

# IMPACT REPORT

2024-2025 Fiscal Year



2024-2025 Fiscal Year  
Five Years of Making  
Mentorship Accessible



# LETTER

*from our*

# FOUNDER

“I never want to see women without opportunities and resources. As a young woman from Nigeria with big dreams, I experienced firsthand what it feels like not to have access to resources or mentorship. I started Dream Mentorship with the hope to close that gap, especially for women from low income communities or developing countries.”

Dear Partner,

In April 2020, during one of the most uncertain moments in modern history, Dream Mentorship was born. The world had shut down. Women everywhere were isolated, anxious, and desperately seeking connection and guidance. In that moment, I asked myself a simple question: What if every woman on the planet had access to life-changing mentorship, regardless of her zip code, bank account, or network?

Five years later, I'm writing to tell you that **your generosity** has transformed that question into a global movement.

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What started with 6 women in our first cohort in Auburn, Alabama has grown to over 1,600 women across 16 countries spanning 4 continents. From rural Nigeria to a small-town North Carolina to bustling cities in France and Brazil, women are finding the mentorship, community, and support they need to step into the lives they only dream of.

This fiscal year alone, you helped us:

- Serve 20 caregivers through our Love Impact Event with \$1,275 in direct support
- Launch Dream Café Circles, creating intimate communities for 81 women seeking purpose, career growth, and faith
- Complete our mobile app prototype, positioning us to scale from hundreds to thousands of women simultaneously

But the numbers don't tell the full story. The real impact lives in the single mom who finally launched her business after years of fear. The doctoral student who found the confidence to finish her degree. The woman battling lupus while caring for her child, who received groceries, diapers, and a reminder that she's not forgotten. This report is your story as much as it is ours. Every dollar you gave, every prayer you prayed, every share on social media — it all mattered. You chose to invest in women's mentorship.

Thank you for believing that affordable, accessible mentorship isn't a luxury — it's a necessity. Thank you for standing with us as we build a world where every woman, regardless of her circumstances, can access the guidance she needs to thrive.

Here's to five years of impact. And to the thousands of women whose lives will be changed in the years ahead because you chose to give.

With deep gratitude,

Dr. Mac-Jane Crayton

Founder & CEO, Dream Mentorship



Image: One of the first meetings at the Clubhouse in Auburn, AL

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# OUR MISSION

*To provide accessible and affordable mentorship for every woman on the planet, helping them turn their dreams into reality*

We believe every woman deserves access to high-quality mentorship — regardless of her zip code, financial situation, or social connections. When mentorship is accessible and affordable, women make stronger decisions about their lives, careers, and families. We remove the barriers of cost, geography, and access so women everywhere can receive the consistent guidance they need to turn their dreams into reality.

# THE PROBLEM WE'RE SOLVING

*Women don't have access to quality mentorship  
— and when they do, they often can't afford it.*

**82%**

of women say  
mentorship is  
essential

**63%**

have never  
had a formal  
mentor

**\$3,000-  
\$10,000**

average cost of  
traditional  
coaching programs

## The barriers are real:

- Cost: Traditional coaching is prohibitively expensive, often \$3,000-\$10,000 per year
- Access: Quality mentorship requires networks that many women don't have
- Geography: Location determines opportunity, leaving rural and global south women behind
- Time: Busy women — especially caregivers — can't navigate complex systems to find support
- Your support is closing these gaps, one woman at a time.

*When mentorship is accessible and affordable, women make stronger decisions about their lives, careers, and families. Dream Mentorship exists to remove barriers — cost, geography, and access — so women can receive consistent guidance when it matters most.*

# OUR SOLUTION: AFFORDABLE, ACCESSIBLE, HIGH-QUALITY MENTORSHIP

## 1. Technology-Enabled Scale

Our completed mobile app prototype features AI-assisted mentor matching, structured pathways, video and voice sessions, and progress tracking. With your support, we're ready to build the MVP and scale from hundreds to thousands of women globally.



