



celebrating

COMMUNITY CONNECTION & IMPACT
2021 REPORT



Leap  to Success.

COMMUNITY IMPACT

450 WOMEN EMPOWERED IN PROGRAMS

LEAP TO
CONFIDENCE

199

19% Increase

EMPOWERMENT
CIRCLE

105

7% Increase

EMPOWERMENT
CIRCLE VISITS

1,198

35% Increase

TRANSFORMATION
LEADERSHIP

10

LEADERSHIP
ACADEMY

3

WEBINARS
"SELF CARE IN STRESSFUL TIMES"

133

COMMUNITY OUTREACH
PRESENTATIONS
INDIVIDUALS

865

35% Increase

1,315
INDIVIDUALS
IMPACTED



"I BELIEVE IN MYSELF. I LET GO OF NEGATIVE SELF-TALK.
I NO LONGER LIVE IN FEAR, AND I AM CONFIDENT! I ALSO
GOT OFFERED A POSITION IN THE FIELD I WANTED. THIS CLASS
GAVE ME THE CONFIDENCE TO NAIL THE INTERVIEWS!"

M, GRADUATE, LEAP TO CONFIDENCE

MESSAGE FROM THE EXECUTIVE DIRECTOR

IN A YEAR WHERE STRESS AND UNCERTAINTY CONTINUED, our community grew stronger. Had you asked me two years ago if we could serve more women while staff and participants were at home participating in our programs, I wouldn't have been sure. However, the women showed up and were ready for new knowledge and tools to become more empowered in their lives. They came for education and stayed for the sisterhood.

You are an important part of our supportive community. Your partnership as a donor, referring partner, or volunteer, makes all the difference. It truly takes a community of caring people to help women who've experienced domestic violence, homelessness, addiction, and debilitating mental and physical health challenges find their footing and create stability in these challenging times.

You'll see in this report how our community has grown. We now work with 62 community partner agencies, an increase of 35% from 2020, and we empowered 19% more women through our Leap to Confidence program. The real growth, however, was in how frequently women relied on the support of our after-graduation Empowerment Circles. These support groups are offered twice a week to all graduates. In 2021, 105 women attended an average of 11 times (7% and 35% increases from the previous year).

Sisterhood is a word often used to describe what our graduates feel when they attend our programs. Sisterhood means they aren't alone anymore. They have friends and support to rely on in good times and in tough times too. You helped create this sisterhood of support.

Life is too difficult to go through alone. We do better when we know there are others who have survived tough times. With your support, Leap to Success lights the way forward in dark times. Community and connection are what we are all about. Your partnership plays an important role in our community. You help women heal, grow, and transform their lives.

Thank you for being a vital part of our community of support!

