



2020

LADIES of VIRTUE  
Transforming Lives. Destined for Greatness.

# ANNUAL REPORT

# LETTER FROM OUR FOUNDER

## 2020... The year that changed it all.

When I got the news about the Stay At Home Order I was devastated. For many of our girls, our LOV sessions were the only place they felt safe. We deal with so many different family dynamics and immediately my concern was the well-being of our girls.

I wanted to make sure our families were ok. We distributed a survey to our parents and found that 42% of them lost their jobs or had their work hours reduced. Many of our girls said that they were isolating themselves in their rooms. The world was at a standstill and at that moment I knew, that Ladies of Virtue was more than a sisterhood, we were a lifeline.

The entire LOV Team got to work. We immediately offered bi-weekly virtual mentoring sessions. Provided one-on-one support to our high-school seniors. We delivered activity kits, PPE, and groceries to our family's homes. We provided our parents with over \$20,000 in financial stipends. We even held monthly mental health workshops for parents and our girls. In addition, we launched a community garden to improve their mental health.

Ladies of Virtue stood in the gap every step of the way.

We were in a groove and I thought...It can't get any worse than this. But I was wrong.

The deaths of Breanna Taylor and George Floyd rocked the country. Protests were nightly. Hundreds of cities were looted. Our communities in Chicago were hit hard. The grocery stores were closed. As a result, our girls needed an outlet where they could voice their concerns about how Black Women and Girls were treated in America. "How the world has hurt black girls" was our response. This conversation was later featured at a national conference.

We watched our girls put their pain into peaceful protests and it was beautiful to watch. I saw how our mentors connected to their mentees in socially distanced activities. Our supporters donated more than they ever had before. In one way or another, it seemed as though we were all under attack but our LOV team, volunteers, LOV sisters and our parents refused to go down.

2020 tried it, but just like dust...we rise.

[Click here to watch our 2020 video.](#)



The background features a vibrant blue field with several thick, curved stripes in a bright pink color. These stripes are arranged in a series of overlapping, concentric-like curves that sweep across the frame from the top-left towards the bottom-right, creating a dynamic, modern aesthetic.

# OVERVIEW



# THE NEED



Black Girls are viewed as needing less nurturing and less support but it doesn't have to be this way.

Black girls live in and witness the same issues as Black boys but feel that their concerns go mostly unaddressed and overlooked. Research confirms what our girls have been telling us all along. Due to stereotypes, a 2017 Georgetown Law Study showed that adults believe black girls ages 5-19 need less nurturing, protection, support and comfort than their peers of the same age.

## Why Black Girls?

There are significant barriers preventing our girls, specifically Black girls, from living up to their fullest potential in preparation for their future. For example, the Chicago Public School created the Early College and Career Credential (ECCC) program so that more students are prepared and positioned to accomplish great things after high school. This program provides increased access to college-level coursework and career training in schools (examples include Dual Enrollment, AP Exams, JROTC and Career Technical Education). Chicago Public Schools' (CPS) website found that only 37.2% of Black female high-school students earned an ECCC compared to 58% of Latinx female students and 73.2% of white female students.

Furthermore, although there has been a decrease in youth out-of-work rates from 2014 to 2016, substantial racial and gender gaps remain. The 2016 American Community Survey found that in Chicago, only 14.3% of Black females ages 16 - 19 were employed compared to 29.4% of white female teens.

Many students living in divested communities may not have access to their school counselor (avg ratio in CPS = 330:1) to help them navigate the path to college and typically hit barrier after barrier. Black girls want and need support as they navigate the post-secondary planning process which often consist of weighing options that include 2 or 4-year college, trade school or the armed forces.

## Additional Needs During Covid-19

In March and April 2020, the height of the pandemic, Ladies of Virtue staff distributed a survey to our families so that we could better understand how they were impacted. We found that 42% of our parents experienced employment disruption (either loss their job or had their work hours reduced). This survey also indicated that our parents needed more mental health support and wanted to learn how to improve their communication with their daughters.



# THE SOLUTION

Launched in 2011, Ladies of Virtue empowers girls to become confident and purpose-driven leaders.

We match our girls with mentors and prepare them for leadership through character development, career readiness and civic engagement.

We also provide mentoring and support up to 6 years after high-school as LOV 4 Life Alumni.

