

# 2024

## ANNUAL IMPACT REPORT

BUILDING  
**CONFIDENCE**  
TODAY FOR A  
STRONGER  
TOMORROW.



# DEAR SUPPORTERS,

## THANK YOU



As I reflect on 2024, I'm overwhelmed with gratitude for the strides we've made together at Lead. **This year, we empowered over 2,300 individuals,** equipping them with confidence, resilience, and leadership skills to thrive. Your unwavering support has been instrumental in making this possible.

In March, we entered an exciting new chapter, rebranding from Self Love Beauty to Lead. **This transformation reflects our evolution and the core of our mission—Leadership, Empowerment, Awareness, and Development.**

In these pages, you'll see the tangible results of our shared mission: the lives touched, the skills strengthened, and the partnerships that have fueled our growth. **We introduced new resources, including the Lead Within online learning platform,** to broaden our reach and deepen our impact. Every success is a testament to the collective power of our supporters, partners, sponsors, donors, staff, and volunteers.

Looking ahead, I'm inspired by the opportunities before us. **In January 2025, Kelsey Snyder is stepping into the role of Executive Director.** Kelsey brings exceptional expertise in guiding teams, streamlining operations, and fostering collaboration, all driven by her deep passion for our mission and the community. I couldn't be more confident in her ability to guide Lead into its next phase of impact.

**As for me, I'm eagerly stepping into the role of President,** where I'll dedicate my efforts to amplifying our voice through speaking engagements and expanding our curriculum to reach even more people. Together, we're positioning Lead to reach new heights in 2025 and beyond.

**Thank you for believing in our mission and walking alongside us in this journey. Together, we're transforming futures.**

With heartfelt gratitude,

Lisa Tarkington  
Founder and President

# ABOUT LEAD

## MISSION:

We empower people with practical tools to become their most confident self.

## VISION:

Inspiring all generations with confidence and purpose to live their best life.

## CORE VALUES:

The Lead Within platform helps teens build skills to navigate academic stress, social challenges, and personal insecurities.

# OUR PROGRAMS FOCUS ON

## SELF-ESTEEM & CONFIDENCE

- ✗ Recurring self-doubt
- ✔ Positive affirmations
- ✗ Lack of self-assurance
- ✔ Confidence
- ✗ Fear of failure
- ✔ Overcoming self-doubt
- ✗ Second guessing abilities
- ✔ Identifying strengths

## MINDFULNESS & SELF CARE

- ✗ Overwhelmed by stress
- ✔ Stress management tools
- ✗ Struggling with alignment
- ✔ Habit stacking
- ✗ Difficulty prioritizing self-care
- ✔ Alignment strategies
- ✗ Lack of focus
- ✔ Embracing the present

## PASSION & PURPOSE

- ✗ Feeling lost, unsure future
- ✔ Self-reflection exercises
- ✗ Struggling to define goals
- ✔ Setting SMART goals
- ✗ Unclear about purpose
- ✔ Craft purpose statement
- ✗ Difficulty in setting next step
- ✔ Goal breakdown strategies

# SPECIAL EVENTS

## Family Programs

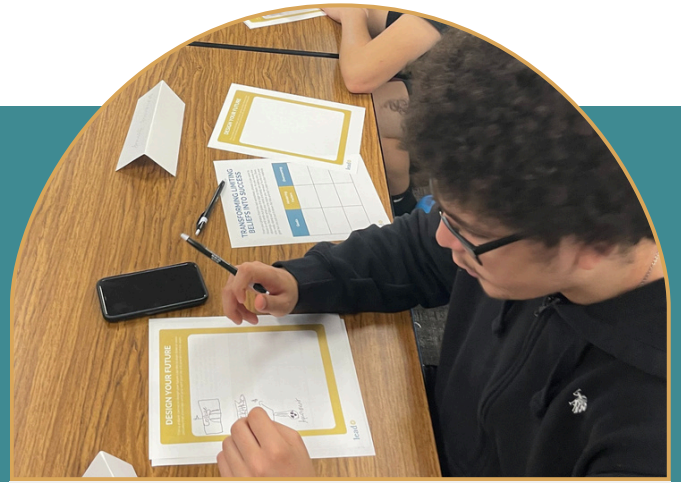


## Affirmation Day



2,316

DIRECTLY IMPACTED



### STRENGTH IN COLLABORATION

Partnerships have always been central to our mission. In 2024, we delivered **47 impactful programs** alongside incredible organizations, empowering individuals and fostering meaningful change.

