

AMPLIFY HER[®]

CHARITABLE FOUNDATION



2023

OUR YEAR OF IMPACT

CONTENTS

- 03**
LETTER FROM THE EXECUTIVE DIRECTOR
- 05**
GRANTS
- 08**
2023 GRANTEE PARTNERS
- 16**
LAUNCH CELEBRATION
- 18**
RESEARCH INSIGHTS
- 20**
LEADERSHIP NETWORK

OUR MISSION

To support women and girls from underserved communities to become transformative changemakers.

OUR VISION

We envision a world where all women have the voice, power, and agency to drive systemic change.

OUR UNWAVERING BELIEF —

WHEN WOMEN SUCCEED, WE ALL SUCCEED.



LETTER FROM THE EXECUTIVE DIRECTOR

Dear Friends,

The women of New York City are a force; strong, powerful, ambitious, and resilient. For generations, they have been the backbone of this city - holding power to account, advocating for change, and uplifting their communities. Our unwavering belief is that when women succeed, we all succeed. When women step into positions of influence and decision-making, they bring everyone along with them - creating a ripple effect of positive change.

Amplify Her Foundation's mission is to support women and girls from underserved communities to become transformative changemakers. To guide our grantmaking toward this goal, we commissioned research on the status of women's leadership in New York City. Our report 'If She Can Make It Here' shares the collective insights of over a thousand women across the five boroughs and uncovers obstacles women face on their leadership journeys and interventions to overcome them.

In our inaugural grant cycle, we awarded \$1 million to twenty phenomenal organizations making progress toward gender equity by building the economic and social power of women and girls through dedicated leadership and career development programs. In keeping with our participatory grantmaking practices, we convened a group of dynamic women across sectors called Amplify Her Leadership Network that used their professional expertise and lived experiences to select our grantee partners.

We continue to be inspired by the generosity of the Amplify Her Leadership Network and their relentless pursuit of gender equity, by our grantee partners tirelessly doing this important work every day, and by the countless women creating a global sisterhood dedicated not just to putting more cracks in that glass ceiling, but shattering it for good.

