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Ascend Dallas

IMPACT REPORT



Empowering Women. Fighting Poverty. Impacting Generations.



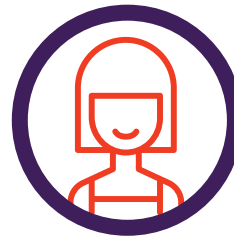
2,973
individuals
served, a
13% increase
from last year.



WHO WE SERVE

94%

predominantly
Black and
Hispanic families



81% women

76%

earning less than
\$48,000 annually

Expanding Access Where Families Live and Work

Ascend deepened its community presence by partnering with **227 organizations** — a **117% increase** from the previous year. Through co-located services, joint programming, and shared referrals, we ensured families can access support where they live, work, and learn.

Economic Advancement

Economic Advancement is at the heart of Ascend Dallas' mission. Our families face steep barriers including unpredictable work hours, limited access to benefits, and financial stress. EA provides 1:1 financial coaching, education, and career support to help individuals and families build financial resilience.

FINANCIAL & CAREER COACHING

866
received
financial
coaching

273
received
career
coaching

Through coaching, families made measurable progress on their selected goals:

84% increased savings (average +\$2,221)

73% improved credit scores (average +53 points)

69% reduced non-mortgage debt (average -\$4,116)

“My biggest breakthrough wasn't a number, it was a mind-set shift. I started seeing credit differently. It's not about what I can borrow, it's about what I can control.”

— Suyin, Ascend participant

Career Pathways

Beyond individual coaching, Ascend partners with employers and workforce initiatives to help families move beyond entry-level jobs into lasting careers. Collaborations with **United Way, Dallas College, UnidosUS**, and the **South Dallas Employment Project (SDEP)** provided pathways to certifications and industry-recognized credentials.

THE RESULTS:

47% of job seekers secured employment

Of those, **88%** were full-time positions and **77%** received employer-sponsored benefits



Nurse-Family Partnership

NFP provides intensive, long-term support to first-time mothers, ensuring healthy pregnancies and strong starts for children. **In 2025, we served 356 moms and 291 babies, delivering over 3,162 visits — 88% of them in person.**



Families in NFP face significant challenges:

27% were teen moms (25% under age 17)

41% entered pregnancy with pre-existing health conditions

100% lived on incomes below \$35,000

Despite these obstacles, outcomes were strong:

80%

received early prenatal care

91%

of babies were born full-term

97%

of moms initiated breastfeeding;
47% continued at 6 months

100%

of infants/toddlers received developmental screenings

87%

were born at a healthy birth weight

78%

of babies were immunized on time



58% of NFP moms engaged in Economic Advancement services, reinforcing the connection between maternal health and long-term family stability.

Proven Long-Term Impact

Decades of national research confirm the enduring power of NFP:

48% reduction in child abuse and neglect

59% reduction in child arrests by age 15

56% fewer ER visits

72% fewer maternal convictions by child age 15

67% fewer behavioral or intellectual problems at age 6