



Why Not Prosper

Offering Women In Distress
A Hand Up, Not A Hand Out



2023 ANNUAL REPORT

Why Not Prosper, Inc.

Offering Women in Distress a Hand Up, Not a Hand Out

We are a grassroots nonprofit founded by a formerly incarcerated woman for other formerly incarcerated women. We are strong advocates for women and are committed to providing programs and services that support women in their re-entry efforts from prison to community. We provide a continuum of programs listed below and partner with resource organizations throughout the Philadelphia area.

MISSION

Our mission is to help women from prison systems discover their own strength by providing them with the support and resources that will empower them to become responsible, economically self sufficient and contributing members of the community.

SERVICES

- Re-entry & Recovery Resource App
- Pre-Release Mentoring
- Residential On-Site Facilities
- Community Resource Center
- Teleservices
- Graphic Arts
- Workforce Academy
- Family and Reunification Support
- Assistance for Employment
- Support for Safe, Decent, and Affordable Housing
- Access to Drug and Trauma Treatment



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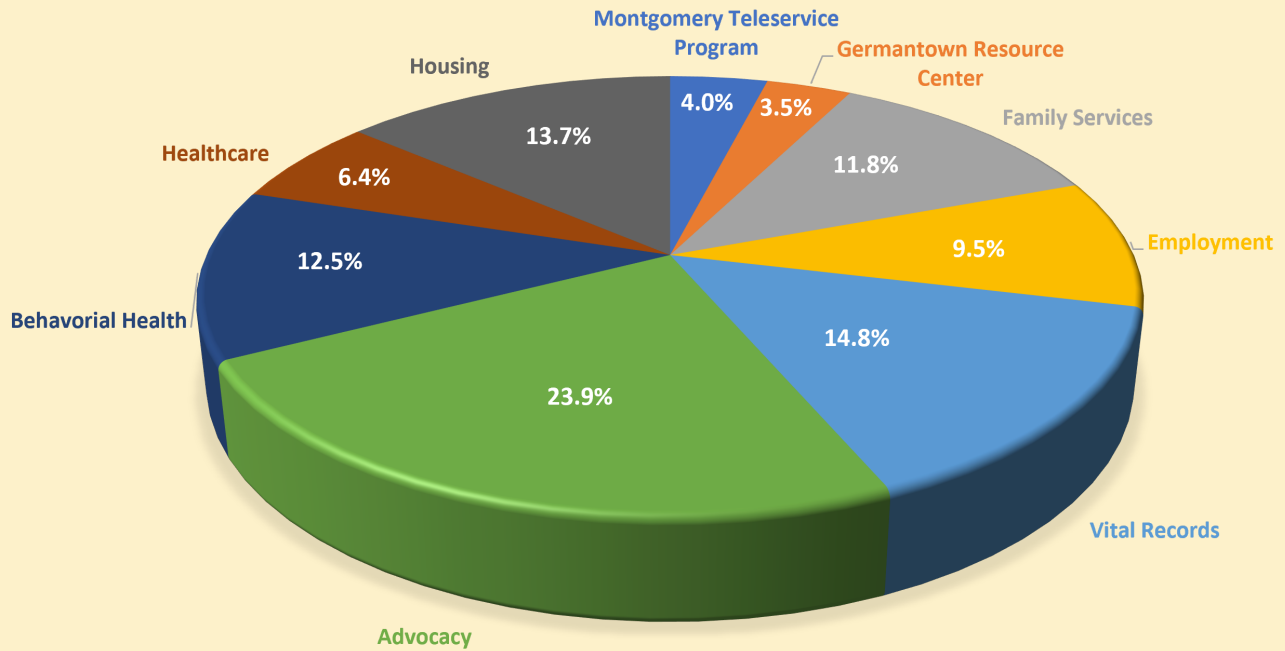
www.why-not-prosper.org

Services & Statistics

In 2023, we provided **4,660** women of different races and life experiences with services. The women received many different types of support.

We also recruited 29 new volunteers.

