WOMEN'S
MONEY MATTERS



# MORE THAN *money*

A year of women turning financial knowledge into possibility.

2026 ANNUAL REPORT

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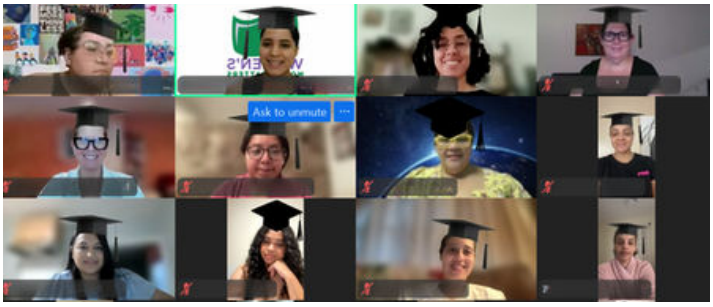
**1,696**

**Total Women and Girls Impacted**






**514**
**Graduates**

**632**
**Volunteers**

# MESSAGE FROM Leadership

I think the truest measure of our work isn't just what happens during a program. It's what happens after.

What happens when a woman takes what she's learned and uses it to make a different choice? When she feels more confident managing her money, takes a step toward a goal that once felt out of reach, or knows where to turn when something unexpected happens? Those moments may happen months or even years after graduation, but they're the lasting impact of this work.

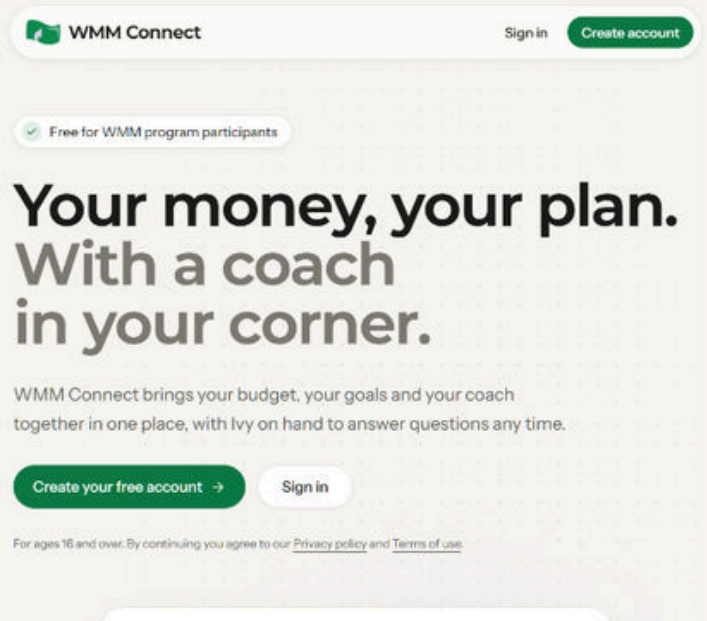
It's also why Women's Money Matters is more than a program. Our core eight-week program pairs financial education with one-on-one support from a volunteer coach, so that the women who come through it leave with tools that fit their real lives, not a one-size-fits-all curriculum. The goal has never been to hand someone a set of skills and walk away. It's to build confidence, connection, and practical tools that can stay with a woman long after the eight weeks are over.



BOARD CHAIR
**Shannon Gath**

This year, we asked a harder question: How do we stay connected to women once those eight weeks are over?

The answer took shape in our new online platform for women in our programs and graduates. It builds on the relationships and experience they've already had with us and extends them online, so women can stay connected not just to WMM, but to each other. We're adding new tools over time, so graduates can continue learning within a community they already trust. These resources don't replace our core programs, they make sure the lessons from those eight weeks have somewhere to keep growing.






The same question took us into Western and Central Massachusetts.

With support from the Women's Foundation of Massachusetts and the MassMutual Foundation, we expanded into the regions and welcomed two new team members, Gahna and Lourdes, who are building the relationships that will shape what WMM becomes there. Growth, for us, has never been about putting more places on a map. It's about becoming part of communities where women can benefit from what we have learned and, in turn, help shape where we go next.