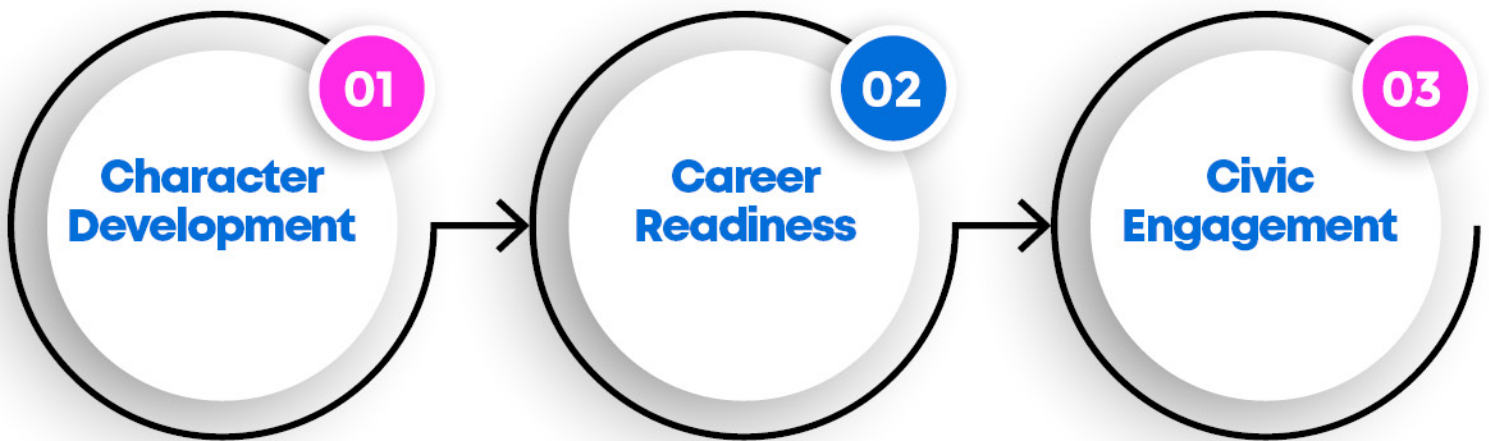
Our LOV 4 Life Alumni Program focuses on building generational wealth through entrepreneurship, investing, real estate, career readiness and post-secondary education.



# Ladies of Virtue (LOV) Stands In the Gap For Those Who May Not Have Positive Role Models in Their Lives

Launched in 2011, we match our girls with mentors and prepare them for leadership through character development, career readiness and civic engagement. We also provide mentoring and support up to 6 years after high-school. We want our ladies to become confident and purpose driven leaders.

## We Prepare Our Girls for Leadership in 3 Ways:



- Identifying your purpose and passion
- Fostering healthy relationships
- Developing a positive character

- Participating in Career Pipeline events (job shadows in STEM, Art, Business, Law, Entrepreneurship)
- Building public speaking skills through speed networking, hosting events and round table discussions
- Exploring colleges and identifying the best fit for their future careers

- Identifying topics that they are passionate about
- Partnering with community organizations that pertain to each topic
- Taking what they learned and teaching their peers through marketing awareness campaigns and workshops
- Presenting impact to community leaders and executives





**Our mission** is to instill purpose, passion, and perseverance in girls, ages 9 to 18, while preparing them for college, careers and to become change agents in their communities.

**Our vision: Ladies of Virtue** is recognized as the leading mentoring and leadership development program for Black girls in the greater Chicago region, which fosters sisterhood and strengthens families and communities.

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IMPACT





# OUR REACH IN 2020

9

**Programs**

calendar year

79

**Volunteers**

calendar year

165

**Participants**

program year

July 2019 to June 2020

1,220

**Residents served  
for COVID-19  
Initiatives**

calendar year

# IMPACT

## over the last

### THREE YEARS

	2018	2019	2020
# of People served	150	150	1385
Percent ages 16 and over placed in summer internships	96%	95%	91%
Percent graduated from high-school	100%	100%	100%
Percent trained in project management / leading projects that benefit the community	100%	100%	100%
Percent accepted into college, trade school or armed forces	100%	100%	100%
Percent enrolled in to college, trade school or armed forces	89%	100%	92%
Revenue	\$ 229,279	\$ 299,449	\$ 553,513



# 2020 HIGHLIGHTS:

Funded by the Oprah Winfrey Charitable Foundation

Funded by Niantic (Developer of Pokemon Go)

In partnership with AT&T, we created a new career exploration opportunity to expose under-served youth to Black women executives in business and information technology

Notable partners include: AT&T, JLL, Northwestern Medicine, Rush University, the Office of the City Clerk Chicago, Bright Star Community Outreach, Project Management Institute Chicagoland Chapter, Obama Foundation and Blue Cross and Blue Shield of Illinois



As of December 31, 2020

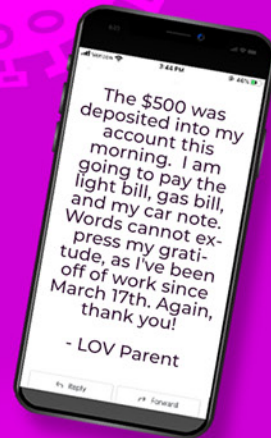


1.