Dana Bristol-Smith

Dana Bristol Smith
Executive Director

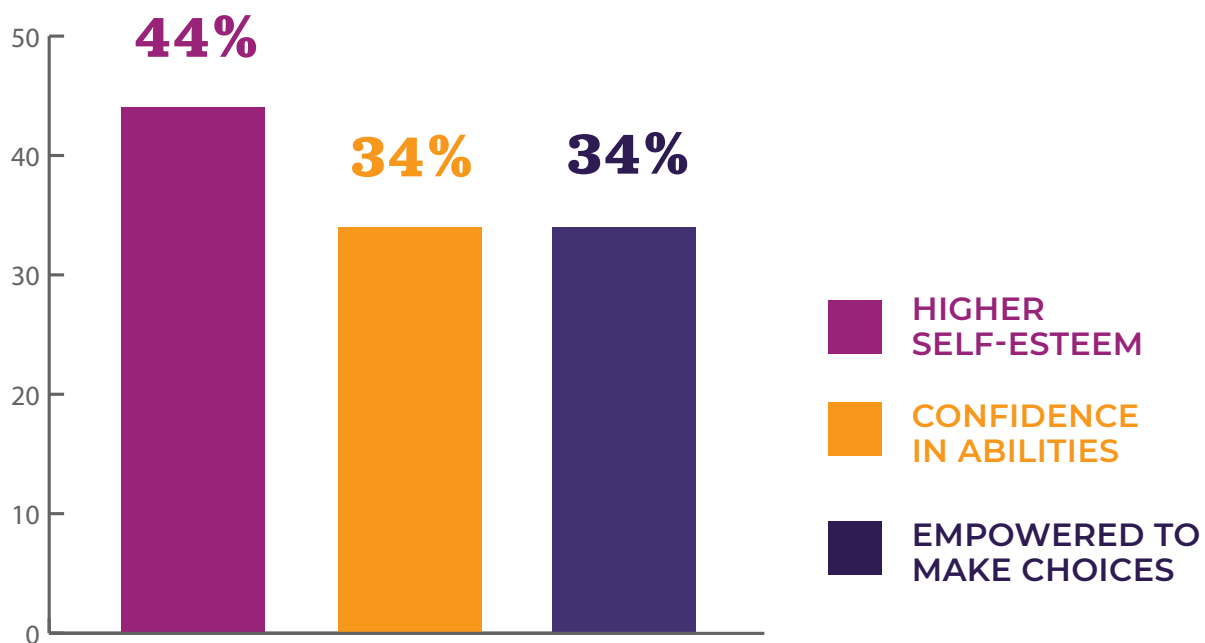


Portrait Photos by Ann Photography

LEAP TO CONFIDENCE

Leap to Confidence assists women in building self-esteem, self-confidence, and communication skills that are critical to helping them become empowered and self-reliant.

The program is designed for women overcoming major life challenges and is offered at no cost to participants. During this 6-week online program, participants meet twice a week in a safe and supportive environment. The class is taught by a team of women that includes a graduate instructor.



LEAP TO CONFIDENCE TOP 3 AREAS OF GROWTH

"I AM ABLE TO THINK MORE CLEARLY AND MAKE POSITIVE CHANGES BASED ON THE TOOLS I HAVE LEARNED."

– NAYELI, GRADUATE
LEAP TO CONFIDENCE



Women attend Leap to Confidence by referral from case managers, therapists, and other helping professionals. To learn more, please contact us.
Email: info@leaptosuccess.org
Phone: 760-710-9510

GRADUATE SPOTLIGHT

THE GRAY CLOUD HAS LIFTED

Meet Deirdre

"I used to feel like I had a gray cloud permanently over my head. I was the type of person who waited for life to happen. I've lived with chronic depression which led to alcohol and drug addiction.

I didn't believe something as simple as choosing positive words or using affirmations could change how I viewed myself, but the more I did this, the more my mindset changed. I've been using the techniques I learned from Leap to Confidence to teach positive habits to my two grand-nieces, 5 & 9, whom I'm raising alone. We are all healing together.



"I'VE NEVER HAD SELF-ESTEEM, BUT NOW I FEEL EMPOWERED WITH AN INNER STRENGTH THAT HAS GIVEN ME THE CONFIDENCE I ALWAYS NEEDED."

Today, I'm excited to live life, and it's a really good place to be. Don't get me wrong. I still face challenges coping with life's 'hiccups', but they no longer consume me.

Before I kept my head under the sand because it was easier to live that way. That gray cloud lived over my head, and I always felt like 'poor me, pity me'. That gray cloud has lifted, and I am so grateful. I've learned I have a choice in how I respond to life's 'hiccups'. Now I feel like I'm awake.

I used the world shutting down during the pandemic to my advantage to discover who I am. I was in a desperate place and ready for change. Today, I've found my purpose, my mission. I want to start a home for teen mothers to teach them life skills and allow them to complete their education so they can be self-sufficient."



*Deirdre, Graduate
Leap to Confidence*

EMPOWERMENT CIRCLES

Empowerment Circles are group sessions, offered to graduates of Leap to Confidence, that provide ongoing skill-building and support to help women continue their growth. Empowerment Circles are offered twice a week via Zoom.



