

2023



LADIES of VIRTUE
Transforming Lives. Destined for Greatness.

ANNUAL REPORT



Celebrating 12 Years of Commitment to Black Girls in Chicago!

As we reflect on this incredible milestone—12 years of service to Black girls in Chicago—we want to take a moment to honor the individuals who have made it all possible. Whether you're a mentor, volunteer, board member, staff member, or donor, your commitment has helped us reach this point, and for that, we are deeply grateful. At the heart of Ladies of Virtue is a commitment to fostering sisterhood, strengthening families, and uplifting communities through the mentorship and leadership development of Black girls. This mission is not just something we say—it's something we live by every day.

A bit about my journey: I grew up on the South Side of Chicago. My father used to remind me, "You are an African girl, and you can do anything you put your mind to." Even though my parents divorced when I was just five, they were always consistent in talking to me about pursuing college and chasing my dreams. Like many teenagers, I didn't fully appreciate their guidance until later in high school. When I noticed that many of my neighborhood friends weren't considering their next steps, I realized how crucial positive role models are. This inspired me to become a mentor in college, and I've continued mentoring ever since. What makes Ladies of Virtue so special is that it's not just about me—it's about all of us. There is an entire community of people dedicated to this cause, and that's why we've grown into the leading mentoring and leadership development program for Black girls in Chicagoland. We're the only community-based organization that integrates Black culture, mentoring, leadership, and mental health support specifically for Black girls.

Thanks to your ongoing support, we've achieved more this year than at any time in our history:

- We've gone from serving 365 girls to 505 this past year, with plans to reach 600 next year!
- We've expanded from six full-time staff members to eight.
- 100% of our high school seniors were accepted into college.
- 87% of our girls ages 16 and older secured summer internships.
- 97% of our girls reported that their leadership skills improved.

These accomplishments are a direct result of your generosity, commitment, and belief in our mission. Our journey continues, and the road ahead won't be easy. Research shows that only 2% of all charitable giving supports non-profits focused on women and girls. Even more, when those organizations are led by Black women, they receive less funding compared to others. But because of you, we are breaking barriers and ensuring that Black girls in Chicago receive the mentorship, leadership development, and mental health support they deserve.

Thank you for standing with us for the past 12 years. Together, we will continue to create a future where Black girls feel respected, honored, protected, and cherished.

With deep gratitude,

Jamila Trimuel

Founder & CEO, Ladies of Virtue

overview

The image features a vibrant pink background with several overlapping circles of varying sizes and shades of pink. Two solid blue rectangular bars are positioned at the top and bottom edges of the frame. The word "overview" is written in a large, bold, white sans-serif font, centered horizontally across the middle of the image.



The NEED

How Black Girls are IMPACTED

Black girls come with talent, drive, and interest, but significant barriers can prevent them from living up to their fullest potential. All are Black girls facing the impacts of systemic racism, exacerbated by living in some of Chicago's highest-poverty, underserved communities; 83% of participants qualify for free or reduced lunch, a common poverty indicator.

The target population has systematically been denied access to equitable education and economic opportunity based on race, income, gender, and geography. Substantial racial and gender gaps exist in youth employment: in Chicago, only 14% of Black women ages 16-19 are employed compared to 29% of white peers (2016 Census). Nationally, 28.2% of Black women ages 16-19 are employed compared to 35.9% of white peers (2016 Census).

Black girls are experiencing direct or observed trauma, stress, and mental health challenges that can also impede their educational development. Between 2015 and 2021 suicide rates of Black girls ages 15-19 living in Cook County increased by 77%. Building resilience in the face of trauma and systemic racism is especially important today.

A groundbreaking 2017 study and a follow-up in 2019 by Georgetown Law found that Black girls (aged 5-19) are widely believed to be more "adult" than others their age, and need less protection, nurturing, and comfort than their white peers leading to less empathy from adults, harsher treatment in school, and pressure to behave passively rather than assertively. During the pandemic, 70% of our parents expressed concern for the mental health of their girls and/or themselves.

