

*your*  
**corporateblackgirl**

# ANNUAL IMPACT REPORT 2018-2019

## MISSION

Your Corporate Black Girl is an organization committed to the success of Black women and girls through education, empowerment, and advocacy.

## ABOUT

Your Corporate Black Girl was an idea that stemmed from many Black women's experiences transitioning into the corporate world. Even with all our Black Girl Magic and the diversity we bring, we are not recognized or seen as much in corporate spaces. Our online platform was created to embrace Black women in professional spaces and to allow them to share their professional experiences and expertise in a raw and authentic way.

While on Twitter, we noticed that many Black women shared the same frustrations in professional environments. Being a Black woman is complex, even in the work space. Various tweets described their personal lives, struggles, insecurities, and even their fear of becoming the "token black girl". Other tweets boasted about their achievements, strengths, and wins.

Through our Twitter page we've created a safe space for Black women to share their stories. What makes Your Corporate Black Girl stand out is the ability for our followers to know that they are free to be their authentic selves and have the freedom to truly say how they feel.

We are interested in having real conversations about the professional environment. We want to show that being a Black woman in a professional work environment is truly a unique and dynamic experience.



OUR THREE PRINCIPLES COMMITTEE

BE BOLD  
We seek to empower Black women to be confident and knock down the standard of the “right” professional image.

BE SEEN  
We seek to create a culture where professional Black women are visible in corporate spaces.  
#YourCorporateBlackGirl

BECOME  
We seek to inspire Black women to become professionals and to bring diversity into corporate spaces.

BOTTOM LINE

We are a collective dedicated to embracing Black women in corporate spaces. Seeing is believing, and we believe that we need to enhance the presence of Black women through social engagement efforts and our immediate social networks. Your Corporate Black Girl has the means of educating young Black women to become successful where they are. We want to push past the walls that prevent us from moving forward. We are a social movement that continues to inspire Black women.



Funke Adeniji  
Founder & Chair



Juliannah A.  
Vice Chair



Mobolaji A.  
Treasurer



Mobolaji A.  
PR



Elizabeth L.  
Team Editor



Abeeb A.  
Team Member



Jessica O.  
Team Member

In 2017, I created a Twitter page to rant about my experiences in the work place. In less than two years that Twitter page has grown into an online platform and non-profit organization helping others in their career process. I brought along 6 change driven individuals to establish and grow Your Corporate Black Girl. Through the power of social media we've created an online community, hosted workshops, and provided scholarships for professional Black women. We have cultivated an engaged online community through platforms such as Twitter, Instagram, LinkedIn, and Facebook, that give women a new sense of what it means to be Black and to be Black in a predominantly White work space.

I wanted to change the way Black women see themselves in these spaces. We can be ourselves and we can have fun and be professional at the same time. Our platform pushes empowerment. We discuss various issues that many view as taboo to discuss, but we believe that these discussions need to happen. We want to talk about EVERYTHING going on in the work space regarding Black women. Our goal is to create content that is relatable and an interactive platform where women can have meaningful conversations. Yes, your resume and experiences can help you get to where you want to go, but what happens when you get there?

Even with all the code switching we do to fit that professional image , I want everyone to know that you are not alone in your professional experience. The fact that our supporters send messages about their experiences at work makes me know that a large pool of black women feel the same way.

I get messages such as:

"I developed the courage to negotiate my salary."

"I'm glad that I am not the only one that feels this way."

"Another Black woman just joined our office."

When I started Your Corporate Black Girl, I had no idea the impact that it would have in people's lives. These messages and words, I do not take lightly. It encourages me to continue on this journey.



**Funke Adeniji**  
Founder & Chair



Since January 2018, our online engagement has grown and our reach has expanded outside the US. Countries such as the United Kingdom, Canada and South Africa have developed a significant level of engagement with us online.

