Organizational Impact from July 2021 to June 2022

FY22 Annual Overview for Butterfly Dreamz

butterflydreamz.org
Our Mission & Values

Our Mission
We help girls develop into women who achieve their dreams and fill the roles of leadership in this nation and world. Through mentorship, scholarships, and youth-led community action, we equip girls to be confident leaders who disrupt the status quo.

Our Values
- **Leadership**: We see every girl as a leader, and we prove what's possible for girls by disrupting the status quo.
- **Community**: We build a supportive and inspiring network of female leaders.
- **Youth Empowerment**: We empower girls to see their greatness and create impact.
FY22 Development Highlights

We exceeded our FY22 fundraising goal by $54K.

- For the first time in our herstory, we exceeded our annual fundraising goal. Our FY22 goal was $280K, and we raised $334K.
- We secured three six-figure grants: Impact100 Essex, Black Girl Freedom Fund, and Goldman Sachs (2-year commitment).
- We had 100% board giving in FY22, and the average financial contribution of board members was $8K.

We employed 48 youth interns and awarded $25K in scholarships to high school students and alumni.

- We employed 48 young people, across four internship programs: Write to Lead, Community Ambassadors, Brand Builders, and ExCEL.
- We awarded over $20K in scholarships to student authors of our annual Leadership Journal and youth leaders in our Cocoon Club.
FY22 Program Highlights

100% Post-Secondary Acceptance
100% of our graduating seniors who were matched with a Leadership Coach or Peer Mentor were accepted to a post-secondary college or career program.

90 - 100% Leadership Growth
- Over 90% of Butterfly Dreamz youth interns grew in SEL career skills, as measured by a third-party evaluator (Hello Insight).
- 100% of our youth interns said Butterfly Dreamz helped them grow as leaders.

100% Youth Satisfaction
100% of Butterfly Dreamz youth interns were satisfied with their internship experience and would recommend our programs to a friend.

200 New Cocoon Club Members
Our Cocoon Club—a supportive online community that helps girls grow as leaders and achieve their dreams—is now over 600 members strong!
FY23 Goals

Leadership Growth
90% of interns experience growth in SEL skills that contribute to long-term gains, such as thriving, decreased risk-taking behaviors, and improved academic performance.

Leadership Identity
90% of girls identify as confident leaders and feel they can lead authentically.

Improved Mental Health
90% of youth who are matched with a Leadership Coach report improvements to their mental health, including lower levels of stress and anxiety.

Post-Secondary Achievement
90% of youth who are matched with a Leadership Coach receive acceptance into a college, university, or another post-secondary education/career program.

Influential Alumni Network
80% of alumni graduate from college, university, or another post-secondary education/career program, become volunteer Leadership Coaches, and/or create professional opportunities for other women and girls from marginalized communities.

Financial Sustainability
Raise $500K annually to cover operational costs; build and maintain funding relationships and partnerships that help us achieve long-term financial sustainability.