



# 2024 IMPACT REPORT







# Women's Impact Alliance

## 2024 Annual Impact Report

### Introduction: Transforming Leadership, Transforming the World

At the Women's Impact Alliance (WIA), we envision a world where women lead transformative solutions to the most pressing social and environmental challenges of our time. We believe that the full potential of women leaders should not only be recognized but actively unleashed.

This year's impact report provides insight into how we are bringing this vision to life. Grounded in our Theory of Transformation, the report outlines the ripple effects of our work across three interconnected levels: the individual, the community, and the global system. These layers reflect both the depth of our commitment and the scope of our ambition: to cultivate transformative leadership, nurture collective power, and challenge systems so that women can lead change everywhere.

- **At the individual level, we empower women through personalized executive coaching and transformative leadership development. These opportunities enhance self-trust, refine leadership skills, and increase each woman's ability to lead boldly in her unique context.**
- **At the community level, we activate networks through initiatives like Ally Pods, the Empower Hour, and the Global Ignite Series. These platforms promote deep connections and collaborative action among women change-makers worldwide.**
- **At the institutional level, we advocate for systemic change by promoting a new leadership paradigm that is inclusive, collaborative, and grounded in justice and equity. Through partnerships, increased visibility, and thought leadership, we aim to transform the norms and structures that have historically excluded women from decision-making positions.**

**WIA's mission is clear: to unleash the potential and increase the influence of women leaders in social and environmental change around the world. In this report, we share stories, data, and milestones that illustrate how we are achieving this mission through the women we support and the global ecosystem we are building together.**

**We invite you to view this report not just as a summary of activities but as an unfolding journey of transformation for individuals, communities, and systems.**

## 2024 Impact

**In 2024, the Women's Impact Alliance (WIA) expanded its mission to support women change-makers through transformational coaching, community, and leadership development. This year's outcomes reflect the strength of our global network and the far-reaching impact of our programs.**

# Transforming the Individual

Through one-on-one coaching and leadership support, WIA helps women uncover their full potential as confident, values-driven leaders.

**218**  
**expert coaches**

dedicated their time and expertise to empower women leaders around the world.

**2,024**  
**pro bono coaching hours**

were contributed to the Empowered Leader Program (ELP), providing critical support at pivotal moments in each leader's journey.

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*“Volunteering and being of service is part of my DNA and was modeled early through my mother. One of my favorite quotes is from Shirley Chisholm, ‘Service is the rent we pay for the privilege of living on this earth.’ My life has been enriched and transformed through service to others.”*

- WIA Coach Eileen Rogers

**115**  
**women leaders**  
participated in the Empowered Leader Program.

**100%**  
**of participants**  
reported that coaching meaningfully contributed to their leadership development and personal growth.

**Over 90%**  
**of participants**  
rated their overall coaching experience as a perfect 10/10.

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*The Empowered Leader Program taught me to give myself and others more grace. I thought I needed a quick fix. The real transformation was shifting my perspective. I learned that leadership is a practice—it's about showing up, being intentional, and knowing that growth is a lifelong journey.*

*Keeisi Caballero | Platform Operations Manager  
Stand Together Ventures Lab | USA*



*Thanks to the leadership skills and global connections I gained through WIA, I expanded my work with Sustainable Stitch, empowering more women to access income-generating opportunities and integrating new eco-friendly production techniques that strengthened our environmental impact and community resilience.*

*Farah Abi Mosleh | Co founder  
Sustainable Stitch | Beirut, Lebanon*

## How Coaching Priorities Shifted Over Time

As participants progressed through their coaching journey, we saw powerful shifts in what mattered most to them.

- Overcoming limiting beliefs emerged as a central theme, with nearly 3x as many participants prioritizing this by the end of the program compared to the beginning.
- The emphasis on clarifying personal values experienced a dramatic increase, with more than 3x the number of participants selecting this focus as they gained insight into their leadership purpose.
- Addressing burnout also became more important, as it doubled (2x) in priority. Participants learned to set healthier boundaries and prioritize their well-being.
- While topics such as team management and leadership strengths remained significant, many participants shifted their focus inward, delving more deeply into self-awareness and mindset.