Why we do this WORK.

A significant body of research shows that career readiness and mentoring programs such as our Power to the Professional promote these characteristics and improve participants' college perceptions, mandatory testing scores, and high school perseverance (Radcliffe, 2011).

Research also shows that college knowledge is especially important for low-income, first generation college-going and academically off-track students (Hooker, 2010).

The SOLUTION

For more than 13 years, we've led the charge in empowering Black girls in some of Chicago's most underserved communities on their journeys to becoming confident, purpose-driven leaders through character development, career readiness, and civic engagement.

We are the only organization offering our unique community-based model that integrates culture, one-on-one and group mentoring, leadership development, and mental health support specifically for the needs of Black girls.

Committed to educational advancement, in 2023, 100% of our girls have been accepted into 4-year colleges and universities and 87% of our girls are placed in summer internships compared to 13% of African American teens who have been employed .

Even greater, our impact extends beyond their high-school graduation. We mentor and support our alumni for six additional years to further their development and success.

Through the support of our Board of Directors, staff, volunteers and community, we've been recognized by The Obama Foundation, The University of Chicago, The Chicago Innovation Awards, and many others.



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



Mission

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.

Vision

Our vision is to become 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.

Impact



OUR REACH IN 2023

22

Program Sites

Program Year

July 2022- June 2023

150

Volunteers

calendar year

505

Participants

program year

July 2022 to June 2023

1,505

**Residents Served
Through Outreach
Initiatives**

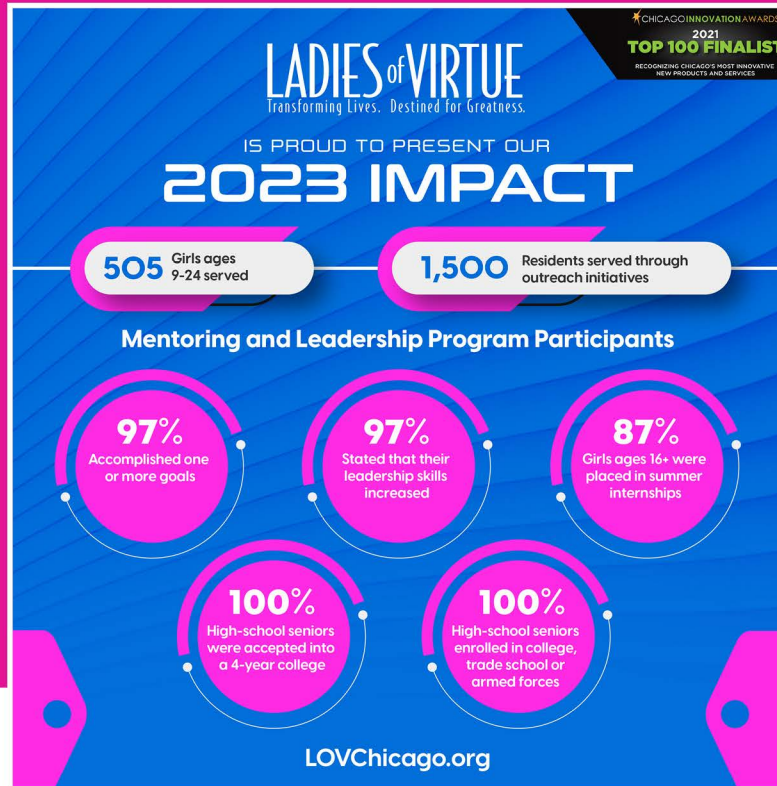
calendar year



IMPACT OVER THE LAST FIVE YEARS

	2019	2020	2021	2022	2023
# of Girls served	150	165	245	365	505
# of Community Outreach initiatives	50	1220	1550	1435	1505
Percent ages 16 and over placed in summer internships	95%	91%	97%	93%	87%
Percent graduated from high-school	100%	100%	100%	100%	100%
Percent trained in project management / leading projects that benefit the community	100%	100%	100%	100%	100%
Percent accepted into college, trade school or armed forces	100%	100%	100%	100%	100%
Percent enrolled in to college, trade school or armed forces	100%	92%	90%	100%	100%
Revenue	\$ 299,449	\$ 553,513	\$794,497	\$1,532,517	\$1,748,090

2023 HIGHLIGHTS:



▶ Served 400 girls during our annual LOV Day and 100 during our Black Girl Rest event.

