a lack of diversity at all company levels. Currently, 29.3% of the STEM workforce is made up of women, only 17.9% of tech board members are women, and only 3% are sitting in the tech CEO seat. For Finance, the numbers are even more disappointing. A study conducted by Harvard Business School demonstrated that women only hold 9% of the high level positions in venture capital and 6% in private equity.

Not only do these professional gaps exist, but in some industries, they're increasing. A 2020 report from Accenture claimed that 50% of women are leaving STEM by age 35. This is a problem that requires urgency. When women are under-represented in the room, everyone suffers: companies, the women working for them, and the stakeholders. Often times, companies will make decisions that accidentally leave half of the population behind.

Research has shown that the root of this problem starts before one even enters their career. According to KPMG Women's Leadership study in 2015, 72% of college women reported that they need greater encouragement from others in order to believe in their own potential to be leaders. In the same study, 86% of women reported when they see more women in leadership, they are encouraged to be leaders themselves. Multiple studies have demonstrated the need to target this demographic, and the response has led to widespread support.

However, Kaitlin and Dominika noticed gaps in current approaches to this problem. Many nonprofits were trying to change this on an industry by industry basis, implementing one-off programs, and had limited themselves to less scaleable in-person programs. Most of all, nonprofits who are establishing a pipeline for women tend to leave behind the people who need it most - such as first generation students and community college students.

Within two year's of EWAAB's creation, we have demonstrated a strong proof of impact with over 80 students worldwide, and we are ready to scale further.

Our Mission and Unique Solution

We believe all young women and non-binary individuals deserve the **tools** and **support** to break through professional barriers, so we are building a college to career pipeline powered by **mentorship**.

Our solution is to *encourage* those who have traditionally been under-represented in career and leadership spaces, at the start of their post-secondary education and into their professional career.

We are for women and non-binary students who:

- Identify as women of color
- Identify as first generation
- Study a traditionally male-dominated field (STEM, Finance)
- Lack confidence in their leadership and communication skills

Our **Bridge Mentorship program** provides students with a yearlong professional experience followed by a lifelong community. Our current university program will be extending to community colleges in Fall 2021 in order to complete our pipeline.



Our pipeline is:



Sustainable.

Our former mentees become student mentors, who will eventually become working professional mentors.



Scalable.

We work in 5 countries and reach students from all educational backgrounds. We utilize tech to connect women across the world.



Stacked.

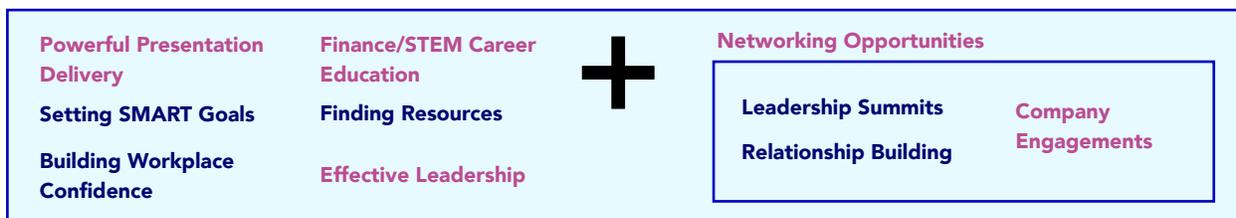
Our programs include mentors, professional toolkits, internship opportunities, and networking summits - an all in one package.

Our Programs

Bridge University Program

The Bridge University program for 1st and 2nd year students is a mentorship and professionalization experience that spans the entire academic year. The participants increase their confidence in a variety of areas, receive professional guidance from mentors, and build their network and resume with us.

The Curriculum Includes:



Bridge Community College Program

The Community College program is for self-identifying women and non-binary individuals that may come from a non-traditional education background and/or are looking to explore career opportunities with confidence. The program takes place over an entire academic year (Sept. - May.) and focuses on career possibilities and research-based practical tools for community college students.

Students obtain guidance from their mentors in order to develop a plan for what's next in their education or career, and are able to build a network and gain experience that will strengthen their professional opportunities. This program will start with **20** students across 2-3 colleges in Fall 2021.

Bridge Into Career

We provide our alumni with continuous opportunities to be engaged and supportive resources as they go into their career. This ranges from alumni community only networking events to alumni giving back to current participants through mentorship. Our sustainable mentorship model paves the way forward for the next generation of women in leadership.

2019-20 Impact: Mentorship, Tools, Support

Our organization's **impact** is demonstrated through the Bridge Program survey data we collect throughout the program and beyond. The participants **increase their confidence** in a variety of areas, **receive professional guidance** from mentors, and **build their network and resume** with us. After graduating this program, we find that students are:

- **25%** more likely to go after a leadership position in their field
- **73%** more confident in contacting working professionals in their field
- **55%** more confident in their speaking and presentation skills
- Maintaining strong relationships with their mentors
- Obtaining competitive paid internships at higher rates
- Even more passionate about entering emerging fields in Finance and STEM

27 university students graduated the Bridge Mentorship Program in Summer 2020 - many who identify as first generation students and/or women of color. We have seen that **100%** of our former mentees are still in touch with their mentors and that **40%** go on to become mentors themselves.



