

Annual Report 2020



Educate + Invest = *Impact*



Teen Conference - February 2020

WHO WE ARE

MISSION

Self Love Beauty is a 501(c)(3) with the mission to **educate, invest** and **impact** individuals on the importance of self-love and confidence in order to empower them to be the best versions of themselves.

VISION

To create a world where everyone feels **empowered** to love themselves and achieve anything they desire.

CORE VALUES

- **Self-love:** We bring our authentic selves to work in order to help others do the same.
- **Confidence:** We bring an unshakable but humble self-belief to the work we do with our partners and clients.
- **Inclusion:** We utilize our character strengths, stay open-minded and embrace our differences in order to truly come together to lift one another up.
- **Empowerment:** We are our own 'hype' friend that fuels the fire for other teammates in order to empower our community to reach their full potential.
- **Community:** We wrap our arms around each individual we serve to create a supportive community and provide everyone with a sense of belonging.
- **Health:** We focus on our own wellbeing to come energized both physically and mentally to serve our community.

“

Self Love Beauty's workshop gave me an opportunity to focus my mind on continuing to improve in my confidence and self love journey.

- Adult Workshop Attendee

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WHO WE ARE - OUR STORY



Self Love Beauty was founded in 2012 to promote the confidence needed to build social and emotional skills vital to positive development in individuals. It began as a blog focused on empowering others, support people while increasing their feelings of self-love, and helping individuals rise to their fullest potential.



In 2018, SLB became a 501(c)(3) organization in order to continue its mission to educate, impact and invest in individuals through evidence-based, age-specific educational programs that focus on the importance of self-love and confidence.



Self Love Beauty offers a supportive community that helps individuals thrive, develop a growth-mindset, learn habits to improve their overall wellbeing, listen effectively and understand how to communicate with others. Their inclusive, tiered model bridges the gap in confidence for all generations.



I learned that you need to carefully choose your friends, that you have a purpose in life, that you get to meet new people and gain the confidence you need in life" - Teen Conference attendee



Dear Friends,

"Self Love Beauty gave me the supportive community, the resources, and the encouragement to believe that I can achieve my dreams and become the best version of myself." - **Adult Workshop Attendee**

To come out of the year 2020 with a testimonial as powerful as that shows the impact that SLB has on the Great Lakes Bay Region. When the pandemic of COVID-19 hit in March, our team knew that our mission to educate, invest, and impact individuals on the importance of self-love and confidence in order to empower them to be the best versions of themselves was now more important than ever.

With the help of our community, through sponsorships and volunteers, we were able to pivot our planned in-person workshops and programs to all virtual, overall directly touching 720 lives.

As we continue to work through the 'new normal', we strive to raise the bar not only for ourselves, but on the programs and content that we provide. With this, our goal by 2023 is to impact more than 5,300 individuals directly, and 26,700 indirectly by enhancing their knowledge and provide them tools to increase their confidence, support and overall wellbeing by 25%.

As our core values of self-love, confidence, health, empowerment, community, and inclusion are the forefront of our being, we will press on with focus on providing individuals with workshops at an affordable cost to all socioeconomic statuses. With this year coming to a close and a new one on the brink, I thank you for your continued support.

With Love,

Lisa Thompson
Founder and Executive Director



2020 PROGRAMS

What makes Self Love Beauty programs unique?

At Self Love Beauty, we focus on providing confidence-focused workshops at an affordable cost to people of all socioeconomic statuses. The workshop curriculum is shown to increase individuals' confidence and wellbeing by 25% as evidenced by participant feedback over the past years.

We use the PERMAH Toolbox and Search Institute Developmental Asset Framework for our youth & teen programs.

- Self-Confidence
- Self-Esteem & Love
- Positive Emotions
- Positive Relationships
- Growth Mindset
- Manage Stress

Three main curriculum overviews:

Taking Care of Your Mind & Body

- How to utilize mindfulness in your life
- Ways to maximize your energy
- Fixed vs growth mindset
- The power of being positive

Passion, Purpose & Goal Setting

- How to uncover your passion
- Finding & using your core values
- Creating your "purpose statement"
- Putting together effective SMART goals

Self-Esteem & Confidence

- How to gain confidence
- Ways to use your strengths
- Positive self-esteem & self-talk
- Growing in a relationship with yourself

Key focused workshops in 2020:

In-Person Workshops

We started 2020 off hosting programs in-person until March. During this time, more than 30% of attendees grew in confidence, wellbeing and support. They gained skills in mindfulness, self-love practices, goal-setting related to their purpose and more.

Women's Event

Our second annual Women's Event 'Girl Unfinished' was held virtually this year due to COVID-19, however attendees took part in activities such as yoga, painting, finances and more to cultivate confidence in different areas of their lives, gain self-care practices and grow their support systems.

Virtual Workshops

During COVID-19, we held multiple programs over the course of 2020 to engage individuals on confidence, self-love and help navigate through uncertain times.