Over **200** girls served through weekly and bi-weekly mentoring and leadership program-

**\$23,500** - 47 LOV Families received \$500 stipends in partnership with Family Independent Initiative!

2.



3.

**Raising Black Girls Parent Initiative** Hosted 8 mental health workshops.

100% of parents agreed that our workshop "will allow me to communicate more effectively with my child about their mental health."

**1,220** individual residents served through our COVID-19 Relief efforts since March 17th!

4.



5.

Over **4,000** meals were served, over 2,000 pieces of PPE were distributed, and 400 bags of school supplies were provided to youth during monthly community events held on the south and west side of Chicago.



# TESTIMONIALS

## Taylor

"I am very appreciative of Ladies of Virtue for everything they have done and continue to do for my family and I. This program has really been a saving grace for me and many other girls. There's nothing I won't be able to do or get past as long as I have Ladies of Virtue by my side." – Taylor, Participant of 6 years, 12th grade

## Layla Ashley

"This is my 1st year with Ladies of Virtue. But so far, they have been helping me prepare for the college application process. They have also been helping me to find scholarships that pertain to my career choice. What I love most about Ladies of Virtue is that they place a large emphasis on providing everyone with tools to prepare us for success inside and outside of school." - Layla Ashley, Participant of 1 year, 11th grade

## Makana

"LOV has taught me is that you should communicate with others and be confident not only when you are speaking but about yourself. Something I like about LOV is that even in the midst of the pandemic, I have been socializing with others over zoom and they allow us to talk to other girls. For example, just last week, I learned about mental health and how we can have self-love and how we can have less stress." - Makana, Participant of 2 years, 5th grade

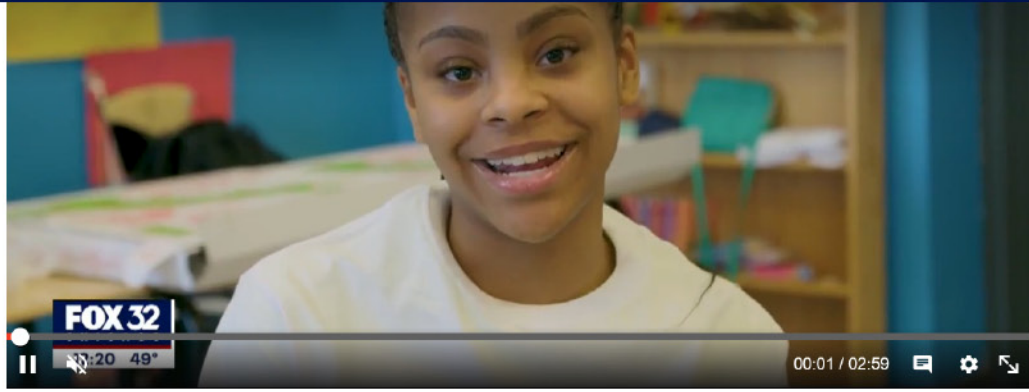




# 2020

## NEWS & MEDIA

**FOX 32** Live News Coronavirus Weather Good Day Contests Email

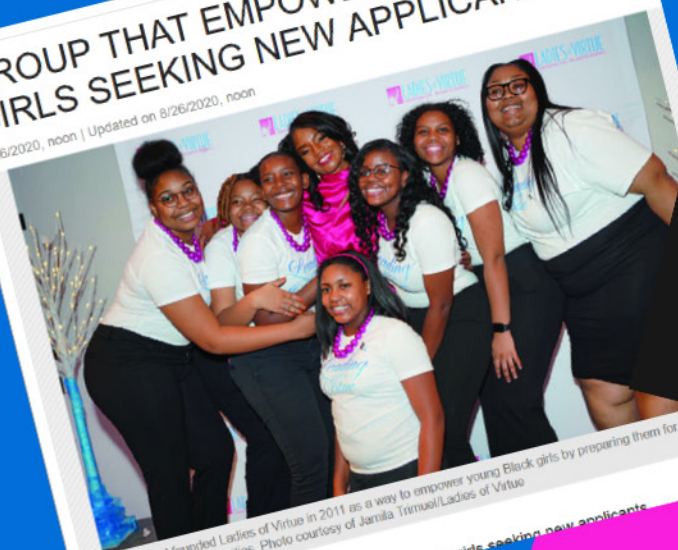


**FOX 32** 00:01 / 02:59

**Ladies of Virtue provides resources for teen girls during the difficulties of the COVID-19 pandemic**

**GROUP THAT EMPOWERS YOUNG GIRLS SEEKING NEW APPLICANTS**

8/26/2020, noon | Updated on 8/26/2020, noon



Jamila Trimuel founded Ladies of Virtue in 2011 as a way to empower young Black girls by preparing them for college and providing career opportunities. Photo courtesy of Jamila Trimuel/Ladies of Virtue

