

2024



IMPACT REPORT

empowerment. well-being. community.



To our valued supporters, friends, and partners,

We are proud to share our 2024 Impact Report with you as a reflection of what we've accomplished together over the past year. Thanks to your continued support, we've been able to improve the lives of women, strengthen families, and uplift the San Antonio community.

Because of you, survivors found the support they needed, single-parent families grew stronger, and the trajectory of future generations is changing for the better. Your generosity made this possible.

In 2024, we provided comprehensive services, including professional counseling, peer support, educational workshops, and individual advocacy, to women across our city. Together, we reached young mothers, migrant women, families living below the poverty line, survivors of intimate partner and sexual violence, and formerly incarcerated women. You helped create a community of hope, healing, and possibility.

As we look ahead, we are committed to scaling our programs and deepening our impact. By strengthening the sustainability of our organization, we aim to ensure a flourishing future for the women and families we serve.

Thank you for being part of this journey and for continuing to stand FOR HER. We are deeply grateful for the powerful impact you've made.

With gratitude,

A handwritten signature in black ink that reads 'Kayla Carter'.

Founder & CEO of For Her

FOR HER

Our Mission

For Her builds equity for women by providing a network of support and responsive resources that promote self-sufficiency and holistic well-being.



Why We Exist

Women disproportionately experience barriers such as poverty, marginalization, trauma, and abuse, that continue socioeconomic inequality, diminish health and well-being, and perpetuate cycles of trauma for themselves and their families.

Our Vision

We envision a world where women of all backgrounds come together to cultivate transformational change for themselves and their communities.

At the heart of our work are three core pillars that guide everything we do.



Together, these pillars form a holistic approach that meets women where they are and walks with them as they rise.

Economic Empowerment

Our economic empowerment work equips women with practical tools like resume building, career coaching, and financial literacy while encouraging them to pursue opportunity with confidence. We support women not just in surviving, but in thriving on their own terms.