14K

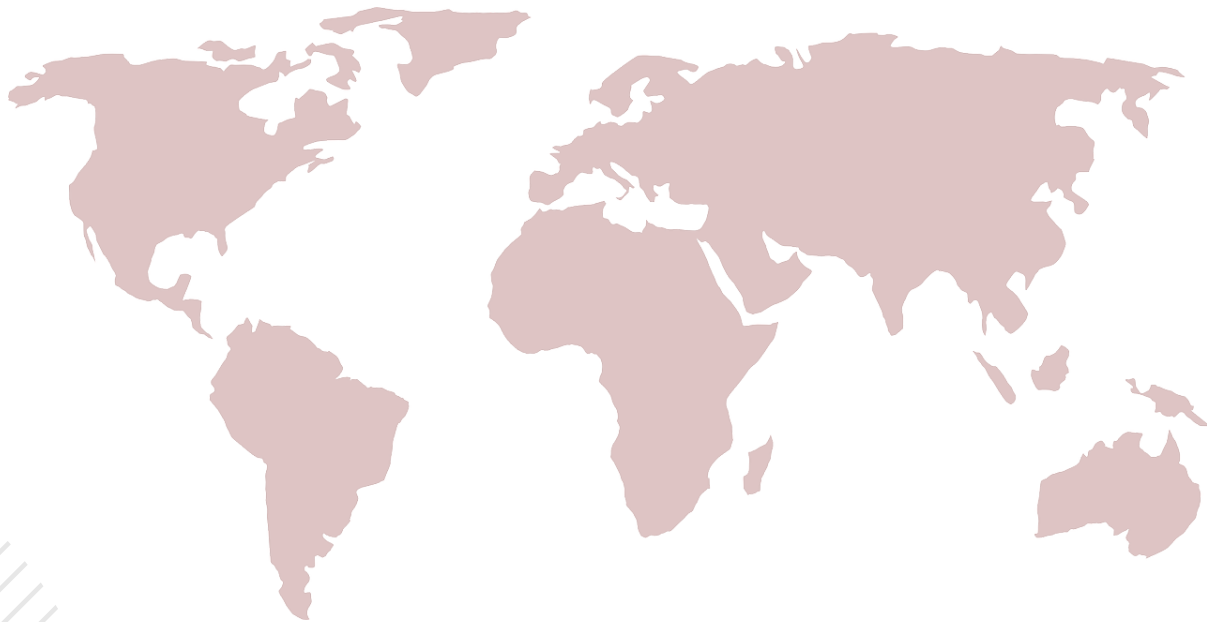
UNIQUE  
VISITORS

15.8K

VISITS

32.1K

TOTAL PAGE  
VIEWS



82

PERCENT

UNITED  
STATES

5

PERCENT

UNITED  
KINGDOM

4

PERCENT

CANADA

3

PERCENT

SOUTH  
AFRICA

0.71% - INDIA | 0.67% - IRELAND | 0.55% - NIGERIA | 0.46% - FRANCE | 0.35% - GERMANY

## OUR GENERAL WEB CONTENT

20+ 45+ 18+ 22+

CONTRIBUTING  
WRITERS

BLOG  
POSTS

CAREER  
INTERVIEWS

WORLD  
NETWORK

## TOPICS SURROUNDING

- DIVERSITY
- LEADERSHIP STRATEGIES
- MICROAGGRESSIONS
- CODESWITCHING
- WORK & CAREER ADVICE
- SEXUAL HARASSMENT
- NEGOTIATING
- INTERVIEWING TIPS
- COLORISM
- GOAL ATTAINMENT
- HAIR & APPEARANCE
- DEVELOPING SET SKILLS



2.4M  
IMPRESSIONS  
ON TWITTER

JUN 2019 - SEPT 2019

@YOURCORPBLKGIRL



Twitter is our main  
social media platform  
with over  
6.4K organic followers.

1.3K

FOLLOWERS ON  
INSTAGRAM

@YOURCORPORATEBLACKGIRL

140+

FOLLOWERS ON  
FACEBOOK

YOUR CORPORATE  
BLACK GIRL

70+

FOLLOWERS ON  
LINKEDIN

YOUR CORPORATE  
BLACK GIRL



## #YourCorporateBlackGirl

Our signature hashtag users use to  
engage with others on social media.

## How Your Corporate Black Girl has impacted those who have engaged with our content.

"This page helps me because it just reminds me that I'm not alone in the things that I face as a Black woman in corporate America. Too often when everyone around you in a professional space is White, you begin to normalize behaviors that you shouldn't, and sometimes this page is a reminder that "oh this happened to me too" or sometimes reading someone else's story and being like "That isn't cool, at all." This page gives us a space to vent if you will, and talk about the things that we face, while finding solace with other people like us. Sometimes it's just good to know that we have people we can relate to. That being said, keep up the great work!"