In solidarity,

Marti Speranza Wong

MARTI SPERANZA WONG
FOUNDER & EXECUTIVE DIRECTOR



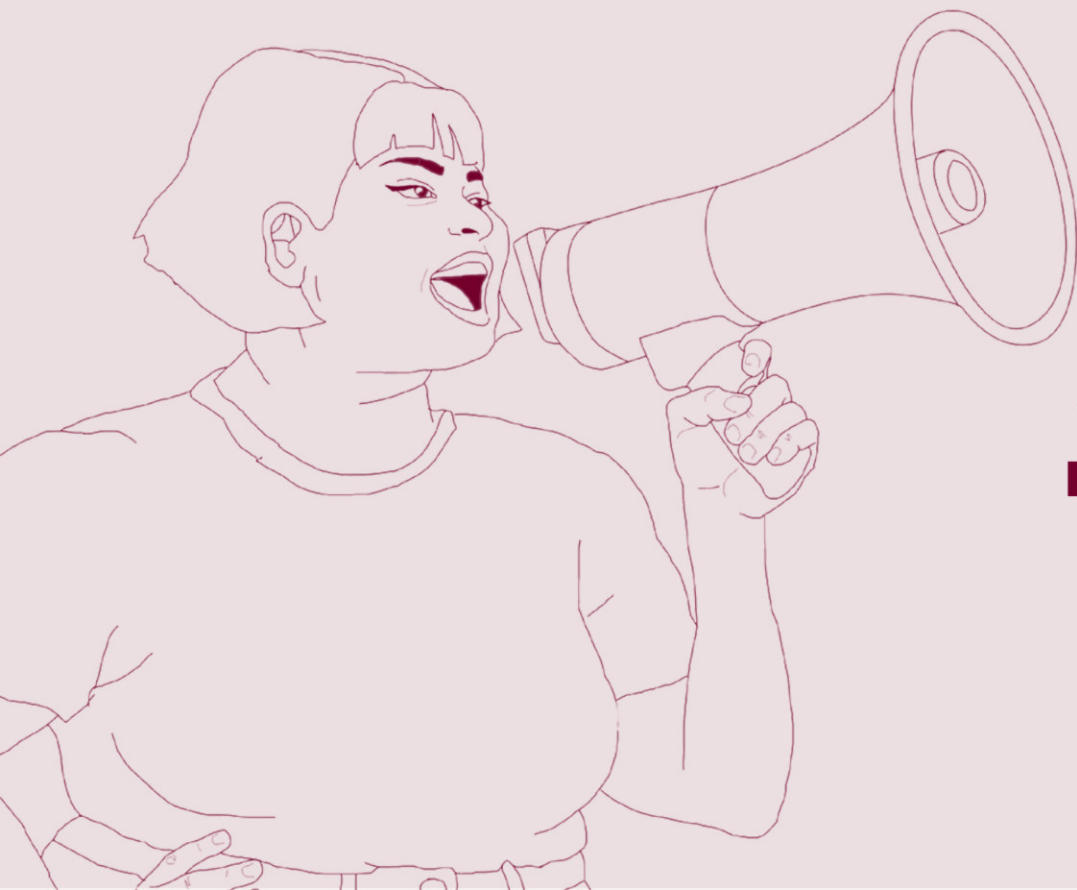


GRANT CYCLE RECAP

Amplify Her Foundation’s 2023 grantee partners were selected out of a pool of close to 150 applicants. Applicants participated in an in-depth review process, including site visits from Foundation staff and the all-volunteer Amplify Her Leadership Network, in keeping with the Foundation’s commitment to participatory processes.

The majority of the grantee partner organizations are women-led, with diverse leadership reflective of the communities they serve. They have unique, gender-specific programming, a strong local presence, deep engagement within the community and clear alignment with Amplify Her Foundation’s mission. In keeping with the Foundation’s trust-based practices, over half of all funding is unrestricted and can be directed wherever it is needed most.

Many organizations specifically serve women of color, immigrants and other communities that face additional systemic barriers. A number of grantees are new, smaller organizations that have identified gaps in current programs and resources for women and girls and the grants will allow them to start or significantly expand new programs.



TRANSFORMATIVE LEADERSHIP IS FORGED THROUGH PRACTICE, SO SUPPORTING WOMEN’S JOURNEYS MEANS RECOGNIZING AND REINFORCING THEIR POWER AT EVERY STEP.