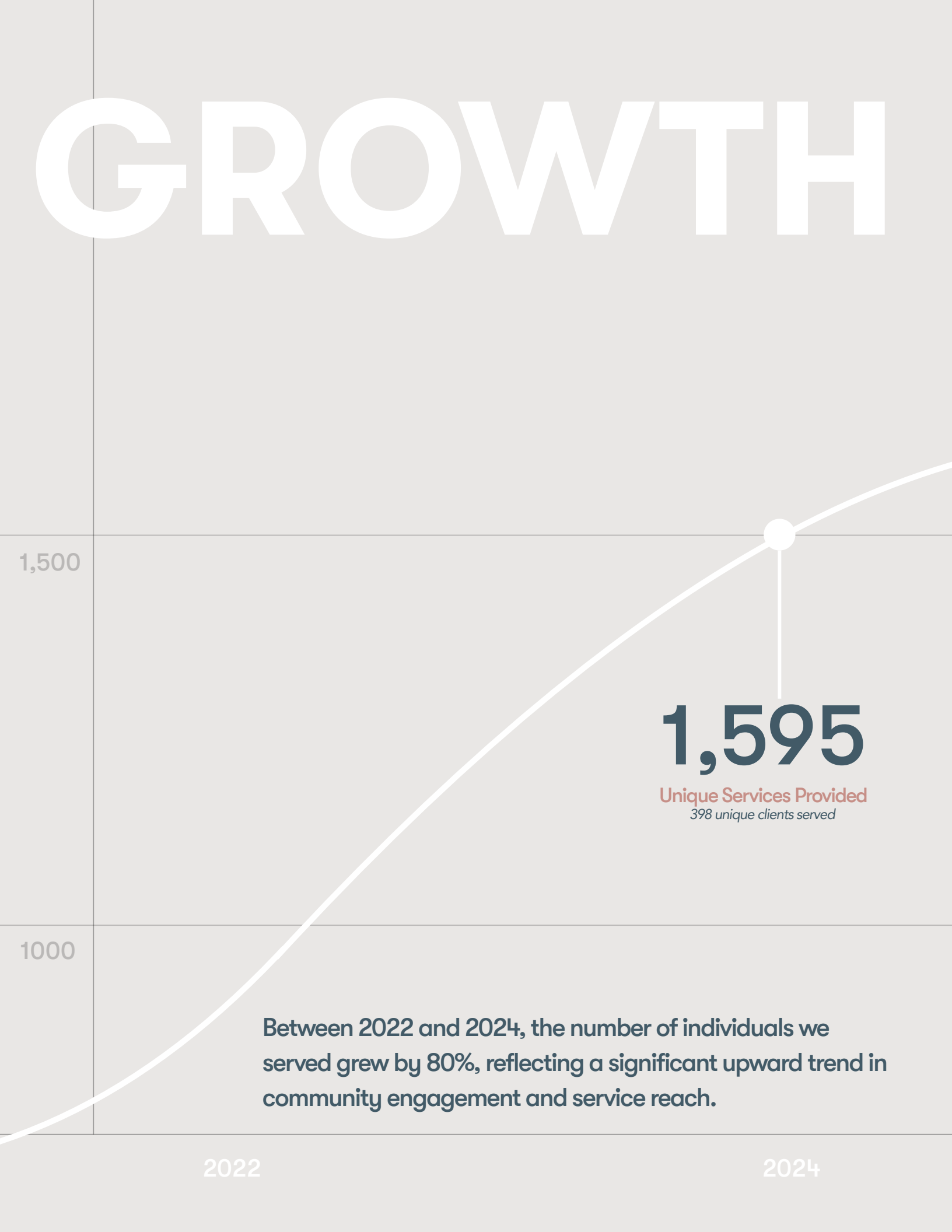
Social & Community Support

In a world that often isolates, we prioritize community because healing happens together. That's why we foster spaces where women can build authentic connections.

Mental Health & Holistic Well-being

We believe healing is not one-size-fits-all. Our approach honors the full person—mind, body, and spirit—empowering women to care for themselves with intention and without shame.

GROWTH



1,595
Unique Services Provided
398 unique clients served

Between 2022 and 2024, the number of individuals we served grew by 80%, reflecting a significant upward trend in community engagement and service reach.

2022

2024

A Year in Review

Every woman's story is unique. In 2024, women from across racial and cultural backgrounds turned to us for support. Our programs continue to be shaped by—and for—the communities we serve, reflecting the richness of our city and the shared commitment to healing and growth.



Over 200 hours of volunteer time donated by individuals helping us create a stronger, more supportive space for women.

Hosted 3 social impact interns, providing hands-on experience while gaining fresh ideas and meaningful contributions to our mission.

Reached over 650 individuals through community education and outreach efforts.

398

Unique individuals served

109

Groups and events hosted

363

Counseling sessions provided

3156

Hygiene items distributed

In 2024, the majority of our community members fell within the ages most impacted by mental health challenges:

13.2%
ages 18–24

50.2%
ages 25–39

29.9%
ages 40–59

6.7%
age 60+

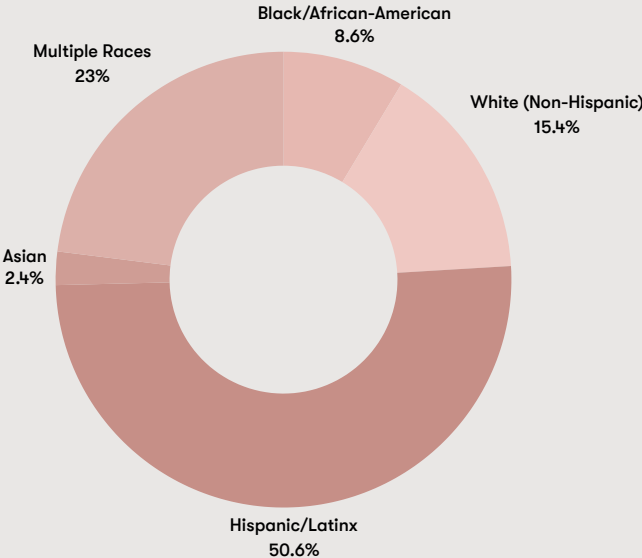
From young adults just starting out to older women navigating life transitions, our support reaches women at every stage of their journey. In 2024, we served hundreds of women, especially those in their 20s to 50s, where the pressure to "hold it all together" is often the greatest. By offering tools for healing and growth, we meet women exactly where they are.



In 2022, 41% of women aged 26 to 29 in the United States had some mental illness, and 11.4% had serious mental illness.

Agenda Alliance

Race & Ethnicity



Mental Health & Race

Women of color face additional inequalities and challenges to their mental health, such as racism and stigma, and are at particular risk of experiencing common mental disorders.

Agenda Alliance



1 in every 3

women we served in 2024 has experienced at least two forms of violence or exploitation, including domestic violence, sexual assault, sexual exploitation, trafficking, or sexual harassment.

Nearly 1 in 2 was a single parent, 1 in 5 had experienced homelessness, and over 1 in 4 identified as LGBT+. Some were refugees and others veterans; many were living with visible and invisible disabilities.

