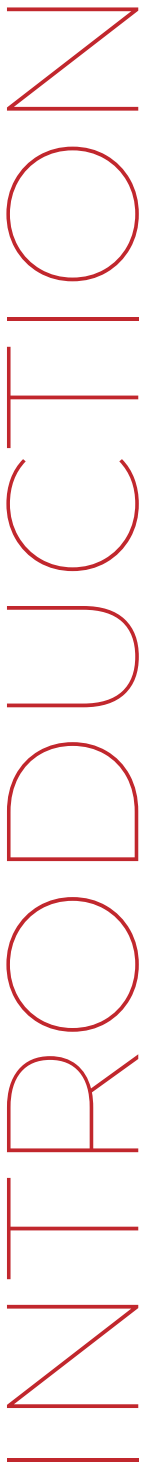




Impact Report

2024



Thank you, Loudoun! Your support powers us to empower our community.

Over the past year, the Loudoun Coalition on Women and Girls (LCWAG) made incredible strides. Thanks to our generous community of donors and supporters, we introduced Loudoun to eight phenomenal women leaders, who were inducted into the Women's Hall of Fame. We inspired confidence in women considering to take the leap into entrepreneurship, as well as for emerging leaders in local middle and high schools. Before closing out 2023, we also surpassed 1,000 responses to the Voices of Loudoun Women survey. Together with you, we celebrated the honor of being awarded **Nonprofit Organization of the Year** by the Loudoun County Chamber of Commerce.

Our annual impact report is designed to share what we did; what we learned; and what's next for Loudoun women and girls. Our team prioritizes **publicizing our data in order to support the informed investment** of state and local funds, as well as resource alignment for other nonprofit organizations. These insights also inform the strategic direction of our signature programs — the LCWAG Research & Impact Hub, Girl emPower, Woman emPower, and the Loudoun Women's Hall of Fame.

We hope that you will join us in advancing our vision to ensure that every Loudoun County woman and girl will have equitable opportunities to achieve personal and professional growth. **Consider this report an invitation to attend an event, connect with us on social media, or volunteer your expertise.** Here's to what's next!

LCWAG is a nonprofit, nonpartisan, nonpolitical organization that promotes leadership development and fosters an inclusive community for Loudoun's women and girls through education, collaboration, and empowerment. LCWAG is a 501(c)3 nonprofit organization independently funded through grants and private donations.

ELEVATING OUR IMPACT

LCWAG sets strategic goals informed by Loudoun women and girls — their insights power our program evaluations and annual surveys, enabling us to empower our community more effectively. The matrix below outlines the previous year’s organizational commitments. We analyzed data on areas of success as well as growing demand to determine the priorities for elevating our impact in the year ahead.

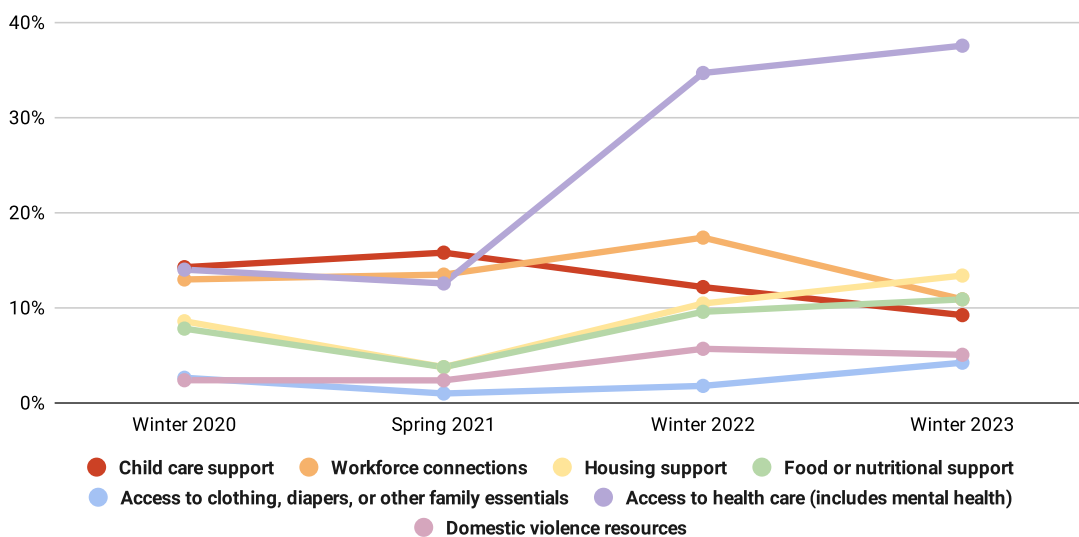
Program	Achieved in 2023	Priority for 2024
LCWAG Research & Impact Hub	Publicized survey findings and identified new partnerships.	Reach a demographically representative population of Loudoun County women in our annual survey.
Girl emPower	Focused on mental health, launched quarterly pop-up events, and partnered with LCPS educators to empower girls.	Broaden quarterly pop-up event’s outreach. Host the fifth annual Girl emPower Summit on September 21, 2024.
Woman emPower	Hosted the second year of Loudoun’s Entrepreneurial Women’s Business Seminar.	Support women’s personal and professional ambitions throughout the year.
Women’s Hall of Fame	Hosted the first-ever Loudoun County Women’s Hall of Fame Inductee & Award Luncheon.	Establish the program as a biennial event.