GRANT REVIEW PROCESS



Letters of Inquiry Received

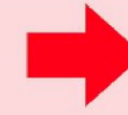
Proposals Advanced

Grant Awards

PROPOSAL EVALUATION



SITE VISITS



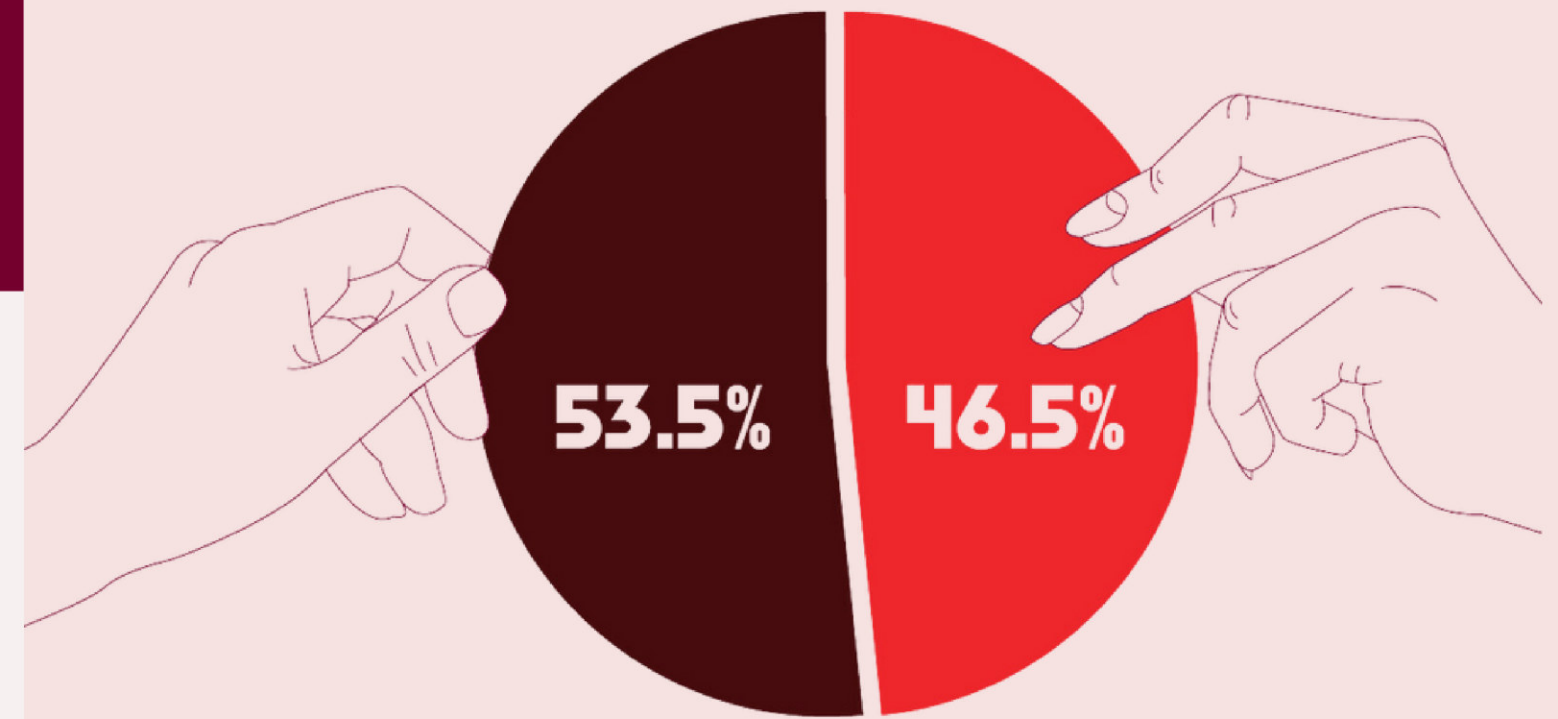
GRANT RECOMMENDATION

KEY FEATURES OF TOP PROPOSALS

- **WOMEN-LED**
- **DIVERSE LEADERSHIP**
- **WOMEN-FOCUSED PROGRAMMING**
- **PROGRAM UNIQUENESS**
- **CLEAR ALIGNMENT & IMPACT**
- **COMMUNITY ENGAGEMENT**
- **COLLABORATIVE**
- **LOCAL/HYPERLOCAL PRESENCE**