## 3. Global Reach, Local Impact

In five years, we've grown from Auburn, Alabama to 16 countries across 4 continents. Our women come from the United States, Nigeria, Kenya, Ghana, Brazil, Canada, the United Kingdom, France, Morocco, Mali, Turkey, Vietnam, Indonesia, Guyana, and Namibia.



### Up-to Date Technology

Automated mentee-mentor matching system that pairs mentors with mentees based on shared interests, goals, or expertise.

### ● Dashboard

Schedule mentoring sessions directly through the app with calendar integration

### ● Beyond the Program

Access to mentor-specific resources, such as leadership development, mentoring strategies, and skills training.

## 2. Curriculum-Based Excellence

We've developed and tested six structured mentorship pathways:

- Career Advancement
- Entrepreneurship & Business Growth
- Financial Independence
- Personal Leadership & Confidence
- Nonprofit Leadership
- Faith & Identity

Each pathway includes weekly milestones, achievement badges, and cohort accountability to drive completion rates.



# YOUR IMPACT THIS YEAR: 2024-2025 HIGHLIGHTS

This fiscal year, your generosity created tangible, life-changing impact. Here's what you made possible:

## Love Impact Event: Honoring Caregivers

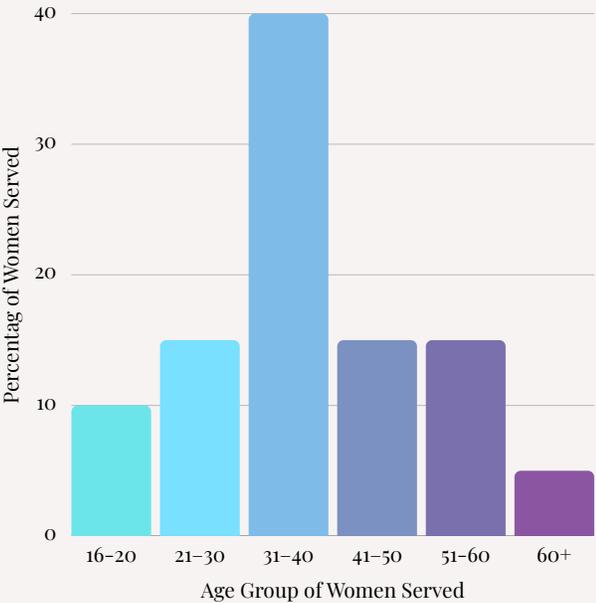
In December 2024, you helped us honor 20 women caregivers in Catawba County, North Carolina — single moms, special needs parents, and women caring for elderly parents while managing their own chronic illnesses.

<b>\$1,275</b> Total Financial Gifts Raised	<b>\$800</b> In Grocery Gift Cards Distributed	<b>568+</b> Diapers Provided
<b>1800</b> Baby Wipes Distributed	<b>20</b> Personal Holiday Gifts Given	<b>60%</b> Were Single Parent Caregivers

## What They Told Us:

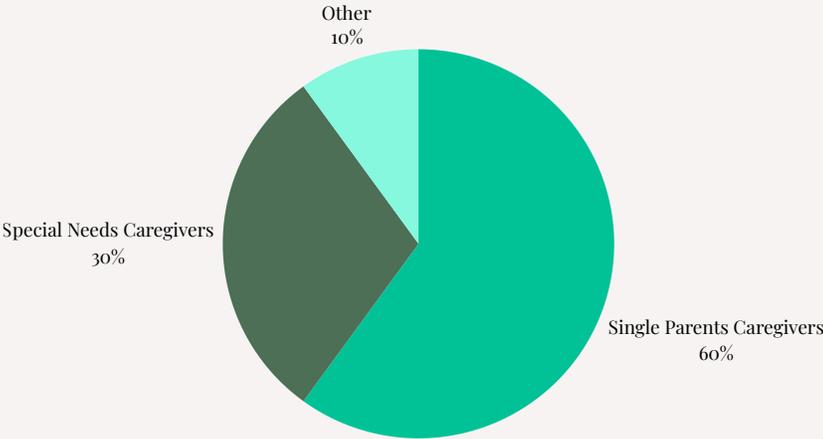
- 90% requested grocery gift cards
- 55% needed hygiene products
- 45% needed baby wipes
- 40% needed diapers
- 30% were caring for someone with autism, disabilities, or special needs

