



2025 Impact Report



LEAD GIRLS
of North Carolina

Dear Supporters, Friends and Community Members

Wow, 10 years. Saying that out loud makes me pause. When I started this work, I had a vision and a lot of hope. I never could have imagined the incredible community we've built together or the impact we've made.

We imagine a future where girls become women who lead and are not only accepted but celebrated, transforming the landscape of leadership and the face of decision-makers at every level. This vision has guided everything we do, and it continues to inspire our work each day.

Over the past decade, we've had the honor of serving over 3,500 girls. Numbers don't lie. Each one represents a story of growth, resilience, and potential realized. From day one, I have focused on being a good steward of every dollar, ensuring that our work is intentional, grounded in an evidence-based curriculum, and thoughtfully designed to make a real, measurable impact.

But it is not just about numbers. The real impact is in the lives behind them: the confidence a young woman discovers in herself, the families who feel supported, and the ripple effect of these girls turning their dreams into action. That is the work that inspires me to dream bigger and do more every day.

As LEAD Girls celebrates 10 years, I am humbled by what we have accomplished and so energized for what lies ahead. The work is far from finished. The next decade is full of possibilities, and I cannot wait to continue investing in the girls ready to lead.

Thank you from the bottom of my heart for believing in this vision, walking with us, and helping create something bigger than any one of us. This journey is ours together, and I am honored to continue it with you.

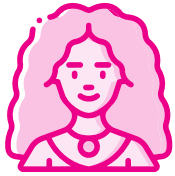
There's no turning back now,



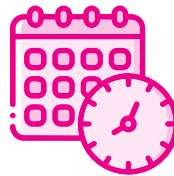
Joy Nelson | Founder & Executive Director



