

Women's Center of Greater Lansing



Annual Report

2024

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From the Executive Director

Dear Friends and Supporters,

As we reflect on the past year at the Women's Center of Greater Lansing, we are filled with gratitude for the incredible community that has made our work possible. Your unwavering support has allowed us to continue empowering women through counseling, financial independence programs, and other initiatives that create lasting change.

This year, we have made significant strides in expanding our services and outreach. We are preparing to launch our Bold Steps Business Lab in April 2025, thanks to support from the MSUFCU Desk Drawer Fund. We have also applied for funding to establish our Community Wealth Building Program, which will provide financial empowerment resources to women in our community. Additionally, we successfully launched our Ice Cream Consent workshops, educating and empowering youth on the importance of consent in a unique and engaging way.

We also hosted a new and highly successful fundraiser, Over the Edge, which exceeded our expectations and provided crucial funding for our programs. As we enter 2025, we are thrilled to celebrate our 20th anniversary, a milestone that reflects two decades of unwavering commitment to empowering women and strengthening our community. The need for our services has never been greater, and in response, we are planning for the future. Our vision includes expanding to a larger space with supportive housing, enhancing our financial empowerment programming, and continuing to advocate for accessible, community-driven services.

None of this would be possible without you. Whether you have donated, volunteered, attended an event, or shared our mission with others, you are a vital part of this journey. Your belief in the work we do fuels our commitment to empowering women and strengthening our community. As we look ahead, we invite you to stay engaged, to continue supporting this mission, and to celebrate with us as we reach new milestones. Together, we are building a future where all women have the opportunity to thrive.

In Solidarity,

A handwritten signature in black ink that reads "Rebecca Kasen". The signature is fluid and cursive, with the first name "Rebecca" and last name "Kasen" clearly legible.

Our Story So Far

OUR MISSION

The Women's Center of Greater Lansing is committed to providing valuable, innovative resources and services in an atmosphere that fosters mutual support, insight and growth for women of all backgrounds and ages as they strive to realize their own unique potential.

OUR VISION

We visualize a community where all women have the opportunity and ability to achieve their own unique potential.



INCLUSION

The Women's Center of Greater Lansing seeks to create a culture of belonging and provides services for all women across intersections of race, ethnicity, age, disability, religion, national origin, citizenship, socio-economic class, sex, gender expression, sexual orientation, including those with marginalized gender identities and all other identities represented among our diverse community.

“WCGL is where I feel safe and accepted for who I am. They helped me believe in my own value, and because of them I am stronger, more independent and living out a life that I am creating for myself and my son.”

Our 2024 Successes

2024 was a year of growth for the Women's Center of Greater Lansing. We expanded our number of clients, number of services, and number of staff. We hosted a new fundraiser, Over The Edge and sent supporters rappelling down the Boji Tower. Even Big Lug participated! As the community needs grew, so did WCGL, and we will continue to grow in 2025!



PROJECTS	DETAILS	OUTCOME
Advocacy Training	Interns are introduced to the legal system by observing local domestic violence cases.	Future advocates now have a better understanding of the survivor experience.
Increase Capacity	9 paid staff and more weekly volunteers than last year.	Clients are getting one-on-one assistance and building meaningful connections.
Garden	With the Grow Lansing grant, we built a bigger raised bed garden space.	Numerous families in the community will learn how to grow their own food, even if they rent.

Our 2025 Goals

The needs of the Greater Lansing community are growing. As the cost of living rises, our clients need more support from the Women's Center. We are working to expand the services we currently offer, and add new services in the coming year.

1

Create learning opportunities for Entrepreneurs

Thanks to MSUFCU, we will be launching a new program for future entrepreneurs. This comprehensive program ensures that women entrepreneurs, new to the world of business, are well-prepared to turn their entrepreneurial dreams into reality or make an informed decision about whether entrepreneurship is the right path for them.

2

Expand Our Physical Space

As the need for services continues to grow, so does the space we need to fulfill those services. We are seeking funds to build an accessible space that will allow us to continue to grow in the community we love.

