

A YEAR OF GROWTH & RESILIENCE

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*Give  
n' Glow*

# IMPACT REPORT

# 2024

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Welcome to our first Annual Report, a showcase of our achievements, progress, and commitment to excellence throughout the year.



*Give  
n' Glow*

**INTRODUCTION**

**2024**

# Building a world where we can all enact change

*Dear Give n' Glow Community, Donors, and Friends,*

I am so proud to introduce you to our first-ever Annual Report, showcasing the incredible year we have had in recognizing the importance of beauty care. This report details the unwavering commitment we have to service, while acknowledging the supporters and donors that fueled our success and ability to do so.

Our focus has remained clear: serving the most vulnerable women in Massachusetts and beyond with a variety of high quality beauty products. We remain committed to growing this mission and letting the voices of our donor recipients guide us to adapt, grow, and learn.

It goes without saying this mission cannot be accomplished alone. I am grateful for everyone who has taken a leap of faith to join such a new and often times unheard of initiative. It is the power of community that has propelled our ability to give. Thank you for continuously offering an outreached hand, our success is owed to you.

Looking into a new year, our mission continues to evolve and take shape as our community needs the gift of beauty. Whether it be unprecedented disaster relief, awareness months, or a joyous time to give back, Give n' Glow remains committed to intentional and timely action. We recognize beauty products are not the first priority in times of need, but we serve as an enhancement, a confidence boost, and reminder of worth.

The purpose of this report is to align with our values of transparency, collaboration, and integrity. We hold ourselves responsible to the growing efforts and widespread need of our services, dedicated to serving women looking for hope. We remain that symbol of hope.

Thank you for your ongoing support of our mission. We are beyond grateful for your advocacy of what we do, and keeping us in mind when opportunities align. I invite you to read the report to discover the milestones, impact, and plans for the future we have in store. Let this report be a testament to what we can achieve together, and a glimpse into the limitless potential of what's yet to come.

Sincerely,



**Samantha Asprelli**

Founder

# Uniting talents, fueling innovation



Meet our dedicated team who have contributed their expertise, passion, and collaboration to drive our success.

***From top left to right:***  
*Samantha Asprelli, Hannah Lewis, Nathaniel Sarnow, Giovanna Milora, Shruthi Palaniappan, Jessica Faninda, Tory Malan.*



# IMPACT BY THE NUMBERS



Explore our exponential growth through nonprofit partnerships, beauty brand donations and businesses who uplift our mission in their community.

# Celebrating our Progress

As we have officially completed our first fiscal year, we are overwhelmed with support to be able to give back to nine states plus the District of Columbia through new shelter partnerships.

15,645

Products donated

*From Give n' Glow to nonprofits*

2,683

Women impacted

*Served with Give n' Glow products*

46

Nonprofit partners

*Who directly receive our products or provide additional support*

23

Beauty Brand Donors

*Send us product for redistribution*

18

Business Supporters

*Those who have provided in-store donation opportunities, done product drives, or supported us in other means*



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Take a look back on our 2024 events with non-profit partners and with donors to continue spreading the word about Give n' Glow and our impact.

The logo for 'Give n' Glow' is centered within a circular frame. The text 'Give n' Glow' is written in a dark purple, serif font. The word 'Give' is on the top line, 'n' is on the second line, and 'Glow' is on the third line. The 'n' is smaller and positioned between 'Give' and 'Glow'. The circular frame has a dark purple outer ring and a lighter purple inner glow.

*Give  
n' Glow*

**OUR**

**RESULTS**



# The Boston Consulting Group Donation Drive

We are honored to have The Boston Consulting Group as our first corporate partner, executing a donation drive in recognition of **Mental Health Awareness Month** this past May. The product drive then concluded with a celebration of giving back for those interested to learn more about our impact.

# 280+

Product Donations



# Mother's Day Makeovers at Women's Lunch Place

In celebration of Mother's Day, Give n' Glow was able to make their day feel more special with makeovers sponsored by one of our incredible partners **Flyte.70**. Their products, focused on age positive beauty, was catalyst to the success and confidence the women felt through their makeovers.



# 14

Hours of makeovers provided to meet unique beauty desires

# National Women’s Shelter Network Partnership

The National Women’s Shelter Network (NWSN), has been a pivotal partnership in our development as a nonprofit. With over 365 women’s shelter partners across the country, we have dedicated a quarterly donation to their partners to expand our reach outside of Boston, Massachusetts.

# \$62,037

Total value of donations provided to NWSN Partners



# PACT Partnership for In-Kind Donations

PACT Collective is a 501(c)3 nonprofit focused on conscious recycling in the makeup industry. As beauty brands also suffer from excess inventory, we have teamed up with PACT to be a resource to help divert companies’ obsolete inventory as a force for good.

# \$636,945

worth of product donations facilitated by PACT Collective



# DEW MGTY In-Store Donation Drive

DEW MGTY, a skincare brand and advocate for a cleaner planet, helped us get into 35+ of their retail locations across the country to collect product donations. We were able to spread our mission of second-hand beauty donations that are then distributed to our partners.

