

AscendDallas
a collaborative for generational change

2026 Impact Report



A year of measurable progress and moments worth celebrating



Every number in this report began with a woman choosing what came next

This year, we served 2,143 people across Dallas's most vulnerable communities. Through Economic Advancement, 1,819 people worked toward stronger financial and career outcomes. Nurse-Family Partnership served 667 mothers and babies, and our nurses completed 3,420 home visits.

Behind those outcomes are brave first steps: opening an account, taking a class, welcoming a nurse through the door, preparing for a new job, or asking for support at exactly the right moment.

Ascend Dallas connects maternal health, financial coaching, career advancement, and family stability so women do not have to navigate disconnected systems alone. Families can move between supports while remaining known, respected, and encouraged.

We celebrate what women and families accomplished this year, and we are grateful to every donor, partner, volunteer, board member, and staff member who helped make that progress possible.

Thank you for believing in the potential of Dallas families and for continuing this journey with us.

A handwritten signature in black ink that reads "Kate Rose Marquez".

Kate Rose Marquez
Chief Executive Officer

We meet possibility with practical support

AGENCY IMPACT

Originating as the YWCA of Dallas in 1908, Ascend Dallas has been a trusted catalyst for uplifting women, supporting economic mobility, and creating brighter futures for more than 118 years. Through its two core programs - Economic Advancement (EA) and Nurse-Family Partnership (NFP) - Ascend provides personalized, holistic support that addresses both financial stability and family well-being. Ascend empowers individuals and families to overcome barriers, achieve their goals, and build lasting pathways to economic security, health, and opportunity.

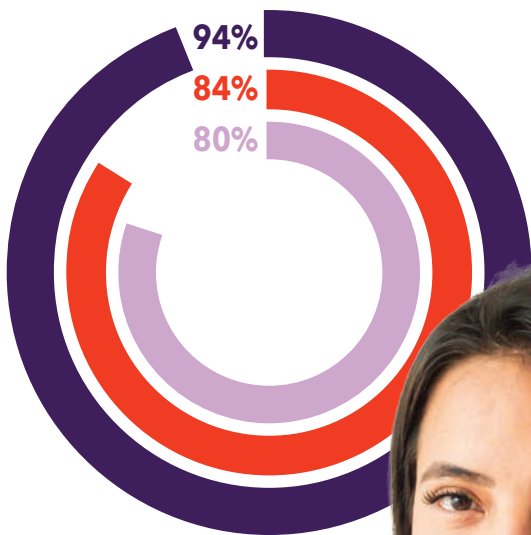
2,143 Served

Who We Reached

84% Women

80% Households under \$44,500

94% Predominantly Black and Hispanic families



OUR MISSION

Empower women
Fight poverty
Impact generations



Goals become plans

Plans become progress

ECONOMIC ADVANCEMENT

Every participant's path is different, and Economic Advancement starts with goals. Coaches help a client picture what's next, then build the foundation to get there. That foundation is financial education, credit-building support, and matched savings through Bright Beginnings and Ascend & Save, where a client's savings are matched as they work toward a lasting asset. From there, career coaching, skills training, and employer partnerships open doors to quality jobs. The result is progress they can see in their paycheck, credit score, and savings account. It's change that lasts for generations.

Envision
the Future



Build a Strong
Foundation



Pursue
Opportunity



Create Lasting
Change

Impact

1,819
People
Served

266
Classes
Held

1,900
Coaching
Sessions

58
Partner
Sites



IN HER WORDS

“I would have never thought my life would change like this. To the people who help Ascend, you are changing lives.”

Support that moves with her goals



Careers that Hold



95%
Still Employed
at 90 Days



84%
Received
Employer Benefits



NURSE FAMILY PARTNERSHIP

Every
beginning
deserves
something to
celebrate



Impact



667

Mothers and Babies Served



3,420

Nurse Visits



Households Under \$26,700



Healthy beginnings Stronger futures

Nurse-Family Partnership (NFP) transforms the lives of first-time mothers and their children by providing free, nurse-led support from pregnancy through a child's second birthday. Through trusted home visits, specially trained nurses equip families with the knowledge, confidence, and resources to navigate pregnancy, strengthen parenting skills, overcome barriers, and build a healthier, more stable future for their children. By reaching families facing significant challenges, NFP helps create stronger foundations for lifelong health and well-being.