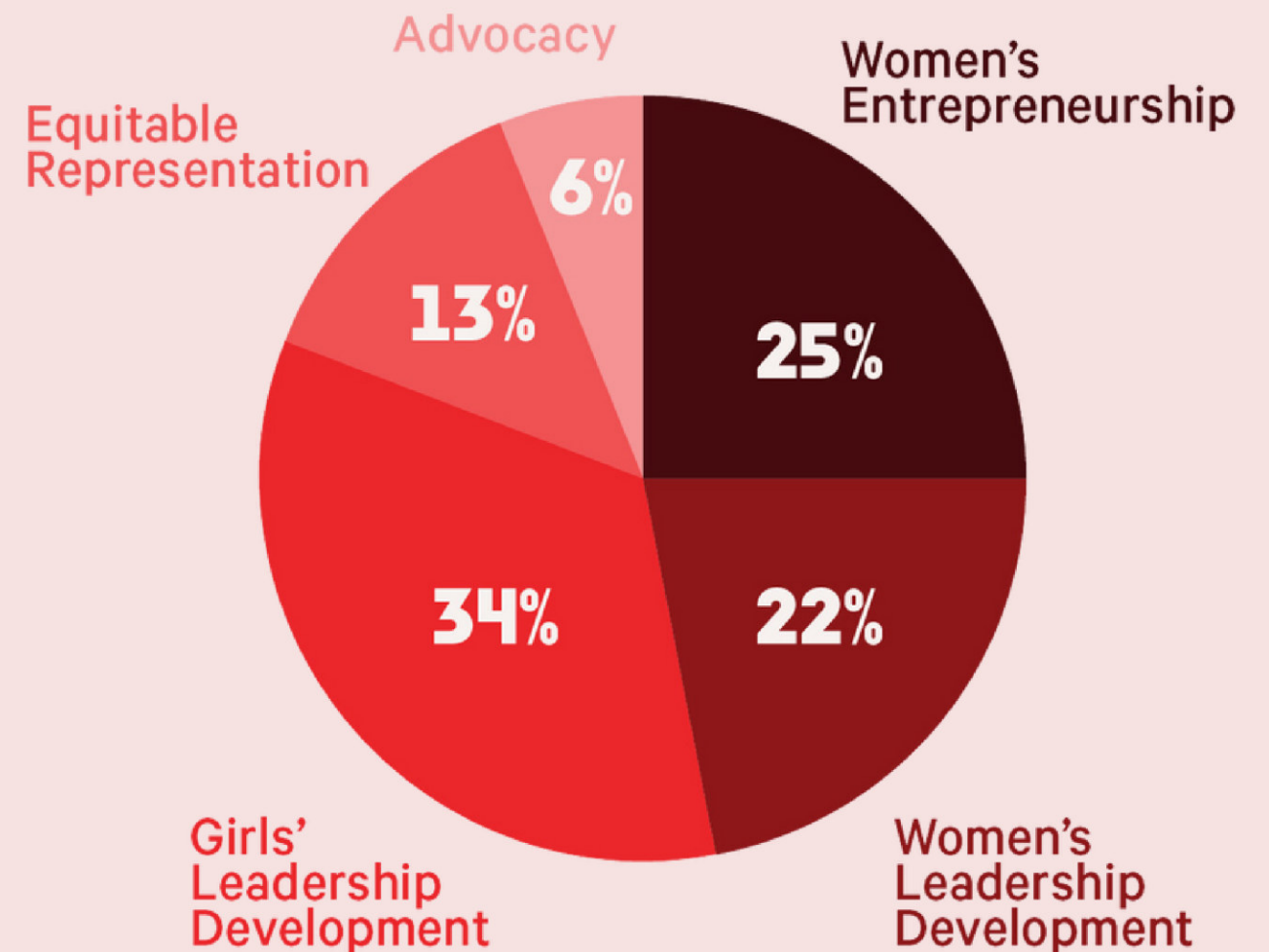
\$1 MILLION

distributed among organizations serving **WOMEN AND GIRLS** from underserved communities in New York City.



General Operations

Programs



Advocacy

Equitable Representation

Women's Entrepreneurship

13%

6%

25%

34%

22%

Girls' Leadership Development

Women's Leadership Development



OUR 2023 GRANTEE PARTNERS

EQUITABLE REPRESENTATION

WOMEN'S ENTREPRENEURSHIP

FULL STEAM FORWARD

Full STEAM Forward provides free, after-school Science, Technology, Engineering, Art, and Math (STEAM) programming to young girls of color from underserved communities. Funding will support current programming for 3rd, 4th and 5th grade girls living in Brooklyn and help build a robust Professional Development program.



ASCENDUS

Ascendus is a community development financial institution with a mission to empower low-to moderate-income business owners with access to capital and financial education. Funding will support their NYC Small Business Lending and Financial Education for Women Program to empower women entrepreneurs with the knowledge and means to grow their personal financial health.

GIRLS WHO INVEST

Girls Who Invest is dedicated to transforming the investment management industry by attracting and advancing women investors, change-makers, and leaders through tuition-free education programs for first and second-year college students. Funding will support programming, including the Summer & Online Intensive Programs, and professional development services like the Alumni Career Institute.



CUSTOM COLLABORATIVE

Custom Collaborative trains, mentors, and advocates for and with no/low-income and immigrant women to build the skills necessary to achieve economic success in the sustainable fashion industry and broader society. Funding will support the organization's core operations and key activities, primarily its Training Institute, Business Incubator, and Worker-Owned Cooperative Development programs.

LEGALLY BLK FUND

The Legally BLK Fund supports aspiring Black women attorneys, by providing Black women with the tools, knowledge and confidence to achieve their legal aspirations. Funding will support the EmpowerHER Pre-Law Institute designed to support young women of color in NYC who aspire to become future attorneys, and to learn more about the legal profession.