3

Support Survivors of Human Trafficking

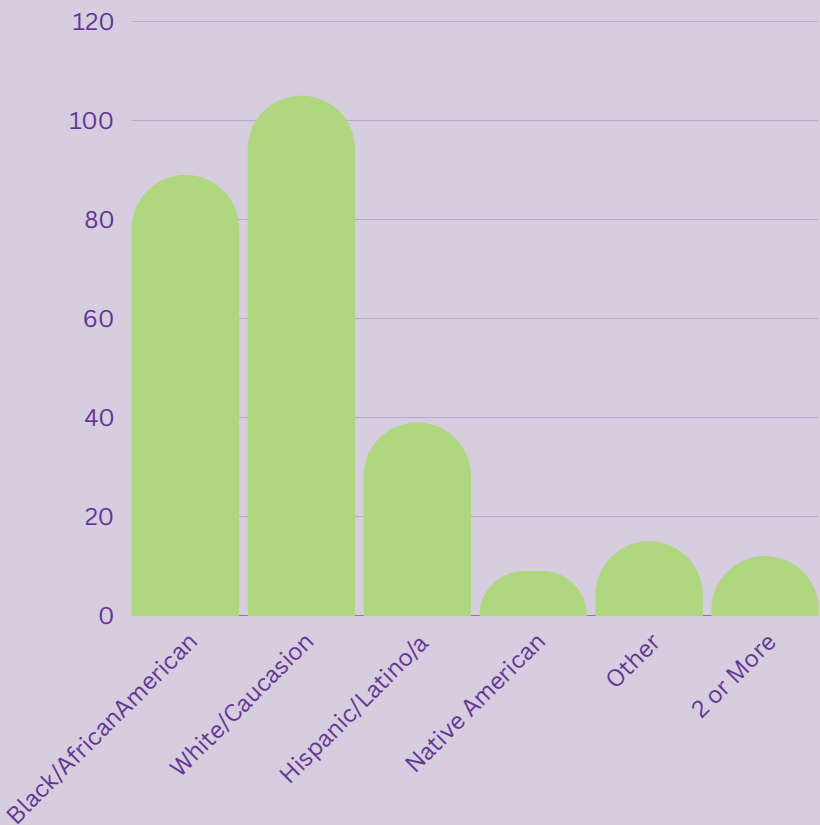
A new focus on training staff and volunteers to recognize trafficking signs and respond appropriately. We will offer a safe space for survivors, offering services to empower their independence, healing and legal navigation.

The diversity in our clients, reflects the diversity of the center. More than 60% of our clients identify as BIPOC.

14% of our clients identified as members of the LGBTQIA+ community.

WHO WE SERVE

Our clientele come from a variety of backgrounds



93%

number of clients who received more than one service from the women's center

The Women's Center of Greater Lansing is a safe space for all.

Black lives matter at our Center, in our community, and everywhere. Diversity, equity, and inclusion are not just words to us, they are principles that guide our work, our advocacy, and our commitment to justice. We have always embraced DEI, and we always will. As we continue to support and uplift women and marginalized communities, we remain dedicated to amplifying Black voices, addressing systemic inequities, and fostering a future where all people can thrive.

The Women's Center of Greater Lansing spends less than 6% of our total budget annually on marketing and fundraising. When we ask you to donate to the Women's Center, we are asking you to donate to sustain and expand our current programs.

WHO SUPPORTS WCGL

Our donor retention rate is 59%



We need your help in 2025:

- Will you be a first time donor?
- Are you able to increase your donation?
- Will you ask a friend to donate?
- Will you ask your office to donate?

39

Recurring donors in
2024

344

Total donors this year

\$242,407.86

Total Donor Support

4,120

Number of free
hygiene and period
products distributed

46

Number of counseling
clients

12,248

Volunteer and intern
hours this year

9

The Women's Center
had 9 paid employees

0

Clients are turned
away because they
cannot afford to pay

What You Did

Some of the many ways our interns and volunteers made a difference in 2024:

- Assisted clients in the Professional Clothing Closet.
- Created bags of personal needs items for clients.
- Hosted product drives to gather needed donation items.
- Assisted clients in writing their resumes and searching for jobs.
- Created new career coaching systems.
- Connected with other local agencies to provide accurate resource information for our clients.
- Counseled clients without insurance.
- Cleaned and organized areas of the office.
- Mowed, pulled weeds, and cleaned our outdoor spaces.
- Built a raised garden space.
- Attended local events such Lansing Pride and Unity in the Community to reach out to our community.
- Inspected and sorted thousands of professional clothing items and hygiene products.

What we need from you in 2025:

- Everything from 2024 and....
- Running workshops on topics that are helpful to our clients.
- Assisting clients with career or financial coaching.
- Building maintenance and repairs.
- Training the staff and clients on new technologies.
- Working with aspiring entrepreneurs.

Will you help us
raise funds to
pay off our
mortgage in
2025?

\$120,833.32

The Women's Center's remaining mortgage



\$427,575

Anticipated
expenditures in 2025

\$175,693.73

Total grant awards in
2024

**"The Women's
Center has been the
best to me. They
made me feel
welcome, like I fit in
and found my happy
place. They make me
smile."**

278

New clients found our
services in 2024



Acknowledgements

Board Of Directors

Tabitha Dixon
Jason Tabor
Erin Walker
Susan Milhouse
Napur Huria
Lauren Colton
Shaneika Walker
Monica Terry
Karen Hoene
Deborah Gowen
Rashida Harrison
Olivia Lowe

Lead Volunteers

Patsy King
Ellen Fedorowicz
Raymundo Lopez
Lydia Mammah
Tosin Imosemi
Lauren Patrick
Mark Heston



We thank you for your
continued support in
our programs.

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