**ASHLEY W.**

@heyloveash  
Chicago, Illinois, USA

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"Your Corporate Black Girl's mission and growing online presence has elevated the conversation of working while Black. I utilize the platform not only as a daily resource for dialogue, but share best practices for navigating the workforce- with invaluable resources. I have gained a new career development client while engaging a professional during a Twitter chat. This summer, I will assist her in transitioning to a new career path prepared with strategic resources and a new résumé."

**MONET KING**

**MONET K.**

Monet King Consulting  
[www.monetking.com/ResumesxBranding](http://www.monetking.com/ResumesxBranding)  
Houston, Texas, USA

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"This page has worked as a resource and a support system in my post graduate experience of the corporate world. I am able to come to this page and learn that I am not alone in my work experience."



**DIAMOND**

@DiamondAHM\_  
Maryland, USA

Feedback from our Annual Survey. We asked: What do you personally like about Your Corporate Black Girl? What would you like to see in the future?

"I love the Your Corporate Black Girl page so much because it touches on all the aspects in life student loans, dress code, and corporate etiquette, and even quitting a job without a plan. I always forget these are things other people, especially Black women like me, deal with. It's so helpful to be able to have representation in this format, considering a lot of things they tweet about are things that are seen as vulgar to talk about. Thank you so much for the hard work. It means a ton to me!"

"I like that I can share an experience and know that at least a handful of Black women have experienced that same thing. Also, the advice on this platform is useful and is needed!"

"It's very modern and a true representation of Black women's experiences and ideologies in the modern day corporate workplace."

"The authenticity of this brand. I haven't personally made use of your resources but I know if I took the time to look through and understand all you have to offer, it would be very beneficial."

"This platform has truly made me realize that I'm not alone in my experiences as a Black woman in the corporate world. It has made navigating my job a lot easier. Thanks so much for creating this platform."

"I enjoy the representation of Black women, and Black women within the work force. I also love the fact that you guys empower Black women, and tell them genuine ways to improve their career rather than assuming their career isn't already great. There's nothing that comes to mind about what I'd like to see in the future."

"I started following this page about a year or two ago and I would read the posts and advice before I even decided to get a corporate job. Now I have one and it definitely prepared me for the challenges I might face at work. I think you guys are doing a great job. I'd like to see a mentor program for young Black women who are just entering the corporate world and themes of the week."

"I like the 'real ness' of what they discuss. A place where I know and understand the specific things that may happen to other Black women. I think more tips and not just story telling would be really helpful!"

# COMMUNITY STATS

Quick Information & Stats about the  
Your Corporate Black Girl Community

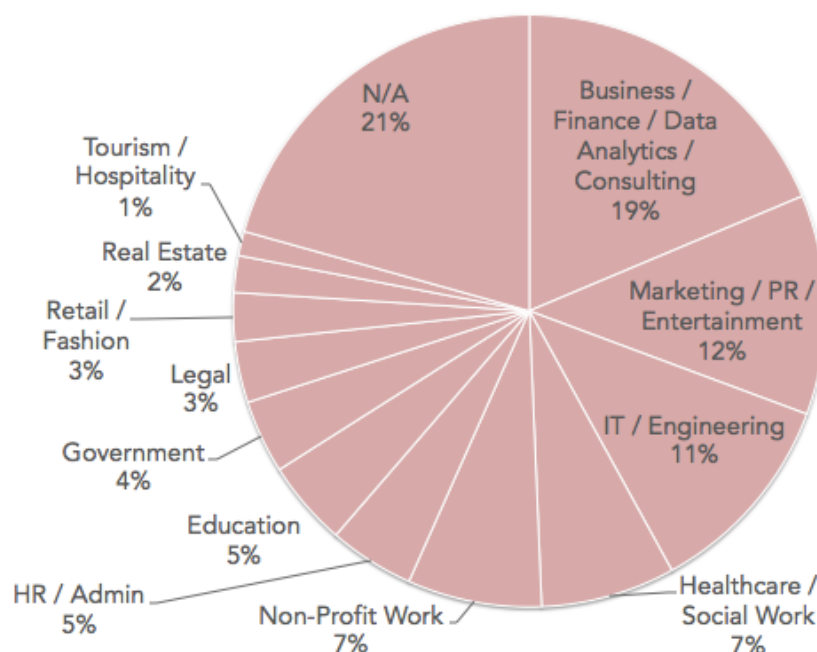
60.5%  
AGED 23-28

18.5% | 16.7%  
AGED 18-22 | AGED 29-36

A majority of those that engage with  
out content are between the ages of  
23 to 28.



of those that engage with us identify  
as female. 1 out of 10 identify as  
either male or non-binery.



