

LIFT OFF

2019 ANNUAL REPORT



LIFT

LEARN MORE ABOUT LIFT AT WHYWELIFT.ORG

IN THE PAST YEAR,

LIFT REACHED 3,543 PARENTS AND CHILDREN

From getting a degree and starting their own business, to saving up for their children's college and moving up the career ladder, LIFT parents are encouraged to dream big.

To help parents achieve their goals, and overcome barriers that may get in the way, we pair them with a trained coach so that their dreams can become a reality.

THE AVERAGE ANNUAL INCOME

FOR A LIFT PARENT IS \$15,700

92%

OF THE FAMILIES THAT WALKED THROUGH OUR DOORS MADE PROGRESS ON THEIR CAREER AND FINANCIAL GOALS.

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FOR PARENTS IN OUR PROGRAM WHO SAW AN INCREASE IN INCOME, **THE AVERAGE ANNUAL INCREASE WAS \$14,360.**

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PARENTS WHO IMPROVED THEIR SAVINGS AND DEBT REDUCTION REPORTED:

\$1,140

increase in **savings**

\$1,750

decrease in **debt**

HOLISTIC APPROACHES INCREASE WELL-BEING

59%

of parents with low levels of hope **increased their hope and confidence**

65%

of parents with high levels of stress **decreased their feelings of stress**

65%

of parents with low social support **increased their social supports**

ALL PARENTS HAVE THE POTENTIAL TO ACHIEVE GREATNESS

BUT EQUITABLE ACCESS TO THE RESOURCES AND SUPPORT THEY NEED TO UNLOCK THAT POTENTIAL ELUDES LOW-INCOME PARENTS AND THEIR FAMILIES.

LIFT parents are the CEOs of their families. They know what's best for their children, and what they need to succeed. That's why we **partner** with parents, listen to them, invest in them, and build solutions together.

OUR PROGRAM IS DESIGNED FOR PARENTS, BY PARENTS.



WITH LIFT, OUR PARENTS COMPLETED

706

goals in pursuit of their dreams, like securing a full-time job, going back to school, and paying off debt

1,019

action steps toward achieving those goals, like creating resumes, practicing interview skills, and learning how to budget

9,900

monthly one-on-one meetings with their coaches

Along the way, parents stop by our offices to participate in workshops, luncheons, and other family-friendly gatherings that not only grow their financial knowledge, but also help them build community with other parents at LIFT. This social connectedness correlates to financial stability.

HOW DO PARENTS FEEL ABOUT LIFT?

91%

believe they can turn to LIFT in a time of need

100%

feel they are **treated with courtesy, dignity and respect** at LIFT

100%

get **new and useful information** at LIFT

96%

would recommend LIFT to a friend or relative

IT'S NOT ROCKET SCIENCE.

WE ALL NEED SOMEONE IN OUR CORNER WHEN TIMES GET ROUGH.

WHETHER IT'S AN EAR TO HEAR YOU OUT, OR SOMEONE TO
CHEER YOU PAST THE FINISH LINE, LIFT PARENTS KNOW
THAT WE'RE HERE FOR THEM EVERY STEP OF THE WAY.

WHYWELIFT.ORG

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