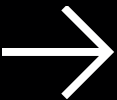


ANNUAL REPORT

[gather]

2023

DECEMBER 2023.



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## MISSION

[gather] is a 501(c)(3) non-profit organization that seeks to empower women to cultivate community and be built up in leadership, as well as to create safe spaces for vulnerability and authentic conversation.

## VISION

To foster friendship among women all over the world, and create lasting connections that help women grow in their life and leadership. To close the gap between men and women in leadership in our generation, by equipping women in their early career and life stages with meaningful friendships and resources necessary to flourish.

## HOW WE DO IT

We make it easy for women in their early to mid-careers - when strong, female friendships can often be hard to find - to create community wherever they are.

We build groups around the world, where events are led by women with a passion for community, using content that our centralized team creates around meaningful topics and themes.

We market the events and create platforms for women to tell their stories and learn from other women.

We train and support the women leaders as they build community in their city and area.

We work to create leadership opportunities for women around the world, as well as resources designed to help women flourish.



## VALUES

**Authenticity:** A group of women who are genuine and create safe spaces to share.

**Community:** Women who champion one another and believe that honest relationships help us grow.

**Empowerment:** Create resources, training, and support that empower women to live out their dreams.



To Our Friends and Supporters,

It is with deep and sincere gratitude that I thank you for your continued support in our efforts to build [gather]. It is a great joy of mine to see this organization grow and impact more and more women, and this year was no exception.

This year, our incredible team of volunteers has pulled off twenty four events. These events were hosted in seven cities, with expansion into a new country – Japan. We saw the launch of three new locations this year - Phoenix, Arizona, Denver, Colorado and Osaka, Japan. [gather] has reached over 500 women in-person through these events, this year alone. Over the course of six years, [gather] has hosted events in 13 cities and 4 countries.

Over the course of 2023, our team has nearly doubled in size, moving from 12 regular team members to over 20. This has been due in large part to the efforts our team has made to outwork our marketing strategy and see growth and engagement across social media. These efforts have not only acquired us new team members who are passionate about our mission, but also increased our number of attendees in astounding ways. More than ever this year, women attended our events through finding us online, showing up knowing no one, and leaving with new friendships. Women from all over the world are hungry for community, and are responding to our messaging of friendship, intentionality, and authenticity in these places.

This year, we turned our efforts towards partnerships with companies whose values were shared and who were passionate about making a difference among female community and in female leadership. We connected with organizations who saw our heart and vision, and came alongside us to partner with us for events.

This summer, our team – made up entirely of volunteers – made sacrifices and schedule adjustments to meet together in Washington, D.C. to plan for the future of [gather] and reflect on the past. Our team spent the weekend assessing the successes and challenges within the organization, and strategizing for the promising future of the organization.

This year has made me proud of our team for all of their hard work and dedication, and incredibly excited for where we are going. Getting to meet and engage with the women who [gather] so frequently impacts, has made me wildly grateful for what we get to do, and passionate about extending our reach. Thank you for your support of us as we endeavor to grow community and change the world.

With Gratitude,  
Lauren Franco  
Founder + Executive Director of [gather]



# a look back at 2023

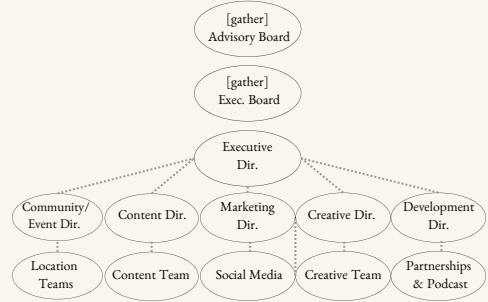
THREE MAJOR PILLARS HAVE ALWAYS GUIDED OUR GROWTH:  
**PEOPLE, PLATFORM, AND PARTNERSHIPS.**

## 2023 Series Themes

- \* Spring, LIGHT: This Spring, our events and content focused on the theme of Light. We held events across NYC, DC, STL, and LA where we welcomed over 250+ women to have intimate and authentic discussion on how we can be Light and illuminate our world through our work and communities, shed light on hard topics, and more.
- \* Fall, LEAD: This Fall, we chose to dive back into the heart of our mission of how we as women can champion one another in leadership in our own communities.
  - In NYC, we held a panel on navigating leadership and overcoming fear, inviting women to step into bold, empowered and authentic leadership. The event was led by Head of Strategic Programs at the UN DESA, and Licensed Mental Health Counselor, Sharon Varghese Chan, moderated by Founder Lauren Franco.

## People

### team structure



### locations

New York City, NY - active since 2017 | Washington D.C. - active since 2021  
 Denver, CO - new as of Summer 2023 | Osaka, Japan - new as of the Fall 2023  
 Phoenix, AZ - new as of Fall 2023 | Los Angeles, CA - (paused) active since 2022  
 St. Louis, MO - (paused) active since 2022

Total attendees in 2023: **500+**



# Partnerships

Our focus this year has been on creating ongoing partnerships with brands to support our events through food and beverage donations, venue partnerships, and more. Through these partnerships, we were able to expand our reach to partner organizations, utilizing new platforms and reaching new communities of women. We also were able to offset event costs through donations.