1,198
EMPOWERMENT
CIRCLE VISITS

35% 
INCREASE

GRADUATE SPOTLIGHT NOW I BELIEVE IN MYSELF Meet Sammy



*Sammy, Graduate
Leap to Confidence*

Four years ago, she almost died in a car accident. Sammy was in a coma for a month, and when she woke up, she had to relearn almost everything. It has been a long hard road, but Sammy, a former foster youth who had just graduated college before her accident, is nothing if not determined.

Sammy says that since taking Leap to Confidence, she is more centered and more mindful of her mental health. She didn't realize how negative she was being towards herself until she learned about positive affirmations. Now, she listens to her self-talk and can change her inner dialog. As a younger class member, she enjoyed meeting women with so many different backgrounds and life experiences. She's learned a lot from them and has been able to contribute her own experiences to help others.

What she loves best about the Empowerment Circles is that she's with women who encourage her to believe in herself.

"IF YOU'RE STRUGGLING WITH CONFIDENCE, OR YOU JUST NEED MORE LOVE AND SUPPORT, THIS IS A GREAT SUPPORT SYSTEM FOR YOU. YOU'LL BE WITH WOMEN JUST LIKE YOU, WHO'VE HAD THE SAME TYPES OF EXPERIENCES AND CAN ENCOURAGE YOU TO GAIN THE CONFIDENCE YOU WILL NEED THROUGHOUT THE REST OF YOUR LIFE."

TRANSFORMATION LEADERSHIP

Transformation Leadership is an intensive nine-month program for women who show leadership potential. Participants set and meet life-enhancing goals designed to help them continue developing their growth mindset and resilience. Graduates use their public speaking skills to raise awareness about prevention and recovery from domestic violence, homelessness, addiction, and other challenges they have overcome.

GRADUATE SPOTLIGHT

I GOT THIS!

Meet Holly

"Right now nobody would blame me if I fell apart. Look around. There's a worldwide health crisis. A pandemic. All of my healthy coping mechanisms are gone. My job is more stressful than usual. Money is tight. The people around me are on edge, so their relationships with me are touchy. The world has gone crazy. If I wanted to, I could fall back on old habits and have the perfect excuse.

But I'm not! The Holly of a few years ago might have utterly fallen apart. The present day Holly with all her new tools, who

has been practicing her boundaries and feeling her confidence since rediscovering herself, has been a real master of the troubled times.

It brings me so much joy to be one of the people who has been looked to as a leader

during this crisis. I am experiencing so much satisfaction when I am contacted to speak to a group of politicians, survivors, or professionals as a highly valued expert and leader in my field.

"THE MORE CONFIDENT I HAVE BECOME, THE MORE CONFIDENCE OTHERS HAVE PLACED IN ME."

Having the knowledge that nobody opened the gates of heaven and let me in, but that I opened the gates of hell and let me out, brings me peace in this storm. I am the sky and everything else is just weather. I got this!"

Holly is a Homeless Outreach Worker, Registered Addiction Specialist, and Commissioner on the San Diego Commission on the Status of Women and Girls. She received her AA degree in Sociology in May, 2021. Holly is a 2017 graduate of Leap to Confidence and 2018 graduate of Transformation Leadership.



Holly, Graduate Transformation Leadership





*The Leap to Success staff enjoyed a day together at the Leo Carrillo Historic Ranch.
From left to right: Michele, China, Kelly, Luiza, Dana, Ruth, Kelley, Alyssa*

STAFF

Dana Bristol-Smith
Founder & Executive Director

Michele Cooney
Program Director

Kelley Grimes, MSW
Community Engagement Director

Luiza Campos, MBA
Program Assistant

Alyssa Jenkins, MA
Administrative Assistant

Ruth Batton
Community Engagement Specialist, Instructor

Kelly Carmen
Instructor

China Kellner
Instructor

BOARD OF DIRECTORS

Marti Hess, Chair

Tonda Hall, Treasurer

Wendy Hope, Secretary

Denise Arand

Jennifer Barber-Frazier

Lauraine Esparza

Carmen Kasner

Patti Stanford

TC Wilson



BRINGING PEOPLE TOGETHER TO HELP

Circles of Hope are invitations to share with family, friends and colleagues about Leap to Success and the impact the organization has on the women we serve. It is an intimate way of hearing from our Executive Director, Dana, and a graduate who shares her story of how she has found her voice, her confidence, and how far she has leaped since graduation.

