

CASE STUDY



Lisa Lickers
Founder
Young Women's
Empowerment Academy

The founder of Young Women's Empowerment Academy, Lisa Lickers, found herself facing typical funding challenges. The Nonprofit Workshops with Juanita Grant walked her through properly structuring her programs and applying for grants which led to a favorable outcome that has positively impacted the young ladies she serves and the fulfillment of her vision.

- 2 grants awarded
- \$8500 in new grant monies
- Helped 100 girls
- Expanded to Buffalo, NY
- Two educational field trips

CHALLENGES

Before taking a workshop Lisa would solely request gift cards and local donations with a goal of providing supplies, transportation and field trips as an added component of her weekly mentoring sessions. She envisioned offering the young ladies a different experience than the one they were used to.

In this endeavor she was faced with limitations on how much funding she could receive and how often she could submit a request which led to additional unexpected out of pocket expenses. Ms. Lickers understood that it would be difficult for her vision to come alive if she continued to solely request funding in this manner. In May of 2018 she received the 501(c)3 status and looked for ways to improve her fundraising efforts. With no grant writing experience or no one to do it for her, she was referred to JEG Workshops with Juanita Grants.

HOW THE WORKSHOPS HELPED

“ *During the workshops Ms. Juanita helped me to structure my programs on paper. It was in my head prior to applying for grants. I learned I didn't know anything about the grant writing process. I didn't have much experience with an organizational budget or program/project budget. She walked me through the process from beginning to end. I learned how to find and write grants, what systems to use, how to track spending, keep receipts and complete appropriate paperwork.* ”

RESULTS

Ms. Lickers completed the Grant writing workshop in July of 2018 where she was able to submit 3 grants during her workshop which had an August 1 deadline. Within 3 months she was awarded 2 out of the 3 grants totalling \$8500. With this new funding source she was able to fulfill part of her vision by taking the young ladies of the Academy on a field trip to Philadelphia, PA where they visited a museum, Dave & Busters, and the Macy's Christmas Tree. They took an overnight field trip to Baltimore, MD where they were able to take a boat ride and eat lunch at The Harbor. This type of exposure expands the girls' vision beyond the parameters of Harrisburg limits which impacts their confidence in pursuing their goals and realizing that there is more to life than what they currently see. Ms. Lickers was also able to **expand** to Buffalo, NY. The Academy was serving **40-50 girls** a year, they are now able to help **80 - 100** girls a year.

Funding is a big issue for nonprofits, especially for one's just starting out or have limited funds to hire a grant writer. It can take a long time to build reputation and for people to start donating. If more organizations had professional guidance they would be more successful early on. Many would be more proactive and avoid common mistakes, such as not being aware of filing the 990 or keeping track of grants. These are things many do not know prior to attending JEG Nonprofit Workshops.