



2024 ANNUAL REPORT



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Empowering the next generation of leaders



A LETTER FROM OUR FOUNDER

ALICIA ROBINSON



Dear Limitless Ambition Community,
As we reflect on a transformative 2024, I am filled with deep appreciation for each of you who has championed our mission to empower young women to dream, believe, and achieve. This year, your steadfast support has not only sustained our work—it has elevated it, allowing us to expand our reach and deepen our impact in ways that continue to inspire hope and resilience.

In 2024, our Purposely Chosen Teen Program continued to thrive through powerful partnerships with local schools and generous support from foundations like the Akron Community Foundation and the Barberton Community Foundation. We saw young women embrace leadership, strengthen their confidence, and foster sisterhood in meaningful ways. Their growth reminds us that when girls are given the tools and space to flourish, they will rise.

Our Crafty Ambition program also experienced remarkable success. This year, participants explored healing through creativity and sharpened their entrepreneurial skills with renewed energy. From self-designed journals to handmade accessories, their work came to life at our vibrant Craft Mart, where they confidently shared their stories and sold their creations to a supportive community.

One of our proudest moments this year was the Ladies of Legacy Gala, which gathered more than 150 supporters, mentors, and friends to honor the power of purpose and possibility. Your generous contributions during this unforgettable evening directly fuel our programming and affirm the value of investing in young women's futures. We are deeply grateful to every attendee, sponsor, and volunteer who made the night a celebration to remember.

As we look ahead to 2025, our vision remains bold and unwavering. We are expanding our curriculum, deepening our trauma-informed approach, and creating new leadership pathways for our alumni to give back and grow. With your continued belief in our work, we will build on the momentum of this year to ensure that every girl—regardless of her background—has the opportunity to live a life without limits.

Thank you for standing with us, for believing in the brilliance of our girls, and for being part of the Limitless Ambition family. Together, we are changing lives—one dream at a time.

With gratitude and purpose,

Alicia Robinson

Founder & CEO

Limitless Ambition, Inc.



Limitless Ambition, Inc. works with young women to overcome the boundaries to their success. We preserve and promote the visions of young girls and women who may have been discouraged from pursuing their long-term goals. By providing resources, training, and support, we assist these women in developing limitless ambitions.

Our vision is to be able to supply women all over the world with the tools they need to be effective leaders, business women, and positive role models. We are striving to help build a positive network of women who can learn to use their purpose to add value to the lives of others by creating businesses, sharing their testimony, and impacting the community.





OUR HISTORY

Limitless Ambition, founded by Alicia Robinson in October 2013, is dedicated to empowering girls and young women with the tools to overcome barriers and realize their full potential. In January 2014, the organization launched its signature Teen Program, Limitless Power, followed by the Purposely Chosen Women's Program in Akron in 2015. That same year, Limitless Ambition achieved 501(c)(3) status and partnered with schools like Akron Public Schools to extend its reach across diverse communities. In November 2016, the Purposely Chosen Teen Girls Program debuted at Castle High School and has since grown to include Akron, Barberton, and McDonald schools—offering a curriculum centered on passion discovery, goal-setting, emotional management, conflict resolution, and self-care.

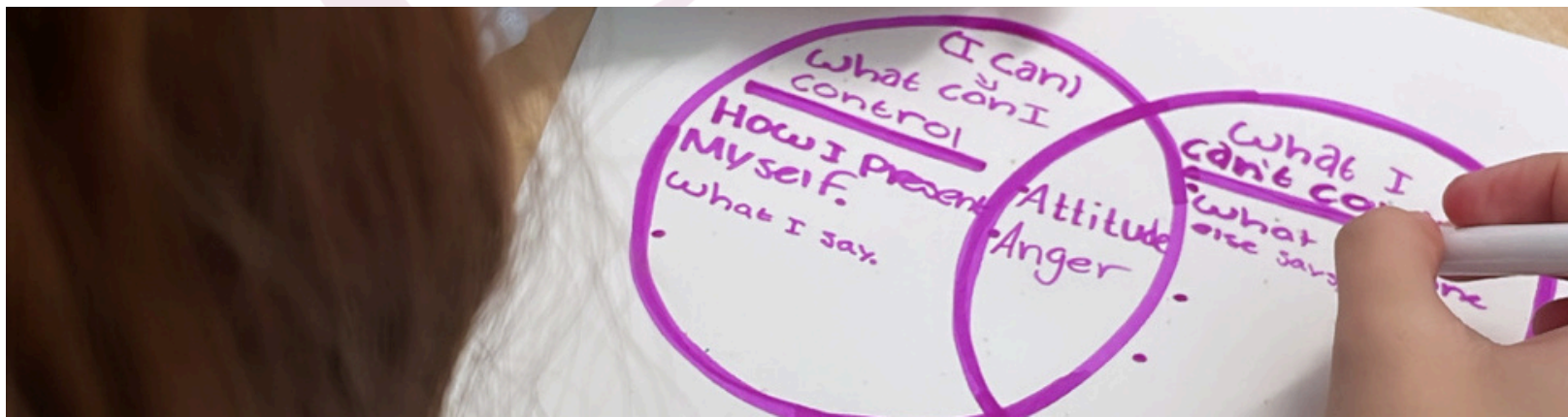
In 2018, a grant from the Akron Community Foundation helped fuel growth, and in January 2019, the Dream Kit initiative launched to support girls in need. By August 2019, scholarships were awarded to help young women pursue higher education. In 2021, Crafty Ambition—the art and entrepreneurship enrichment program—was introduced, and Limitless Ambition received the National Association of Social Workers Agency of the Year Award.

