

# 2025 ANNUAL REPORT



ONE PURSE  
*empowering dreams*



# Believing in Her

## Message From Founder & CEO

At One Purse, we believe every woman we serve is God's masterpiece, created on purpose, for a purpose. Until she can believe that about herself, we hold that belief for her—walking beside her as she reclaims her identity and steps into the future she was created for.

Because of your generosity, more than 250 women took meaningful steps on that journey this year. Through employment, educational scholarships, and empowerment workshops, they gained the skills, confidence, and support needed to build healthy, sustainable lives.

As we look ahead, our vision is to double the number of women we serve over the next three years. We cannot accomplish that without partners like you.

As you read this report, I hope you'll see what we see: women with extraordinary potential and futures worth investing in. Thank you for believing in them, standing beside them, and helping them reclaim the lives they were created to live.

For hope and freedom,  
**Heather Case**



**“FOR WE ARE GOD'S MASTERPIECE. HE HAS CREATED  
US ANEW IN CHRIST JESUS, SO WE CAN DO THE GOOD  
THINGS HE PLANNED FOR US LONG AGO.”**

EPHESIANS 2:10

### Mission

We empower women reclaiming their lives after domestic abuse and trafficking by offering transformative resources and opportunities to pursue wholeness and build financial independence.

### Impact

Together we fight for every vulnerable woman to have access to opportunities and resources to break generational cycles, take pride in their achievements and wholeheartedly pursue their dreams.

### Values

- Lead with love—for self and others
- Serve all with dignity and respect
- Celebrate beauty refined through brokenness
- Do hard things with grace and perseverance
- Remain steadfast in faith, gratitude and humility
- Collaborate for hope and freedom
- Steward all resources with diligence, excellence and professionalism



# Our Impact

## Over 250 Women Served

"Through One Purse, I learned that healing isn't just surviving—it's rising. It's remembering the pieces of myself I thought were gone. It's giving myself permission to dream again, to believe in my own strength, and to walk boldly into the woman I was always meant to be. At One Purse, I didn't just find support. I found purpose, confidence, and a future that finally feels like mine."

-JC, The rePURPOSE Project employee

### EMPLOYMENT

In our innovative social enterprise, women are employed at One Purse to run an e-commerce purse shop. Donated brand name purses are resold and the revenues from purse sales are reinvested into the programs to provide more jobs and scholarship resources.

**SKILLS ACQUIRED:** customer service, communication, marketing, inventory management, photography, e-commerce sales, professional writing, authentication, spreadsheets and workplace etiquette



**8,755** paid employment hours

the rePURPOSE project



"I now lead by example for my children, showing them a new way to live. With stable housing, a strong faith, and a heart for advocacy, I am an active leader in my community. I am forever grateful for the opportunities One Purse has given me through their scholarships."

-Nicole, Scholarship Recipient

### EDUCATION

Scholarships are provided for college tuition, vocational training and education resources.



**123** scholarships

**\$163,618\*** scholarships

\*\$13,350 in kind laptops from Aeras Foundation partnership

restore her dream fund

### EMPOWERMENT

Curriculum to build life and heart skills for women we serve.



**47** completed 18-module course

THE DREAM CYCLE SERIES:  
a wholehearted journey to your dreams



## 2025 Freedom to Dream Award Recipients

PRESENTED BY:



### HEIDI HENDRIX SCHOLARSHIP RECIPIENT

Heidi Hendrix is a passionate esthetician based in California's Central Coast, where she has been empowering others through beauty since 2023. In her practice, she is certified in dermaplaning through DermaplanePro, trained in advanced chemical peels with Circadia, and continues her education in microchanneling through Meaux Co. In 2025, Heidi was honored with the Best Esthetician in the West title at the prestigious Meaux Co. Pro Awards, a reflection of her dedication to mastering her craft and helping others feel radiant.



### JENNY FOOTLE SCHOLARSHIP RECIPIENT

Jenny Footle is the founder and CEO of Beautiful Feet Wellness, a nonprofit that brings trauma-informed wellness programming to survivors of trafficking. As a survivor, Jenny brings lived experience, inviting others into deeper understanding of the long-term impacts of exploitation and the power of wellness in healing. Jenny holds a BA in International Relations and Dance from Knox College and is certified in group fitness, yoga, zumba, wellness coaching, and personal training. She has taught various kinds of dance and fitness since 2008 and worked alongside survivors and service providers for over a decade. Jenny is currently pursuing her Master of Public Health at the Colorado School of Public Health, where she focuses on community wellness, Indigenous wisdom, and survivor-led systems change.