And for all the change this year, new technology, new geography, more reach, the center of this work hasn't moved. It's still the relationship between a coach and the woman on the other side of the screen.

Our coaches show up week after week, not to hand down advice, but to listen, ask the right questions, and believe in someone before she's ready to believe in herself. That relationship is what makes financial education personal. It's what turns information into confidence, and a program into something a woman can carry with her.

That's what we mean when we say More Than Money.

Thank you for being part of it.

THE NEED

# Why We Show Up

## Not a lack of effort. A lack of access.

Women and girls face barriers to financial security: unequal pay, caregiving responsibilities, and limited access to financial tools and support.

These barriers don't reflect a lack of ability or effort. They reflect gaps in access.

**The gender gap in financial literacy in the U.S.**

**2x**

**is about twice the global average.**

Source: National Women's Law Center, 2024

**More than**

**1 in 10**

**women in the U.S. live in poverty.**

Source: S&P Global Financial Literacy Survey / GFLEC

**29%**

**of single-mother households in MA live in poverty.**

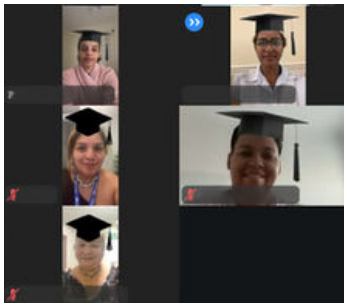
Source: National Women's Law Center, MA data (2023)

## Information alone isn't enough.

Budgeting tips and online calculators are easy to find. What's harder to find is someone in your corner: a coach who knows your goals, a group of women facing similar challenges, and the time to build a plan that fits your life. Many organizations recognize the need for holistic support, but few have the resources to provide it.







## Where Women's Money Matters comes in

Women's Money Matters was created to fill that gap. We combine group learning, one-to-one coaching, and peer connection so women can build financial confidence on their own terms, always at no cost to participants.

WHAT DOES WMM MEAN YEARS LATER?

# More Than Money

## WMM programs are 8 weeks. What happens next is up to her.

**Michelle Turner-Young,**
**Financial Futures Graduate**




Michelle built and runs SoulFire Movement, a Boston-based dance cardio, yoga, and meditation company. This year, she paid off a credit card she'd been carrying for years, saved several thousand dollars, and received a car through a WMM referral, part of the wrap-around support we offer our graduates.

Those wins came after one of the hardest stretches of her life.

In 2022, Michelle had saved enough money to start her own business, was pursuing grants, and making it to the finals of pitch competitions. Then her father passed away that December, and the jobs she took on to stay afloat while grieving didn't work out.

By the time she moved back to Boston in early 2024, the money she had saved was gone. She signed up for Women's Money Matters with less than a dollar in her bank account.

Michelle was paired with Lea, her coach, who walked her through budgeting and forecasting from the ground up.

*"I needed to rewire my money brain."*

*"Once we wrote everything down and figured out what I actually needed to make to live, it changed everything. I wasn't operating in survival mode anymore. I had a plan, and last year was the best year my business has ever had."*

The shift wasn't only financial. Michelle had spent years spending money as soon as it came in, a mindset shaped in part by raising her twins on her own. Learning to forecast, she says, meant learning she was allowed to plan for a future instead of just getting through the week.



*"Learning how to manage my money is showing me that it's possible to thrive, not just survive,"*

That shift means she no longer has to take on work that doesn't fit who she is just to get by. For years, staying afloat meant piecing together jobs outside SoulFire Movement, even ones that drained her, because she didn't know what to do with the money her business did bring in. Now that she does, she can commit to the work she feels called to do and trust that it can actually support her, instead of splitting herself between her calling and whatever paid the bills.