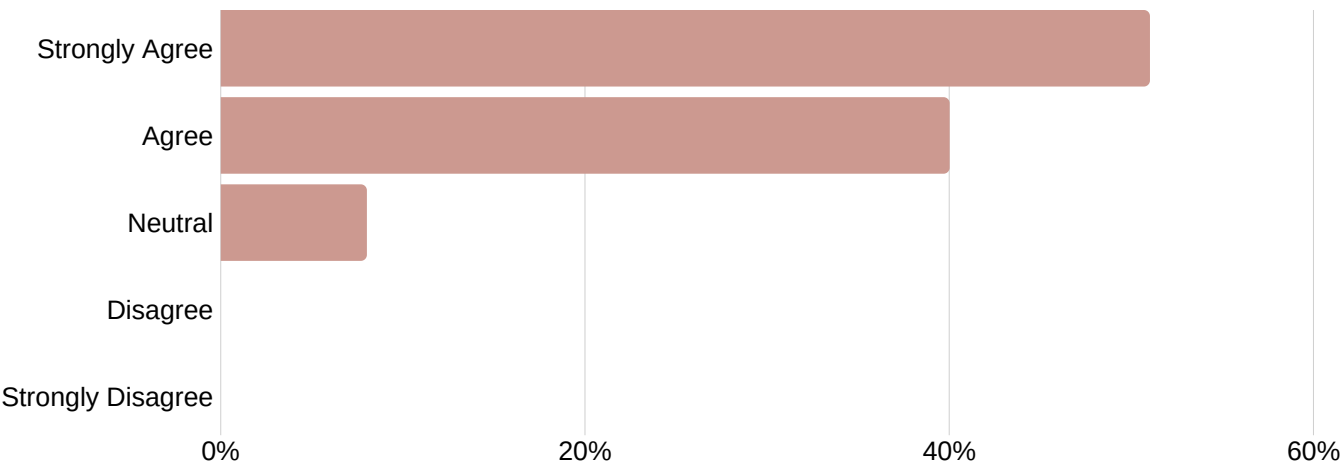
A majority of those that engage with our content are heavily employed in Information Technology, Engineering, Healthcare, Social Work, Business, Finance, and Consulting.



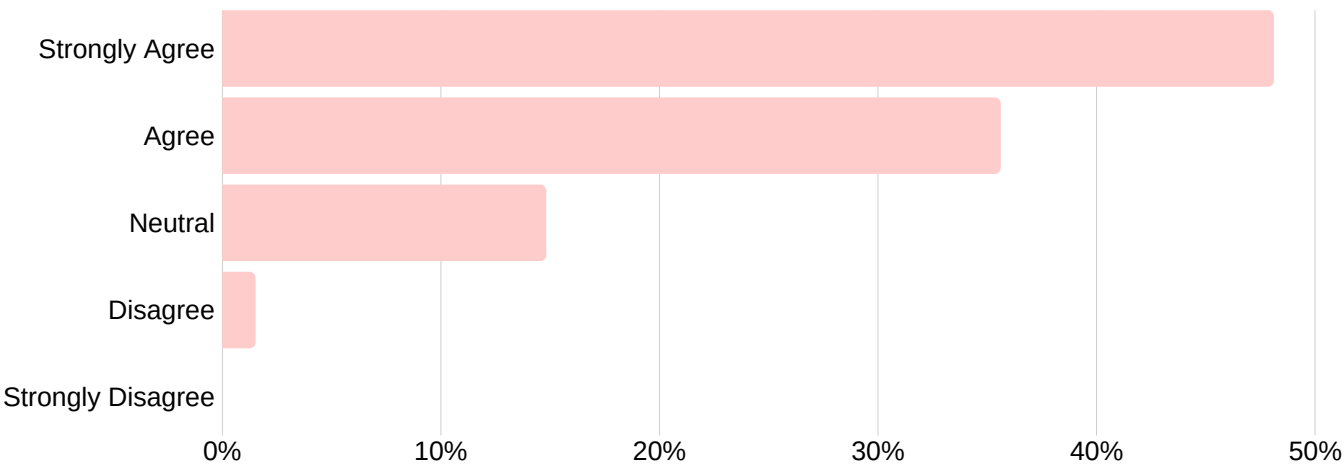
Your Corporate Black Girl educates the public using social media as a platform to discuss various topics. We discuss as diversity, equality, confidence, work habits, self-esteem, the Black experience, and even being a minority or majority in the workplace in a raw and authentic way.