Economic hardship remains a core issue in our clients' households. In 2024:

58%

reported earning less than \$25,000/year

Nearly 70%

earned under \$35,000/year

43%

reported feeling dissatisfied with their economic status



According to the ALICE threshold, the average cost of living for a single person in Texas is around \$44,400 per year.

Empowerment Workshops

Our workshops cover a wide array of topics, including professional development, healthy relationships, and wellness, empowering attendees to thrive in every aspect of their lives.

33 Workshops held

186 Unique clients served

86% reported that groups were helpful to developing their professional and interpersonal skills.

“My connection with this organization has been transformative. This journey has been exactly what I’ve been seeking, and I appreciate the guidance provided by For Her in helping me reach this important milestone.”

“Coming from an abusive relationship I am beginning to find my voice, my courage, and a better understanding of myself thanks to the resources at For Her.”



Support Groups

Our support groups bring women together to share knowledge and build meaningful connections that support their journey to overcome barriers. In 2024, we offered groups for Spanish-speaking women, women in the LGBT+ community, and single mothers. We also hosted groups focused on mental health, financial wellness, and healing for survivors of family violence.

76 Support group sessions hosted

133 Clients served

100% report that groups were helpful to improving their mental health and overall feelings of well-being.

Individual Counseling

We offer professional counseling sessions at no cost to our community members. Counseling services are available to support survivors as they cope with both the direct and indirect effects of their trauma.

363 Counseling Hours

34 Clients Served

92% of clients report feeling satisfied or very satisfied with their mental health since starting counseling services at For Her.



A powerful example of impact can be seen in Alexa's story. A single mother with a history of family violence, Alexa survived over a year of trafficking by a family member before connecting with For Her last year. Through crisis intervention, emotional support, and career coaching, she began to rebuild her life. In her feedback Alexa shared,

"I've been helped and supported so much with my goals and dreams for the future. I've learned about healthy relationships and how to set boundaries."

Individual Support

For Her provides individual support through referrals, our hygiene closet, and personalized assistance focused on crisis navigation, goal-setting, career planning, and holistic well-being.

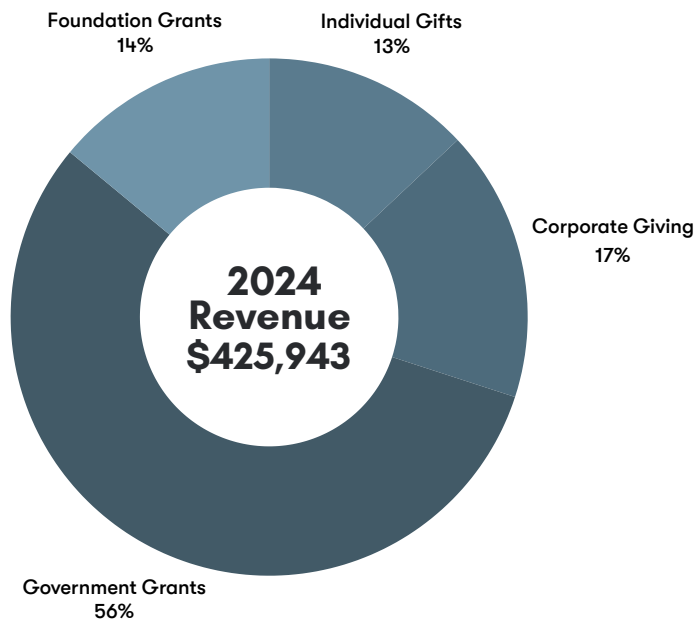
174 Clients Served

24% reported improved economic status

100% would recommend For Her to a friend

Financial Highlights

From 2023 to 2024 we increased program operating revenue by 13% resulting in a 55% increase in the number of clients served.



2024 Expenses
\$397,074

80%
Spent on Programs

20%
Spent on Administration & Development

Major Funders & Contributors

City of San Antonio
State of Texas Office of the Governor
Bexar County
Capital Group
San Antonio Area Foundation
H.E. Butt Foundation
Abe Graber Memorial Fund
Leija Family Foundation

Aerie Real Foundation
Community Bible Church
Siquentis Foundation
Wells Fargo Women's Connection
UTSA Health Science Center
UTSA Texas Angels
Seeking HR
Damn Girl! Aesthetics and Wellness
Ida Claire
Dazzling Damas Red Hat Chapter
Commercial Real Estate Women (CREW)
RBFCU
Black Swan Yoga

Stronger Together



To our volunteers,
community partners, social
impact interns, donors, and
sponsors:

Thank you for standing with
us, for showing up, and for
helping women in our
community access the support
they deserve.



We can't do this work alone.

Transformation happens in
community, and your
partnership makes it possible.

Thank you.





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