

Women's Resource Center

THEORY OF SOCIAL CHANGE

PROBLEM: Expected and unexpected transitions in life can disrupt one's financial stability and overall well-being. Women and girls are particularly vulnerable to this disruption due to the wealth and wage gaps, as well as differences in societal expectations for caregiving roles.



TARGET AUDIENCE: Women and girls facing expected and unexpected life transitions, including but not limited to: puberty, employment/career changes, illness or death of a spouse, retirement, menopause, as well as changes in parenting status and marital or relationship status.

MISSION: to help women and girls successfully navigate life's transitions and inspire others to do the same. By providing resources, tools, and support for today, we create hope for tomorrow.



ASSUMPTIONS: that when provided with **connections** to the right resources with adequate **support** and the necessary **information and skills**, women and girls can thrive through life transitions, enhancing financial stability and well-being for themselves as well as their families.

CONNECTIONS



We will know that we have connected women and girls with the right resources by:

- # of Helpline calls serviced
- # of phone referrals to resources
- # of connections made electronically
- # of WRC program registrations
- # of presentations to WRC program participants re community resources
- # of in-person connections between WRC program participants & community resources

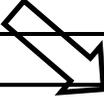
SUPPORT



We will know that we have provided adequate support when consumers report:

- Enhanced self-awareness
- An increase in self-confidence
- An increase in social support
- A sense of improvement in mental and emotional well-being
- A sense of preparedness to take the next step

KNOWLEDGE/SKILLS



We will know that we have increased knowledge and skills when consumers report:

- An increase in self-confidence
- Increased trust in one's intuition
- An increased ability in:
 - Knowledge of a system or process
 - Communication
 - conflict resolution
 - problem solving
 - decision-making
 - negotiation
 - coping & resilience
 - financial literacy
 - emotional regulation
 - advocacy skills
 - goal planning

As a nonprofit community-based organization, the Women's Resource Center can only accomplish our mission through the engagement of the community.

COMMUNITY ENGAGEMENT

We will know that we are accomplishing community engagement through the following indicators:

of donors

Increase in Median Financial Donation

of WRC Ambassadors (Email subscribers and open rate, Facebook Followers)

of Volunteers and Interns

Retention Rate of Volunteers

of pro bono service donors