**"Without a doubt, EWAAB
was the most formative
experience of my freshman
year!"**

-Sanjana Madhu

Stevens IT | Former Mentee |
Sophomore State Farm Intern

2020-21 Impact: Mentorship, Tools, Support

In our current program, we have **61** students, more than doubling last year's number. These **61** were selected out of **110** applications based on our target criteria listed above. **Our program is oversubscribed.**

From these **61** students, only **31** students opted to take part in our demographic data survey. We made the survey optional in order to follow best practices suggested by the Office of Regulatory Affairs and Research Compliance. From this data, we find that **45.17%** of students identify as women of color and **38.17%** identify as first generation.

More than **80%** of students are studying a subject area in a traditionally male-dominated field such as STEM and Finance. All of our students reside in their freshman (**72.2%**) or sophomore (**27.8%**) year.

We have **15** student mentors and **15** working professional mentors across **10** institutions.

Stevens Institute of Tech	California Institute of Tech	Marist College
McGill University	William & Mary	Texas A&M
University of Florida	University of Oxford	KU Leuven
University of Melbourne		

From our pre-program mentor survey, we find that **66%** of our program mentors identify as women of color. We care about increasing the diversity of our mentors such that our participants have role models from all backgrounds.

From our pre-program participants survey, we find that:

- **76.4%** of students **do not** feel confident in their own public speaking skills
- **54.9%** of students **do not** feel confident in their leadership skills
- **88.23%** of students **do not** feel confident applying for an internship in their field
- **74.18%** of students **do not** feel confident taking on a leadership position at their university

By summer 2021, **88** students will have graduated our Bridge Program. Our annual impact report will be provided in May 2021.

Our 20-21 Program (Cont.)

We are blown away by some of the students who apply to the program, and we are grateful that we could offer **55%** of applicants with spots. Each student who graduates in May will have at least **2** personal mentors, increased confidence in **7** professional areas, and an international community of continued support.

These young ladies and non-binary individuals graduate with the tools not only to enter their career with confidence, but to become the future leaders in the room.

The following were pulled from our successful program applications, and kept anonymous for privacy considerations.

"As a student at Oxford university of a low socio-economic background and ethnic minority, this programme interests me as upon viewing the speaker line-up. **I am intrigued by the number of successful women of colour.** ... The opportunity to hear their powerful advice early in my career will allow me to keep focus on the end goal."

- University of Oxford Participant

"As a woman pursuing computer science, **I often find myself being one of the only girls in the room.** ... Being a woman pursuing a STEM major, I appreciate that the program recognizes this issue, and works hard to create a more inclusive community for other women pursuing a STEM major."

- Stevens Institute of Technology Participant

"This program would provide me with some fantastic resources to **learn more about business and what to expect after college.** I think this program could assist me as I try to find what I am really passionate about, as well as give me the confidence to pursue that passion wholeheartedly."

- Stevens Institute of Technology Participant

Upcoming Community College Program

One in three young people grow up without a mentor, and if there is now thing we know from the data, it's that mentorship matters. When young women are given a mentor, they are more able to:

- Define their career goals
- Feel confident stepping outside of their comfort zone
- Gain access to social and economic opportunity

Our community college program is an integral part of the pipeline in order to connect women and non-binary students from lower socioeconomic backgrounds with mentors and career resources.

We conducted a research survey in conjoint with the Community College of Denver in order to build a program curriculum that could be tailored towards community college students and the challenges they face. In total, we received **292** responses, where over **50%** identified as women of color. We found that community college students from this pool are most in need of:

- Educational resources to explore career paths
- Opportunities to build a professional network
- Tools for building self-esteem in confidence

Our **upcoming fall program** is designed to provide all three necessities for participating students. By the end of the yearlong program, students will have:

- Access to at least 1 mentor
- A strong working professional network
- Educational resources and tools for personal and professional development
- A plan for practical next steps to take towards their goals
- An international community of continued support

We will additionally be providing university transfer sessions and scholarship guidance for those who would like to move to a University upon graduation. In addition to our University KPIs, for community college students, we will be tracking CC graduation rate and University transfer rate.