MY BACKYARD FUNDRAISER CARMEN KASNER, BOARD MEMBER

"I've hosted several Circles of Hope and find they are a personal way to involve my friends through showcasing the program's impact.

My friends give to Leap to Success as a way to very tangibly help others and I'm always amazed by their generosity. Circles of Hope give them a real face they can connect with. They see how the program is changing lives. They also appreciate that the organization isn't spending a lot of money on fundraising. Circles have a 100% return to Leap to Success. That alone is a big deal for donors."



Kelley, Carmen, Dana, Holly



Denise, Ruth, Tonda

RAISING OUR GLASSES DENISE ARAND AND TONDA HALL, BOARD MEMBERS

"It was so great to have our family and friends join us at our Fall Wine Tasting fundraiser. We love sharing the mission of empowering women and were honored to have Ruth bravely share her story. Our guests were truly moved." --Denise Arand, Board member

"Partnering with Koi Zen Cellars, who supports our mission, made our event meaningful and impactful. Being able to gather again and see each other face to face made it so incredibly special. I'm always amazed and grateful for all the generous people who want to make an impact!" --Tonda Hall, Board member

COMMUNITY PARTNERS

Thank you to the following organizations who referred women to Leap to Success programs this past year. We couldn't thrive without your continued support!

| | |
|--|-------------------------------------|
| Alabaster Jar Project | Neighborhood Healthcare |
| California Department of Rehabilitation | New Entra Casa |
| Catholic Charities | North County Lifeline |
| Church of Jesus Christ | Oceanside Homeless Resource |
| Community Health Systems | Operation Hope - North County |
| Community Housing Works | Parents Empowerment Services |
| Community Resource Center (CRC) | PATH |
| County of San Diego | Poway Adult School |
| Community Research Foundation - Step Forward | Public Consulting Group (PCG) |
| Crisis House | Rady Children's Hospital |
| CTCA | San Diego Housing Commission (SDHC) |
| Cuyamaca College | San Diego Workforce Partnership |
| Family Health Centers of San Diego (FHCS) | SOAP MAT, LLC |
| Generate Hope | South Bay Community Services |
| Goodwill Industries | Telecare Corporation |
| Home Start, Inc. | The Rock Church |
| Interfaith Community Services | The Salvation Army |
| Jewish Family Service | Tribal TANF Program |
| Just In Time | 29:Eleven Maternity Home |
| McAlister Institute | US Probation Office |
| Mental Health Systems (MHS) | Vista Adult School |
| MW Career Services | WRC |

35%
Increase
in Partners
Since 2020

62
ORGANIZATIONS
(includes separate locations and programs)

94
INDIVIDUAL REFERRERS



COMMUNITY PARTNER SPOTLIGHT

NOW SHE HELPS OTHERS FIND JOBS

MEET LAKESHA

LaKesha Sexton holds a special place in our hearts because she graduated from our very first Leadership program back in 2008. She was one of six women who demonstrated life changing transformation, and we've been inspired by her ever since.

In 2015, LaKesha became a graduate instructor in our Leap to Confidence program and helped hundreds of women experience their own growth. Now she is a case manager at the San Diego Workforce Partnership Career Center. LaKesha has taken the tools she learned from Leap to Success and uses them to help her clients build confidence and find employment.



LaKesha & Dana, Rotary Club Guest Speakers

LaKesha says, "I encounter people with low self-esteem, lack of confidence, and a sense of hopelessness. I help them see that they have choices about how they tackle their job search and that by setting goals, they can prioritize their activities and set their own path to getting a job."