Here are just a few of the amazing partners who made this year extraordinary:



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:

73%

of participants left feeling more capable of overcoming limiting beliefs

60%

gained a stronger growth mindset

50%

felt more confident in being able to choose their future

40%

walked away with the tools to overcome self-doubt



# COMMUNITY IMPACT

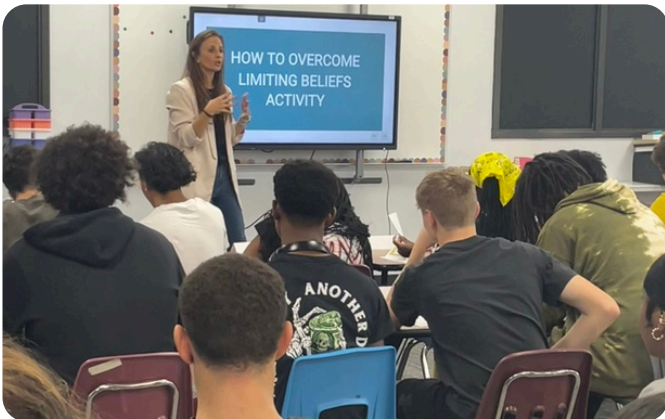
## TESTIMONIALS

“

I learned how to listen and hold a conversation, and what I need to work on with myself.

I learned how to create tiny habits in my day to day life and how to overcome and complete a goal.

- Bay County Juvenile Home Students ”



“

I learned to do better with bad habits and create good habits and stick with my goals. I learned how to go from a fixed mindset to a growth mindset my favorite part was working on fixing my mindset. I learned how to express myself and my favorite part of this workshop was learning what self-awareness and self-care is.

- Teen Workshop Student ”

“

Lisa's presentation style was perfect for our group, a combination of lecture, personal examples, and both small and large group discussions. Our diverse audience included non-profit leaders, business leaders, retirees and community members. At the end of the presentation, everyone felt as if they had come away with new knowledge, new friends, and more tools in their toolbox to apply to their own life.

- Professional Development Workshop ”



# GLOBAL IMPACT

## TESTIMONIAL



Our organization had the incredible opportunity to use the curriculum from Lead (formerly Self Love Beauty) during our annual girls' camp, and it was nothing short of life-changing. In African culture, where the girl child is not provided with the same opportunities as the male child and where tradition often emphasizes communal values, there can sometimes be less focus on individual self-worth, especially for young girls. We saw a clear need for a program that could bridge this gap by celebrating the unique strengths of each girl, teaching them to embrace their individuality while remaining connected to their communities.



The curriculum was not only practical and engaging but also profoundly empowering. For instance, through activities like 'Negative Thoughts Pep Talk' and 'Comfort Zone Challenge', the girls learned to see their value, build self-confidence, and stand tall in their identities. By the end of the camp, we saw a fantastic transformation—young girls who had arrived shy and uncertain were leaving empowered, self-assured, and ready to face their futures.



This program has proven to be a perfect fit for our mission of fostering self-confidence and emotional resilience. We are excited to continue using it, knowing it helps address a critical need in our culture by encouraging young girls to recognize their worth and realize their potential. Lead's curriculum is truly a gift, and we're grateful for the lasting impact it's making in girls' lives.

- Marian Esiape  
21st Century Legacy Ghana



# HIGHLIGHTS



Affirmation Day



MARCH

lead

Rebrand Launch

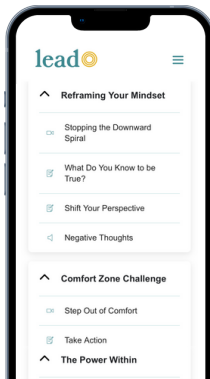


Ribbon Cutting

MAY



Lead Within Launch



JUNE



AUGUST



Family Programs

OCTOBER



Annual Fundraiser



NOVEMBER



Giving Machine

Teen Leadership Support

Gift one month of online teen leadership support with videos and worksheets.

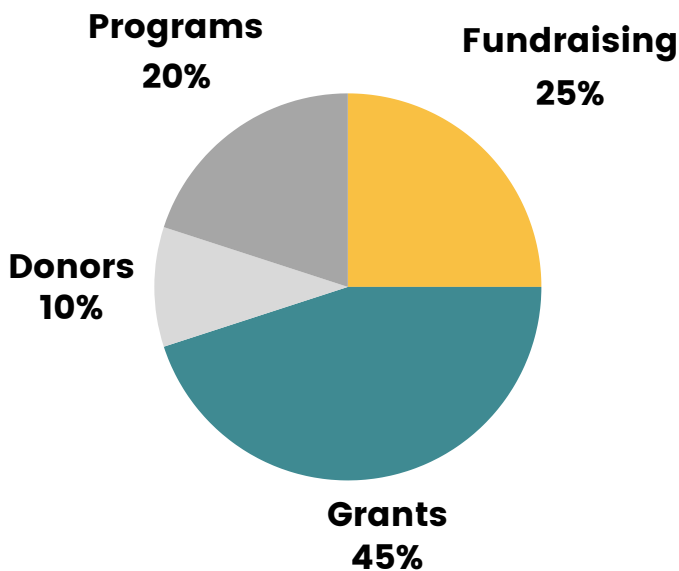


lead

# FINANCIAL OVERVIEW

2024

In 2024, Lead continued to prioritize financial stewardship and sustainability to ensure our mission-driven impact remains strong. Our revenue streams were thoughtfully diversified, allowing us to expand our reach and provide critical programming to those we serve.