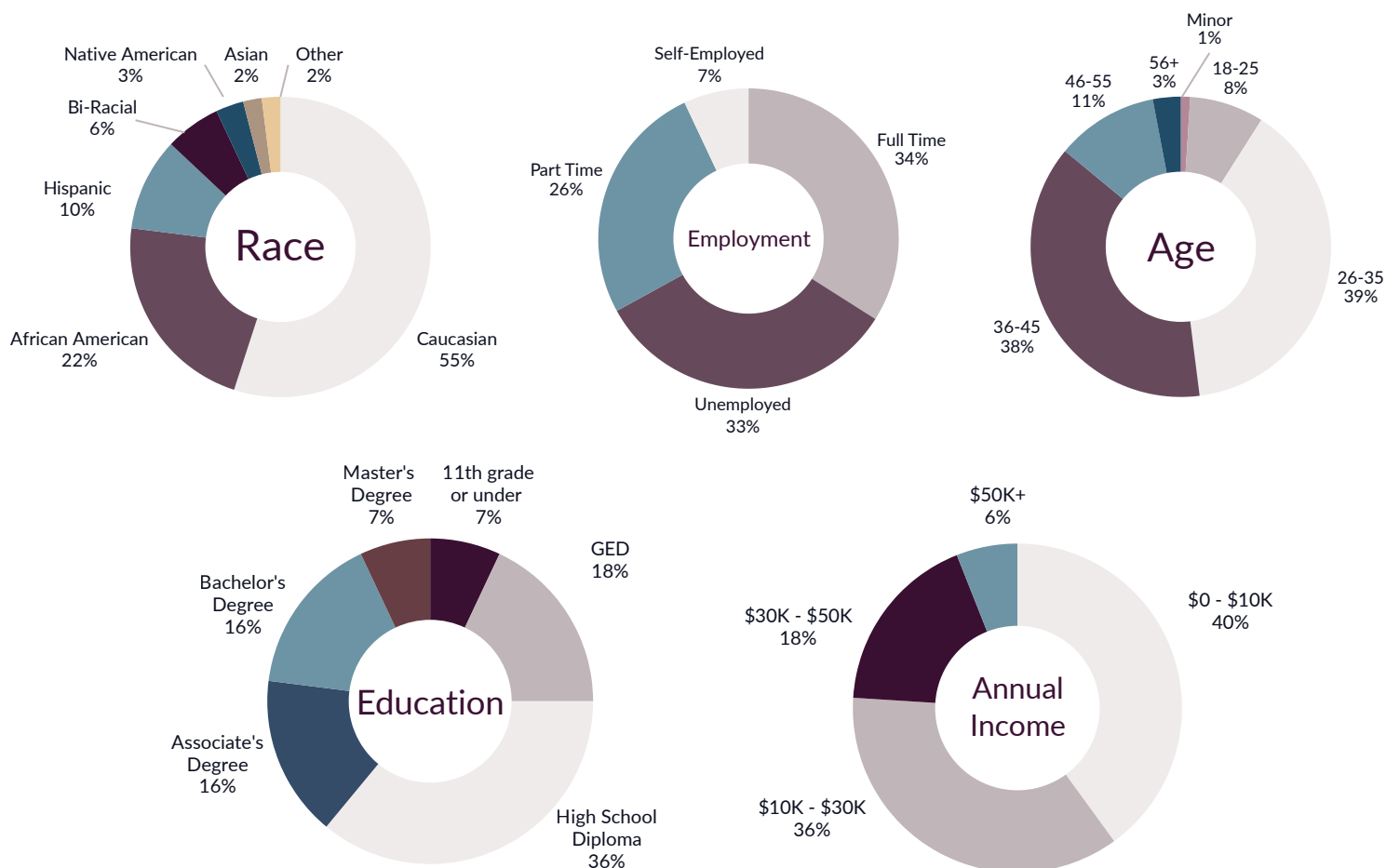
### DARIAN LONG ONE PURSE E-COMMERCE MANAGER AND SCHOLARSHIP RECIPIENT

Darian Long is a valuable member of the One Purse team. She began as an E-Commerce Associate, was promoted to Coordinator, then advanced to Supervisor and now leads the department in a managerial capacity. This progression reflects her strong work ethic, leadership, and growing expertise in digital marketing. Darian is currently pursuing a Bachelor's in Digital Marketing at Full Sail University, where she is developing a foundation in data-driven strategy, consumer behavior, and digital analytics. Her academic focus directly supports her current role as E-Commerce Manager in The rePURPOSE Project at One Purse, where she leverages data insights to enhance online sales performance and customer engagement. Darian aims to make a future transition into a Marketing Analyst role, where she can apply her skills to support strategic decision-making and business growth.