*"For a long time, as a mom just trying to keep things together, surviving was the goal. Now I know I get to want more than that — for me and for my kids."*

Her advice to other women considering joining WMM is the same thing she tells people who are nervous to start meditating: just start. *"Signing up is the hardest part,"* she says. *"The woman who tries something new and does it wrong is already ahead of the version of herself who stayed home, too afraid to try. It's the same with your finances. Taking that first step puts you ahead of where you were."*



MORE THAN A PROGRAM

# What We Do

Every Women's Money Matters program follows the same core model: weekly group workshops, paired with one-on-one coaching, over eight weeks — always free.

## Financial Futures



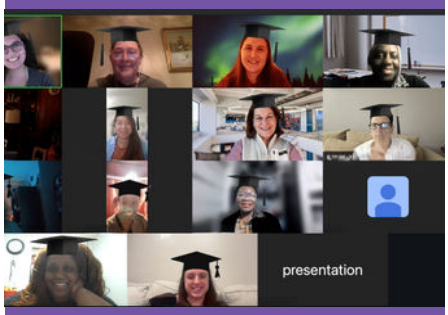
for women 20+ covering budgeting, credit, banking, saving, fraud protection, & more

## Life Launch



two tracks, ages 8–14 and 14–24, building financial footing before the big decisions arrive.

## Road to Retirement




planning for retirement finances, Social Security, housing, and healthcare.

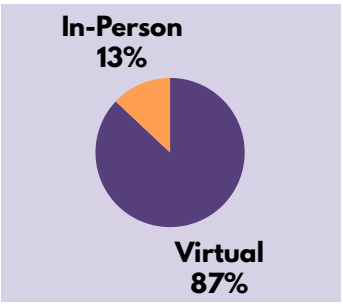
Each program is offered in English and Spanish, Life Launch and Financial Futures are offered in person and virtually, Road to Retirement is fully virtual.

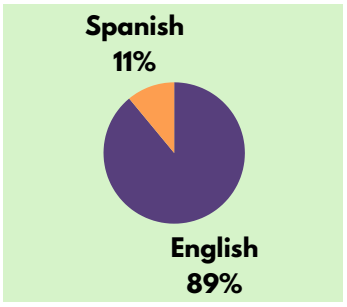
## The eight weeks are the start, not the whole story.

Graduates can keep going through Graduate-to-Coach training, Level Up workshops, and real-world supports like ride access, digital access, and direct financial assistance.

The continued support and engagment helps turn a program into a community. Since 2009, that community has grown to more than 3,000 women and girls.





FULL CIRCLE

# More Than Money

**Kimberly Gonzalez Moreta,**
**Financial Futures Graduate**



Kimberly is in her last year studying broadcast media technology at Roxbury Community College. She's spent the past several years working production assistant gigs, including the Macy's Thanksgiving Day Parade, the YouTube reality show Pop the Balloon, and Trinity Rep in Rhode Island, and was recently hired onto the engineering team at Channel 5 News.

Longer term, she's hoping to land at a company like Sharp Entertainment or Kinetic Content, producing the kind of television she grew up watching.

Before any of that career momentum, Kimberly was building a different kind of confidence, with money. Around age 18, Kimberly went through Women's Money Matters' Financial Futures program alongside her sister. They found it through Rosie's Place, where their mother had gone for help with housing and groceries for years. The bilingual format, with Spanish-speaking coaches alongside English-speaking ones, mattered to her as much as the content.

*"I used to think everyone else had money figured out and I was the only one struggling, hearing other people's stories, especially from the older adults in my group, showed me that wasn't true. That was the most helpful part for me."*

That same shift in confidence followed her into other parts of her life. *"Once I realized I could actually understand the concepts, money wasn't so scary anymore,"* she says. *"I look at other intimidating things the same way now, including my career."*

Her advice to women considering WMM is simple: apply. *"You get a coach you can ask anything, and even if they don't have the answer themselves, they know someone who does."* She's since been invited to come back as a volunteer Spanish-speaking coach herself, something she's hoping to do once her schedule allows, bringing the same kind of support to the next group of women that she once needed herself.