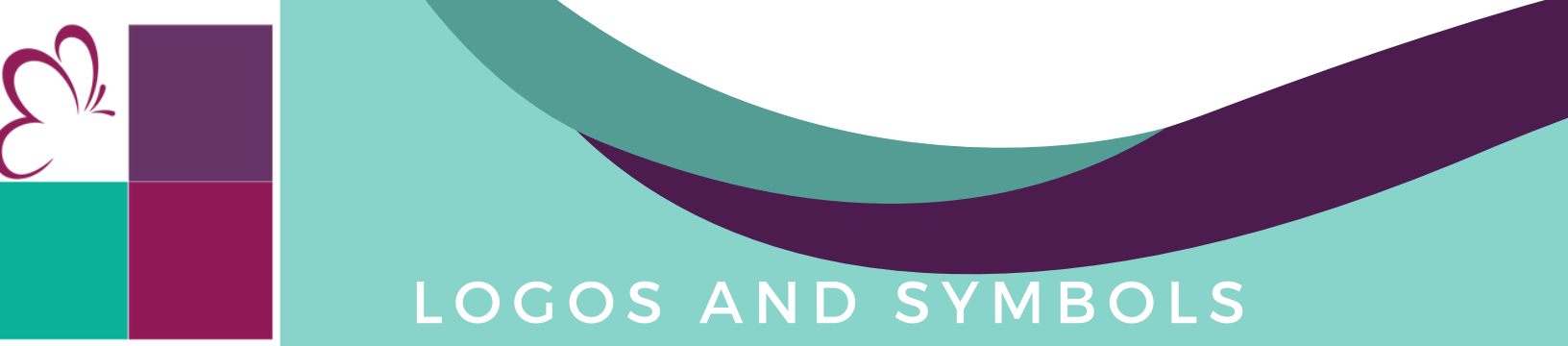
In August 2023, PC360, the organization's first after-school program for girls 13–18, began; September 2023 saw the opening of a physical space in partnership with North Hill CDC at the Maker House. This Maker House houses two cutting-edge studios and doubles as both office and programming space. Over the past two years, this venue has hosted bi-weekly PC360 sessions—led every other Friday—as well as events like the Back to School Beauty Bash, bringing creative, supportive programming outside traditional school settings.

2024 Highlights:

- PC360 at the Maker House: Running every other Friday since September 2024, this year-round teen curriculum remains anchored in topics such as self-love, sisterhood, emotional regulation, passion discovery, and goal-setting
- Ladies of Legacy Gala of 2024 hosted over 150 people to celebrate the continued success of Limitless Ambition by recognizing three outstanding Ladies of Legacy.
- Key Grant Support: In April 2024, the Women's Endowment Fund awarded a \$5,000 grant to North Hill CDC, benefitting programming at the Maker House—including Limitless Ambition's PC360 initiative

Through a robust blend of school-based programs, off-campus studios, creative enrichment, empowerment events, and continued scholarship support, Limitless Ambition continues to forge a meaningful impact across Summit County. As the organization enters its second year at the Maker House and marks its upcoming 10-year milestone, the focus remains on expanding creative programming, strengthening community partnerships, and uplifting teen girls to lead, innovate, and thrive.





LOGOS AND SYMBOLS



Butterfly of Vitality

Limitless Ambition's butterfly is representative of our spirit, our soul, our inner strength. Each of us has a yearning to reach our dreams. Often times, in order to reach our goals, we must, like a butterfly, undergo an incredible metamorphosis, overcoming challenging mental or physical circumstances. With the right support, we will find our purpose and abilities arising from the amazing inner vitality each of us possesses. We will sprout wings and soar towards our greatest ambitions!



