

Momentum Meets Opportunity

2025 Annual Report



SheAchieves.org
602.321.0777

Contents

Leadership Message	3
Vision and Mission	4
Top Achievements	5
Program Updates	6
Focus Entrepreneur	9
Financial Summary	10
Board Members	11
Call to Action	12
Contact Us	13



Letter from the President



Lavonne Jarosz

Dear Friends of SheAchieves,

This year's theme, **Momentum Meets Opportunity**, reflects a defining year for SheAchieves. We expanded our Board to nine members, launched new programming, and deepened the way we support Arizona women entrepreneurs, all while staying true to our intentionally personal approach.

In 2025, we launched a high school intern program that introduced students to entrepreneurship, service, and real nonprofit impact. Their work supported our beneficiaries and contributed to our largest fundraiser of the year.

We also expanded our consulting program to include reimbursable grants for beneficiaries who reached pre-determined milestones, providing practical support at moments when funding can make a meaningful difference.

These steps matter because our work is not about broad reach alone. It is about showing up with purpose. We want to understand each entrepreneur's goals, challenges, and next critical decisions so our support is timely, relevant, and connected to real progress.

As we look ahead, we are energized by the opportunities before us. With a stronger board, growing programs, and a clear mission, SheAchieves is building momentum in the way that matters most: one entrepreneur, one milestone, and one meaningful opportunity at a time.

With gratitude,

Lavonne Jarosz

Our North Star

Mission

Our mission is to support Arizona Women Entrepreneurs in launching and growing their businesses.

Our approach is intentionally vested and personalized. SheAchieves works closely with a select group of women entrepreneurs so we can understand the realities of each business, including its stage, goals, barriers, and next critical decisions. Through board consulting, targeted research, branding support, milestone-based grants, and community connections, we provide practical guidance tied to where each entrepreneur is in her journey. Our mission comes to life when support is not just available, but relevant, timely, and built around real progress.

Vision

SheAchieves envisions a flourishing Arizona economy built on thriving small businesses, at least half of which are owned by women.

Small business growth is one of the clearest ways to build local economic strength because new and young firms drive much of net job creation. When small businesses grow, they create local jobs, circulate dollars within the community, and give entrepreneurs a path to build long-term financial stability. When women-owned businesses grow, the impact extends beyond revenue. Research shows women entrepreneurs contribute to job creation, community investment, household income, and inclusive growth. Strengthening women-owned businesses is not only about equity, it is about building a more resilient Arizona.

2025 Top 3 Achievements

90+
Hours of Direct
Support

In 2025, SheAchieves **provided more than 90 hours of direct support to our beneficiaries** through board consulting, concierge research, and creative marketing support. From strategic guidance to lead lists, branding, product photos, and online visibility, our hands-on approach reflects our commitment to meeting entrepreneurs where they are and helping them move through specific business needs with practical, personalized support.

2
New
Programs

In 2025, SheAchieves expanded its programming by **launching our summer internship** in partnership with Paradise Valley High School's CREST program and **issuing two \$500 reimbursable grants** to beneficiaries launching and growing their businesses. Together, these efforts strengthened our ability to support entrepreneurship through both hands-on learning and timely, practical capital.

9
Board
Members

SheAchieves **grew its Board from five to nine members in 2025**, bringing in women with valuable professional experience, leadership skills, and a shared commitment to supporting Arizona women entrepreneurs. This growth strengthened our capacity, broadened our expertise, and positioned us to serve our beneficiaries with even greater intention.

Program Updates

Board Consulting



3

Program
Participants

40+

Consulting Hours

\$1,000

Reimbursement
Grants Awarded

Carmen Campbell

SheAchieves' **Small Business Consulting Program** is our cornerstone program, providing personalized, milestone-based support to help women entrepreneurs navigate each stage of entrepreneurship with experienced, hands-on guidance.

In 2025, **Carmen Campbell** led this key program as a certified small business coach with more than 10 years of experience supporting entrepreneurs and small business growth. Alongside fellow board members, she helped provide more than 40 hours of direct consulting to three small business owners. The program also expanded to include two \$500 reimbursement awards, offering timely capital at critical milestones for women entrepreneurs who are traditionally underfunded.