2025 Impact Snapshot



392
Girls Served



20,709

Hours of Service
Additional 4500 support hours from 2024



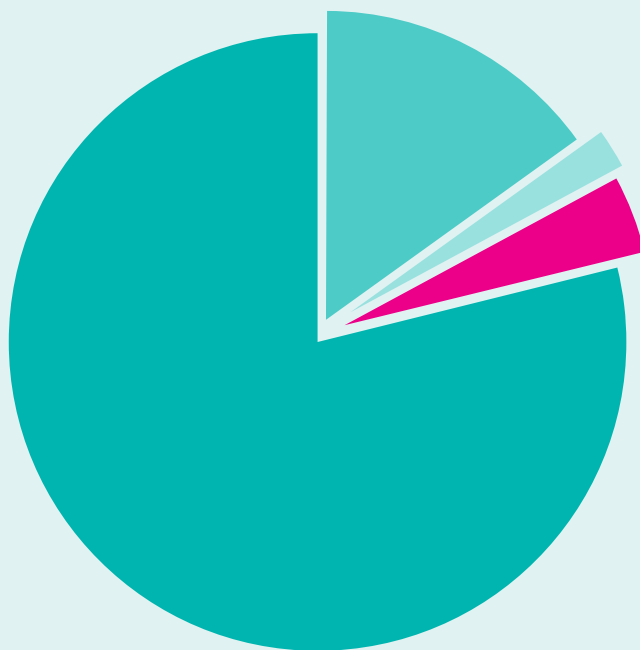
362+
Books Provided



9,500+

Feminine Products Provided
Covering more than 360 menstrual cycles

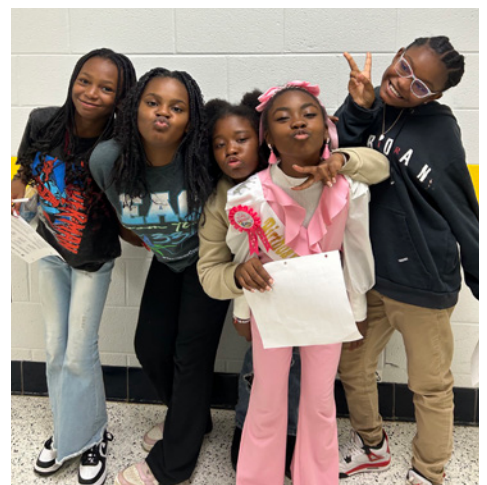
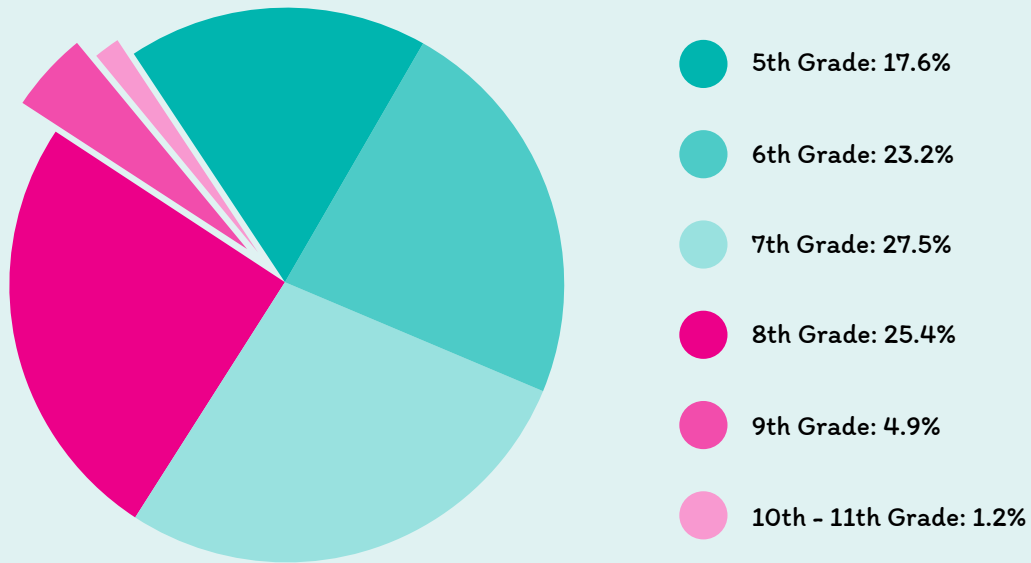
Every Girl deserves to be seen, heard, valued and equipped.