Colors

Passion Purple: each of us goes through a period of self-discovery in our lives, a time to find our passions, and use them in forming our dreams and designing our goals.

Transformation Turquoise: once we know where we want to go, we transform ourselves into ambitious, goal-seekers. Our outlook changes, and we create new paths for ourselves in life.

Magnificent Magenta: remember, you are an exceptional woman, full of uniqueness, purpose, and potential. Believe in yourself and your ability to live the life you desire. You are magnificent!



2023 - 2024 Board Members

Ashley Kline

Board President

Rachelle Yarbrough

Board Vice President

Ericka Shoaff

Board Treasurer &
Finance Committee
Chair

Davanna Renee

Board Member & Fund
Development Committee
Member

Anna Slaught

Board Secretary &
Governance Committee
Member

Tara Jefferson

Board Member &
Fund Development
Committee Member

Gina Betti

Board Member

Stacy Boyd

Board Member &
DreamKit Taskforce

**Dreama Mason
Whitfield**

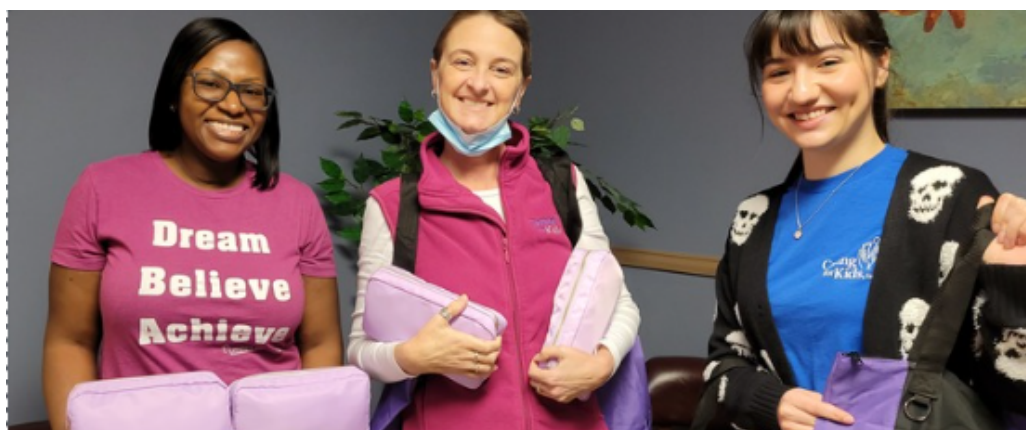
Board Member

Christa Nuru

Board Member

**Rebecca
Stewart**

Board Member &
Fund Development
Committee Member





OUR IMPACT

2,500+



Volunteer Hours

3



cities
represented

100



dream kits &
hygiene packs



26



programs and events

175



In the Teen
Purposely
Chosen
Program

2

6



School Partnerships



Community
Partners

10

scholarships



785

Women and Girls Impacted





PURPOSELY CHOSEN TEEN



The Purposely Chosen Program is a facilitated curriculum-based program for teen girls (ages 13-18) that was designed to equip girls with the tools they need to pursue passion, demonstrate leadership, and overcome obstacles they may face.

Each session has a topic to guide the discussion and girls will have an opportunity to reflect in their workbook. Programs are typically 8 - 10 weeks and take place during the school day.

The Purposely Chosen curriculum is designed around the Social-Emotional Learning Theory, one of the Ohio Department of Education's four learning domains that has been found to contribute to the holistic success of a child. The curriculum "educates the whole child" - helping participants acquire and apply the skills to manage their emotions and achieve their goals. The life skills developed support both personal development and academic performance.

Learning Objectives:

- To Increase self-esteem, sense of personal control, and promote positive identity and awareness of self
- To give participants the tools they need to develop and enhance personal, leadership, communication, decision making, problem solving and social skills
- To educate teens about their culture/heritage, and encourage them to take pride in their history
- To encourage teens to develop friendships and to build a strong sisterhood within the community
- To share awareness and decrease teen involvement in risky behaviors such as sex, violence, and substance abuse
- To increase high school graduation rates and college enrollment/graduation rates in low-income families



SCHOOL PARTNERS



Jennings Middle School



Barberton Middle & High Schools



STEM Middle School



Buchtel Middle & High Schools



McDonald City Schools



North High School



Warren City Schools



THE MAKER HOUSE

Limitless Ambition has now celebrated two transformative years in the Maker House, thanks to our partnership with North Hill CDC that began in 2022. Originally designed as an intersectional women's hub, this facility provides two state-of-the-art studios, outfitted with cutting-edge tools and materials. Since moving in, the space has served not only as our administrative headquarters—hosting staff meetings, planning sessions, and daily operations—but also as an innovative venue for teen-centered programming in Summit County.