▶ Launched new professional development series for educators entitled 'Grow to Glow: A strengths based approaches to building authentic relationship with Black girls'.

▶ Partnered with PepsiCo to train their interns using our Power to the Professional career readiness curriculum.

▶ Awarded the 2023 Community Service Award for Social Good from the Project Management Institute Chicagoland.

▶ Launched our This Black Girl Campaign highlighting the achievements and aspirations of our LOV Alum and High School Seniors.

▶ LOV received a \$50,000 award from Doritos and PepsiCo. LOV was selected as one of 16 nonprofits to receive this Black Change Makers award.

▶ Notable partners include: PepsiCo, Chase, Northwestern Medicine, McDonald's, Ulta Beauty, Rush University, the Office of the City Clerk Chicago, Bright Star Community Outreach, Project Management Institute Chicagoland Chapter, Obama Foundation, Blue Cross and Blue Shield of Illinois, and Dress For Success

Testimonials

TESTIMONIALS

LOV Alumni



Madison, Alum

"One of my greatest accomplishments that I can thank LOV for is not only meeting Former First Lady Michelle Obama, but her writing about me in her new book, *The Light We Carry*. If it was not for LOV inspiring me to always serve my community joyfully and encouraging me to stand out in every room, that would not have happened."



Kayla, Alum

"As a first generation college student, I was so lost and confused about how to continue my education after high school. The mentors at Ladies of Virtue helped me with my college applications, scholarships, and my personal statements. With their support I was able to attend Benedictine University. I even won a \$1000 scholarship because of my leadership project with Ladies of Virtue, which focused on Domestic Violence."



Dequana, Alum

"LOV has impacted my career tremendously with my career advancement and navigating womanhood. I have been able to strengthen my skills and knowledge in healthcare. As well, I've learned negotiating strategies for a higher salary and different avenues to enhance my skill set."



Kourtney, Alum

"LOV was different from any other programs that I've been in before. I knew that I would develop and grow, and meet other girls in it, and my confidence increased, I had a new group of sisters around me, and I got connected with my mentor. From the day that we were connected she set me up with so many opportunities and her mission was to set me up for success. Whether it was helping with my grades, telling me what to do, giving me advice, all that has really connected me and I'm so grateful to be experiencing our mentor/mentee relationship and all of the things we have done together."

2023

NEWS & MEDIA



**LOV Featured
on WGN People
to People**



**LOV's 12th Annual
Cocktail Reception
Featured on CBS
Chicago**



**LOV Day
Featured on
WGN Chicago**



Top 5 Moments of 2023

5



Ladies of Virtue received the 2023 Community Service Award for Social Good from the Project Management Institute Chicagoland Chapter. In 2023, Ladies of Virtue served over 1500 Chicagoland residents through our community outreach efforts.

Team members Talisha Cheeks, Kenya Mercer, and Cassandra Cross were present to accept the award.

THIS BLACK GIRL
FROM ROSEMOOR




WILL BECOME A CEO

Through the Ladies of Virtue Mentorship and Leadership Program




Scan our QR Code to learn more about how your support elevates our impact

THIS BLACK GIRL
FROM ENGLEWOOD



WILL BECOME A CYTOTECHNOLOGIST

Through the Ladies of Virtue Mentorship and Leadership Program



Scan our QR Code to learn more about how your support elevates our impact

THIS BLACK GIRL
FROM PARK FOREST



BECAME A NURSE PRACTITIONER

Through the Ladies of Virtue Mentorship and Leadership Program



Scan our QR Code to learn more about how your support elevates our impact

4

Ladies of Virtue launched ‘This Black Girl’ Campaign

The “This Black Girl” Campaign captures the essence that Black girls everywhere have dreams—and those dreams are being realized every day thanks to the commitment Ladies of Virtue makes to mentoring young Black women and investing in their future.

