



Self Love Beauty's

2023

ANNUAL IMPACT REPORT



Dear Supporters,

We are successfully closing out another impactful year for SLB! Thanks to the joint efforts of our supporters and partners, we are proud to have directly impacted 2,000 individuals this year.

In this report, you will find the results of our efforts in 2023. We saw an increase in key skills we teach through our programs, all of which was made possible by the incredible support we continue to receive from our community members including our partners, sponsors, donors, staff, volunteers, and the people we serve.

The end of 2023 also begins a new chapter for SLB. In the new year we will undergo new branding and expansion of our services to reach and empower even more individuals.

As we prepare for 2024, we just want to say thank you to each and every person who has helped make an impact along side us this year. We are grateful for your continued support and are so looking forward to this new chapter.

Thank you for the support!



Lisa Tarkington
Executive Director & Founder



About SLB

Our Mission

Empowering individuals today for a more confident tomorrow.

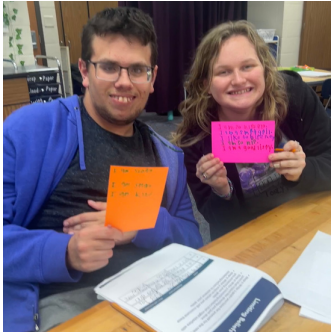
Our Vision

SLB inspires confidence and self-esteem in individuals to live their best life.

Core Values

At Self Love Beauty, we value empowerment, community, confidence, self-love, health, and inclusion.

Our Programs



Workshops

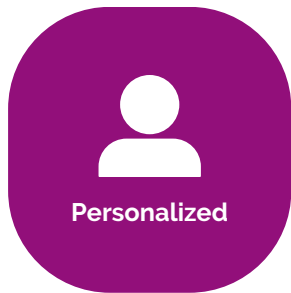


Family Programs



Affirmation Day

We have a unique approach to our program curriculums that we offer to our community partners:



Personalized



Collaborative



Skill Building



Effective



Evidence-based

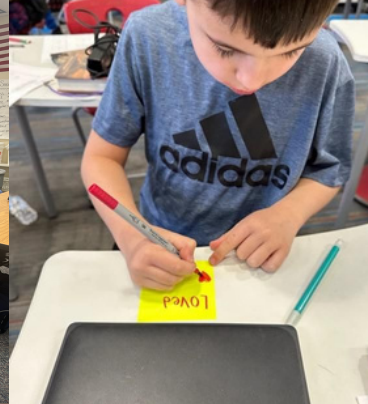
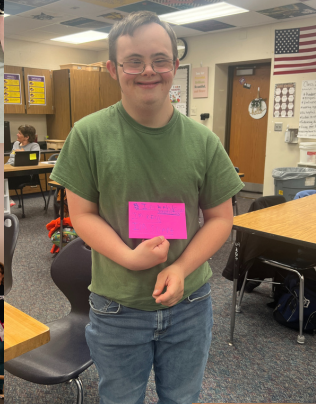
Our programs focus on:

- Confidence
- Positive self-esteem
- Support
- Social & emotional skills
- Overall well-being



52%

Growth rate
Y2Y for programs





2,498

Individuals directly impacted by
our programs in 2023.

Our evidence-based practices have improved individuals' of all demographics behaviors and key skills that improve their well-being, their families, co-workers, friends, and community in the following ways:

75%

gained a
newfound sense
of purpose.

83%

gained positive self-
esteem and the tools
to overcome
self-doubt.

87%

learned how to be
confident in who they
are and their unique
abilities.

94%

learned new self-
care practices to
implement into their
daily lives.

Backed by evidence based research utilized by the Search Institute Developmental Assets Framework, Family Framework and PERMAH Toolbox, our program curriculum increase individuals overall confidence, support, wellbeing, resilience, self-esteem and relationships. Our programs are conducted in a very hands-on, interactive format that teach tools for individuals to walk away and utilize in their daily lives.

Community Members Say...

SLB partnered with various schools, post-secondary institutions, sports teams, juvenile centers, organizations, and businesses to host **over 40 workshops** this year.

“ I would let my friends know that an SLB workshop is a worthy investment in oneself. It was a great experience and very empowering. ”

Workshop attendee



The annual Father & Daughter, Mother & Son, and Mother & Daughter Events were held in May, September, and November respectively - impacting a total of **60 families** combined.

“ My favorite part was spending time with my dad and getting to learn new things about him and myself. ”

Father & Daughter Event attendee

On May 10, individuals, schools, nonprofits, and businesses came together both online and in-person for SLB's Affirmation Day. **31,842 individuals** were impacted from the day's activities.