We asked our online community to take a survey about their thoughts on our platform and here are the results.

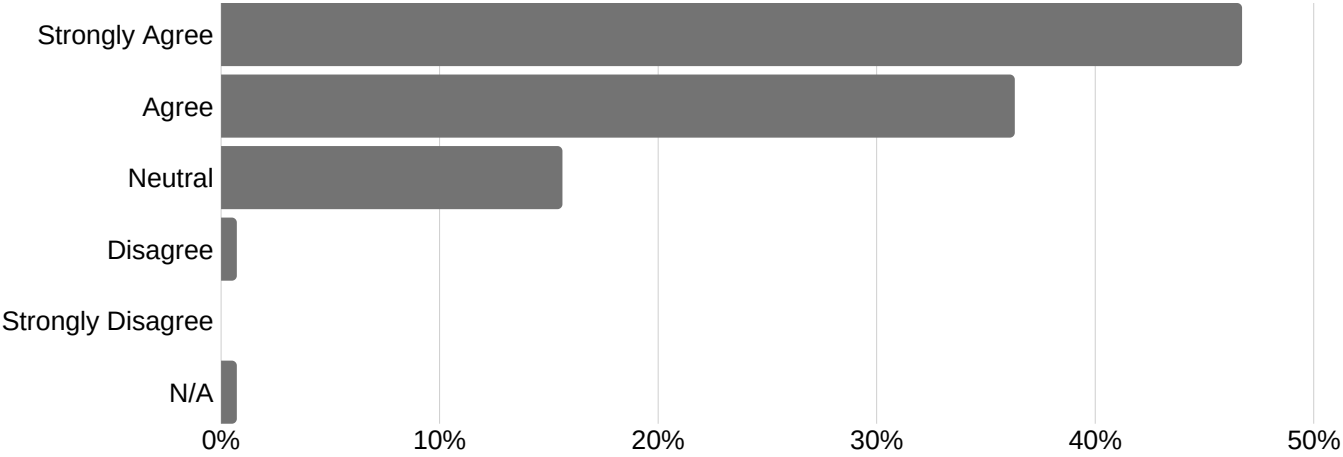
Has Your Corporate Black Girl Inc's internet content been helpful to you?



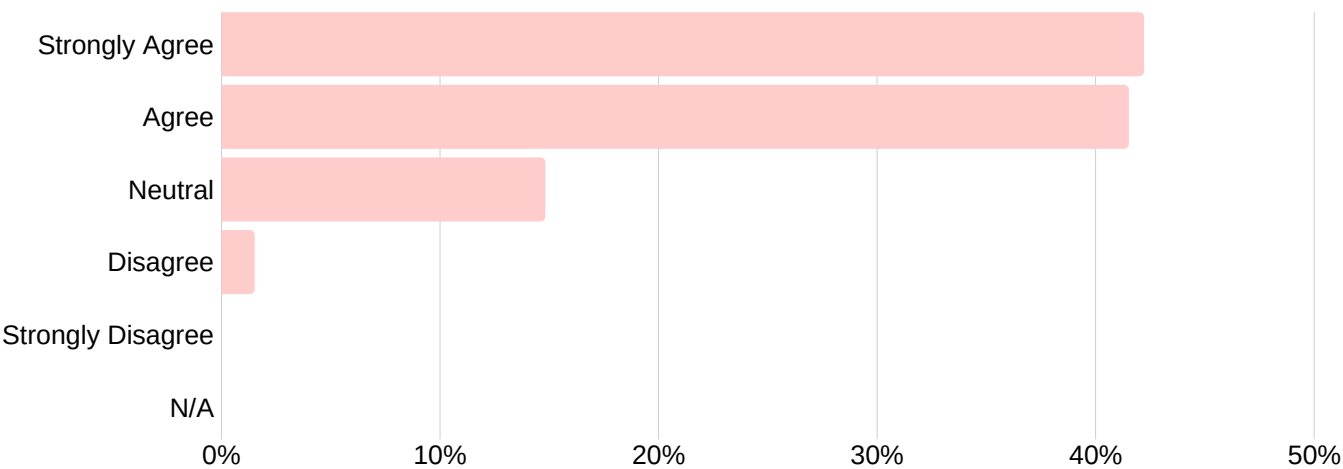
Do you feel more educated or enlightened about Black women and their challenges in the professional workplace?