The goal of the campaign is to amplify the success of amazing LOV alumni and Queens who have excelled despite the barriers against them in and outside of school. For “This Black Girl,” we’ll be shining the spotlight on our cherished LOV alumni and queens, telling their stories, highlighting the communities they’re from, and celebrating who they’ve become...amplifying their success in overcoming challenging circumstances to become—as Gen Zers say today—“THAT GIRL.”

3

Mental health Summit

Ladies of Virtue hosted our Inaugural Mental Health Summit with over 100 girls in attendance.

The mental health summit allowed girls to relax, connect, and find inner peace through activities such as mediation, aromatherapy, gym aerobics, so much more to support their mental health and well being.





2

Ladies of Virtue Launched Professional Development series, “How to Build Authentic Relationships with Black Girls” to 200 educators at Chicago Public Schools.

Ladies of Virtue launched our new professional development series for educators at Chicago Public School’s Healing-Centered Conference.

Our workshop, titled “Grow to Glow: Strength-Based Approaches to Building Authentic Relationships with Black Girls,” highlighted our model of mentoring, leadership development, and mental health support as a means to foster meaningful connections with Black girls.

Educators had the opportunity to hear directly from Ladies of Virtue participants, who shared their personal experiences, demonstrating how teachers can cultivate impactful relationships with their students.

Founder and CEO Jamila Trimuel, Program Manager Kenya Mercer, and LOV sisters Kourtney, Alaysya, and Jayla delivered a phenomenal presentation during the workshop.

BLACK CHANGEMAKERS

PEPSICO
FOUNDATION



SOLID
BLACK



1

Our Founder, Jamila Trimuel, was selected for the Black Change Makers Award by Pepsico Foundation (only 16 in the United States). As part of the award, Ladies of Virtue also received a \$50k grant!

In addition to the \$50,000 grant, our Founder received leadership development training to further propel positive impact in Chicago.

The program supports Ladies of Virtue continued efforts to provide programming and initiatives for Black girls via leadership development and mentorship to uplift the Black community.

Thank you PepsiCo Foundation and Doritos!!

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Our Board Of Directors, Partners & Sponsors

BOARD OF DIRECTORS

as of December 31, 2023

Board Members

Elsie Cardell

President at Results Driven Marketing
Board President

Risa Davis

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

Averil Edwards

Managing Counsel at United Airlines
Secretary/Interim Finance Chair

Tiana Conley

Vice President Global Portfolio
Strategy at Mars
Member, Governance Chair

Sheilina Henry

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

Veronica Obianwa

Corporate Controller at Walmart
Board Member

Leah Hobson

Vice President of Finance at
Northwestern Memorial Healthcare
Board Member

Jelani Rucker

Vice President of Marketing
at Zeckelman Industries
Board Member

Sizwe Kamara

Regional Director at Morgan Stanley
Investment Management
Board Member

Jamila Trimuel

Founder and CEO for Ladies of Virtue
Board Member

OUR STRATEGIC PARTNERS



OUR SPONSORS

LADIES of VIRTUE
LEADING *My Little* VIRTUE
COCKTAIL RECEPTION

THANK YOU TO OUR SPONSORS!

BUILDER



Tiana Conley Veronica Obianwa

ADVOCATE



Henry Family

Bruce Taylor

Sylvie Legere

MENTOR



Joseph & Bessie
 Feinberg Foundation

Averil
 Edwards

Ravi Rao and
 Tony Kremer

Leah
 Hobson

SUPPORTER



Toi Salter Sizwe Kamara Joan Akalaonu Larry Harton Najewana Innerprize

Alvin Kendall LaTasha Barnes Lil Logans Auto Cyrus Jackson Blair Alexander

Friends of Kam Buckner Chicago Southsider Craig Leva Devonta Boston

The Path Forward

2022-2026 5 Year Strategic Plan

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.