PVHS CREST Internship

5

PVHS Crest High School Student Interns

540

Total Intern Hours Supporting our Mission

\$2,270

Raised by our Intern Fundraiser

SheAchieves partnered with Paradise Valley High School's CREST program to launch a **summer internship** where entrepreneurship and hands-on learning connected with real nonprofit impact.

Five student interns worked through the business-building process, including product development, market research, logistics, pricing, financials, and project management. They also participated in a "Shark Tank" style final judging to present their business case

and secure funding. Their CookieSkillet product testing became our largest fundraiser, raising over \$2,270, while students also contributed lead research, product photography, social media video, and 540 collective volunteer hours.



Networking Events

In 2025, SheAchieves hosted **three community networking events** that brought connection and celebration to our growing community.

We started with a wine tasting that brought our community together for the first time, followed by a seafood boil celebrating the successful completion of our summer intern program. We ended the year with a festive flower bar where beneficiaries and board members mingled and celebrated the season. We are proud that these events were funded through ticket sales and in-kind donations from the board members hosting them, not operating funds.

3

Events Hosted in 2025

60+

Attendees

\$0

Net Cost of Events





Markeya Molezion



*Desert Ridge Cleaning
Contact Information*

Focus Entrepreneur Desert Ridge Cleaning

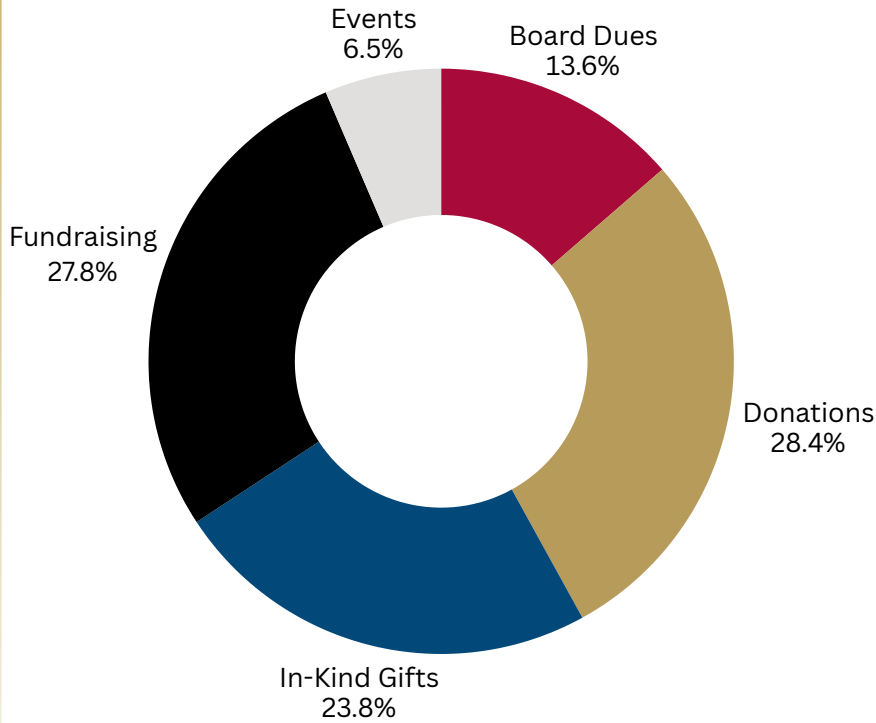
Markeya Molezion came to SheAchieves ready to reposition her business for growth. After working in the cleaning industry since 2017 as proprietor of Keya's Kleaning Services, she saw a stronger path in commercial cleaning and technical services, including epoxy flooring, painting, and demolition.

Through SheAchieves' **Board Consulting Program**, Markeya turned that idea into a structured launch plan. The team helped her refine her branding, name Desert Ridge Cleaning, clarify her services, and organize the steps needed to move from concept to market.

That structure mattered. Markeya shared that SheAchieves helped "light the fire" by giving her a co-pilot while she balanced her existing cleaning business and work as a group therapist. As one of the **first Launch reimbursable grant recipients**, she gained confidence to register her business sooner during a financially tight transition.