Teen Conference

More than 36% of attendees grew in confidence, mental and physical wellbeing and support at our second annual teen conference — where we doubled our numbers from 2019.

OUR IMPACT

40



1,400

What started with just 40 individuals in August 2018 grew to a direct impact to 1,400 individuals in just two years.

720



During a pandemic, Self Love Beauty has impacted many individuals.

24%

Increase in individuals' knowledge on how to be confident in themselves, their worth and purpose.

34%

Increase in individuals feeling supported by others in their community such as SLB, adults and families.

38%

Increase in individuals' understanding of social and emotional skills to use in their lives to improve their mental wellbeing.



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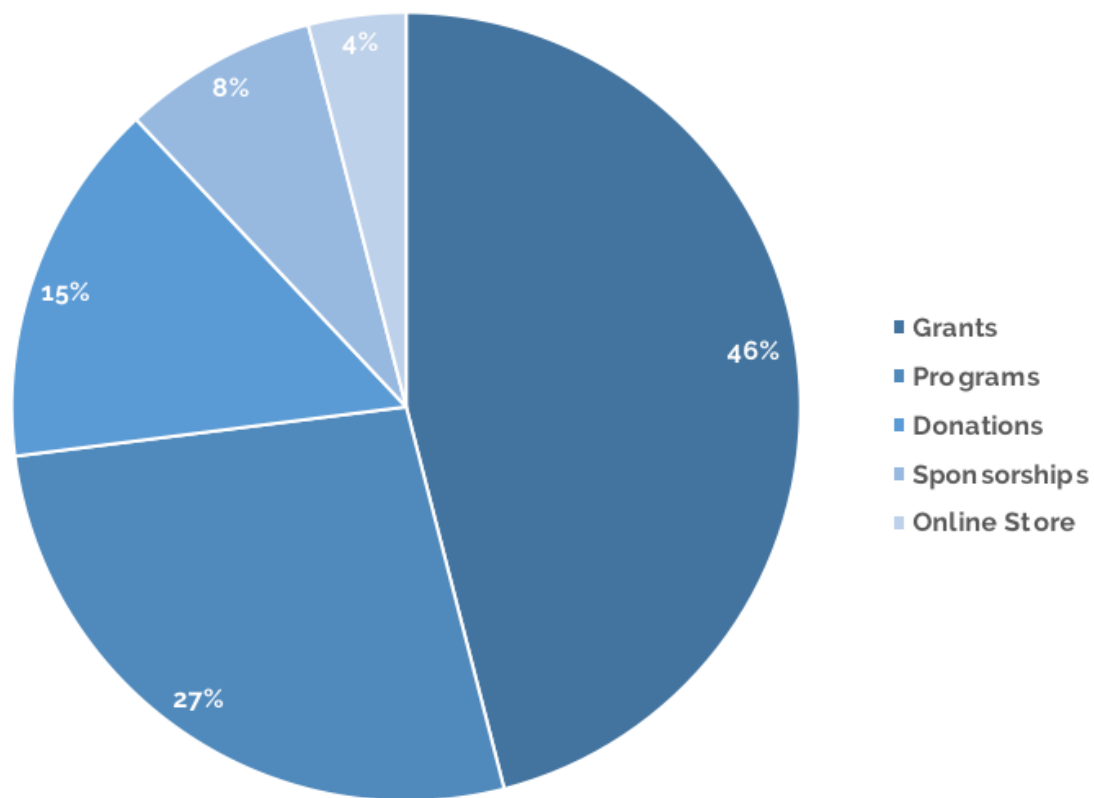
We all need supportive ways to grow and there were many great ideas at this event. Everyone should attend a session!

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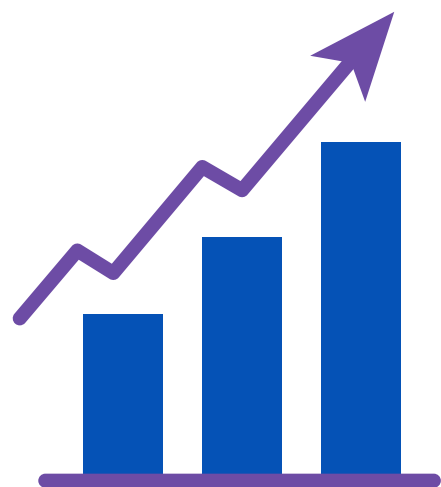
Self Love Beauty has helped me see my strengths as a woman and allowed me to love myself unapologetically. It has helped me make new friends and be a part of something that is bigger than myself. I've always wanted to be a beacon of light to others on their self love journey and SLB gives me that platform.



2020 Financial Information



2019 vs. 2020



Grants: 156%
Donations: 666%
Programs: 98%
Sponsorships: 1535%
Online Store: -222%

*The financial information for Self Love Beauty includes an overview of income from 2020 and a showcase of growth from 2019 vs 2020 despite the hardship in 2020.