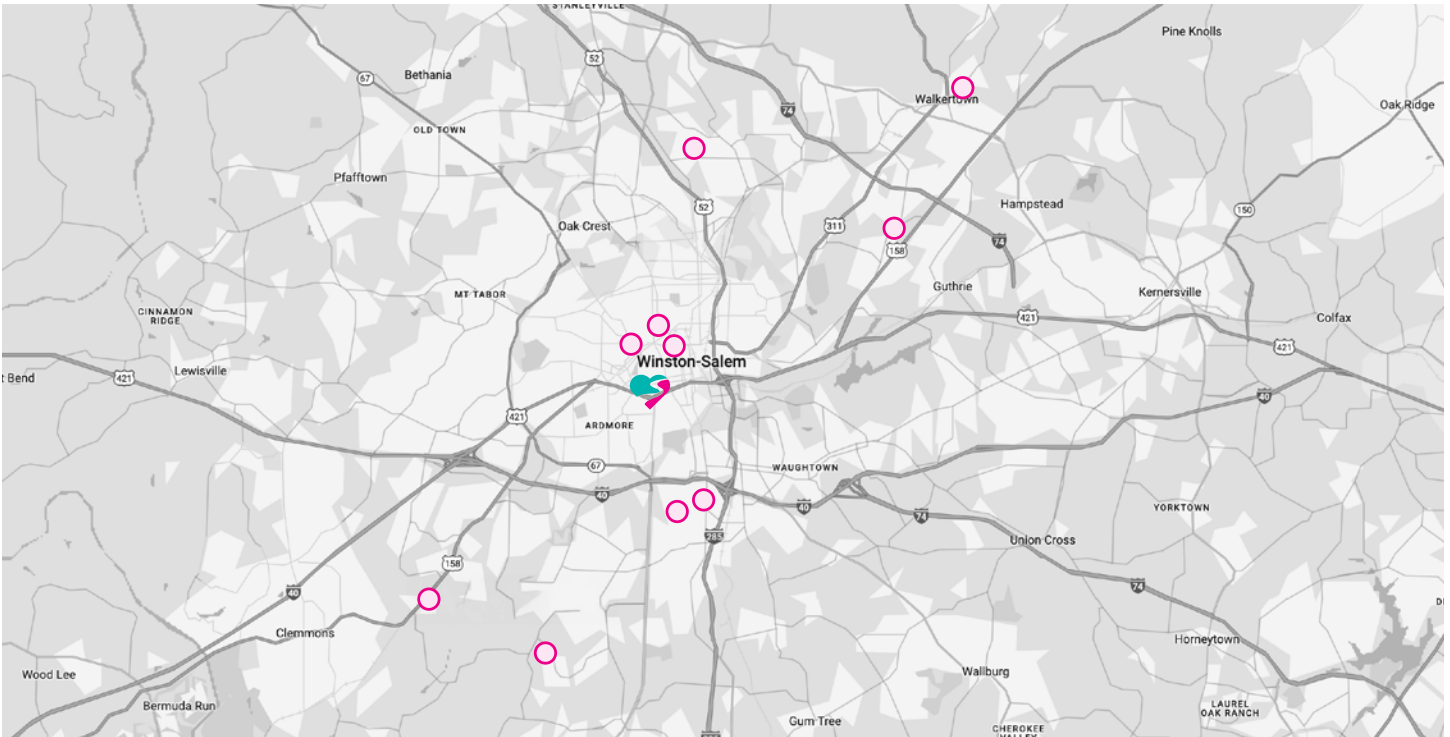


- Black / African American / African: 77.8%
- White / Caucasian: 14.8%
- Hispanic: 2%
- No Answer: 4%

Our Reach

The Girls We Serve





Where We Serve

LEAD Girls of North Carolina Office 27101

Clemmons Middle School 27127

Walkertown Middle School 27051

Crossnore Community for Children 27104

Cook Literacy Model School 27105

Academy at Middle Fork 27051

Wiley Middle School 27104

Flat Rock Middle School 27127

Paisley Middle School 27105

Main Street Academy 27107, 27127

Mineral Springs Middle School 27105

Community LEAD 27012, 27023, 27045, 27051, 27101, 27103, 27104, 27105, 27106, 27107, 27127, 27265, 27284, 27360, 28262



**LEAD
GIRLS**
of North Carolina

A Decade of Growth, A Lifetime of Impact

10 Years of LEAD

2016



Joy Nelson Thomas, Founder & Executive Director, submitted the application for 501(c) (3) status – and it was granted!



LEAD's first cohort sessions were held with girls from Wiley and Philo Hill middle schools and Salem College from Forsyth County, and Jackson and Allen middle schools and the High School Ahead Academy in Guilford County.

2017

Established a partnership with WSFCS schools.

LEAD's first part-time staff member, Janea Brunson, was hired to help Joy with workshops. This allowed increased service to 158 girls.



105 girls were served with programming moved to Forsyth County schools. A Community program on Saturdays was established.



A one-week Summer Fashion Entrepreneurship Camp began for girls to learn about how to be an entrepreneur.

2018

2019

298 partners worked with us to host, sponsor, and support LEAD programs.



182 volunteers donated 1,400 hours of time.



211 girls were served.



The Inaugural Girls Rising Expo was held for 100 girls and 33 parents.

2020



229 girls were served with our expanding outreach into Cook Literacy Model elementary school.



83 girls and 20 parents participated in our virtual Girls Rising, Innovating & Transforming (G.R.I.T.) Expo.



346 girls were served with 15,545 support hours



The LEAD Girls' Ambassadors Program began when high school girls who graduated from our middle school program assist with our organization.

