

NAWBO-SA FOUNDATION

2024-25 Giving Opportunities





ABOUT THE FOUNDATION

The NAWBO-SA Foundation, governed by a seven-member Board of Trustees, is the philanthropic arm of NAWBO San Antonio. It was established in 2009 to support NAWBO-SA's educational programs, provide training and educational opportunities for women business owners, and design, maintain, and fund the High School Mentorship Program, a NAWBO-SA program established in 1999.

The Foundation is tasked with securing contributions to help cover the expenses of NAWBO-SA programs and to generate the required annual funding for the High School Mentorship Program, including the scholarships awarded through the business plan competition.



ABOUT NAWBO-SA



The National Association of Women Business Owners (NAWBO) propels women entrepreneurs into economic, social, and political spheres of power worldwide by:

- Strengthening the wealth-creating capacity of our members.
- Promoting economic development within the entrepreneurial community.
- Creating innovative and effective change in the business culture.
- Building strategic alliances, coalitions, and affiliations.
- Transforming public policy and influencing opinion makers.

Established in 1996, NAWBO-SA has been recognized as one of the leading chapters in the country, currently holding the distinction of being the second-largest chapter nationwide with over 200 members. Our chapter provides a variety of educational and networking opportunities for women business owners annually. NAWBO-SA works to give voice to women business owners through its advocacy work and works with our local nonprofit community to create experiences for our members to give back. Additionally, NAWBO-SA introduced a program designed for high school-aged young women in 1999 called the High School Mentorship Program.

NAWBO-SA PROGRAMS

Women's Leadership Summit

Growth & Development Cohorts:

- Start Up
- Digital Up
- Scale Up
- Million Up

Women Business Owner Awards

Advocacy

Service Saturdays

THE MISSION OF THE PROGRAM IS TO:

- Empower young women to reach for their dreams and design their own destiny.
- Encourage education beyond high school as a means to achieving life's dreams.
- Emphasize the importance of financial literacy in achieving financial security.
- Explore entrepreneurship as a means to financial independence and career satisfaction.
- Educate the participants with the skills necessary to drive their destiny.



The program supports participants through:

- Skills training
- Mentorship
- Three (3) one-day business-related conferences
- Hands-on business plan writing support

Each participant walks away with:

- A professional headshot
- A resource kit for launching their business idea
- Business plan template
- LinkedIn profile and resume writing support
- An opportunity to win a scholarship award

THE HIGH SCHOOL MENTORSHIP PROGRAM

Making a Difference for Young Women

Through the 9-month program, women business owners and leaders connect with young women interested in exploring entrepreneurship as an avenue to financial independence. The High School Mentorship Program provides experiential learning through in-person school sessions and quarterly conferences at local colleges and universities. It culminates with a business plan scholarship competition. Each school is assigned a NAWBO-SA business leader to support, guide, and counsel the participants through the program year.

Since its inception, this program has reached more than 2,200 high school-aged women and granted more than \$300,000 in scholarship funding. It has provided working knowledge and hands-on experience, enabling these women to visualize their dreams and think beyond high school. It also introduces them to leadership skills that far surpass their high school careers.

During the 2024-25 school year, we will offer the program at 10 San Antonio area schools and serve at least 100 young women participants. Three conferences will be held on local college campuses, and one of our local partners, the Girl Scouts of Southwest Texas, will host a business writing skills session. With the help of individual contributors and business partners, we are excited to offer \$30,000 in scholarship funding to the authors of the five best business plans.



DEMOGRAPHICS

Ethnicity/Race

Hispanic/Latino	75%
White	13%
Black or African American	6%

Annual Household Income

Under \$24,999	29%
\$25,000 to \$49,999	14%
\$50,000 to \$74,999	29%
\$75,000 to \$99,000	0%
\$100,000+	28%

Top Reasons for Participating

- **17%** To learn more about business.
- **16%** To better prepare me for a business career.
- **16%** For the opportunity to win a scholarship.
- **15%** To learn the necessary skills to run my own business.

THE HIGH SCHOOL MENTORSHIP PROGRAM

Our 2023-24 Impact

79%

of participants gained more knowledge of how to develop a business plan.

100%

of participants reported that they would strongly recommend this program to others.

72%

of participants reported that they learned a great deal about business planning from the program.

MENTORS MATTER

When asked what they enjoyed most, the most recurring answers included:

- Interacting with business owners
- Meeting new people
- Attending the three NAWBO learning conferences

When asked what they liked least, they said, *“Not having enough time with women business leaders and mentors.”*

SUPPORT THE FOUNDATION: MAKE A GIFT TODAY

FOUNDATION PROGRAM SPONSORSHIP OPPORTUNITIES

Business Backer

\$20,000

- One table at the 2025 WBOA (10 tickets)
- Highlighted on the HSMP website
- Invitation to attend one NAWBO-SA monthly meeting & spotlight
- Invitation to speak at one HSMP conference
- Invitation to the scholarship luncheon for two
- An opportunity to present a scholarship award at the luncheon
- Full Page Ad printed in the Live from the Southside Magazine
- Newsletter post to Live from the Southside (18,000 subscribers)

Start-Up Sage

\$5,000

- Highlighted on the HSMP website
- Invitation to attend one NAWBO-SA monthly meeting and spotlight
- Invitation to the scholarship luncheon
- An opportunity to present a scholarship award
- A social media post across all platforms for Live from the Southside

Additional benefits can will be considered at the two highest levels

Launchpad Leader

\$10,000

- Special recognition at the 2025 WBOA Awards Gala
- Two tickets to the 2025 WBOA
- Highlighted on the HSMP website
- Invitation to attend one NAWBO-SA monthly meeting & spotlight
- Invitation to the scholarship luncheon for two
- An opportunity to present a scholarship award at the luncheon
- Half Page Ad printed in the Live from the Southside Magazine

Pinnacle Partner

\$2,500

- Highlighted on the HSMP website
- Mention in one NAWBO-SA monthly newsletter
- Invitation to attend one NAWBO-SA monthly meeting
- Invitation to the scholarship luncheon

More Opportunities on the Next Page

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HIGH SCHOOL MENTORSHIP PROGRAM CONFERENCE SPONSORSHIP OPPORTUNITIES

Champion

\$2,000

- Highlighted on the HSMP website
- Invitation to the Scholarship luncheon
- Mention in one NAWBO-SA monthly newsletter
- Name or logo on the HSMP participant welcome bag

Mentor

\$500

- Highlighted on the HSMP website
- Mention in one NAWBO-SA monthly newsletter

Innovator

\$1,000

- Highlighted on the HSMP website
- Mention in one NAWBO-SA monthly newsletter
- Name or logo on the HSMP participant welcome bag

Leader

\$250

- Highlighted on the HSMP website

In-Kind opportunities are welcome for consideration.



HSMP@nawbosa.org



www.nawbosa-hsmp.org



210.284.8837



P.O. Box 460724
San Antonio, TX 78246

CONTRIBUTE

Supporting the NAWBO-SA Foundation comes with benefits, including increased brand exposure, access to NAWBO-SA members, and the understanding that you are increasing opportunities for women and girls to pursue their dreams and aspirations. To make an unrestricted contribution to the NAWBO-SA Foundation or a designated contribution to the High School Mentorship Program in any amount, please complete the commitment form or visit our website. For in-kind contributions, please contact us.