MORE THAN A WORKSHOP

# Technology Platforms

## This year, we asked a harder question:

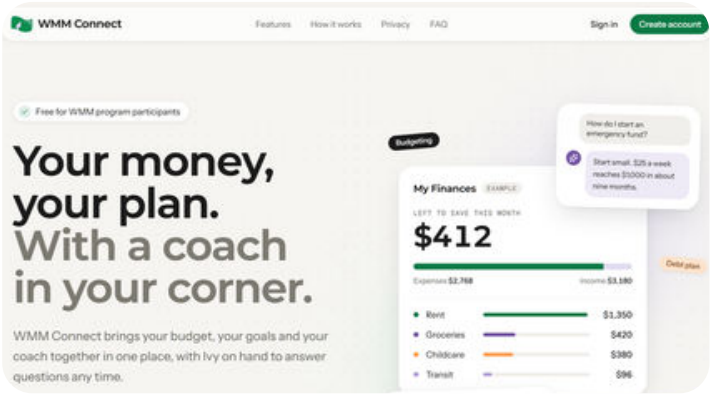
How do we stay connected and offer continued support, as a community, once the eight weeks are over?

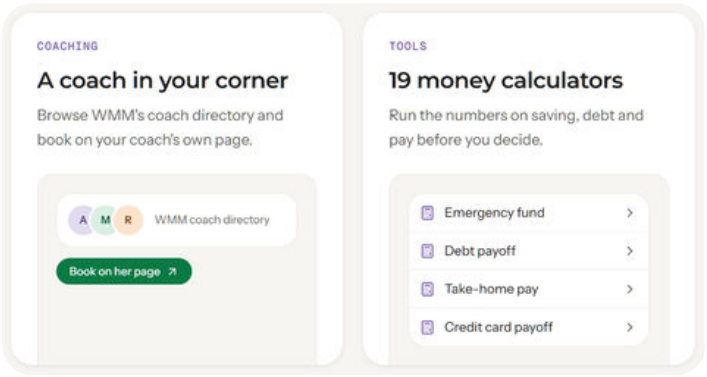
## WMM Connect is our answer

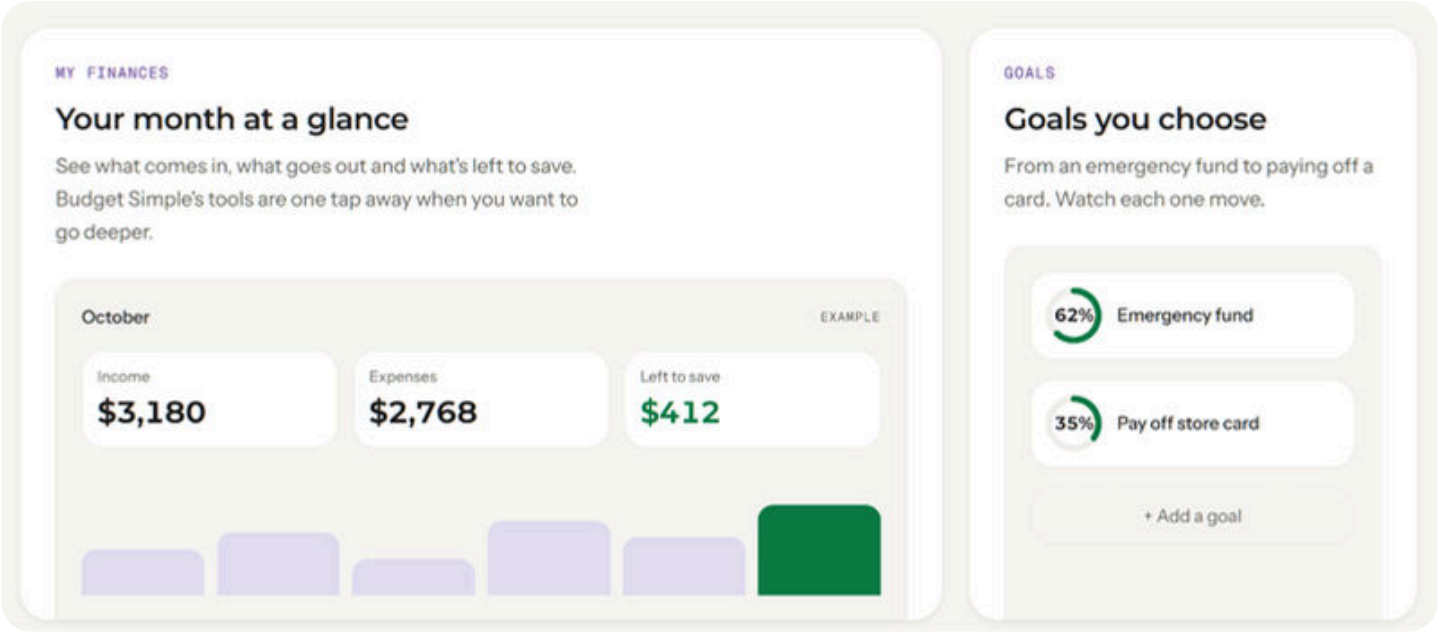
An upgraded version of the platform that already connects more than 1,600 graduates and participants.