Since launching, Markeya has completed RFPs, secured initial contracts, and continues working with SheAchieves as Desert Ridge Cleaning grows.

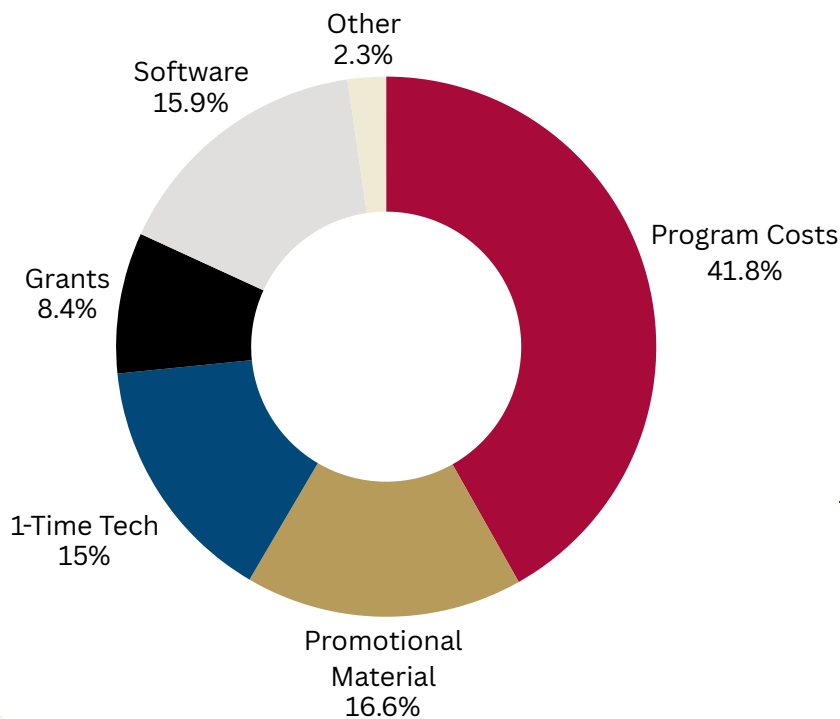
2025 Financials



Revenue

• Donations	\$2,497
• Fundraising	\$2,448
• In-Kind Gifts	\$2,092
• Board Dues	\$1,200
• Events	\$568

Total: **\$8,806**



Expenses

• Program Costs	\$2,533
• Promo Material	\$1,006
• Software	\$960
• 1-Time Tech	\$906
• Grants	\$511
• Other	\$139

Total: **\$6,056**

Board Members

In October 2025, SheAchieves expanded its board to nine members, strengthening our leadership, broadening our expertise, and increasing our capacity to provide personalized support to the entrepreneurs we serve.



**Lavonne
Jarosz**



**Darrelyn
Elkins**



**Dr. Hui
Wu-Curtis**



**Hannah
Auckland**



**Lindsey
Jarosz**



**Dr. Kari
Millican**



**Kristina
Parrish**



**Carmen
Campbell**



**Dr. Anne
Hansen**

Call to Action

As we look ahead to 2026, we invite our community to help turn momentum into opportunity through giving, partnership, and meaningful referrals.



Invest

Your donation helps fund consulting, milestone-based grants, branding, research, and marketing support that help entrepreneurs move from idea to launch or early traction to sustainable growth.

Partner

Offer expertise, services, space, sponsorship, or student opportunities. Strategic partnerships help remove real barriers by expanding access to guidance, exposure, and affordable business-building resources.

Connect

Refer a woman entrepreneur, introduce a potential donor, connect us with a business resource, or share our mission. Many opportunities begin with one introduction, and those connections help us provide more personalized support to the women we serve.



We are grateful to the board members, volunteers, partners, donors, students, and entrepreneurs whose time, talent, and dedication made SheAchieves' 2025 impact possible.

Contact



SheAchieves
602.321.0777



www.SheAchieves.org



Info@SheAchieves.org



SheAchieves.org



SheAchieves.org



[SheAchieves_AZ](https://www.instagram.com/SheAchieves_AZ)