HOT BREAD KITCHEN

Hot Bread Kitchen's mission is to create economic opportunity for women & gender-expansive people, immigrants, and people of color through job skills training, food entrepreneurship programs, and an ecosystem of support in NYC. Funding will support HBK Incubates, a food entrepreneurship program that supports the leadership development of women of color.



OUR 2023 GRANTEE PARTNERS

WOMEN'S ENTREPRENEURSHIP

WOMEN'S LEADERSHIP

STATEN ISLAND CHAMBER OF COMMERCE FOUNDATION

Staten Island Chamber of Commerce Foundation's mission is to support and advance small business and business technology development in Staten Island through charitable, educational and commercial revitalization programs. Funding will support the new Leading Ladies Collective, bringing together 12 women-owned business enterprises in Staten Island for leadership development programming.



WELCOME TO CHINATOWN

Welcome to Chinatown's mission is to amplify and address the critical needs of the Chinatown community and its API entrepreneurs, through a robust offering of community and capacity building initiatives, grants, and resources. Funding will support women entrepreneurs in Chinatown with tailored programming through Welcome to Chinatown's Small Business Innovation Hub and its core modules: Coach, Connect, Invest, Innovate.



BOTTOMLESS CLOSET

Bottomless Closet's mission is to be the connection that inspires and guides disadvantaged NYC women to enter the workforce and achieve success. They do this through high-touch, one-on-one interview and career readiness programs, and a broad workshop curriculum designed to support each client as they move towards self-sufficiency. Funding will support Bottomless Closet's extensive range of interview & career readiness programs, both in-person & virtually.



COALITION AGAINST TRAFFICKING OF WOMEN

The Coalition Against Trafficking in Women is one of the oldest international organizations working to end the trafficking and sexual exploitation of women & girls. Funding will support the expansion of their Survivor Leadership Program that involves survivor-led leadership campaigns to end the trafficking and sexual exploitation of women and girls, and to raise public awareness about these human rights violations in NYC for effective change.



Chinatown is integral to the cultural fabric of New York City and has served as a significant ethnic enclave for Asian Americans. This grant will allow us to ensure Chinatown will remain open for generations to come by expanding our reach and delivering programming specifically developed for women owned businesses and entrepreneurs, furthering gender equality and empowering those within our community.

— VIC LEE, FOUNDER & CEO, WELCOME TO CHINATOWN

We will use the grant to grow our capacity to serve even more women in need on their journeys into the workforce and onto the path to self-sufficiency. It takes a community of women to support one another to create real societal change. Given that this year the need for our services is up 80% over last year, the timing of this gift is truly going to make a difference in serving the women of NYC.

— MELISSA NORDEN, EXECUTIVE DIRECTOR, BOTTOMLESS CLOSET



OUR 2023 GRANTEE PARTNERS

WOMEN'S LEADERSHIP

NEW WOMEN NEW YORKERS

New Women New Yorkers aims to unlock the untapped potential of immigrant women. Their primary objective is to provide immigrant women with the necessary tools and resources to achieve success in the workforce. Funding will support general operating and innovative year-round programming in three key areas: workforce development, community education and support, and storytelling.



THE 92ND STREET Y NEW YORK

92NY is a cultural and community center where people all over the world connect through culture, arts, entertainment and conversation. Funding will support the Women InPower program, a dynamic, cross-sector fellowship program designed to advance high-potential women to the highest levels of leadership in their fields by providing them with mentorship, coaching, leadership training, and membership in an active community of their peers.



ADVOCACY

POWHER NEW YORK

PowHer New York is an inclusive statewide network of 100+ gender and racial justice organizations committed to securing economic equality for all New York women. Funding will support the launch of the L.E.A.P. initiative, a new leadership development program to support the leadership pipeline of young women of color in NYC in the racial and gender justice movement.



GIRLS' LEADERSHIP

BELLA ABZUG LEADERSHIP INSTITUTE

Bella Abzug Leadership Institute's mission is to inspire young women to become effective, dynamic and visionary 21st century leaders as well as active and creative participants in civic, political, corporate and community life. Funding will support the Journey To Leadership program, an intensive, year-round, in-school and after-school leadership development program for girls, ages 13-18 years old, in the NYC public school system.