# \$10,000

Total value of donations provided by DEW MGTY retail partners



# Women Who Empower Innovator Award

Women Who Empower, a Northeastern University affiliated network, recognizes innovations destined to change the world. Give n' Glow was honored to have been awarded as part of this incredible organization..



# 1st

Overall Undergraduate Student Award

# 3rd

Powering Diverse and Inclusive Communities

# Global Service Week at Northeastern University

On October 5th, in honor of Global Service Week, Give n' Glow packed 500 beauty care kits for nonprofit partners across the country. The kits included products from beauty brands such as SkinFix, Thrive Causemetics, Woosh Beauty, Weleda Beauty, and Dime Beauty Co.

## \$42,500

Total value of products packaged in the 500 beauty care kits



# Kendra Scott Give Back Event in New York City

We were so grateful for Kendra Scott for hosting Give n' Glow in NYC to have our first Give Back Event. Here, we invited beauty influencers to learn about our mission while donating their excess product they do not use. Their generosity and help spreading the word about us is pivotal to our continued success.



## 408

Pounds of product collected in New York City

# OUR PARTNERS



Take a look at the partners who made Give n' Glow a success this year. Without their belief in our mission, we would not have been able to make influential change in our community.

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# Partners & Supporters

## Non-profits

Abby's House, Massachusetts  
 Advanced Addiction Center, Massachusetts  
 Apna Ghar, Illinois  
 Asiyah Women's Center, New York  
 Big Sisters Boston, Massachusetts  
 Birthday Wishes, Massachusetts  
 Boston Health Care for the Homeless Program, Massachusetts  
 Breaktime, Massachusetts  
 Bridge Over Troubled Waters, Massachusetts  
 Compassion, Massachusetts  
 Circle of Hope, Massachusetts  
 Cross Roads House, New Hampshire  
 Crossroads Rhode Island, Rhode Island  
 Cycle Sisters, Massachusetts  
 Deborah's Place, Illinois  
 Dress for Success Oregon, Oregon  
 EVA Center, Massachusetts  
 Fenway Community Center, Massachusetts  
 First Church Cambridge, Massachusetts  
 House of Hope Green Bay, Wisconsin  
 House of Ruth, Washington D.C.  
 LA Family Housing, California  
 Life Ministries, New Hampshire  
 Mass General Brigham, Massachusetts  
 Mass Mentoring Partnership, Massachusetts  
 Medway Food Pantry, Massachusetts  
 National Women's Shelter Network, Florida  
 New Hope, Massachusetts  
 New Reach, Connecticut  
 N St. Village, Washington D.C.  
 On the Rise, Massachusetts  
 Opening Doors, Iowa  
 PACT Collective, California  
 Pine St. Inn, Massachusetts  
 Project 351, Massachusetts  
 Rose Haven, Oregon  
 Rosie's Place, Massachusetts  
 Sojourner House, Massachusetts  
 Somerville Homeless Coalition, Massachusetts  
 Stone House Inc., Massachusetts  
 St. Mary's Center, Massachusetts  
 Virginia Tech Best Buddies, Virginia  
 Wildflower House, North Carolina  
 WISEuv, New Hampshire  
 Women's Lunch Place, Massachusetts  
 Wonderfund, Massachusetts  
 Wrentham Food Pantry, Massachusetts  
 YWCA Cambridge, Massachusetts



# Partners & Supporters

## Beauty Brands & Businesses

Addition Beauty  
 Anisa Beauty  
 BeautySoClean  
 Dime Beauty Co  
 First Aid Beauty  
 Flyte.70  
 Genie Supply  
 Glossier  
 Helaz Beauty  
 Indeed Labs  
 Innersense Organic Beauty  
 Karla Cosmetics  
 Karma Care  
 Kick Peach Beauty  
 MiniLuxe  
 OFRA Cosmetics  
 Physicians Formula  
 Saie Beauty  
 Shielded Beauty  
 SkinFix  
 Thrive Causemetics  
 Weleda Beauty  
 Woosh Beauty

Boston Beauty Coalition  
 Bounce Market  
 Chipotle  
 Clarins Wrentham  
 Curated Aesthetics  
 DEW MGTY  
 Green Beauty Community  
 Indigo Blues Co.  
 Keldara Salon and Spa  
 Kendra Scott  
 KP Cares  
 Londonderry Women's Club  
 Pink Pigeon Boutique  
 Revolve Consignment Shop  
 Skin Savvy Aesthetics  
 Worthy Girl  
 Wrentham Cooperative Bank  
 YMCA, Franklin, Foxborough, North  
 Attleboro Branch





*Give  
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**THE FUTURE**

**2024**



# Where we look to grow

With your support, we are able to reach new milestones to give the gift of beauty. With 2025 ahead, these our our main focuses.

## DEMONSTRATE

the need for monetary donations

*Increase the portion of monetary donations we receive to expand our bandwidth to initiate more workshops, donations, and brand awareness*

## MAINTAIN

local and national partnerships

*Continue working with the incredible organizations that have lifted us up from the start, creating a community of givers*

## EXPLORE

new opportunities for growth and giving

*Find opportunities for us to allocate our time in which we are working toward serving women in need with quality products and care*



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Thank you for reading our report,  
our successes, and plans for growth.  
Please help us by donating today.



# THE END

Gold  
Transparency  
2024

**Candid.**