The new version brings credit and budgeting tools, goal planning, coaching access, and community discussion boards into one place, so women can keep building on what they started in the program long after it ends.

It's not a replacement for the coach relationship, it's a way to make sure that relationship doesn't end when the program does.



MORE THAN A ZIP CODE

# Central and Western Mass

This past year, our efforts to reach further, and meet women where they are, took us into Central and Western Massachusetts.

With support from the Women's Foundation of Massachusetts and the MassMutual Foundation, two new team members are leading that work on the ground:




**Gahna Adaval**, Regional Relationship Manager for Worcester, has long organized to address food insecurity and access to hygiene and health resources for people experiencing homelessness in Worcester. Her work is rooted in seva: selfless service, and a belief that real change starts with listening to a community, not deciding for it. Gahna's experience lets WMM reach women and girls in Worcester as neighbors.

*Throughout out my work building community partnerships and supporting WMM programs, I can see how closely financial wellbeing is connected to dignity, belonging and access to opportunity. I am proud to be part of a team where we create space for women to build confidence, strengthen their support systems, and pursue their goals on their own terms.*

**Lourdes Balestier**, Regional Relationship Manager, Springfield, has dedicated herself to connecting individuals and families to workforce training, notary services, and the resources that help them move forward. That work has built her real standing with partners across the region, the kind of trust that takes years to earn. That standing means WMM can reach the women and girls who need us faster than if we were starting from scratch.



*"Connecting women in Western Mass to resources that strengthen their financial stability is what drives me every day. Working with Women's Money Matters allows me to see real transformation: women gaining practical skills, pairing with dedicated mentors, and building the confidence to shape their own futures."*

This isn't a new program. It's the same model, in a new place, with people who already know how to build the kind of trust it runs on.

MORE THAN A COACH

# Volunteer Spotlight

## You don't need a financial background to have an impact.

You need to show up, listen, and remind someone she already has what it takes.

That's the model behind WMM's team of coaches, 632 of them this year, matched one-to-one with a participant for the full eight weeks and beyond.

**Gabriela Mondino, 2025–2026 Coach of the Year,** has been volunteering with WMM since November 2024.

**6**
**Cohorts coached**

**2**
**Languages offered**

**148**
**Registrations for her Intro to Entrepreneurship Level Up Workshop**




In that time, she's helped a woman on the verge of losing electricity appeal her utility bill and get on a payment plan. She's coached another through a job change and a citizenship application. She helped a third build the confidence to start her own business.

Gabriela immigrated to the U.S. from Argentina as a teenager with two suitcases and a hundred dollars, an experience that shapes how she sees the women she coaches now: not as people who need saving, but as people who are already resourceful and just need someone in their corner.

*"Money is never just about money. It's a proxy for what people value. When participants see that someone believes in them, they start believing in themselves."*

Beyond one-on-one coaching, Gabriela helped build WMM's Intro to Entrepreneurship Level Up Workshop from the ground up, which is now available for every graduate who wants to take that next step.