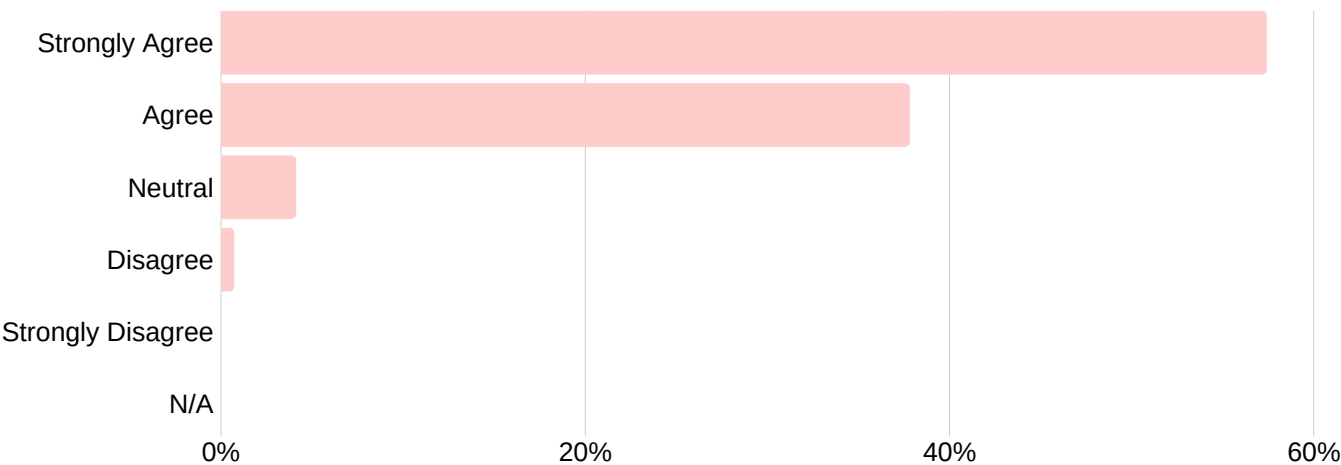
Do you feel free to speak your mind on our platform?



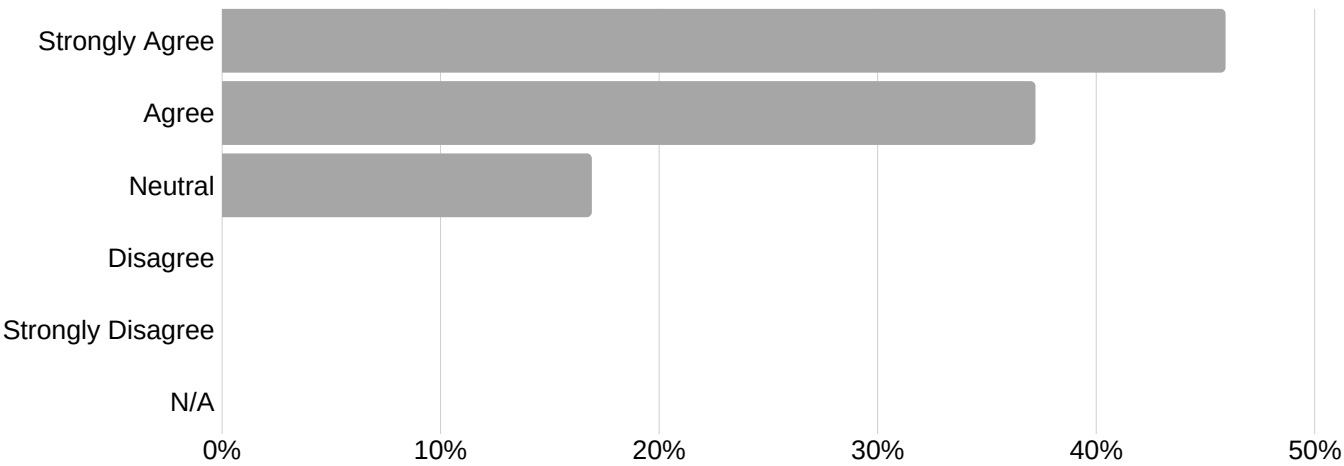
Do you feel more empowered or encouraged to go for more opportunities in the workforce?