LaKesha proudly says, "Leap helped me become the best case manager for my employer and my participants."

We couldn't be more proud of LaKesha!



JENNIFER SEES BEAUTIFUL CHANGES

MEET JENNIFER DUFRESNE

Students at Vista Adult School have numerous barriers to employment such as homelessness, disability, lack of a high school education, or past trauma. In many cases, the biggest obstacle to employment, especially for women, is not having the confidence to go out and present their best selves to an employer.

Since 2015, Jennifer Dufresne has been referring women to attend Leap to

Confidence, to help them build confidence and make positive changes in their lives.

Jennifer shares, "Often, before a woman enters the program, I can only see a glimpse of her light and the strong, beautiful individual I know is there. By the end of the program, I am able to see her realization that she has the power to change her life and those of the people around her. This is why I love this program!"

DONORS



Leap to Success is honored to recognize the following generous donors who supported our mission and programs with a gift of \$100 or more.

\$50,000+

Hunter Family Advised
Fund at RSF Foundation
Issa Family Foundation
Melvin Garb Foundation

\$10,000 – \$49,999

Bond Family Fund
Comcast NBC Universal
County of San Diego
Jennifer Leighton

\$2,500 – \$9,999

Amy Czajkowski
Margot & Dennis Doucette
Lauraine & Richard Esparza
Sherri Neasham
Karen Nelson
Nordson Corporation
Foundation
Donna Tracy Pippins
Kathy Row
Robert & Marion Wilson
David & Sherry Winkler
United Methodist Church
of Vista
Wells Fargo Foundation
Lori Zielinski

\$1,000 – \$2,499

Building Better Lives Fund
Dana Bristol-Smith &
Greg Klamt
KL Calkins Family Fund
Michele & Michael Cooney
Carrie Foster
Rita Geldert

Jennifer Heffler
Marti Hess
Wendy & David Hope
Patricia & Robert Hughes
Jayne Janda-Timba
Carmen Kasner
Joe & Debby McCloskey
Lori McMacken
Tanya Parks
Vienna Salazar
John & Carole Sanders

\$500 – \$999

Filomena Antunes
Denise Arand
Abrhil Arvizu
Jennifer Barber-Frazier
Berlin Family Fund at
Jewish Com. Foundation

\$100 – \$499

Anne Acebo Houlihan
Yazmin Arellano
Deanna Atherton
Ruth Batton
Maggie Brown
Erin Carpenter
Madeleine Cohen
James Coleman
Anne DiNapoli
Rick & Susan Duffett
Jennifer Dufresne
Karen Feitelberg
Lynn Franco Chow
Chris Gill
Kathe Gogolewski
Thomas Goode

Kelley Grimes &
Tony Serebriany
Jill Hall
Kathleen Haynes
Sunnie House
Brenda Johnson
Alan Kinzel
Christina Kirk
Sutton Kirkpatrick
Koi Zen Cellars
Tatjana Kudla
Rachel Kulis
Lisa Laube
Charlotte Lewis
Sherry Luz
Cortney Marazzo
Tina & Jay McCabe
Suzanne McDonnell
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Angela Montague Kanish
Shawnele Morelos
Nancy Nell
Colleen O'Harra
Tamara O'Neal
Amy Peck
Cynthia Peraza
Barbara Price
Emily Rex
Sempra Energy Foundation
Sheila & Michael Sharpe
Kathryn Speliopoulos
Julie Stelzner
Viasat
Christina Vigil
VPO Cloud
Women's Faith Fellowship
Katherine Zemeckis

We have made every effort to ensure the accuracy of this list. If you find an error, please contact us at info@leaptosuccess.org.

DONOR SPOTLIGHT

MY MOTHER'S LEGACY

by Tanya Parks

In 2015, my future was full of hope, joy, and vision. Many arenas in life teach you that if you find your “why”, your deepest reason for pursuing a path or goal, you will have a motivating force that carries you through tough times.