Over the past two years, the Maker House has been the backdrop for signature events such as our Back to School Beauty Bash, launched successfully in fall 2023 and again in 2024, offering hair styling, makeup tutorials, skincare advice, confidence-building exercises, and meaningful mentor connections. The space has also enabled the full delivery of our year-round Purposely Chosen 360 (PC360) curriculum, delivered bi-weekly to girls ages 13 to 18 throughout the academic year. This curriculum emphasizes self-love, emotional regulation, leadership, passion discovery, and goal-setting—all within a creative, non-school environment that fosters innovation and personal growth.

The impact has been significant: a broader reach across Summit County through centrally hosted, off-campus programming; consistent engagement in PC360 sessions; and access to an empowering, technology-rich atmosphere for hands-on learning. As we move into our third year at the Maker House (FY2024–2025), we are committed to expanding studio-based creative workshops, deepening community partnerships through additional events, and solidifying this space as a nurturing haven where teen girls can thrive, lead, and innovate.





CRAFTY AMBITION



Crafty Ambition is a weeklong art enrichment program designed to empower teen girls through creative expression and entrepreneurial skill-building. Organized by Limitless Ambition, the 2024 program took place from July 15 to July 19, running daily from 12 PM to 3 PM.

Program Highlights

- **Creative Empowerment:** Participants engaged in hands-on crafts such as body scrubs, tie-dye, yarn crafts, beadwork, and sewing, fostering self-expression and confidence.
- **Entrepreneurial Skills:** The program provided training in business planning, budgeting, marketing, branding, customer service, and booth design, equipping girls with the tools to launch their own creative ventures.
- **Emotional Wellness:** Workshops focused on self-care, emotional regulation, resilience, and goal-setting, promoting personal growth alongside artistic development.
- **Market Experience:** Graduates had the opportunity to sell their creations at a Crafty Mart market, gaining real-world experience in entrepreneurship and the chance to earn prizes for their innovative business ideas.

Crafty Ambition continues to inspire young women in Akron, Ohio, by blending artistic creativity with practical business skills, fostering a new generation of confident, creative entrepreneurs.



BACK TO SCHOOL BEAUTY BASH

Limitless Ambition's Purposely Chosen Teen 360 program started a new event in 2023, our Back to School Beauty Bash. During this event, girls can indulge in a day of self-care, empowerment, and fun! This exciting event is designed to prepare girls for the upcoming school year while boosting their confidence and inner beauty.

At the Back to School Beauty Bash, girls will enjoy a variety of beauty stations offering hair styling, makeup tutorials, skincare tips, and more. They have the chance to connect with mentors and peers, participate in confidence-building activities, and leave feeling empowered and ready to conquer the new school year.

Our second annual Back to School Beauty Bash brought in just over 40 girls, an almost 10% increase from 2023!





INITIATIVES

1 Dream Kits

The Limitless Ambition Dream Kit project was initiated to provide our Purposefully Chosen curriculum and essential support tools to girls who have experienced trauma in their lives. More specifically, the Dream Kit targets girls in or transitioning out of foster care, as well as those facing adversity.

The Dream Kit includes a bag, t-shirt, personal hygiene pack, journal, positive affirmation cards, bracelet, self-guided workbook (accompanied by a facilitator guide), and an assessment rubric.

Thanks to our partners, we were able to make and give away over 100 Dream Kits AGAIN in 2024!



2 Scholarships

Limitless Ambition focuses on helping young women overcome barriers to their success. Our organization recognizes and values the crucial role that education plays in helping young women achieve their goals, and because of this, we have established the Limitless Ambition Scholarship to assist girls in Northeast Ohio in overcoming some of the financial barriers associated with higher education. The scholarship recognizes girls who demonstrate a commitment to their community or who will be first-generation college students. The award is granted each spring.

We recently started an endowment fund at [Akron Community Foundation](#) as a way to ensure a permanent, predictable stream of funding for our mission of providing scholarships to young women making an impact in our communities.





LADIES OF LEGACY FUNDRAISING GALA

2024's Annual Gala

Last Spring, Limitless Ambition held our 9th Annual Ladies of Legacy Gala on April 20, 2024 at the Akron Art Museum. This event served both to celebrate the entrepreneurial spirit of women in our community who are achieving their dreams and to help us raise funds to fuel our mission! Thank you to everyone who joined us for an amazing brunch, and who shared their empowering stories!