LCWAG Research & Impact Hub

The LCWAG Research & Impact Hub periodically conducts the **Voices of Loudoun Women** community assessment series to identify and monitor the issues in our community that impact women residing in Loudoun County.

Programs women view as important for meeting challenges in their households

Percentage of all Loudoun women surveyed in each sample period.



The Voices of Loudoun Women series has generated **over 1,000 total responses** from local women over four years of data collection. In December 2022, the rate of women surveyed who reported experiencing one or more major challenges rose from 1 in 3 Loudoun women to **1 in 2 Loudoun women**. New data collected in December 2023 confirms that **this heightened rate has persisted**.

The latest data show **a shift in the top three major challenges**: access to health care (including mental health); housing support; workforce connections; and (tied for third) food or nutritional support.

While women continue to value personal and professional growth, it appears that there is a **growing demand for basic needs support**. These results may be influenced by national factors, such as inflationary pressures affecting household budgets; regional factors, such as the high cost of living in Northern Virginia; and other factors, including LCWAG's efforts to engage more demographically representative survey samples.

The survey also revealed concerning data on women's mental health and safety. Critically, **5% of Loudoun women surveyed** stated that **domestic violence resources** are important for meeting challenges in their household.

Girl emPower

The Girl emPower Summit and pop-up events empower and equip young women ages 12-18 years old in Loudoun County with the skills, strategies, and resources needed to become strong and resilient women in tomorrow's world.

Strengthening inner radiance

The fourth annual Girl emPower Summit in September 2023 more than doubled the previous year's attendance! Designed by young women for young women, the event featured a keynote from 19-year-old author and entrepreneur **Alana Andrews** and interactive sessions led by women working in STEM at **AWS**; **Shreyaa & Esha Venkat**, Nest4Us; **Rhonda Wilson**, Exhale Yoga; **Jess Sauder**, Brush in Hand; and the **Girls on the Run Northern Virginia** team. **Breana Turner**, former Miss Virginia Volunteer and current PhD candidate at Virginia Tech, moderated the event.

In response to feedback from previous surveys and listening sessions, **LCWAG partnered with LCPS to provide no-cost transportation** and make access to the event more equitable. About 90% of registrants resided in Loudoun County. **All eight election districts** were represented, based on zip code data.

97%



attendees who felt more confident about their future goals (four-year average)

18%



Summit attendees transported to and from pick-up points at two LCPS schools



“I loved the **inclusivity** and **variety of speakers and girls** attending. I also love the **care of detail** especially for things like dietary restrictions.”

- EVENT ATTENDEE

Woman emPower

LCWAG provides skills training, strategies, and resources to support women in strengthening economic stability for themselves and their families through career opportunities and entrepreneurship. We partner with local subject matter experts to amplify initiatives for women's safety, mental health, and wellness.

Connecting women to resources

In response to requests for connections to community resources and local vendors, **Loudoun's Entrepreneurial Women's Business Seminar** included an overview of programs available through the Town of Leesburg Department of Economic Development and Loudoun Economic Development. **Lorraine Rise** of Career UpRising moderated a panel of Loudoun-based women entrepreneurs: **Angela Mitchell**, ARM Consulting; **Leah Fallon**, Birch Tree Bookstore; **Monica Pindell**, Mocatina's; and **Pia Miranda**, Miranda Solutions Group.

Looking forward, LCWAG's latest survey identified that **Loudoun women are interested in professional development opportunities** for project management, business financial management, leadership, data analysis, marketing, and teaching.

87%



attendees who felt more confident about achieving their business goals after the seminar

80%



attendees who learned something new from the panelists — a diverse cross-section of leaders in tech, government contracting, retail, and restaurants.



When you **lose your fear**, nothing stops you.

- MONICA PINDELL, MOCATINA'S FOUNDER

Women's Hall of Fame

Preserving and amplifying the legacy of Loudoun's most extraordinary women and inspiring future generations of women and girls to greater achievement.

Celebrating our first inductees!

In May 2023, **eight stellar women** were inducted into the Hall of Fame after being nominated by members of the public.

The first-ever inductees are: **Kris Loya**, Artist (Arts); **Kindra Dionne**, Fifty Leven Wines (Business Entrepreneurship); **Shreyaa & Esha Venkat**, Nest4Us (Community Service); **Katie Johnson**, LCPS Principal (Education); **Sigrid Fry-Revere**, Medical Ethicist (Health); **Interim Chief of Police Vanessa Grigsby**, Leesburg Police Department (Leadership); **Karen Schaufeld**, Author (Philanthropy); and **Pastor Michelle C. Thomas** (Social Justice).

The honorees were celebrated by elected officials from Loudoun County and the Town of Leesburg, along with leaders from local businesses and nonprofits, friends, and family.

92%



rated the event excellent or very good

89%



attendees learned something new



I'm extremely proud of living in **a county with so many phenomenal women!** It makes my heart happy to see so many women and girls celebrating and supporting each other's accomplishments.

- EVENT ATTENDEE



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Amber Styles, Vice Chair, Report Co-Author

Angela Mitchell, Immediate Past Chair

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