KEY PLAYERS

Board of Directors

Misty Janks | President

Our Community Listens

Kayley Lyons

DuPont

Sarah Maday | Vice-President

Nexteer Automotive

Logan Richetti

Modern Realty

Mike Birchmeier | Treasurer

County of Midland

John Tsaras

Dow Chemical Company

Cathy Geiger

ABC Greater Michigan Chapter

Marc Kaeckmeister

TCF Bank

Staff

Lisa Thompson | Executive Director and Founder

Lisa Thompson holds a bachelor's degree from Michigan State University, is certified in Social Impact by the University of Pennsylvania and certified in Positive Psychology and Creating Wellbeing. Thompson has more than ten years of experience in corporations & nonprofit work.

KEY PLAYERS

Ambassadors

The ambassadors of the organization make Self Love Beauty what it is. They **advocate for change, spread light and truth** and sit on SLB committees to better our programming. In return they receive discounts on programs & clothing and quarterly workshops.

Angie Scherzer
Angie Harrington
Jill Moore
Megan Hansen
Courtney Blank
Kimberly Ayers
Erin Poltorak
Alexis Nickel
Janel Gradowski
Amanda Leddy
Beth Gaertner
Kennedi Kasper
Sarah Gilbert
Katie Butzu

Michelle Chrcek
Marie Hickerson
Rashelle Hecht
Chelsea Ebnit
Lisa Minter
Rachel Hayes
Abby Scherzer
Trisha Williamson
Stephanie Davis
Kayli Knowlton
Liz Faulk
Nolan Rogers
Jessica Larsen
Alexa Fuhrman-Sherman

Melissa Morse
Tina Wenzel
Rachel Trumble
Aimee Allen
Jeanal Julian
Trisha Borch
Amy O'Connor
Kirstie Mason
Brittney Phillips
Jaime Krueger
Sarah Maday
Larissa Crook
Gabriella Hoffman



Sponsors & Grantees

We are so grateful for our amazing sponsors who have given to us over the year through in-kind or monetary donations. Each sponsorship helps us make a bigger impact.

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It is a great way to be inspired and renew hope, with real tools for success and a group of supportive experts I can reach out to.

- Workshop attendee

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Sponsors for 2020:

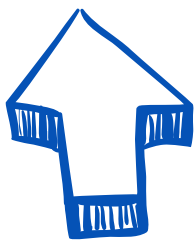
- Greater Michigan Construction Academy
- GloSpa
- Triseno
- Chris & Kelly Chandler
- ABC Greater Michigan Chapter
- DuPont
- Modern Realty
- The Law Office of Carol Thomas
- Three Rivers Corporation
- leuter Insurance Group
- WeinLander Fitzhugh
- Valley Electrical Contracts, Inc.
- B+B Marketing Communications
- Duperon Cooperation
- Saginaw Valley State University
- City Market
- Midtown Movie Palooza
- Tracy's Dance & Tumbling
- SVRC

Grantees for 2020:

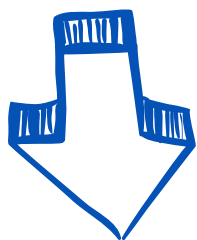
- Midland Area Community Foundation
- Zonta
- Saginaw Community Foundation
- Junior League of the Great Lakes Bay Region



Individual Giving



We experienced growth in individual giving by 370% from 2019 to 2020.



With your kind donations, we're able to provide high quality programming at a 75% lower cost to disadvantaged and in-need communities.

The Giving Club

The Self Love Beauty Giving Club is a collective approach of donors coming together to support a shared passion for '**bridging the gap of confidence across all generations**'. By giving as a club, donors are able to achieve greater impact on three SLB programs rather than alone. [Click Here to Donate!](#)

Peer to Peer

Peer-to-peer fundraising is a multi-tiered approach to crowdfunding. This means you can create a **personal fundraising page** on behalf of Self Love Beauty and be the empowering influencer of **helping us raise funds** for our programs. By utilizing **your voice**, you are helping many individuals donate to our mission while also providing education about us.

Individual Giving

Monthly giving provides an opportunity to mobilize donation in new ways to further our mission within the community, provide more scholarships, and continue educating. Now more than ever, donors at a monthly level are needed.



\$20

Provides two individuals with access to workshops



\$35

Provides 12 families with scholarships to our family programs



\$40

Provides four individuals with access to workshops



\$45

Provides 12 teens with scholarships to our conferences

JOIN THE MOVEMENT

After the challenges of 2020, the importance of self-love and self-confidence is prevalent more than ever.

As we approach 2021, we strive to continue to bring joy and self help tools in the most innovative of ways. We always have room for more smiles.

Connect with us

Join our community of positivity, empowerment and confidence!



info@selflovebeauty.com



[Self Love Beauty](#)



[@selflovebeauty](#)

“

Self Love Beauty's workshops have helped me change my mindset, learn how to set attainable goals for myself, and how to prevent my limiting beliefs from preventing me from reaching my goals.
- Adult workshop attendee