Fields of Purple is more than a giving network—it’s a powerful movement committed to honoring our shared strength and inspiring limitless dreams. Our mission is simple yet profound: to uplift and empower girls and young women by connecting them with vital resources, transformative opportunities, and a community of steadfast support.

We proudly launched this movement with our inaugural event on September 24, 2024, at 5:00 PM at The Rialto Theatre in Kenmore. At this kickoff event, over 10 incredible women joined the Fields of Purple network, uniting their passions and purpose to help pave the way for the next generation.





THANK YOU TO OUR 2024 SPONSORS



Department of Job and Family Services





THANK YOU TO OUR FUNDERS



Sisler-McFawn
Foundation



Northern Ohio
Golf Charities, Inc.



Vernon L.
Odom Fund

An Akron Community Foundation Fund



AKRON
COMMUNITY
FOUNDATION

ENRICHING LIVES SINCE 1955

WOMEN'S
ENDOWMENT

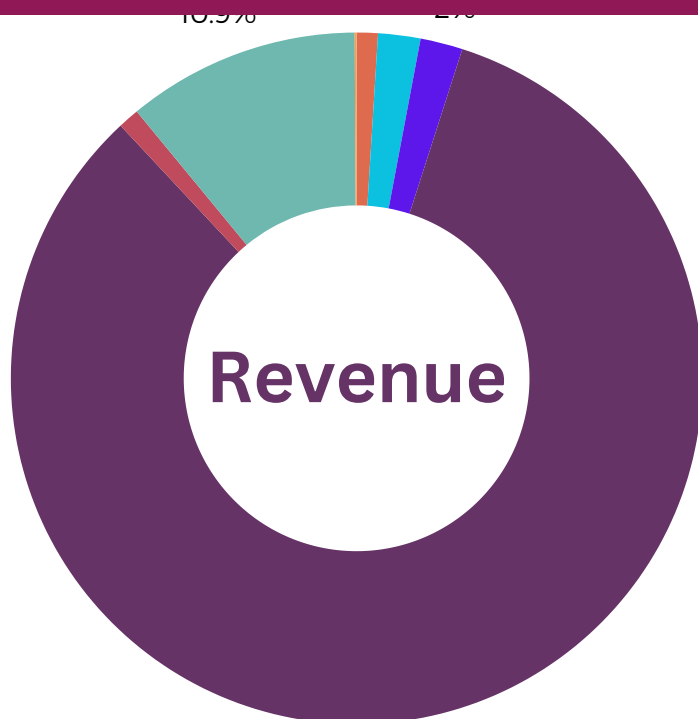
An Akron Community Foundation Fund



gpd employees' foundation



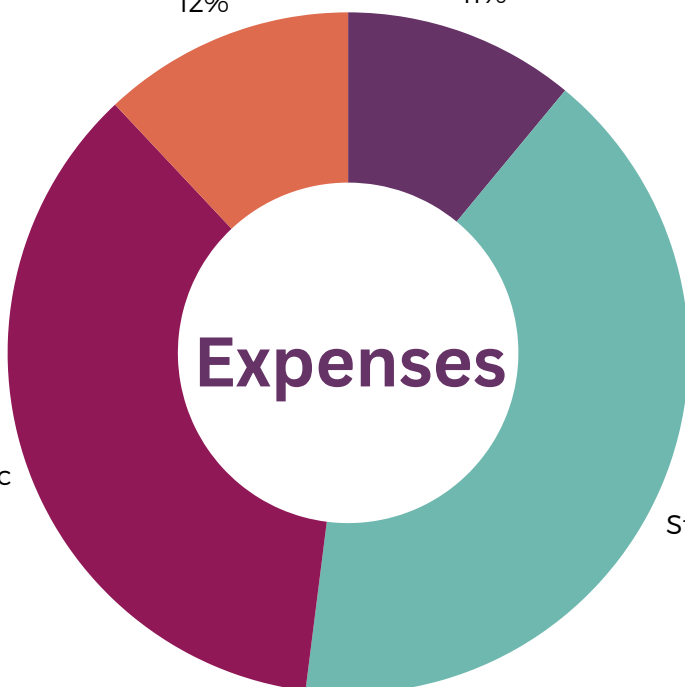
2024 FINANCES



Grants
83.1%

Admin
12%

Fundraising
11%



Programmatic
36%

Staff/Consultants
41%





THANK YOU!