2022

2021

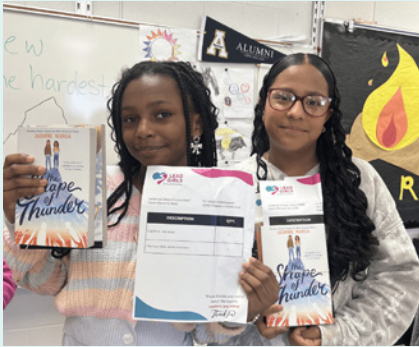


With an 85% attendance rate, girls enjoy attending LEAD workshops.



286 girls were served with a pilot program at Carver High School established.

2022



A focus on STEAM programming emerged this year, paving the way for new programs.

97% are being promoted to the next grade – a statistic that continues!

2023



We expanded into Middle Fork Academy, and began a new program with Crossnore Communities for Children.



353 girls from 41 schools were served with 11,531 support hours.

2024



355 girls were served with 16,209 support hours! 4,500 additional support hours from 2023, showing an increased total programming and support but also a deepened impact by 40%.



Ambassadors received their first Youth Grantmakers Association (YGA) Grant from the Winston-Salem Foundation to support programming led by the Ambassadors for girls as they transitioned from elementary to middle school and middle school to high school.

2025

392 girls were served with 20,709 support hours - a 28% increase from last year!



A Girl's Journey

At LEAD Girls, we invest countless hours into each girl and her family. We offer connections to resources, experiences that may have seemed impossible, and education. We make sure that when our girls are preparing for their lives after high school graduation, they are prepared and know their options - and opportunities.

EARLY INTERVENTION | LEADING SELF

Girls build confidence, self-awareness, and social-emotional skills through age-appropriate leadership activities focused on healthy friendships, empathy, communication, and positive role models.

FLAGSHIP PROGRAM | PREP FOR NEW ERA EVENT

5th

RESOURCES PROVIDED

Lending Library
Feminine Hygiene Products
Holiday 4 Her: Winter Gift Shopping & Experience
LEADher Bags (quarterly)

6th-8th

CORE LEADERSHIP LEADING SELF

Girls build their leadership identity, voice, and life skills through an evidence-based curriculum that strengthens confidence, critical thinking, and healthy decision-making while supporting emotional well-being and self-care.

FLAGSHIP PROGRAM | PREP FOR NEW ERA EVENT
GIRLS RISING EXPO | STEAM PROGRAM
SUMMER ENTREPRENEURSHIP CAMP

RESOURCES PROVIDED

Lending Library
Feminine Hygiene Products
Holiday 4 Her: Winter Gift Shopping & Experience
LEADher Bags (quarterly)
Workforce & Career Exploration

SUSTAINING THE INVESTMENT (AMBASSADORS) LEADING OTHERS

Through our Ambassador Program (9th–10th grade), girls expand leadership and life skills, apply what they learned in middle school, and strengthen collaboration, decision-making, and confidence as leaders and role models.

GIRLS RISING EXPO
SUMMER ENTREPRENEURSHIP CAMP
AMBASSADOR PROGRAM
OPPORTUNITIES FOR INTERNSHIPS AT LEAD GIRLS

9th-
10th

PARTNERSHIP

Allegacy: Ambassador
Accounts

RESOURCES PROVIDED

Holiday 4 Her: Winter Gift
Shopping & Experience
Conferences

11th-
12th

LEAD GIRLS
SCHOLARSHIP

PARTNERSHIP

Crosby Scholars
WSFC Schools

NOTE

We have dozens of partners in our community – and we remain grateful for their support. The partners listed are strategic alliances with formal memorandums of understanding and a long-term commitment.

2025 Financial Snapshot

Support & Revenue

Grants, Contributions and Public Support.....	614,426
Sponsorships.....	29,350
Government Grants.....	17,475
Program Income	13,749
Investment and Other Income.....	13,274
In-Kind Support and Supplies.....	136,634
Total Support & Revenue	824,908

Expenses

Program Services.....	567,084
Management and General	71,291
Fundraising	98,884
Total Expenses.....	737,259
Change in Net Assets.....	-87,649

*Restricted program funds from 2024 supported our total 2025 expenses and balanced the budget.