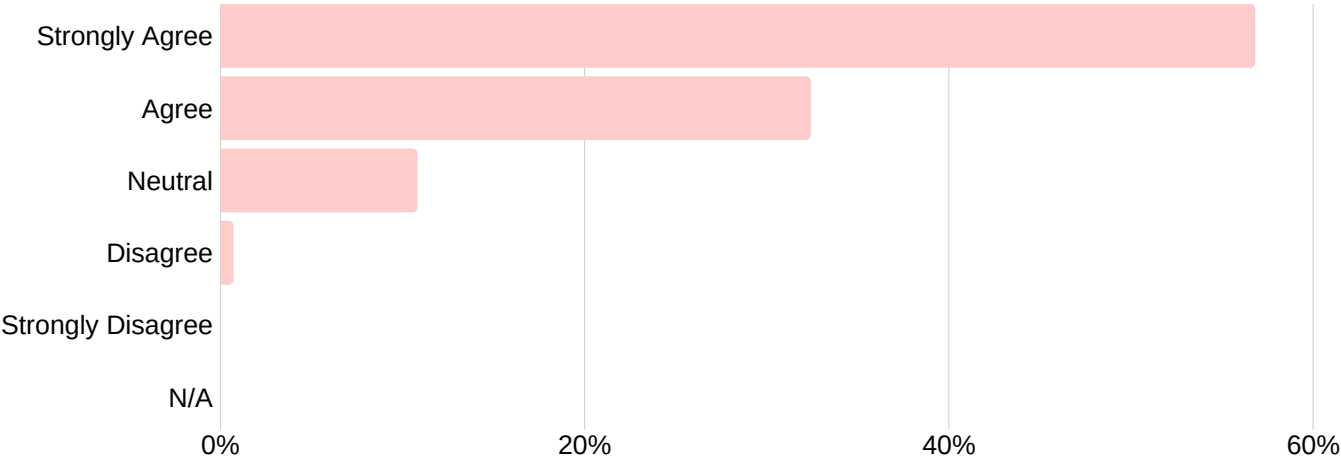
Are you willing to share this platform with others?



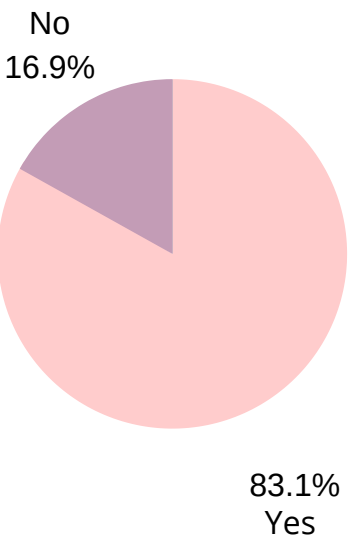
Do you believe your voice can be heard through our platform?



Do you feel more encouraged to inspire, carry on, or continue the conversation about diversity in your current community?



Based on what we have provided you, do you believe that Your Corporate Black Girl Inc has assisted you personally in your career in any way shape or form?



# PROJECTS

Annual Impact Report 18-19

In our beginning stages, we sought to bring impact by creating online social media initiatives that promoted education, advocacy, and ensuring the well-being of black women in corporate spaces. These initiatives included engaging our followers and supporters in Twitter Chats (discussions on various topics surrounding Black women in corporate spaces). We also created an advice column that allows Black women to anonymously ask questions about work related issues and problems. We ask weekly questions for our followers to formulate opinions and share their beliefs on certain topics.

Slowly, we are growing into an organization that is also making impact in physical spaces as well. We've started hosting workshops that educate on topics such as workplace diversity and conducting outreach at conferences and events. We've also created a scholarship to help our tribe financially as well.



# #AskNikki

Our very first online community project was the #AskNikki online advice platform. We teamed up with Nikki Davis, a professional in a male dominated industry, to provide her wisdom in the professional work space for our online audience.

Your Corporate Black Girl has realized that so many women had burning questions and needed advice about work related issues and problems. This is why we created a safe space for women to anonymously ask questions.

Through this advice column users have the opportunity to ask questions and engage with us. We are able to impact their lives by offering them meaningful advice and wisdom.