## Social Media + Online Platforms


- **TikTok** – We launched our [gather] TikTok this year and organically grew to 9k followers, had several viral videos with over 200K views, and continue to have high engagement on videos, including with women requesting [gather] in countless cities. We have seen a high influx this year of women at our events who have found us through their "For You" page.
- **Instagram** – Our social media team focused efforts this year on consistent posting and grew the account to 3K+ followers. With consistent posting and cohesive branding, our reach and engagement has increased.
- **Geneva** – 200+ women have joined us on Geneva, a platform that allows us to stay and keep connected with women before and after events, as well as foster other conversations and smaller gatherings.

## Partners Include:

- Amazon
- Alabaster Co.
- AMASS Gin
- Billy's Cupcakes
- Fishers Island Lemonade
- Flux Photo
- F45
- Good Molecules
- HappyBoards
- Hue Nail Club
- Little Words Project
- Maxwell Club
- Outdoor Voices
- Recess
- Shot Shaver Golf
- Something + Nothing
- The Nett

# Platform

# Vision for 2024



At [gather], we envision a world where women from diverse backgrounds and cultures come together, fostering meaningful connections through intimate gatherings that transcend geographical boundaries, as well as build women leaders in our generation.

+ *beyond*

Our vision extends far beyond just 2024. We hope to continue to build [gather] until there are events and groups across the world, as well as a network of female leaders joined together. We hope to build out more opportunities for mentorship, connecting the women in our community with other women who are further along in their lives + careers. We hope to build a network of female founders + visionaries. We hope to create more opportunities for service in communities we care about, partnering with other local organizations to better the world around us.

# Vision for 2024

## PEOPLE

**DEEPEN** communities within our functioning locations, providing more leadership resources and support for our team leads.

**ADDRESS** the near daily inquiries of women who want to host events in their city by opening a new application process for women to apply to host smaller-scale events.

**EXPAND** the reach of [gather] to new places and allow for community fostering + leadership building.

**FOCUS** our event efforts and team meetings on leadership-building.

OVERALL GOALS BY THE NUMBERS:

- 50+ events across all locations + new hosts
- 2000+ attendees/new community
- 25 team members
- 7 healthy locations

## PLATFORM

**CREATE** more leadership-focused and relationship-building resources for the women of our team and beyond.

**GROW** our following to reach more women across the world by using targeted campaigns and strategic marketing, to grow event attendance.

**FOSTER** new online communities through the creation of engaging content and intentionality within our online spaces.

**SHARE** stories of encouragement and empowerment on our platform from the women that [gather] impacts.

OVERALL GOALS BY THE NUMBERS:

- 20k followers across social media platforms
- 500 active online community through Geneva
- 2000 newsletter subscribers

## PARTNERSHIPS

**ENGAGE** with individual donors/partners who are passionate about our mission and able to help us accomplish our goals.

**BUILD** partnerships with women-owned businesses and other companies with similar values and goals.

**SUSTAIN** year/multi-year long partnerships with companies who can meet needs for events, completely shifting the weight off our team to supply for each event.

OVERALL GOALS BY THE NUMBERS:

- 30+ reoccurring donors
- \$20,000 in donations by end of 2024
- 5 established large-scale partnerships with brands that support our events + mission





# Partner with us

As a financial contributor you are part of a global movement and support the mission and expansion of new communities + leaders across the world. There are three types of financial contributors to [gather]:

## Supporters, Champions, and Vision Partners.

### SUPPORTERS

People from every walk of life who dream of supporting our mission of building women up in community and leadership.

COMMITMENT LEVEL - Supporters give any amount **up to \$1,000** - no amount is insignificant.

Emerging or established financial leaders with the desire to see [gather] accomplish its expansion, leadership-building, and location-building mission.

COMMITMENT LEVEL - Champions support us with any amount that equates annually to **between \$1,000 and \$10,000**.

### CHAMPIONS

Passionate & visionary givers with the heart and capacity to give generously to grow [gather] both globally and generationally.

COMMITMENT LEVEL - Vision Partners make a commitment to support us with **\$10,000 or more**, or give regular amounts that reach or exceed this number annually.

### VISION PARTNERS

# where your giving goes

WE NEED YOU to accomplish this vision. [gather] is run entirely by a team of dedicated volunteers. While this means there is no payroll cost to run the organization (yet), our collective time and resources can be limited.

In 2024, for all donations received, we are committing:

- **50% Events + Locations**
  - Food/beverage for events
  - Event venues
  - Other event production costs
- **20% Leadership Development**
  - Resources for team
  - Trainings + team development
  - Leadership resources for followers and community
  - Annual team planning retreats
- **10% Marketing + Resource Creation**
  - Photoshoot space for marketing campaigns
  - Podcast + other resource/storytelling creation
  - Amplification + outreach
- **10% Administrative Costs**
  - Website
  - Newsletter
  - Program management systems
- **10% Sowing/Savings**





“[gather] has changed my life in such amazing ways, giving me an opportunity to step into leadership and really own my authority as a woman. These women feel like my sisters and my family. I know that they’ll be in my life forever.”

Kim Caputo, NYC



# CONTACT US

-  Instagram: @GIRLSWHOGATHER
-  TikTok: @GIRLSWHOGATHER
-  hello@thegirlswhogather.com
-  www.thegirlswhogather.com



DONATE TO OUR  
MISSION HERE