TOTAL WOMEN HELPED IN 2023



Funding & Donors

Donors

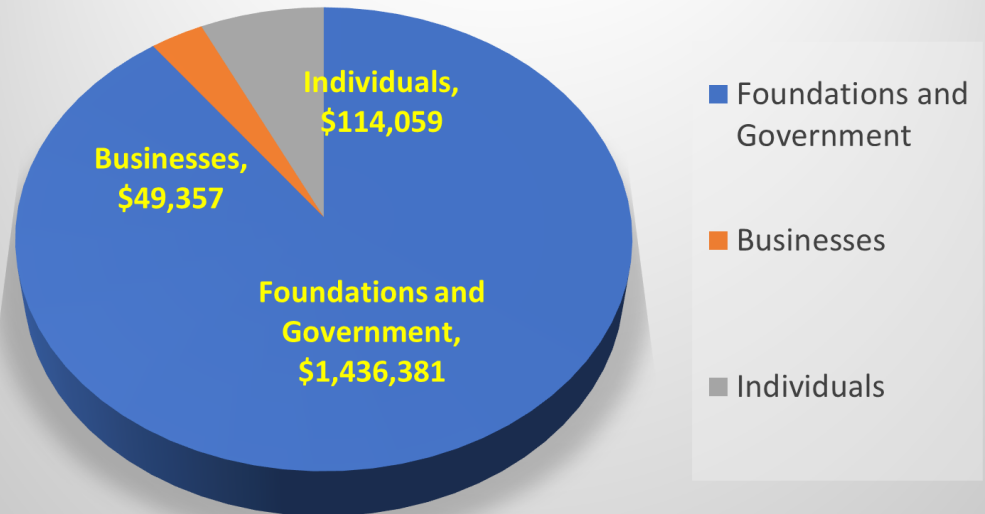
Foundations & Government

Baltimore Community Foundation
 Barnes & Thornberg
 BLBB Charitable Fund
 Bread & Roses Phoebus Fund
 Bread & Roses Economic and Justice Fund
 Charities Aid Foundation America - CAF
 City of Philadelphia TCIG
 Crawley Foundation
 Focus for Health Foundation
 Green Tree Foundation
 Health Partners
 Howard Family Gift Fund
 Independence Foundation
 Laborer's International Union (Local 332)
 Leo and Peggy Pierce Family Foundation
 Mildred's Dream Foundation (MDF)
 Oak Foundation
 Pennsylvania Commission on Crime and Delinquency - PCCD
 Philadelphia Activities Fund (Urban Affairs)
 Philadelphia City Fund
 Philadelphia District Attorney Forfeiture Fund
 Philadelphia Foundation Impact Grant
 Philadelphia Foundation Donor Advised (William J. McCahan 3rd Fund)
 Philly Truce Foundation
 Sparks Therapeutic
 Social Venture Partners
 The Hess Foundation
 The Hamilton Family Foundation
 The Allen Hilles Fund
 United Way Partnership Grant
 Valentine Foundation
 Visionary Women
 Women's Way
 WSFS

Businesses/Corporations

Alliance Medical Legal
 At His Feet Outreach Ministries
 Bright Funds
 Grace Presbyterian Church
 Independence Foundation
 LaSalle University
 Mendoza Group
 Morgan Stanley Gift Fund
 Network for Good
 PPL Electric Utilities Corporation
 The Blackbaud Giving Fund
 The Business Center for Entrepreneurship and Social Enterprise
 Typewriter Tarot
 Ultimo Coffee
 United States Treasury
 Visionary Women
 Zoom Video Communications

Sources of Income 2023



Total Raised: \$1,599,797

Individuals

Ddouaa Abdulrazak	Jamie Goldberg	Victoria Merriman-Jones
Brenda Ashanti	Naomi Goldstein	Steven Modell
Carol Austin	Zanetta Rochelle Gross	Kathleen O'Brien
Natasha Ayers	Katrina Harris	Kymyetta Oglesby
Melba B.	Danielle Hart	Carol Orme-Johnson
Veronica Balassone	Ray Hessek	Nicole Peraino
Benjamin Barger	Amanda Hill	Andrea Powell
Sydney Bell	Linda Hillier	Maria Pulzetti
Miranda Bennett	Lisa Hillman	A. R.
Mitchell Bloom	Tyera Holley-Stokes	Isaac A Rand
Michael Boggs	Damika Hooks	Cassandra Reed
John J. Bowden	Keenan Hoover	Lenor Reese
Robert J. Boyden Sr.	Chris Hoyler	Margaret E. Roberson
Chrystina Cappello	Seth Hugg	Linda Rohne
Nicole Carr	Joh Jarvis	Sharon Rush
Sarah Clark	Kimberlee Johnson	Charles Salem
Alexia Clarke	Donna I Jones	Yvonne L. Sawyer
Benn Colker	Toni J Jones	Erin Shannon
Lauren Contaste	Faleisha Lamar	Tamika Shuler-Boyd
Steffen Cornwell	Danea Langston-Banks	Tamia Simmons
LaToya Crippew	Ryan Lawrence	Denise Yvette Smith
Paula Crawley	Ulicia Lawrence-	Aretha Swift
Dawn Dalonzo	Oladeinde	Thyme Steele Hackenberg
Annet Davis	Jane Leshinsky	Jennifer Stuckey-Willis
Sandy DiGiulio	Yolanda Lewis-Boykin	Suzanne Tick
Charlene Downs	Matthew Erza Lieff	Lynn Turner
Denise Duffin	Matthew Lieff	Francis J Tuturice
Monique DuPree	Mary K Loiselle	Carmenita Upchurch
Jonathan Edwards	Samuel Lufi	Shawntel Ward
Ava Esquier	Josanne M Ford	Janine White
Kimberly Gallagher	Kate Mcauliffe	Mai White
Angela Godshall	Robbin McCarthy	Laura Zoccola

Events Highlights



The cards to the right were made by women in the county jail.