2025 Donors & Supporters

2025 LEADHer Circle

The LEADHer Circle recognizes those who provide a solid foundation for our young LEADers as demonstrated through their levels of giving and loyalty. LEADHer Circle members include individuals who: make annual gifts totaling \$1,000 or more, set up a monthly recurring gift, and/or have given in at least 4 of the past 5 years.

In 2021, the Circle was created in partnership with three amazing local leaders and friends of LEAD Girls: Natalie Broyhill, Mary Jamis, and Dr. Paula Wilkins. This Circle is based on the belief that every girl deserves the chance to thrive.

The members below are committed to the next generation's success. Every member of the LEADHer Circle has taken a stand for our young LEADers in a community-wide partnership. Through their philanthropic actions, they give girls an example of how we care for one another.

2025 LEADHer Circle

Jennifer Acosta
Rebecca Alexander
Anonymous (9)
Adrienne Amos Livengood
Gayle Anderson
Alison Ashe-Card
Tim Baity
Sally Barbour
Nikki and Zach Barefoot
William Barfoot
Louise and Bill Bazemore
Dudley and Julie Bell
Marian and David Bell
Donna-May Bernard
Jes Bolduc
Amanda Breeden
Brea Brown
Patty and Malcom Brown
Natalie and Penn Broyhill
Fanetta Bryant-Jones
Laura Burrows
Iesha Carter
Melissa Clendenen
Miller Coffey
Iris Cole
Michelle Cook
Melissa Curran
Tamara and Craig Darden
Camille Davenport
Marina and Wesley Davis
Sheila Davis
Vonda Delawie
Britney Dent
Ashley Edwards
Lynn and Barry Eisenberg
Marni and David Eisner

Anita Fields
Gail Fisher
Ragan Folan
Sarah Font
Beverly Gaska
Susan Gies Link
Shana Gregory
Tom Griffin
Francis Hagan
Ritu and Ben Hagan
Naomi Hall-Byers and Kevin Byers
Kelley Hancock
Patricia Heilbron
Ginger Hendricks and Heath Combs
Carol Hermann
Lucia and Gabe Higgins
Mary Hord
Amanda and Brandon Hughes
Edy Hurdle
Mary Jamis
Annie Jenkins
Jodie Brim Photography LLC
Zina Johnson
Cindy Jones
Donna Jones
Porsche Jones
Vanessa Jones
Lottie Kay
Yvonne King
Wendy and Jim Kinlaw
Annette and Gregory Knight
Mindy Lamont
Katina Little
Lakhya Marrow
Charlene Minor
Kelly Minor and Mark Murphy
Alexia and Hasani Mitchell

Dr. Angela Monell and Dr. Jack Monell
Jacqueline Morgan
Sarah Mosseller
Portia Mount
Shamika Munnings
Liz Noland
Katheryn and Otis Northington
Lisa Northrop
Mildred Paden
Regena Pasterczyk
Jasmine Pitt-Jones and Brandon Jones
Louise Porter Martin
Amy Price
Anna Reilly and Matthew Cullinan
Peggy Reingold
Morgan Reitzel, Leonard Ryden
Burr Real Estate
Art and Ann Riddle
Elaine Round
Janell Rowe
Sarah Sabiston
Eve Salzwedel
Masonne Sawyer
Margaret Scales and Graydon Pleasants
Elizabeth Sloan
Marcia and Reshaun Smith
Amie Snow
Jamie Rogers Southern
Sue Stephens
Cinny Strickland Graham
Amy Taylor North
Joy and Jasper Thomas
Janet Tooze
Mrs. William Tucker
Claire and Randall Tuttle
Chiquita Wadelington
Lisa and James Wallace

2025 LEADHer Circle Continued

Brandy Whitaker
Mary Lynn Wigodsky
Paula Wilkins
Anna Williams
Karl Yena
Lynn Young
Nancy Young
Miehisa Zahorski