# WHAT THE NUMBERS DON'T FULLY SHOW



Nearly 1 in 3 were caring for someone with autism, disabilities, or other special needs while still managing everything else, and our largest group served (40%) were women ages 31–40, often the peak years of caregiving and responsibility. Your gift was a multi-generational impact, reaching five generations of caregivers, from teen and young moms (16–20) to women 60+. And the needs women shared were clear and urgent: 90% asked for grocery gift cards, 55% requested hygiene products, 45% needed baby wipes, 40% needed diapers, and 10% asked for clothing—proof that basic necessities, not luxuries, were the greatest pressure points.

These weren't just demographics on a page; these were women parenting young children alone, caring for children with autism, supporting elderly parents or adult children with disabilities, and even managing chronic illness while caregiving—one woman shared she is caring for her child while living with lupus herself.





# DREAM CAFÉ CIRCLES: BUILDING COMMUNITY & SISTERHOOD

This year, we launched Dream Café Circles — intimate, faith-centered peer-mentoring communities, where women gathered biweekly to pursue growth in specific focus areas. Trained hosts and leaders facilitated these circles.

## Life Seasons Represented:

- Students (doctoral, medical, undergraduate)
- Young professionals navigating early career
- Moms (young kids, teens, and empty nesters)
- Aspiring entrepreneurs
- Women in career transition
- Ministry leaders
- Retirees pursuing new ventures

## Specific Populations We're Reaching:

- ALICE populations (Asset Limited, Income Constrained, Employed) — working women who still struggle to make ends meet
- Women in developing nations who lack access to traditional coaching
- Caregivers (single moms, special needs parents, elder care providers)
- Women with disabilities seeking a supportive community
- Emerging scholars and doctoral students navigating academic isolation

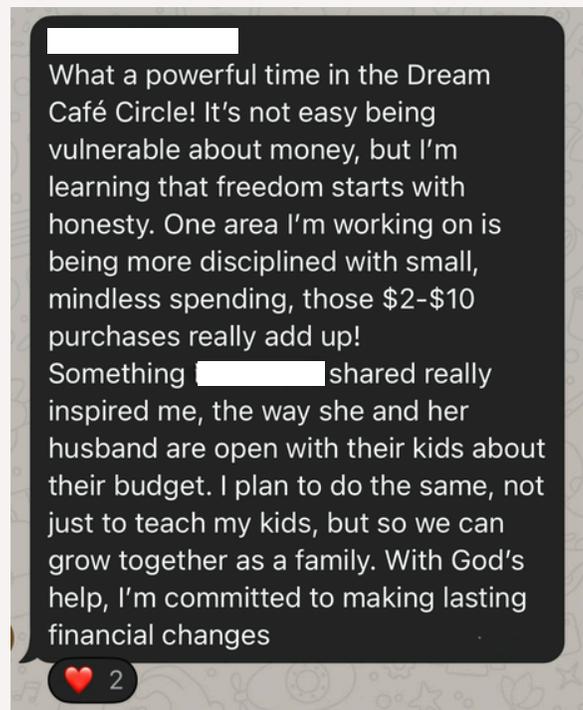
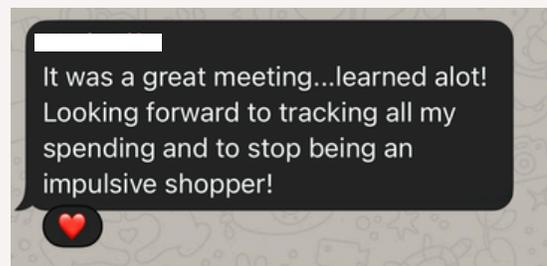
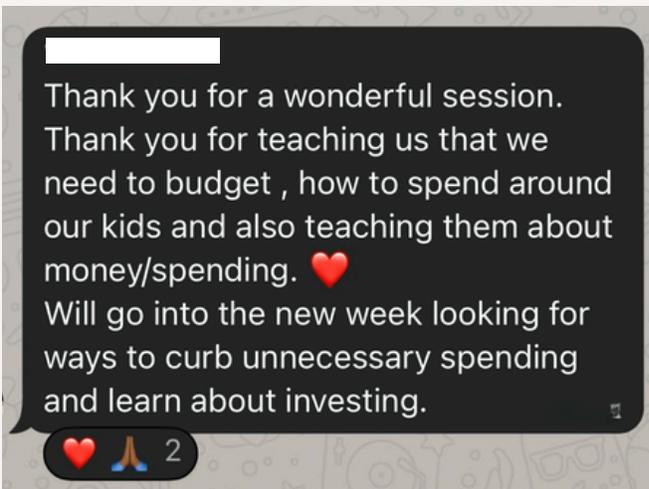
This year, our eight Dream Café Circles served women across seasons and stages of life, made possible by incredible hosts who faithfully showed up. From the Student Soul Circle led by Eniola, to Purposeful Growth with Jackie, Saturday Soul Reset with Amber, Power Moms Circle hosted by Uche Mabel, Momentum Circle with Ashanti, Rooted & Radiant led by Morin, and Purpose-Driven Women facilitated by Mac-Jane—each circle created space for connection, growth, prayer, and real mentorship.