My mother was my “why”. As a single parent, she sacrificed everything to raise me, and I was driven to pay her back by working hard to care for us in the future.

A few months after my real estate career started, a medical examiner knocked on my door in the middle of the night. My mother – who was healthy – passed away suddenly. My why, my hope, my everything instantly vanished. Somehow, I put one foot in front of the other throughout the following months. I couldn't let my mother's sacrifices be in vain. I had lost it all, but giving up wasn't an option.

I had little money or prospects in business. One day, I attended a women's business networking meeting. I noticed a group of women, exuding professionalism and POWER. Dressed in beautiful suits, they embodied intelligence, grace, and poise. I was so impressed. I introduced myself.

After the room was seated for lunch the speakers took the stage. Some of the dynamic women were keynote speakers. They shared how they personally transitioned from abuse, pain, trauma, and hardships to their current lives of joy, abundance, service, and success. They graduated from the Leap to Success' Transformation Leadership Program and had transformed their lives.

Their stories blew me away. In that moment, I promised myself I, too, could stay strong and step into my power. I, too, could be a success. They were proof that no matter how lost one might be, a path back to success, purpose, and joy exists.

I left that luncheon and drove home with no money in my pocket, but I was rich with a new hope, a new drive, and a new “why”. When I got home, I added, “I will have enough success and resources to donate \$2,000 to Leap to Success,” on my vision board. At the time, this statement seemed unattainable, but still I looked at it every day for a few years.

I'm blown away to say I realized that vision earlier this year. During Domestic Violence Awareness Month, I donated in honor of the women at Leap, my mother, and all women who overcome trauma and motivate themselves and others to realize their dreams.

The women of Leap showed me what was possible when I didn't have much to believe in. Helping other women is my new “why”. I am so inspired by how Leap creates a safe space for women to become their best selves.



Legacy & Planned Gifts

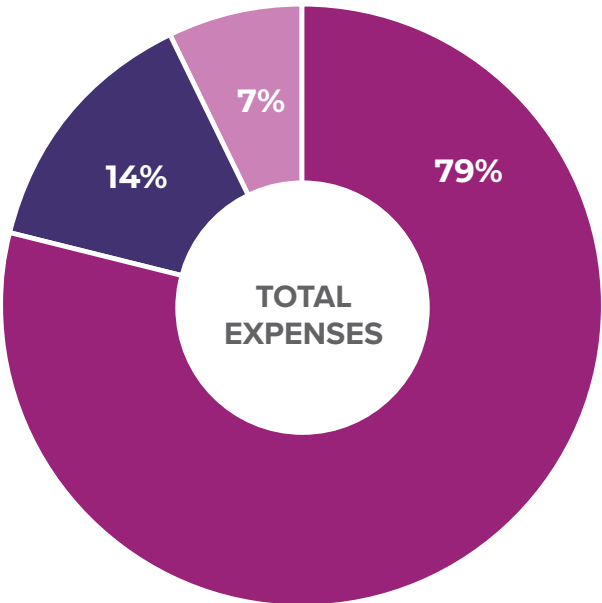
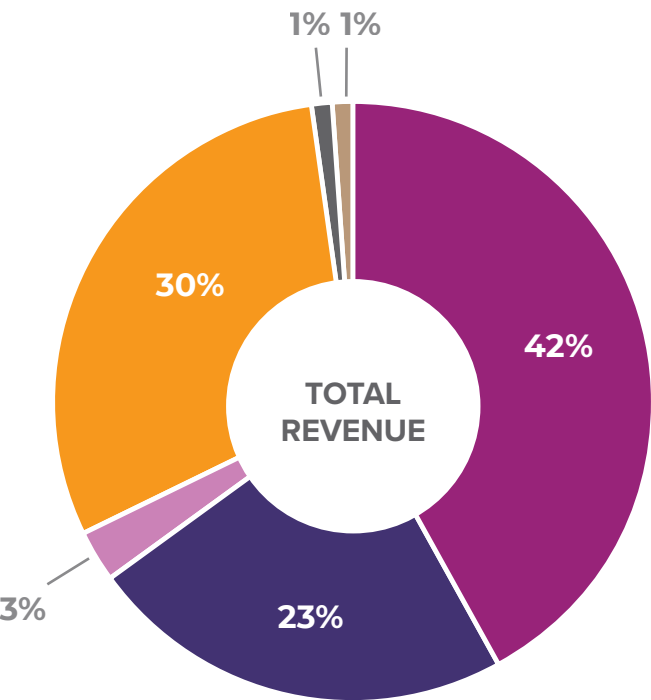
Please remember us in your will or estate plan, or as a beneficiary of your IRA, life insurance, or 401k. There is no minimum.