FELICIA'S PROMISE

Felicia's Promise's mission is to assist girls of color from underrepresented communities to develop marketable skills, attain higher education, learn about career opportunities, and become financially self-reliant. Funding will support in-person and virtual mentoring and empowerment programs for girls of color in NYC that address various themes of college/career planning, financial literacy, civic engagement, coding, public speaking, women's health, etc.



LATINAS ON THE VERGE OF EXCELLENCE (L.O.V.E.)

Latinas On the Verge of Excellence empowers young women to identify their innate strength to fulfill their personal and professional goals through mentorship and health education targeted at mental, reproductive and physical health, as well as college and career readiness. Funding will support the L.O.V.E Mentoring Program that emboldens young women to believe in themselves.



AH OUR 2023 GRANTEE PARTNERS

GIRLS' LEADERSHIP

SADIE NASH LEADERSHIP PROJECT

Sadie Nash Leadership Project's mission is to strengthen, empower, and equip young women and gender-expansive youth of color as agents for change in their lives and in the world. Funding will support SNLP's impressive range of leadership development programs, including their 6-week summer program for young women and gender-expansive youth currently attending high school in NYC.



SOUTH ASIAN YOUTH ACTION (SAYA)

South Asian Youth Action works toward educational equity by providing opportunities and resources to underserved NYC youth, ensuring they are empowered academically, emotionally, and socially to become engaged community members. Funding supports their Young Women's Leadership Program that provides a culturally-affirming third space for female-identifying & gender expansive youth from underserved communities in Queens.

SEEDS OF FORTUNE

Seeds of Fortune is the largest, non-profit EdTech platform dedicated to matching young women of color to education, finance and career opportunities to support them on their first steps toward economic security. Funding supports their operating and programmatic goals for 2024, including their signature summer programs to provide young women of color with access to scholarship and grants resources, internships, and project-based career opportunities.



STUDENT LEADERSHIP NETWORK

The Student Leadership Network was founded in 1996 when The Young Women's Leadership School of East Harlem opened and was the first public all-girls school to open in the United States in 30 years. Since their establishment, the Young Women's Leadership Schools (TYWLS) have stood at the forefront of advancing girls' education in NYC. Funding supports the expansion of the robotics team at the Young Women's Leadership School of Astoria.

We understand that vital social movements are often led by young leaders willing to recognize and resist injustice, build solidarity with others, and take action to support their communities. Thanks to the support of Amplify Her Foundation, we will continue to be a space that welcomes young people's innate curiosity— helping them explore answers to their questions about power and privilege and helping them act as agents of change.

— **TENĒ ADERO HOWARD, EXECUTIVE DIRECTOR, SADIE NASH LEADERSHIP PROJECT**

Young women from AAPI and other minority and immigrant communities face numerous barriers to achieving success. Through increased exposure to culturally affirming leaders and learning environments, SAYA makes a meaningful impact on these students' ability to learn and thrive, increasing their likelihood of excelling in school and beyond. The funding will be instrumental in helping SAYA's programming reach many more young people.

— **SONIA B. SISODIA, EXECUTIVE DIRECTOR, SOUTH ASIAN YOUTH ACTION**

AH LAUNCH CELEBRATION



The Amplify Her Foundation Launch Celebration was held at the Museum of the City of New York on October 3rd 2023. The at-capacity event was filled with inspiring words and empowering conversations.



New York State Attorney **Letitia James** delivered opening remarks and **Tarana Burke, Founder of the Me Too Movement**, received the inaugural GlassBreaker Award.



Amplify Her Foundation released **'If She Can Make it Here'** a comprehensive study on women's leadership in New York City. Esteemed leaders from **The New York Women's Foundation, Women.NYC,** and **IDEO.org** joined us for a panel discussion on the findings of the report.



When women and girls thrive, when they are allowed to develop their full potential, when they are provided opportunities to step into their power, it not only changes the trajectory of their lives but helps advance entire communities, cities, and nations.

**LETITIA JAMES
NY STATE ATTORNEY GENERAL**



AMPLIFY HER[®]
CHARITABLE FOUNDATION



IF SHE CAN MAKE IT HERE



MORE THAN HALF OF NYC WOMEN REPORT EXPERIENCING GENDER-BASED DISCRIMINATION AT WORK.



