



"A BLACK WOMAN INSPIRED ME"

1st Annual Campaign

March 18th-April 18th 2021

WHO WE ARE?

iFlourish is a 501c3 nonprofit that empowers middle and high school black girls to break barriers to achieve their goals and be fearless, resilient and self-confident leaders.

WHY DO WE CARE?

As we prepared to launch our first program EntreprenHER: Building and Nurturing Future Female Changemakers last year, we quickly realized there was a big problem. As we sought to find digital text and videos of Black women entrepreneurs to inspire our young women, we noticed that there was a scarcity of entrepreneurship and career exploration stories dedicated entirely to showcasing the stories of successful black entrepreneurs and professionals. How could this be?

Research shows that black women represent 42% of new women-owned businesses—three times their share of the female population—and 36% of all Black-owned employer businesses. Additionally, for years, black women have had the highest labor force participation rates among women and despite systemic challenges have become leaders across STEM careers, the C-Suite, and beyond. ***Yet their stories are untold.***

ACTION PLAN

We believe that representation matters and that sharing the professional and personal journeys of successful black professional women to our program participants will help inspire, bring insight, and motivate them to become successful on their chosen career paths.

Our goal is to create a digital database highlighting the stories of triumphs and trials of Black professional women in STEM, entrepreneurship, high level management and other professions. Through these stories, our participants can find a central location to hear from the trailblazers paving the way.



ACTION PLAN CONT'D

This digital database will serve as a career exploration tool to help our participants understand the journey and the tools they need to obtain their professional and personal dreams, help them explore potential career paths, and connect stories to their own personal journey.

This database will serve as a component of our larger project-based curriculum which provides hands-on activities for students to shadow professional women as well. This resource allows our program participants girls to dream and achieve without glass ceilings while creating the ingredients in making HER story.

We want black girls worldwide to know that "if they see it, they can be it".

HOW CAN YOU HELP?

Last year, we piloted a smaller version of this database to our participants and noticed the impact on our students. The experiences of women entrepreneurs and the feedback from our girls after hearing others share their journeys and provide inspirational words was too powerful to ignore and it was imperative for us to grow this effort.

Black girls don't lack talent, they lack the opportunity to see which careers are right for them. By giving these young women an opportunity to gain knowledge and explore the future career paths, we can build a new generation of changemakers and leaders.

Our Goal: \$3,500 - \$5,000

Your funding and support will help us this project in the following ways:

1. Secure a COVID-safe work space in a private location for filming
2. Videographer fees to professionally film videos of 25-45 Black professional women.
3. Hire a website designer to help build this platform on our website
4. Day to day operational expenses on bringing this project to life.
5. Additional list of Black professional women willing to share their journey.

([link here](#))

Donors will receive tokens of appreciation

\$50 Thank you postcard on set

\$100 + Free "A Black Woman Inspired Me" T-shirt

Thank you for your support!

1. <https://usafacts.org/articles/black-women-business-month/>

2. <https://www.americanprogress.org/issues/women/news/2018/08/07/454508/valuing-black-womens-work/>