4 SWAG members (Nikki Jefferson, Faith Bartley, Rev. Michelle Simmons and Joyce Granger) were featured in a best-selling novel titled "Her Story". Rev. Michelle stands in front of the New York Times billboard announcing the book in June of 2023.



Resource Fair at the women's prison: **over 1,200 women** were fed hot meals and given love bags.

SWAG Outreach Events



Why Not Eat Healthy Initiative:
3,175 people were served with
fresh fruits and meats provided by
the community



Upcoming Projects with Why Not Prosper

Upcoming 2024 Goals:

- Create a 5-year strategic plan.
- Complete Prosper Park and first formerly incarcerated museum.
- Expand facilities from 3 to 4 locations.
- Grow board from 5 to 12 seats.
- Continue being an ally for formerly incarcerated women in Pennsylvania and beyond.

Prosper Park Initiative



New Rolling Engagement Van for Why Not Prosper's Mobile Initiative

Why Not Prosper Highlights

General Highlights:

- We were able to purchase and pay in full the Rolling Engagement Van to give resources to the community.
- We've received several community awards:
 - Northwest Trailblazer Award from Steve Kinsey.
 - Community Service Award from Ruth Sisters International.
 - The 2023 Certificate of Excellence from the Malik Aziz Foundation.
 - The Social Innovator Racial Justice Advocate Award.
 - The Philadelphia Bar Association's Criminal Justice Advocacy Award.
 - The Humanitarian Award for Lockdown Love.

We served 1,200 women who received Love Bags at PICC.

SWAG Accomplishments:

- We attended over **404 city-wide events** and received citations from City Council and PA State Senator Art Haywood.
- We printed new materials, including: a deck of cards, calendar books, crossword puzzles and a journey into self book for women in PICC.

Fundraising Highlights:

29 Foundations and the Government: (\$1,436,381)
16 Businesses/Corporations (\$49,357)
95 Individuals (\$114,059)
140 Total Donors
\$1,599,797 Raised

We received 3 unsolicited grants this year: Focus on Health Foundation, Barnes & Thornberg and an anonymous donor.

**In 2023, we invested 77% of our income in Programs;
13% in Administration and 10% in Fundraising.**



Program Updates:

- Workforce Academy
 - We launched 2 new initiatives in 2023: the **flagger certificate and phlebotomy classes**.
 - We continued offering certificates for home health aide, SafeServe, and job readiness, entrepreneurship, AB/GED tutoring services, and nursing aid assistance.
 - Every resident/participant receives a weekly bus pass and Identification card.
- We completed 2 years of Straight Outta Trouble, which was funded by the MacArthur grant.
- We completed 2 years of our anti-violence program and became the **first female peace patrollers in Philadelphia**.

Why Not Prosper Successes

Our women use their voice for those who have none.



Why Not Prosper encourages personal, professional and business development among our staff and residents.

Key Staff Achievements in 2023:

Faith Bartley - Bachelor's Degree, Chestnut Hill College.

Rev. Michelle - Ph.D. Philosophy, Friends International Christian Academy.

Dana Davis - Trauma Certified.

Delores Brown - Master's of Science, Mission Institute; Also became a Certified Supervisor Trainer.

Key Resident Achievements in 2023:

1 resident in **Community College**.

1 resident **started her own business**.

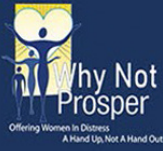
1 resident **received her Bachelor's Degree**.

Our women use their voice for positive change!



Why Not Prosper Campaigns

**FIGHT
BACK,
GET
VAXED!**



Fight Back, Get Vaxed Campaign



Doris Manning
Healthcare Campaign



Why Not Eat
Healthy Campaign



Stop Treating Us
Like Slaves Campaign

**HAVING TROUBLE WITH
PHILLY PROBATION OR COURTS?
WE CAN HELP YOU GET...**



**STRAIGHT
OUTTA
TROUBLE**

Straight Outta Trouble Campaign

Why Not Prosper Advocates



Our advocates are engaged



Our advocates are vocal!







Our advocates are present!



Why Not Prosper, Inc.

Rev. Dr. Michelle Anne Simmons, Founder/CEO

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