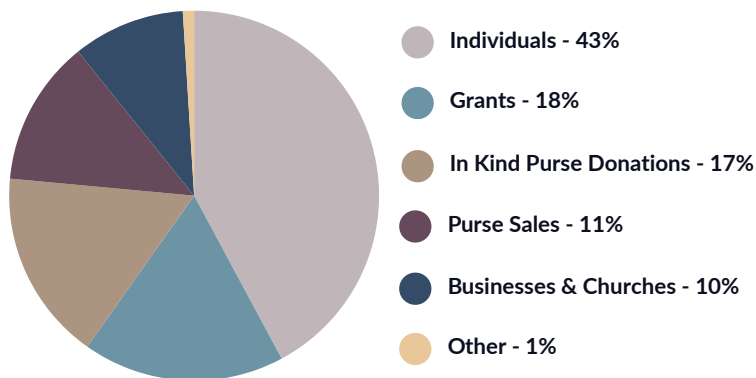
# Who We Serve



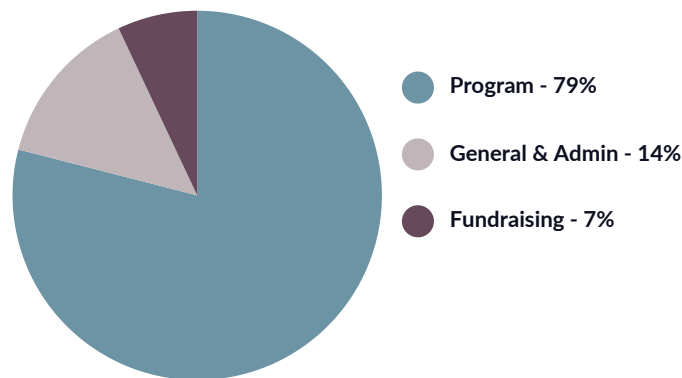
In the fall of 2025, we partnered with Extraordinary Women to participate in Christian women's events across three states. Through these events, we connected with thousands of women who joined our mission by donating more than 1,300 purses to support employment opportunities and educational scholarships for women rebuilding their lives after domestic abuse and trafficking.



# 2025 Financials



**Total Revenue: \$1,650,389**



**Total Expenses: \$1,390,014**

## Special Thank You!

### Engagement Team

Our Engagement Team (E-Team) of volunteers help advance the One Purse mission through our Prayer Team, Celebration lunches, Purse Drives and assisting with the many events we participate in throughout the community.



### Women Who Wine

We are grateful for the Windermere Women Who Wine community and the many ways they invest in our mission. Through connection, generosity, shared purpose, and FUN, they are helping more women build lives of safety, stability, and financial independence.



# 2025 Business & Community Partners

## COMMUNITY BUILDER



## PRESENTING PARTNER



## CAREER BUILDER



## FREEDOM BUILDER



## HOPE BUILDER



## IN-KIND PARTNERS



Thank you for your encouragement, expertise and kingdom-minded support which continues to strengthen our mission.



Kyle Cousins,  
Mission Increase  
Orlando Area Director

# 2025 Board of Directors & Staff



**Board of Directors** l to r: Heather Wilson, Debbie Kelley, Terrie Mitchell, Julie Wordell, Heather Case, Maria Garton, Beth Phillips, Shelby Finkelstein, Tricia Alexander, Maija Judelson  
**Individual Photo:** Sophia Brown



photo by Jen Adams

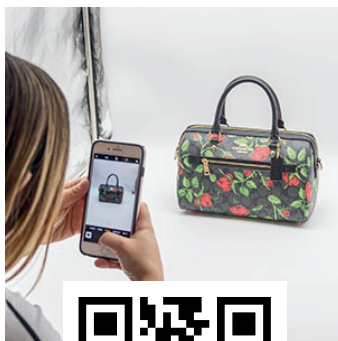
**Staff** l to r: Raquel Clark, Kelly Rudisill, Anna Sears, Nicole Millard, Heather Case, Jen Cabrera, April Turner, Darian Long, Melissa Oksanen, Mariah Gilbert

Join us in creating pathways to financial independence for women rebuilding their lives.

**DONATE A  
PRE-LOVED  
DESIGNER PURSE**



**SHOP OUR  
MARKETPLACE**



**MAKE A  
FINANCIAL GIFT**



**ONE PURSE**  
501(c)(3)

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