# DREAM CAFÉ CIRCLES: BUILDING COMMUNITY & SISTERHOOD

## Top Themes Women Pursued:

- Faith & Identity
- Personal Growth & Confidence
- Business & Entrepreneurship
- Financial Growth
- Career Development
- Wellness & Mental Health

Thank you to each of our Dream Cafe Circles Hosts for creating space for growth and community this fall.



## In Their Own Words: Stories of Transformation

The numbers are powerful, but the stories behind them are even more so. Here's what women are saying about the impact of your generosity:



“Dream mentorship has been a landmark in my life! I learned to come out of my shell and it was lovely to interact with other ladies from different parts of the world. Our interactions as well as our tasks and assignments broadened my perspective because I was stretched beyond my comfort zone and began to discover the capabilities I didn't know I had! It was so very wonderful to connect with my mentor and talk about everything from career to faith to family. She has become an added motivation for me, not only to pursue a career in itself but to fulfill God's purpose for my life!

Thanks a million.” ~ Soton, Mentee

"The mentoring program helped open my eyes to the business world, and what it really means to pursue your purpose in the business world. Knowing who you are and processing your emotions, skills, structuring the way you approach challenges and sudden shifts in your life is a good way to determine what career is best for you & how you will live your life. I am grateful to have been a part of such a wonderful program." — Cheyanne Love, U.S



“I can't say enough about how the Dream Mentorship Summer Program has benefited me. Not only have I grown in my knowledge and understanding of the career world, but I have also gained a stronger foundation of confidence and self-awareness through this program that I will be able to carry into the rest of my life and my career journey. I learned so much about myself and feel excited and driven to follow my dreams. I now know that my dreams are truly valid, and know concrete ways to achieve them!” ~ Sarah Schwindt



# FIVE YEARS OF IMPACT: 2020-2025

Since April 2020, your support has grown Dream Mentorship from a vision into a global movement. Here's what we've accomplished together:

**1** 1600+ Total Women Members



**2** 16 Countries reached across 4 continents



**3** 93 Certified Mentors



**4** 81 Dream Cafe Circles Participants across 8 peer-mentoring groups



**5** 63% of Members Who Found Us via Google/Social Search



**6** 3,068 Diapers Distributed



**7** 2,600 Wipes distributed



**8** \$800 in Grocery Gift Cards Distributed



**9** Mobile App Prototype Completed, Ready for MVP Build

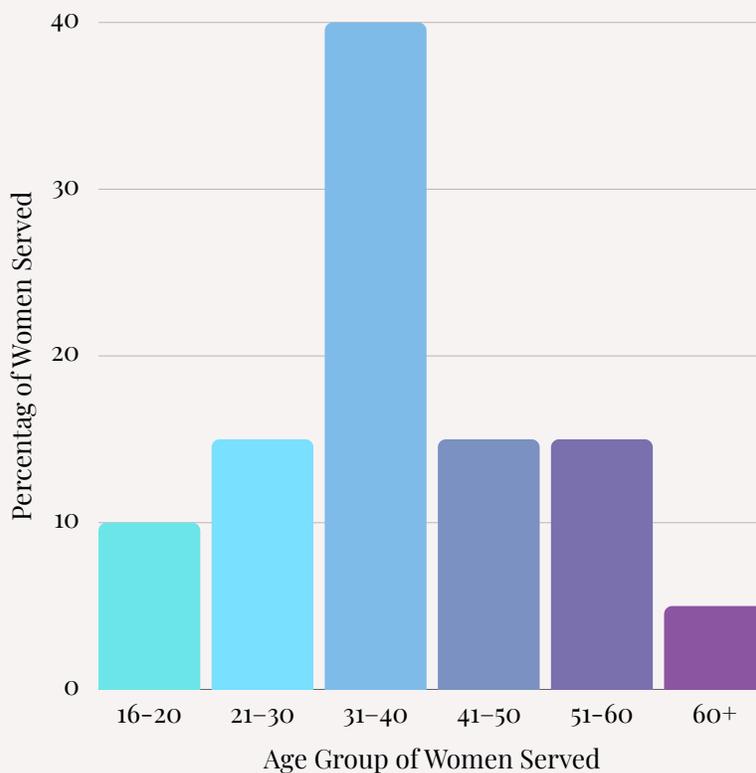


## Global Footprint:

- United States: 700+ members across 35+ states
- Nigeria: Largest international presence, serving women from Lagos, Owerri, Ikorodu, Mombasa, and beyond
- Also serving: Kenya, Ghana, Brazil, Canada, United Kingdom, France, Morocco, Mali, Turkey, Vietnam, Indonesia, Guyana, Namibia

# WHO WE SERVE

Our community is beautifully diverse, spanning generations, geographies, and life seasons. Here's who found their way to Dream Mentorship:



## Top Dreams & Goals Women Are Pursuing:

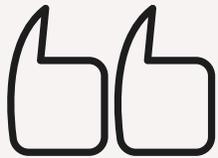
- 40% are seeking entrepreneurship and financial freedom
- Most common needs: Finance, Career Advancement, Business Growth, and Confidence Building

# MENTEES

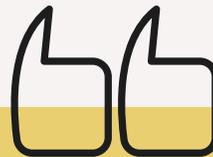
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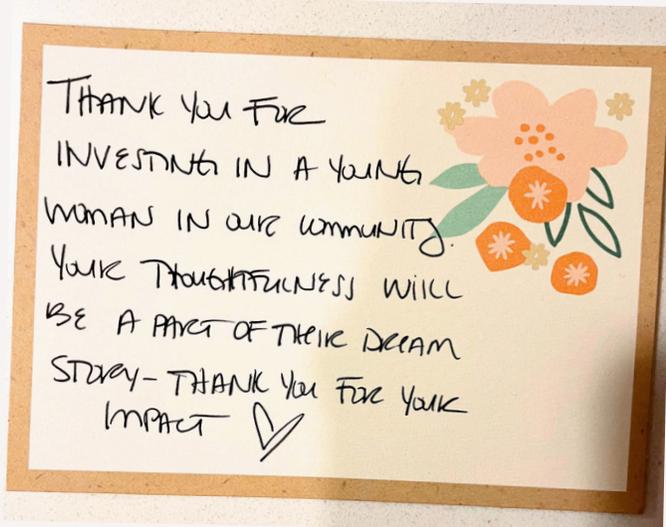
WOMEN AT THE LOVE IMPACT EVENT



Dream up experience was a timely blessing. It came at a time when I felt stuck and had no idea what direction my career was headed. In fact, I had hated my major and could not imagine myself as a journalist. My side hustles were also failing and I was down financially. I was an emotional wreck. Thanks to the program I got my game back. The program also equipped me with information that was crucial in making a shift in my career. I was able to learn my values and what was the best fit for me, career wise. Now I'm making positive strides towards attaining this. THANK YOU!" – Tracy Obinge, Kenya