"My nurse was such a light for me during a very difficult time where I felt really alone and unsure of the future as a new mom. Every week I looked forward to our visits. It felt so great - and I felt less alone - to have someone to talk to about pregnancy, birth and being a new mom." -NFP mom

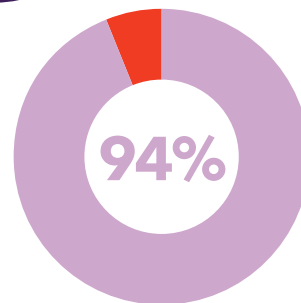
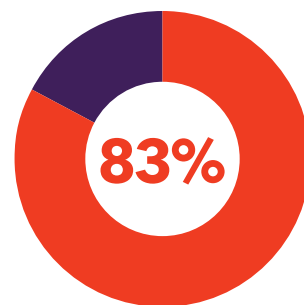
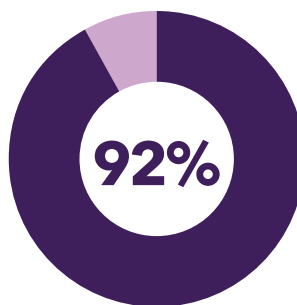
NURSE FAMILY PARTNERSHIP

Outcomes

92% Babies Born Full-Term

83% Healthy Birth Weight

94% Breastfeeding Initiated



Many hands Real progress

Volunteers teach our classes and pack every milestone box

Our volunteers extend what Ascend Dallas can offer. They lead Ascend Academy classes, bringing real-world expertise into the room so women can ask honest questions and leave with a plan. They also prepare milestone boxes for Nurse-Family Partnership moms and Economic Advancement clients, so progress is recognized and celebrated. Every hour given becomes part of a family's next step.

Impact

298

**Volunteer
Hours Served**

91

**Classes Taught
by Volunteers**



In the classroom

Volunteer instructors lead financial literacy, career, and personal development workshops through Ascend Academy. Their time lets us offer more classes to more women, led by people who bring real-world experience.



Milestone boxes

Volunteer teams assemble milestone boxes filled with practical items and encouragement for new moms and EA clients. Each box marks a moment of progress and reminds a family that their community is cheering them on.

We gather to celebrate and move our mission forward

POP FIZZ CLINK

Pop, Fizz, Clink is Ascend Dallas’ signature annual brunch celebrating the incredible people and families we serve and the possibilities we can create together. Each spring, our community comes together to share inspiring stories, celebrate achievements, and honor the resilience, strength, and potential within our community. It’s a joyful celebration of progress, connection, and the bright futures we’re building together. When we come together to celebrate what’s possible, we help inspire even more possibility for generations to come.



SAVE THE DATE
POPFIZZ Clink
Postcards from Rio • 4.23.27 | OMNI DALLAS HOTEL



TYING IT ALL TOGETHER

One family More than one kind of progress



How the programs work together.

A mother may begin with a trusted nurse during pregnancy and later connect with a Financial Coach or Workforce Navigator as her goals grow.

Healthy pregnancy and
confident parenting



Financial goals and
stronger credit



Career preparation
and employment



Greater stability for
the whole family

When families are supported,
they can truly thrive

2026

Ascend Dallas Nurse Team



The people who answer for this work

LEADERSHIP

Our board brings stewardship, expertise, and a deep commitment to the women and families Ascend Dallas serves.

Board of Directors

Carmen Medrano Cary, PepsiCo, *Board President*

Karen Ashmore, Unity Hunt, Inc., *Immediate Past President*

Tyler Jones, Grant Thornton, *Treasurer*

Mary Goodrich Nix, Lynn Pinker Hurst & Schwegman, *Secretary*

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Maria Perez-Hodges, Wolters Kluwer
Regena Pipkin, Mary Kay Global
Irma Santamaria, LST Companies
Melissa Sherrill Martin, L&H Consulting
Juli Srinivasan, Community Volunteer
Sandra Taylor, SL Taylor Investments
Holly Tucker, Deloitte
Suzanne Yoste, Integrity

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Melissa Cameron, Community Volunteer
Ka Cotter, Mary Ka Cotter
Debbie Dennis, Oncor
Jennifer Gates, Dallas Civic & Philanthropic Leader

Advisory Board (cont'd)

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Steve Love, DFW Hospital Council
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Anne Motsenbocker, Retired, JP Morgan Chase
Greg Nieberding, Digital 3 Printing
Brendon Riley, BMO Commercial Bank
Alice Rodriguez, Retired, JP Morgan Chase
Carol Seay, Community Volunteer
Jessica Shepherd, MD Chief Medical Officer, him&hers
Lindsay Smelser, GM Lexus Marketing
Stormee Williams, Children's Health

Executive Leadership

Kate Rose Marquez
Chief Executive Officer



Thank you to our supporters

Stand with Dallas women and families

Your support helps families welcome healthy beginnings, pursue meaningful careers, build financial stability, and celebrate progress.

With sincere gratitude –

Every story of progress is supported by people who choose to invest in what is possible. This year, you chose to invest in the people of Dallas.

That choice became something real in people's lives: a nurse visiting a first-time mother at home, a coach helping an adult plan for stronger finances or a new career, and volunteers giving their time to welcome and support our community. These moments build on one another. A healthier beginning and a new opportunity today can change what is possible for a family tomorrow.

To every donor, partner, and volunteer: Ascend Dallas thanks you. We are proud to share the impact you helped create.



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Join us.

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