Tanya Parks
Leap to Success
Supporter



FINANCIALS

Thanks to our dedicated and generous supporters, Leap to Success is in a strong financial position despite the unprecedented impact of COVID-19.



| | |
|-----------------------|-----------|
| Grants - Unrestricted | \$168,950 |
| Grants - Restricted | \$92,800 |
| Corporations | \$10,526 |
| Individuals | \$121,716 |
| Investment/Other | \$2,350 |
| Sales | \$2,923 |

TOTAL REVENUE \$399,265

| | |
|------------------|-----------|
| Program Services | \$260,822 |
| Management | \$27,549 |
| Fundraising | \$24,163 |

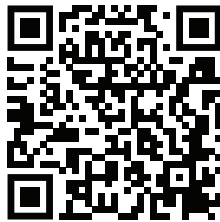
TOTAL EXPENSES \$332,534

“LIFE ISN’T PERFECT, BUT I FEEL MORE CONFIDENT
TO BRAVELY WALK THROUGH MY OBSTACLES.”
– TIFFANY, GRADUATE, LEAP TO CONFIDENCE

LEAP TO YOUR BEST LIFE AFFIRMATION DECK

CHANGE YOUR WORDS, CHANGE YOUR LIFE

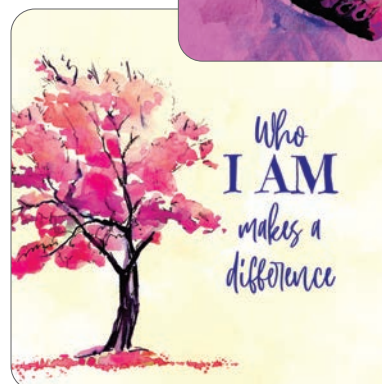
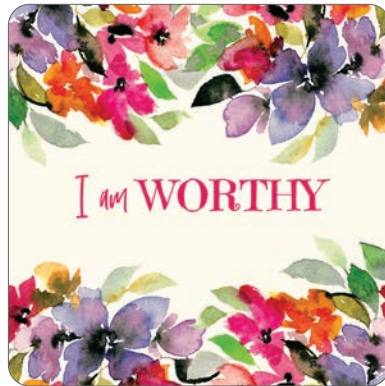
PURCHASE A DECK OF AFFIRMATION CARDS
\$25 PLUS TAX AND SHIPPING



Did you know the words you use can change your life? We've seen the power of positive affirmations and how they can help women who've experienced trauma, shift their mindsets to be more positive and productive.

The thoughts we think and the messages we tell ourselves over and over can hinder us or help us. Negative words and beliefs can keep us stuck in ruts devoid of hope or optimism. By acknowledging ourselves, our worth, and the value we bring to the world, we can start to see a more hopeful path forward.

Our graduates and community members have contributed to create beautiful cards containing the powerful words and messages of transformation they used to change their lives. It is our dream come true to have created this beautiful Leap to Your Best Life: Affirmations to Help You Soar card deck and share it with you! For \$25, you can purchase this for yourself or as a gift for loved ones. Your purchase helps support the next woman who is ready to leap to her best life!



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