Girls Journey

Many people came together in 2025 to support our work through FRIENDraisers. We are so grateful to our host, Margaret Scales! Anna Reilly and Matthew Cullinan matched the donations - all of which are supporting a girls' journey. The following people donated in this way:

Alison Ashe-Card
Marian and David Bell
BodyMind WS
Natalie and Penn Broyhill
Mary Louise Burress
Susan and Jack Campbell
Gina Caudill
Gaines Douglas
Ashley Edwards and Ralph Hanes Womble
Lynn and Barry Eisenberg
Ragan Folan
Kelley Hancock
Patricia Heilbron
Nancy Janeway
Lottie Kay
Liz Kelly
Leigh Koman
Virginia Pleasants
Anna Reilly and Matthew Cullinan
Peggy Reingold
Ashley Rouse Peters
Sarah Sabiston
Jeanne Sayers
Margaret Scales and Graydon Pleasants
Elizabeth Sloan
Cinny Strickland Graham
Parker Tegeler
Laurie Whitaker
Mary Lynn Wigodsky
Emily Williamson
Lynn Young

Our Supporters

Donors (January 1, 2025 -
December 31, 2025)

\$500 +

Jennifer Baker

Kathy Barfoot
Crystal Bethea
Cristan and Regina Brown*
Shaun Edward Stewart Fund
Jalen Ellis
Susan Freeman*
Leah Hazelwood
Keela Johnson
Anand Lalaji
Cheryl Lindsey
Randy and Terry Long
Tonya McDaniel
Shannon Neal*
Alexis Overstreet*
Maribeth Robinson
Marianne and Charles Schuler*
Bonnie Stewart
Gary and Yvette Willard*

\$250 +

Charmaine Angino*
Frank Carter
Charles and Becky Carter
Barbara Cassidy*
Annie Chambers
Melissa Clark
Latoya Currence
Jennifer Danko
Christina Douglas
Brooke Eagle*
Doug Evans*
Emily and Jessie Fletcher
Sara and Mike Fox
Barbara France
Traywick Gaymon Jr.*
Shana Heilbron
Susan May*
Lauren Miller
Vanessa Miller*
Gloria Muday
Cathy and Ray Owen
Christy Respass*
Shontell Robinson
Ashlyn Stone
Virginia Terlep
Melissa Thompson
Laquesha Varn
Veronica Wiltshire

\$100 +

Martha Albertson*
Craig Alden
Rebekah Allman
Anonymous (2)
Brenna Aplin
Sally Barbour

Lisa Barefoot
Kristen Bercaw
Irene Bjork
Jasmynn Blackshear*
Cherese Blue*
Leslie Brown
Michelle Carmichael
Ryan Chaffin
JaMia Cochrane
Arriana Covington
Regina Craven*
Candice Cunningham
Phoebe Cunningham
Deborah Davis
Abby and Jim Donnelly
Tara Ebrahimi
Laura Esleek*
Briana Fiser
Ericka Forney*
Susan Foushee
Sheila Gardner
Kathy Hall
LaTasha Harrison*
Virginia Hart
Aundre Hayes
Tom Hickman
Dawn Howard*
Maria Jessup
Jenny Kim
Kimberly King MacPherson
Patrick Maloney
Angela Manning
Sophia Medina-Marshburn
Debra Martin
Jamie and Darryl McVay*
Sandra Mikush
Rebecca Nguyen*
David Niedzielski
Anita Ogburn
Marian O'Neal
Matt Pate
Kathleen Pounds*
Jessica Byrd Prosper
Sowmya Qureshi*
Sharmin Rahman
Cazandra Rebollar*
Ke Reid
Tynesia Boyea-Robinson
Joe B. and Virginia L.
Simpson Advised Fund
Robert Smith
Gail Steele
Debbie Stutts
Mickey Terlep
Lori Timm
Telissa Ward

Joshua Watts
Christie Williams
Eva Wu
Artanzia Yates*
Faria Zafar

**Consecutive Year Donors*

Foundations & Sponsors

\$100,000 +

Whitney Jones, Inc.