*"Coaching isn't about having the answers. It's about helping someone see that they already have more answers than they think."*

FY 2026: MORE THAN A NUMBER

# Results and Impact

93% of Financial Futures participants graduated this year. Of those graduates, 95% left with a spending plan they built themselves, a five-year average that's held steady.

**1,696**
Total Women and Girls Impacted

**514**
Graduates

**632**
Volunteers



**$116,794**
In Direct Support

Includes EmpowHERment fund, Neighborshare, graduate awards and referral incentives

**289**
Women impacted by Wrap Around Supports

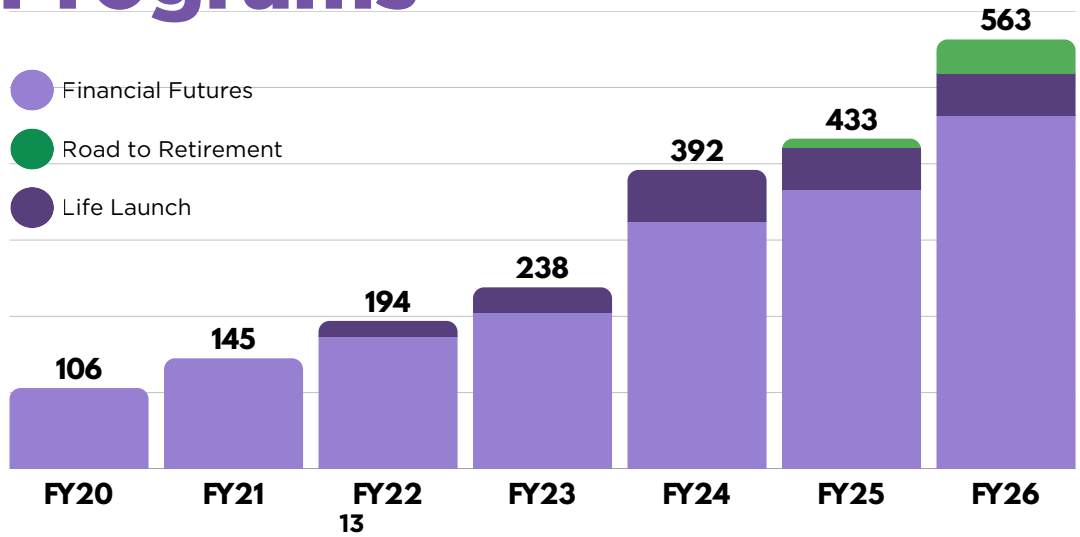
**844**
Women utilized our Continuum of Education



**752**
Women registered for Level Up Workshops

**62**
Cohorts Run

## ENROLLMENT IN Programs



FY 2026: MORE THAN A FUNDER

# Supporters

We are grateful to the foundations, corporations, and government partners that make our impact possible. In FY26, 48 supporters gave over $2 million to our mission.

## Keystone Partners ($75,000+)

Women's Foundation of Massachusetts
Liberty Mutual Foundation
Commonwealth of Massachusetts
JPMorgan Chase Bank, N.A.
MassMutual Foundation
Cummings Foundation
Nazely (Nancy) Kalayjian Trust




## Champions ($20,000 - $74,999)

Acadian Asset Management
Essex County Community Foundation
Mabel Louise Riley Foundation
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Greathouse Family Foundation
Santander Bank, NA
Greater Lowell Community Foundation

## Advocates ($10,000 - $19,999)

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## Allies ($5,000 - $9,999)

Rockland Trust Bank
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First Citizens Wealth Management
The Glavin Family Charitable Fund
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Northern Bank Charitable Foundation
Massachusetts Bankers Association MBA Charitable Foundation

## Friends ($500 - $4,999)

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Women's Business League

FY 2026: MORE THAN A GIFT

# Donors

## Sustaining Donors

The donors with **bold green names** gave to WMM on a monthly basis, and that kind of steady, standing support is what lets us plan for the women we'll serve next year, not just the ones we served this one.