Dream mentorship summer workshop has changed my life in a big way. This program has reminded me of my identity and who I am in God. It has also motivated me to pursue my purpose and dreams fearlessly and just go for what I want. The questions and the exercise we did during the classes have been of great help. They have helped learn so much about me and challenge myself to do better and be better. - Sharon Njoki

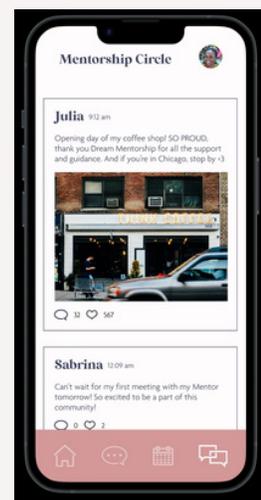
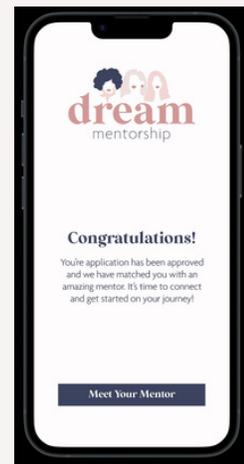


# MOBILE APP DEVELOPMENT: PREPARING FOR GLOBAL SCALE

After four years of testing, refining, and validating our curriculum with real mentees and mentors, we reached capacity with our manual systems at 1,600 members. This year, we completed our mobile app prototype and are ready to scale.

## Prototype Features Ready for Build:

- AI-assisted mentor-mentee matching based on goals, interests, and expertise
- 1:1 chat, video, and voice mentorship sessions
- Six structured curriculum pathways with weekly milestones
- Gamified achievement badges and cohort accountability
- Legacy Directory connecting mentees to C-suite leaders and career opportunities
- Enterprise licensing for universities, corporations, and churches
- Your continued support will help us launch the MVP in 2025 and reach our first 1,000 paid users globally





# LOOKING AHEAD: OUR VISION FOR 2025-2026

The work we've done together has laid a foundation. Now, we're ready to scale. Here's what the next 12-24 months will bring:

- Complete App MVP (Minimum Viable Product): With our wireframes complete and our developer confirmed, the next six months will focus on building the full MVP, including mentor matching, chat and video functionality, and digital pathway modules. We will focus on building the first functional app version or web-based beta, including AI-assisted matching. We will run beta tests with a small group (50–100 users) to refine app features and pricing tiers. All six mentorship pathways will be fully converted into app-ready digital modules with milestones, tracking, and mentor checkpoints.

- ✓ Reach **5,000 women** in our global community
- ✓ Mentor **1,000 women** in our 1:1 mentorship cohorts
- ✓ Distribute **10,000 Diapers, 10,000 wipes, and \$2,500 in grocery gift cards**
- ✓ Support **50 women** to start micro businesses through our Business & Leadership Fellowship
- ✓ Mentor **50 women** in our summer camp
- ✓ Certify **250 mentors**

# THANK YOU FOR BELIEVING

*This report is filled with numbers, charts, and milestones. But behind every statistic is a woman whose life has been changed because you chose to give.*

- A single mom who finally had groceries for her kids during the holidays.
- A woman in Kenya building a nonprofit to support girls facing poverty.
- A doctoral student who found the encouragement to finish her degree.
- A woman who launched her business after years of fear.
- A career woman who finally felt seen, supported, and capable.

Thank you for believing that every woman deserves access to life-changing mentorship. Thank you for standing with us through five years of growth, challenges, and transformation. Thank you for choosing to invest in women who the world often overlooks.



Together, we're building a world where zip codes, bank accounts, and networks don't determine a woman's access to guidance. We're building a world where every woman can step into her calling with confidence, support, and practical tools for success.

Here's to the next five years. Here's to 10,000 women mentored. Here's to a global movement of women supporting women.





# DREAM MENTORSHIP

## TAX INFORMATION

Dream Mentorship is a 501(c)(3) nonprofit

EIN: 85-0551247

All donations are 100% tax-deductible.



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