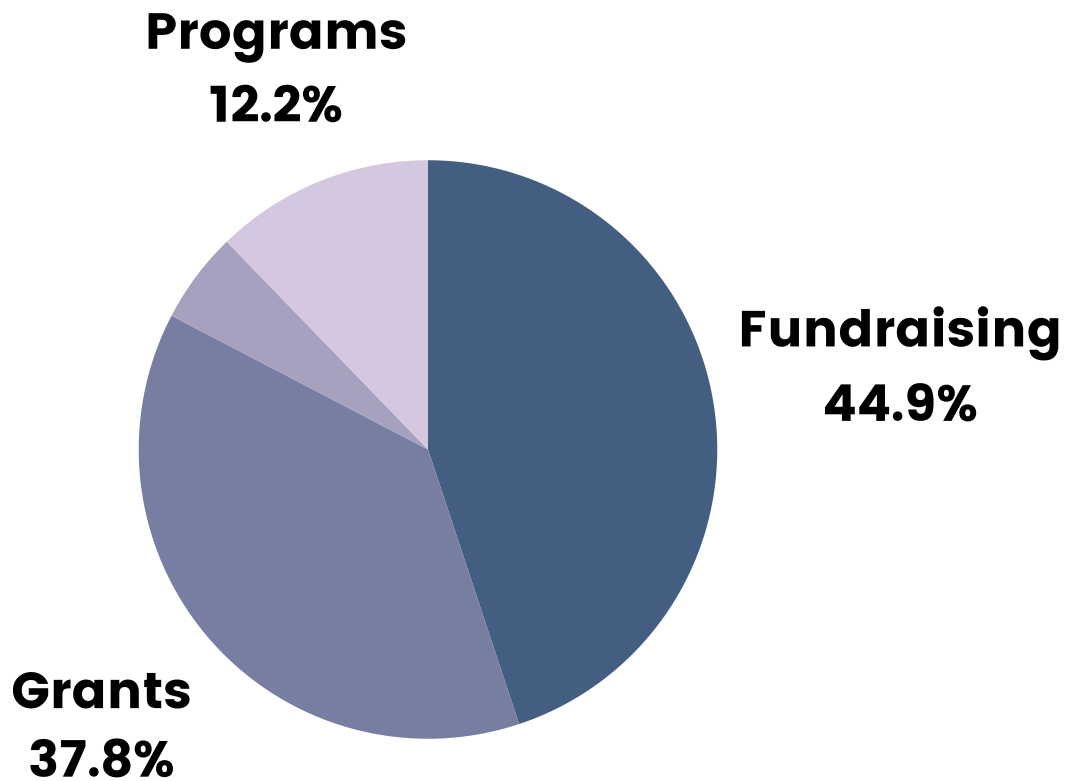
“ My classroom celebrated Affirmation Day with sidewalk messages, poster making and great class discussions. We also got bracelets and shared our message of Affirmation Day on the school announcements. The Fourth Graders loved it! I LOVED IT! ”

Affirmation Day attendee



2023 Financial Information

We are proud of our impact and accomplishments in 2023. Below, you will find the outcomes of our financial performance for the year.



In 2023, the majority of our revenue stemmed from fundraising efforts, being the primary sources of income for our organization. Grants made up 37.8% of our total revenue - another major area of our financial support. Lastly, our programs contributed 12% to our overall revenue, helping to fund and sustain our impactful initiatives.

Meet The Team

Core Staff



Lisa Tarkington

Executive Director & Founder



Kelsey Snyder

Director of Programs



Natalie VanDyke

Director of Development



Shamara Watkins

Program Administrator &
Marketing Assistant

Facilitators

Aimee Mulloy

Chelsea Ebnit

Sarah Maday

Amy Slabaugh

Jen Woods

Mary Draves

Lori Pritchard

Lisa Tarkington

Board of Directors

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Cathy Geiger

Julia Kepler

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Kayley Lyons

Morgan Behr

Wendy Traschen

Sponsors



The Kepler Foundation



Angie Scherzer



The Strohkirch Family



Peter Buist

Grantees

Thank you to all the foundations and organizations who granted us funding for our programs this year!

Bay City Morning Rotary Club

Blessed Sacrament Catholic Church

Dow Promise

Great Lakes Bay Region STEM Access & Equity Initiative

Huntington Bank

Kiwanis Club of Midland

Midland 100 Club

Midland Board of Directors

Midland YAC

Nexteer Automotive

Outlyr

Rollin M. Gerstacker

United Way of Bay County

United Way of Midland SPARK

Zonta Club of Midland

Connect with us



Get in Touch!



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“

Self Love Beauty continually reminds me to be my best self in all situations - not only to myself when practicing self-care and taking care of myself physically and mentally, but also in the way I treat others. It helps me focus on being a positive sounding board to my friends, treating everyone with respect, and encouraging others to also be their best selves and live their best lives as well.

”

Donate to our Programs!

Your contribution to the funding of our programs that support and empower individuals allow us to provide scholarship opportunities for youth, adults, and families to attend our confidence-based programs and ensure the sustainability of our existing programs. Scan the QR code to donate!

Get involved!

Want to learn more about volunteer, sponsorship, or partnership opportunities? Send us an email!



natalie@selflovebeauty.com