Group that empowers young girls seeking new applicants

COMCAST NEWSMAKERS



**Support Through Sisterhood - 5:48**

Jamila Trimuel, Ladies of Virtue

Posted Dec 09, 2020

A positive role model can change the trajectory of your life. Ladies of Virtue's mentoring and leadership program is for girls ages 9-18 and instills purpose, passion and perseverance while preparing them for college and careers.



# Top 5 Moments of 2020



Many of our participants said that they were isolating themselves in their rooms due to the pandemic. We wanted to create new ways to engage our students and their families. Our families enjoyed learning how to grow their own food while also improving their mental health!





In less than 5 weeks, our LOV team revamped our entire STEM program with a completely new STEM and Beauty curriculum.

Our 1st STEMuTiful virtual experience was a huge success!!!

### Results:

- 55 girls attended
- 97% said that "I enjoyed the STEMuTiful Program"
- 100% said that they "learned more about careers in STEM because of my participation in the STEMuTiful program"
- 84% said that "my confidence increased because of my participation in the STEMuTiful program"



We are really proud of this initiative because it was solely created by our LOV girls (the name, content, etc).

This summer, Melanie, Jae, Kourtney, and Keturah, launched the “How the World Has Hurt Black Girls” awareness campaign to share the experiences of Black women and girls who are often forgotten about. They hosted a discussion on FB live which garnered over 2,400 views.

As a result, they were selected to present at a national conference entitled, United State of Young Women, Chaired by Tina Tchen and Valerie Jarrett in July 2020.





Our volunteers and sponsors were extremely supportive. We were able to provide all of our high-school seniors and college students with brand new laptops if they needed one. What a huge milestone for us!





We are so grateful for our Board of Directors, Friends of LOV Council and everyone who donated towards our LOV Van. We will use the van to:

- Transport PPE and other products to the community
- Host mentoring pop-up events
- Attend local college tours (post-COVID19)

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# OUR BOARD OF DIRECTORS, PARTNERS & SPONSORS

# BOARD OF DIRECTORS

as of December 31, 2020

## Board Members

**Leah Hobson**

Vice President of Finance at  
Northwestern Memorial Healthcare  
Board President

**Jamila Trimuel**

Founder & CEO at Ladies of Virtue  
Board Vice President

**Averil Edwards**

Managing Counsel at United Airlines  
Board Secretary

**Cathy Williams**

Chief Financial Officer at  
Illinois Tollway  
Board Treasurer

**Elsie Cardell**

President at Results Driven Marketing  
Board Member

**Risa Davis**

Retired as Vice President of Corporate  
Development at United Way  
Board Member

**Sheilina Henry**

Group Vice President of Diversity and  
Inclusion at Bloomin' Brands  
Board Member

**Veronica Obianwa**

Corporate Controller at Walmart  
Board Member

**Miriam Smith**

Manager of Fundraising Programs  
Grady Health Foundation  
Board Member

**Jelani Rucker**

Vice President of Marketing at  
Zeckelman Industries  
Board Member

**Sizwe Kamara**

Regional Director / Vice President at  
Morgan Stanley Investment Management  
Board Member