These changes highlight that transformative coaching not only develops skills but also reshapes how women perceive themselves, their power, and their path forward.

- On average, WIA reduced the cost of leadership coaching and training by 94% compared to premium coaching packages, making high-quality executive coaching radically more accessible through our model.

### CATALYST DISTRIBUTION BY REGION

North America

51.2%

Africa

25.9%

Europe

10.8%

Asia

10.2%

South America

1.8%

# COACH DISTRIBUTION BY REGION

Oceania  
2.5%

Africa  
5.0%

Asia  
5.5%

Europe  
18.8%

North America  
68.8%

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*In a world marked by fragility and unfettered patriarchy, it has been deeply meaningful to walk alongside WIA Catalysts on their vertical leadership journeys, supporting them as they grow in wisdom, perspective, and inner capacity. These change-makers are not just solving problems; they are becoming the kind of leaders who can hold complexity, lead with courage, and bring forth more compassionate and generative futures. Coaching them has been one of the most hopeful acts of my professional life as a leadership coach.*

- WIA Coach David Heng, MSOD

## Strengthening the Community

WIA fosters spaces where women connect, support each other, and co-create change.

- Leader Labs provided a safe, energizing space for reflection and growth.
  - One participant shared: “Very open and comfortable environment – I felt safe and energized in the Leader Lab.”
- Peer support systems, such as Ally Pods, played a key role in each leader’s growth.
- Empower Hours offered regular opportunities for informal peer learning, resource sharing, and collective problem-solving.
- The Global Ignite Series brought together WIA’s global community for dynamic virtual events that inspired action and highlighted the voices of women leading change across sectors and regions.
- Women used their leadership to collectively impact 12,250 individuals, including teams, communities, and organizational partners. This ripple effect illustrates how leadership development extends far beyond the individual, influencing ecosystems of change.



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*Working with an executive coach has truly transformed my presence as a leader and my ability to serve others. I feel genuinely seen and understood as a woman in the social impact space and am grateful to be part of this community as a WIA Catalyst.*

*Amber-Nadia Asumda | Founder | Ayineems Village  
USA/Ghana*

## Investing in Our Team

In 2024, we strengthened our internal capacity by investing in our people. We welcomed four new talented team members whose expertise is helping to shape WIA’s next chapter:



**Michelle Maloy Dillon**



**Ramona Harvey**



**Emily Wasuna**



**Ama Ayeh**

Their diverse backgrounds and shared commitment to leadership training have brought fresh energy and capabilities to the organization, enhancing how we deliver, connect, and grow.



## Partnerships

In 2024, the Women's Impact Alliance (WIA) strengthened its commitment to creating a global ecosystem that supports women leading change. Through strategic partnerships, we expanded access to transformational leadership development for women in both the social and environmental impact sectors.

One of the standout highlights this year was our partnerships with the Boundless Futures Foundation and Corient. Their generous support enabled a dynamic group of Boundless Futures Catalysts, emerging social entrepreneurs who are addressing some of the world's most pressing challenges, to participate in the Empowered Leader Program. These leaders received executive coaching, engaged in peer learning, and gained access to a robust global network. Their journeys demonstrate the powerful ripple effect of investing in women's leadership. We take pride in spotlighting these extraordinary women and are deeply grateful to Boundless Futures Foundation and Corient for their belief in WIA's mission.

Our ongoing collaboration with the Cartier Women's Initiative (CWI) remains a cornerstone of our efforts. Through this partnership, we provide tailored executive coaching and Leadership Labs to CWI fellows, exceptional women entrepreneurs who lead socially driven ventures around the world. By enhancing their leadership capacity, we help them scale their impact and drive sustainable change. This partnership exemplifies our commitment to working with organizations that champion women as global change agents.

Additionally, partnerships with Dimagi and Rippleworks have enabled us to support more leaders through targeted coaching engagements, further expanding our community of practice.

Together, these partnerships form a critical pillar of our work, allowing us to deliver high-impact programming, amplify the leadership of women change-makers, and continue building a stronger, more equitable future.