## Leadership Circle ($10,000+)

Shannon Gath
Miller Family
David Robinson

## Cornerstone ($2,500 - $9,999)

Martha Bacigalupo
Michelle Brathwaite
Christopher Butlin
Sheila Catenza
Nina Charnley
**Yoon Family Foundation**
**Ellen Gorowitz**
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Carolyn Wood

## Advocates ($750 - $2,499)

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Beth Foley
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Katherine Gimbel
Hilary Giorgi
Gina Gohl
Sarah Gold

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Tiffany Gailliard
Omar Garcia-Rojas
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# Board of Directors

Behind every program, volunteer, and gift in this report is a Board of Directors that holds Women's Money Matters accountable and helps chart where we go next.



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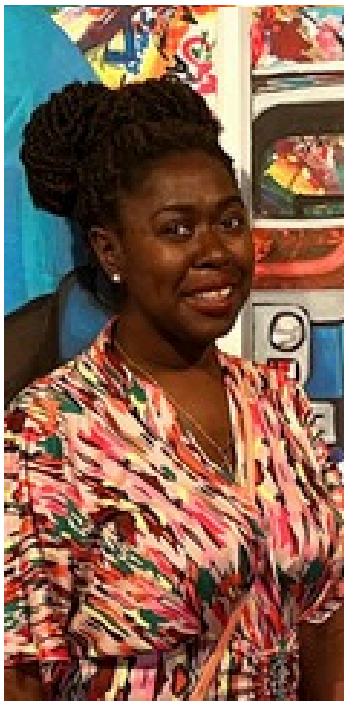
# Introducing Imani



Imani joined the WMM board earlier this year, drawn by a question she's circled her whole life: who gets access to financial knowledge, and when?

Growing up, her own exposure to financial education was occasional at best, and money wasn't something her family discussed directly, even as she watched it shape people's stress and celebrations. She's candid about one example: she financed her wedding on a credit card, and even though that marriage ended, there's still lingering debt from it.

*"The important thing is not to let shame keep you quiet about what you don't know. None of us have this figured out alone.*

*That's what Women's Money Matters gives you: a judgment-free place to learn with other women who are figuring it out too."*

A philanthropy and leadership development professional with experience at CFLeads, LISC, and the Center for Creative Leadership, Missouri is now helping WMM to grow roots in Western Massachusetts. Having grown up in the South Bronx and later studied and served in Springfield and Holyoke, she's seen the same pattern in both places: when investment leaves a community, opportunity leaves with it.

For her, the stakes are personal as much as professional:

*"I know my value now, and I want other women and girls to know that they have their own value too. We carry power within ourselves, and we deserve financial stability, not just to get by."*

# Advisory Group

Twenty-eight community leaders and professionals volunteer their time and expertise to the Women's Money Matters Advisory Group, offering guidance on strategic planning, marketing, events, policy, and fundraising. Separate from our Board of Directors, this group helps us reach further than we could alone.

Jane Boymel
Suzanne Brodeur
Kara Brooks-Halas
Nadine Burgos
Diane Cullen
David Donovan
Karen Gemmett
Cindy Goodland
Ellen Gorowitz
Craig Hawkins
Sarah Holmes Berk
Chaya Keshavamurthy
Stephanie Koke
Jayne Mattson
Jana McCarthy
Bob Miller
Melissa O'Berg
Laura Parrow
Enrique Perez
Liliana Petrova
Julie Pulda
Alena Robertson
Jessica Scola
Shawn Shin
Seema Singh
Britta Truskey
Dorene Walsh
Guadalupe Velasquez

## Pro Bono Partners

Women's Money Matters is also grateful to the attorneys and professionals who donate their expertise to support our work; strengthening our governance, protecting our organization, and making sure our time and resources go further toward the women and girls we serve.

Morgan, Lewis & Bockius LLP
Goodwin Procter LLP
Capetivate, Inc.