\$50,000 +

Reynolds American Foundation
The Winston-Salem Foundation

\$25,000 +

J.H. Walker Legacy Foundation

\$15,000 +

Jodie Brim Photography LLC
Kate B. Reynolds Charitable Trust

\$10,000 +

Corning Incorporated Foundation
Forsyth County
Novant Health
Richard J. Reynolds, III and
Marie M. Reynolds Foundation
TELUS Agriculture and Consumer Goods
- North Carolina Community Board

\$5,000 +

Bank of America
Centenary United Methodist Church
CLA Foundation
Garner Foods Foundation
Goodwill Industries of
Northwest North Carolina
Mebane Charitable Foundation
NC IDEA
Reynolds American Foundation
C/O Cybergrants
SAS Institute
Shallow Ford Foundation
Truliant Federal Credit Union
United Way of Forsyth County
Z. Smith Reynolds Foundation, Inc.

\$2,500 +

Allegacy Federal Credit Union
Allegacy Federal Credit Union Foundation
The Budd Group
Crossnore Communities for Children
Enterprise Holdings Foundation
Fifth Generation, Inc.
Forsyth Woman
The Four Ten Foundation
Grapevine Giving

William and Caywood Hendricks
Family Foundation
JK Incorporated
Kilpatrick Townsend & Stockton LLP
Knollwood Baptist Church
The Lovett Foundation
Pinnacle Bank
Stand Out For Good, Inc
Sugar Mama's Movement

\$1,000 +

Bartol Hoile Wealth Management
Group of Wells Fargo Advisors
Al & Peggy DeMatteis Foundation
Downtown Rotary Club of Winston-Salem
Charles E. Hayworth, Jr. Foundation
JC Penney
Kendra Scott LLC
Notenetic LLC
Queen City Homestore
Sam's Club #8228
Twin City Kiwanis Club

\$500 +

Mother Murphy's Flavors
Rotary Club of Western Forsyth
Sam's Club #4798
Swiftwater Media, LLC
United Way Suncoast
The Women's Fund of Winston-Salem

\$250 +

Peace Haven Baptist Church
TCWGlobal Finance
Walmart Supercenter, Store #3626
Woman's Club of Winston-Salem

\$100 +

Brittain Chiropractic
SalemTowne Fund
TruStep Advisors
W5, Inc

Donations Given in Honor Of...

Jodie Brim

Daniel Quat

Camille Davenport

Katie Williamson

Brooke Eagle

The Women's Club

Ginger Hendricks

Wendy and Jim Kinlaw

Nia Isler

Malika Romer Isler

Ginger Hendricks & Heath Combs 15th Wedding Anniversary

William and Caywood Hendricks
Family Foundation

Lucia Higgins

Shannon Neal

Jackie Morgan

Shari Altman

Masonne Sawyer

Doug Evans

Margaret Scales

Virginia Pleasants

Carrena Sherrill

Martha Albertson

Hailey and Skye Taylor

Heather Leary

Joy Nelson Thomas

Iris Cole

Mary Jamis

Nancy Young

Susan Conley

Donations Given in Memory Of...

Carolyn Alexander

Rebecca Alexander

Jere Dabbs

Natalie Broyhill

Joan Jackson

Veronica Wiltshire

Tom Nelson

Joy Nelson Thomas

Fay Russell

Melissa Clendenen

Irene Stone

Nikki Barefoot

Janice and Dennis Yena

Karl Yena

**We offer a special thank
you to other partners and
supporters in 2025 who helped
us throughout the year!**

**For any questions or
updates, please contact
hello@leadgirls.org**

2025 Board of Directors

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Purposeful Pediatrics, Founder/Chief Medical Officer

Vice Chair

Lucia Higgins

Crossnore, Director of Philanthropy and Public Relations

Secretary / LEAD Girls Parent

Fanetta Bryant Jones

Veteran Affairs, Master's Prepared Nurse

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Director

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