This year, we made significant investments in new initiatives like the Lead Within online learning platform. These efforts are designed to expand our capacity and impact, positioning us to further grow the programming revenue stream for sustainability in the years to come.

Your support has been instrumental in driving this progress, and together, we're building a stronger future for the individuals and communities we serve. Thank you for being a vital part of our journey.

## Revenue Streams:

### Programs (20%)

Revenue generated through our programs reflects the value participants place on our offerings and helps fund ongoing curriculum development and delivery.

### Fundraising (25%)

Events like our Annual Fundraiser and community-driven campaigns provided vital resources while strengthening relationships with supporters.

### Grants (45%)

Strategic grant funding from foundations and organizations allowed us to launch new initiatives like the Lead Within online learning platform, scale existing programs, and reach more individuals in need.

### Donors (10%)

Individual contributions from our dedicated supporters made a meaningful difference, demonstrating their belief in our mission.



# MEET THE TEAM



**Lisa Tarkington**  
Founder & President

As an Associate Certified Coach, with degrees in Communications, Social Impact Strategy, and Positive Psychology, Lisa leverages over a decade of corporate and entrepreneurial experience, along with personal insights, to empower individuals and organizations.



**Kelsey Snyder**  
Executive Director

Brings experience in leadership and partner collaboration, driving Lead's growth and impact. Previously, Kelsey spent 12 years in the tech industry where she launched and scaled projects across internal and external teams.



**Missy Reed**  
Development Director

Spent 15 years in the human services field, including several years as a state investigator, dedicated to improving lives and advocating for others. Missy is passionate about community welfare and driving positive change.



**Emily Almarouhn**  
Program Specialist

With a background in education and a passion for supporting at-risk youth, Emily facilitates Lead's curriculum and coordinates special event programming. She is deeply committed to empowering individuals that change is possible.

## 2024 BOARD OF DIRECTORS



**Sarah Maday,**  
President  
Nexteer Automotive



**Michelle Brady,**  
Vice President  
MyMichigan Health



**Marc Kaeckmeister,**  
Secretary  
The State Bank



**Kelsey Schultz,**  
Treasurer  
Yeo & Yeo



**Kayley Gordert**  
DuPont



**Kathie Fuce-Hobohm**  
SPACE, Inc.



**Jon Lynch**  
Three Rivers Corporation



**Cathy Geiger**  
ABC Greater Michigan Chapter



**Wendy Traschen**  
Dow Championship



**Stacey Gannon**  
Huntington Bank



**Morgan Behr**  
MoLo Farms



**Julia Kepler**  
Serendipity Road and Joyful Tantrum



**Teresa L. Datz-Siegel**  
Hemlock Semiconductor



# THANK YOU TO OUR 2024 SPONSORS



Your Friends in the Insurance Business!



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# FOUNDATION & ORGANIZATION SUPPORT



**Thank you to the incredible foundations and organizations whose generous support made our programs possible this year**

Midland Area Community Foundation

Strosacker Foundation

Dow Championship

Hemlock SemiConductor

Huntington Bank

Saginaw Area Community Foundation

Bay Area Community Foundation

Allen and Marie A. Nickless

United Way of Bay County

Kiwassee Kiwanis Foundation

Wickson-Link Memorial Foundation

Morley Family Foundation

Midland Noon Rotary

Frank N. Anderson Foundation

Midland Noon Exchange

My Michigan

William McNally Family Foundation

Blessed Sacrament Catholic Church



# CONNECT WITH US

## Join Us at Upcoming Events for 2025



SCAN ME

### Family Programs

Visit our website

### Affirmation Day

Tuesday, May 13

### Golf Outing

Friday, June 20

### Annual Fundraiser

Thursday, October 2

Follow Us @leadconfidently



## Listen to The Confident Podcast

Where host Lisa Tarkington and her guests share real stories of building confidence and the actionable tools that have made a difference along the way.



# LEAD WITHIN LEARNING PLATFORM

SPONSOR A STUDENT

Sponsor a Year of Learning and Leadership for  
\$50 per Student (only \$0.13 per day)



Help us reach our goal of sponsoring 1,000 students this year —donate now and give them the opportunity to thrive and succeed!

For Online Payments Visit: [secure.qgiv.com/for/lead](https://secure.qgiv.com/for/lead)

For Checks: Make payable to Lead (*mailing address listed below*)

For Questions Contact: Missy Reed at [missy@leadconfidently.org](mailto:missy@leadconfidently.org)