# OUR PARTNERS



# OUR SPONSORS

## 2020 Leading with Virtue Annual Fundraiser

### BUILDER

Leah and Louis Hobson



THE POLICY CIRCLE  
START THE CONVERSATION  
THEPOLICYCIRCLE.ORG

Sylvie Légère

### ADVOCATE



Bruce Taylor

### MENTOR

Veronica Obianwa

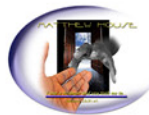
Miriam Smith



The Henry Family



Joseph & Bessie  
Feinberg Foundation



### SUPPORTER

Fran Bell Cathy Williams William Barry B & G Heinz James Hill

Sizwe Kamara Susan Riechers The Kendall Law Firm

Benjamin Hill Jeanine Izzo Pamela Blackman

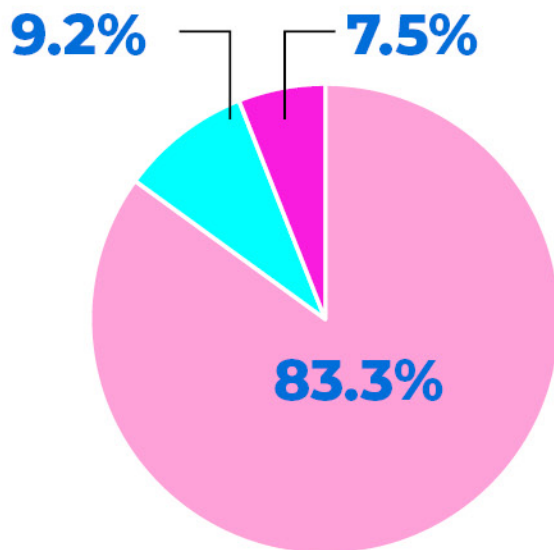


# OUR FINANCIALS

In the midst of the pandemic and the recent unrest that took place in Chicago, our supporters truly answered the call for support. In total, we raised

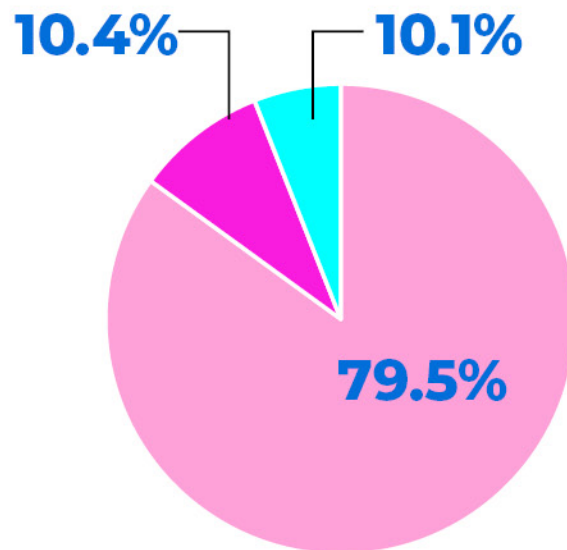
**\$553,513\***

## 2020 Revenue



- Corporate and Grants
- Individual Contributions
- Program Revenue

## 2020 Expenses



- Program Expense
- Fundraising Expense
- Administration / Management Expenses

**\*Note:** Ladies of Virtue is currently in the process of completing its 2020 audit. This process will be complete by August 2021.



The image features a solid blue background with several thick, bright pink curved lines that sweep across the frame from the top-left and bottom-right corners towards the center. The lines are parallel and create a sense of movement and depth. In the center of the image, the text "THE PATH FORWARD" is displayed in a white, bold, sans-serif font with a thin black outline, making it stand out against the blue background.

# THE PATH FORWARD

# 2018 – 2020

## Strategic Plan

### Programs

Become a proven mentoring and leadership program for Black girls vetted by a reputable research and evaluation firm in order to scale throughout the Chicagoland area and beyond.

### Growth

Serve 300 participants annually in the Mentoring and Leadership program while enhancing the experience for all girls.

### Development / Marketing

Expand and diversify fundraising opportunities while developing a marketing approach to support LOVs growth model of achieving \$375K or more annually in fundraising revenue (current budget is \$306K).

### Volunteers / Staff

Become a proven mentoring and leadership program for Black girls vetted by a reputable research and evaluation firm in order to scale throughout the Chicagoland area and beyond.

### Partnership

Increase the number of strategic partners (those focused on youth empowerment) by connecting with corporations and community organizations, in order to align mission, shared vision, increase diversity and build a strong Chicago community.

**Note:** Goals are from our 2017 – 2020 strategic plan. We will be hosting another strategic planning session in partnership with the University of Chicago (Jan 2021 – April 2021).

# FUTURE PLANS

## In 2021, we plan to:

- Partner with the University of Chicago to develop a 3 year strategic plan (2021 – 2023) which will be complete by April 2021
- Hire a full-time Program Coordinator by April 2021
- Additional staff to be hired include Development Manager, Program Manager and Marketing Manager (part-time)
- Increase number of students served
- Increase the number of strategic partners by connecting with corporations and community organizations, in order to align mission, shared vision, increase diversity and build a strong Chicago community.
- Seek additional ways to leverage technology for our curriculum (e.g., app, technology platform)
- Utilize a reputable research and evaluation firm to refine how we measure success
- Seek to partnerships with organizations that will help us enhance our internal processes, procedures and structures





THANK YOU!