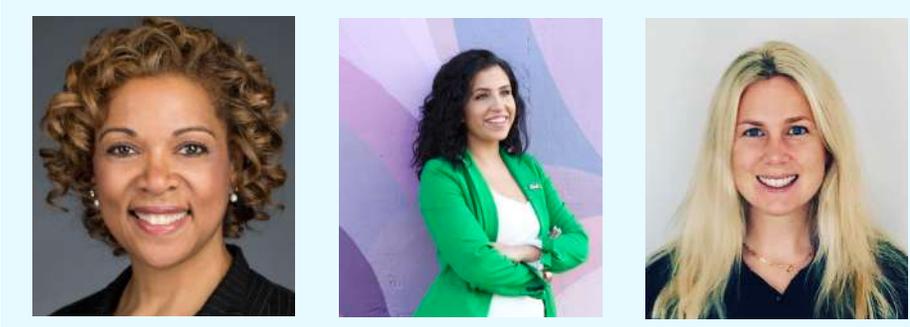
Expanding the Pipeline

We have been able to add **134 university** women and non-binary individuals to the pipeline in just under **2 years** without a sustainable budget. In order to start our community college program and expand our pipeline to 5,000 people by 2030, we require financial resources.

We are oversubscribed with volunteers. Our program model is highly volunteer-based, which allows for a great number of individuals to donate their time as a mentor. We find that there is a great demand from college students and working professionals to donate their time, and therefore this does not offer a limit our scaling plans. We already have a curated list of early mentor sign-ups for next year.

Our scaling limitations result from a lack of funds to pay management. While our programs are full of volunteers, managing all of the volunteers requires an even larger amount of effort. We require a full time Executive Director/Program Director in order to scale from managing 15 mentorship groups (~60 students) to 30 mentorship groups (~150 students) between both university and community college. We require even more Program Staff, such as two starting Program Coordinator positions, in order to scale up to 100 - 200 mentorship groups.

By July 2021, we are looking to hire at least one full time staff member. In order to expand to 30 mentorship groups between the community college and the university program, we need to hire a full time Executive Director and by July 2021. Without the funds to hire management, we will not be able to make impact in greater numbers.



Financial Needs

Our fundraising goal by July 2021 is **\$100,000** in order to:

- Hire a full time necessary staff members who can scale our impact
- Provide toolkits and resources for university and community college students
- Build a more sustainable and scaleable organization moving forward

Statement of Activities

Our statement of activities demonstrates our money raised and spent to date, including the in-kind service donations provided to us by individual speakers and legal consulting.

REVENUE + SUPPORT	FY 2021-22 Need \$	FY 2020-21 YTD \$	FY 2019-20 \$
Individual Donations	80,000	21,644.38	6919
In-kind Donations	100,000	67,500	27310.5
Corporate Partnerships	20,000	25000	0
Grants/Foundations	100,000	8000	0
TOTAL CASH	200,000	54644.38	6919
TOTAL ASSETS	300,000	122144.38	34229.5
EXPENSES	FY 2021-22 Need \$	FY 2020-21 YTD \$	FY 2019-20 \$
Program Services	120000	68,202	650
Management + General	75000	153.27	29,402.8
Fundraising	5,000	577.59	265.29
TOTAL CASH EXPENSES	100,000	1472.86	3007.59
TOTAL EXPENSES	200000	68932.86	30318.09
TOTAL CASH REVENUE	15,000	53171.52	3908.41

Current Support

We appreciate the support of our individuals donors and financial partners in helping us achieve our goals. We also appreciate the support of our program company partners, who provide their employees' volunteer time to engage with and provide opportunities for our students.

Individual Donors

We are proud to have more than **65** individual financial contributors to our organization - all in the support of providing young women and non-binary students with the mentors and tools to succeed. More than **80%** of these donors make a contribution through our website or Donorbox online giving platform. **10%** of these donors have made Bronze level contributions (\$1,000 - \$5,000).

Financial Partners

We are proudly financially sponsored by 100 Women in Finance, GoldenTree Asset Management, Williams Energy, and abgprint.



Program Partners

Our current program partners include: Quotabelle, Monogram, Floating Point Group, ABGPrint, and Point Made Learning.



Getting Involved

We want to provide individuals with the opportunity not only to contribute to our cause but to engage with us as volunteers. While we do want to provide everyone with the opportunity to mentor, we have a limited capacity due to funding. Therefore, we do prioritize employees from companies who make a financial contribution.

Donor Levels

Platinum: \$20,000 +

Gold: \$15,000 +

Silver: \$10,000 +

Bronze: \$5,000 +

Platinum Benefits:

- Receive a vetted summer intern who has undergone both professional and Finance/STEM education training.
- Be at the front of the line to get you or your employees engaged in our university and community college program either as mentors, speakers, and/or panelists.
- Gain recognition as a company that is actively trying to improve its own diversity and inclusion.
- Receive an updated database of program participants, mentors, and alumni to diversify your hiring pool.
- Boost your visibility on all marketing materials, website/social media, and events as a top financial supporter.
- Provide a recruitment talk to our student community including our alumni.

Donation Methods

If you would like to make a contribution, you may do so either by:

- Sending a check made out to Encouraging Women Across All Borders to our official mailing address: 3641 SE 25th Ave Ocala, FL 34471.
- Using your credit or debit card with our online donation platform [DonorBox](#).
- Register for our annual International Women's Day Fundraising Event! Details will be on our [website](#) on February 1st.

Our Executive Team and Board of Directors



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Our Board Members

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