Sadie Nash Leadership Project

BLACK WOMEN ARE

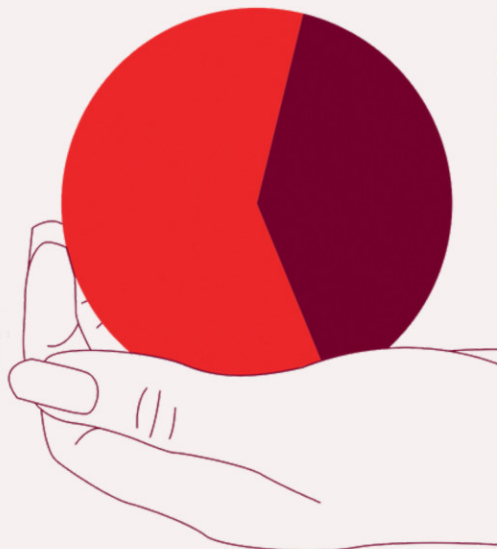
15% LESS LIKELY

THAN THEIR WHITE PEERS TO REPORT THAT THEY HAVE ROLE MODELS THAT HAVE SHOWN THEM HOW TO ACHIEVE THEIR LEADERSHIP GOALS



61%

OF WOMEN CONSTANTLY FEEL LIKE THEY NEED TO PROVE THEMSELVES TO BE TAKEN SERIOUSLY.

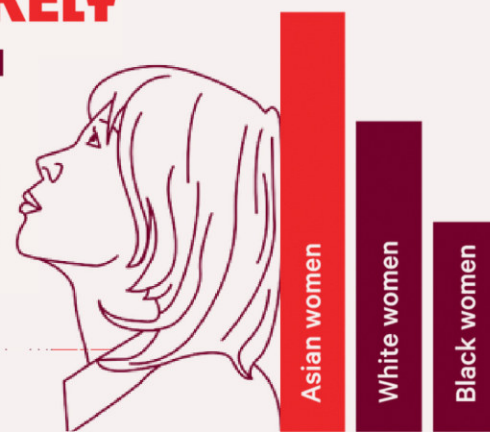


ASIAN WOMEN ARE

26% MORE LIKELY THAN WHITE WOMEN AND

50% MORE LIKELY THAN BLACK WOMEN

TO REPORT THAT THEY DO NOT FEEL AS CONFIDENT AS THEIR EQUALLY-QUALIFIED MALE PEERS

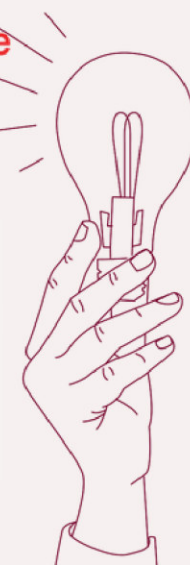


HOW WE CAN SUPPORT WOMEN IN NYC

Respondents identified these supports as most useful

65% 62%

Mentorships / network in industry Leadership development programs



To understand the most significant barriers faced by women and girls from underserved communities, the Amplify Her Foundation collaborated with **The New York Women's Foundation** and **IDEO.org** on a comprehensive research project to identify interventions that help women overcome systemic obstacles and meet their full leadership potential.

A key component of this research involved **centering the voices of women and girls** through focus groups, listening sessions, individual interviews, and an online survey of over 1,000 NYC women.

The Amplify Her Leadership Network is a diverse cohort of women leaders established to advise, support, and guide the Foundation’s grantmaking strategy, and to advance the mission of the organization. The Network brings together a dynamic and highly-motivated group of community members invested in the advancement of women’s leadership and gender equity locally.

As we plan to expand this group in 2024, we would like to acknowledge the incredible women of the inaugural Amplify Her Leadership Network who played a crucial part in making this year a resounding success.

AAMINA AWAN-KHAN
CHIRLIE FELIX
ESMERALDA HERRERA
KALEY PILLINGER
DAYNA SESSA

DARLENE BLANCO
DIANA FRANCO
ANNE HOGARTY
ARUNI RANAWEERA
MARY TAN

CHANTAL BONITTO
REGINA GWYNN
MAIA MOLINA-SCHAEFER
TALIA SCOTT

STAFF

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