Goal 1

Programs

LOV's program model becomes a proven and unique mentoring and leadership program for black girls in order to scale throughout the greater Chicago region by 2026

Goal 2

Infrastructure

LOV will develop and execute a plan for new facility space, technology and operation platforms which allow staff to serve and scale programs effectively.

Goal 3

Team

LOV will attract, develop, and retain high performing talent, building a full-time cross-functional staff along with a highly engaged board, mentors and volunteers.

Goal 4

Development

LOV will have a diverse, sustainable development model to support a minimum of a \$1 million annual budget.

Goal 5

Marketing

LOV will develop an integrated marketing approach to support Ladies of Virtue's growth model.

FUTURE PLANS

In 2023, we plan to:

Infrastructure

Identify and implement a CRM (customer relationship management tool) to track data more effectively

- Identify and implement a project management tool to manage internal projects more effectively
- Identify technology that will enhance communication throughout the organization

Team – Begin the groundwork for a performance management system:

- Enhance HR processes, procedures and structures

Programs

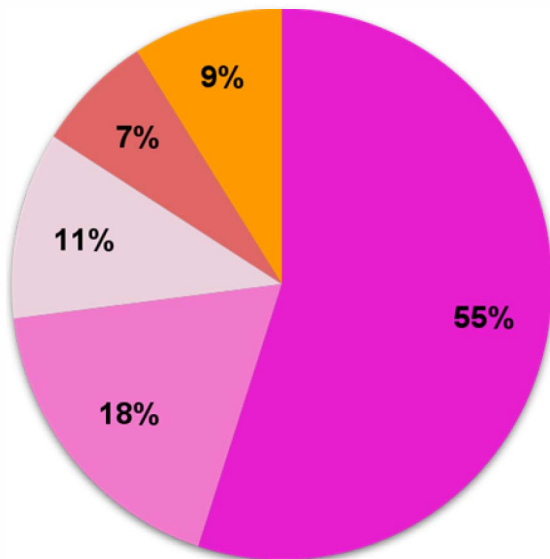
- Hire a full-time Senior Program Manager who will oversee Saturday Institute, Outreach and Summer Programming
- Increase the number of girls we serve to 400 annually
- Enhance career, college and cultural experiences
- Create more opportunities for participants to hold leadership roles within Ladies of Virtue

FINANCIALS

As a result of dedication and commitment to serving Black girls in Chicago, our supporters see the value of investing in Ladies of Virtue. In total, we raised \$1,748,089.72.

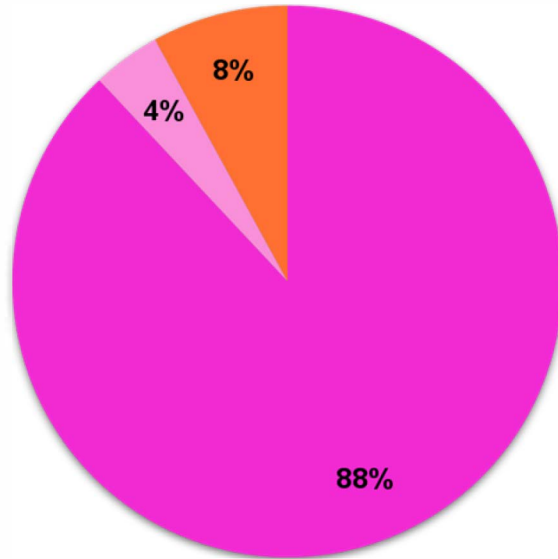
\$1,748,089.72*

2023 Revenue



- Corporate Contributions
- Foundation Contributions
- Government Contributions
- Individual Contributions
- Program Revenue

2023 Expenses



- Fundraising Expense
- Program Expense
- Operational Expenses

*Note: Accountant will separate the Corporate Funding from Grants/Foundation starting in 2023.



Thank You!