## Transforming the Individual

The Women's Impact Alliance continues to thrive through the generous support of our community and partners. Our primary funding sources include individual donations and revenue from the Empowered Leader Program, which together form the backbone of our financial sustainability.

This is further strengthened by coaching partnerships with mission-aligned organizations such as the Cartier Women's Initiative, Dimagi, and Rippleworks, allowing us to expand our reach and support women leaders across diverse sectors.

We are also grateful for the support of the Boundless Futures Foundation and Corient, whose funding plays a key role in advancing our mission. In addition, alumnae coaching engagements contribute to a growing cycle of reinvestment within our community.

This diversified revenue mix not only sustains our core programming but also helps build a resilient foundation for long-term impact and meaningful systems change.





INCOME		EXPENSES	
Donations	\$182,716	Salaries and Taxes	\$320,243
Program Revenue	\$331,694	General and Administrative.	\$224,076
Total Revenue	\$514,410	Total Expenses	\$544,319

## Revenue Breakdown

Partner Coaching

21.6%



Individual Donations and Grants

35.5%



Programs

42.9%





# Shaping Thought Leadership & Systems Change

WIA advances a more inclusive and collaborative leadership paradigm by modeling what is possible when women are supported to lead.

- Our global network of volunteer coaches represents a cross-sector commitment to gender equity and leadership transformation.
- Participants are applying their learnings to advocate for systems-level change within their organizations and beyond.
- WIA also shared our insights and elevated women's leadership by participating in key conferences:
  - EVOLVE Marketing Summit (hosted a panel session)
  - Compassionate Action Conference (hosted a panel session)
- By centering reflection, self-awareness, and purpose, the ELP challenges traditional leadership models rooted in hierarchy and burnout.

## Looking Ahead: Deepening Our Impact, Expanding Our Reach

As we look to the future, WIA is dedicated to evolving in response to the needs of the women we serve. Our goals for the upcoming year are clear: we aim to strengthen and expand our leadership development offerings, enabling mid-career to executive level women leaders across various regions and to access the tools, support, and community needed for transformational leadership.

We will continue to refine and invest in our core programs to ensure they remain relevant, high-quality, and transformative. From mid-career change-makers to seasoned executives navigating complex systems, we are broadening the scope of our support to meet women where they are and accompany them on their journey to success. Key priorities for the year ahead include:

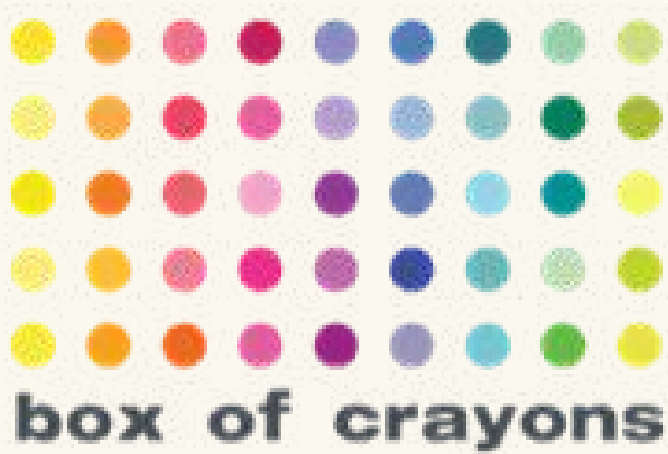
- Expanding our reach globally, with a focus on underrepresented geographies and communities;
- Enhancing the depth and accessibility of our coaching and leadership training to serve a diverse spectrum of women leaders;
- Strengthening our strategic partnerships to amplify collective impact and scale innovation;
- Investing in our internal team to ensure we are well-positioned to sustain thoughtful, mission-aligned growth.

*Their diverse backgrounds and shared commitment to leadership training have brought fresh energy and capabilities to the organization, enhancing how we deliver, connect, and grow.*



## PARTNERS

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rippleworks

CORIENT



CO-ACTIVE<sup>®</sup>  
TRAINING INSTITUTE

dimagi

*Cartier*

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