Here are some questions that were anonymously asked and answered that educated our online community:

- Do you have any tips on negotiating salary especially being a black woman in corporate. Is there any tips/knowledge I should know to do so?
- I've been in my job for a year and to be honest...I hate it. I want to make a change but not sure how.
- Do you have any advice on bouncing back after being fired?
- Two women at work don't like each other, and I'm in the middle of it. What do I do?
- I'm struggling with my new job, and I'm afraid I'm not picking up everything quickly. What should I do?
- My coworker talks to me in any type of way. What should I do?



*Nikki Davis*

Your curly girl manager, out here living her best life!

Nikki is a woman on the go and a manager in the financial services space. She has more than six years of experience leading a team of men in a male dominated industry while being the only woman on the team. Nikki also has 12 years of industry experience. She is a wife, new mom, DIY fashion blogger, self-taught seamstress, owner/creator of [sewconscious.com](http://sewconscious.com) -- a monthly subscription service, and a member of Delta Sigma Theta, Inc. You can connect with her at @NikkiKnowsBest1 on social.



# #ShesOnTheGo

Started in 2019

## TRANSPORTATION FUND

Your Corporate Black Girl Inc believes in educating and supporting women that want to follow their dreams and place themselves on a successful career path. The #ShesOnTheGo fund was created to provide transportation funds to Black college women, including recent graduates that have obtained unpaid internships during the summer.

We discovered a need in our community and thus created a solution. Despite the mixed opinions about unpaid internships, they still exist. Although it is a bittersweet situation, many college students and recent graduates are willing to take that opportunity to gain experience needed for their resume. There are many fields that are hard to break into and having some sort of network and connections helps with the process of ultimately finding your dream job. Gaining powerful connections can land a person in a great place.

We wanted to encourage students or recent graduates to continue to strive for success. We know that having an unpaid internship can be a challenge financially, so we started the #ShesOnTheGo fund.

A donation campaign from January 2019 to April 2019

**\$1.1K** Donated Funds

**20** Donors

**100%** Applicants Funded

**20%** Awardee from the UK

**60%** General Unpaid Internship

**20%** Academic Research Position

**20%** Refugee Camp Volunteer



# #ShesOnTheGo

## TRANSPORTATION FUND

### 2019 AWARDEES

Each and every awardee had the opportunity to express their career goals and how the company/organization that they have been accepted to would help benefit them. Thanks to our donors, we were proud to award and provide transportation funds for all five applicants.



Madison Curry

Criminology Major/Legal Communications Minor  
Howard University  
Washington, DC, USA  
from Lithonia, Georgia

Madison Curry originally became interested in juvenile justice when Kalief Browder killed himself after he had been awaiting trial for over a year in prison. She started to research the justice system and decided to dedicate her life and career to reforming it and advocating for change. Madison's passion in community service and mentorship has ultimately led her to decide to become a Defense Attorney for juveniles.

Madison chose this career path because has been extremely disturbed by the way the justice system functions and wants to do something about it. She marched, protested, and advocated, but she desperately wanted to get inside the courtroom and fight for what's right. Madison wants to put her passion into practice and ensure that every child has the opportunity to a substantial life. Her career is a reflection of her desire to create change and she is eager to start now.

Madison will be interning at the DeKalb County Public Defender's Office, Juvenile Division in Decatur, Georgia, USA.



Zenab Bakayoko

Mass Communication - Strategic Public Relations &  
Integrated Communications and Advertising Major  
International Studies Minor  
Towson University  
Towson, Maryland, USA  
from Silver Spring, Maryland

Zenab Bakayoko has always been inspired by media which led her to pursue a degree in Mass Communications. Her interests in culture and identity inspired her to pursue a minor in international studies. Towards the end of her college career, Zenab wanted a new environment and decided to study abroad in Paris, France. This was a transforming experience for her. She grew in many ways and molded into a person that was strong, dedicated, and confident. Due to this experience, Zenab wants to achieve having her own business across industries like communications, media, fashion, and beauty.

Zenab will be interning with Stephanie Bradshaw, in Baltimore, Maryland at a creative studio. This internship that will give her event planning experience.

# #ShesOnTheGo

## TRANSPORTATION FUND



Leila Laing

Political Science and International Relations  
University of Birmingham  
Birmingham, United Kingdom  
from London, England

Leila Laing is a student of Political Science and International Relations at the prestigious Russel Group University.

Her academic and professional interests lie in understanding conflict, and using that knowledge to predict, and ultimately prevent future conflict. Innocent displaced people including refugees are a direct result of violent conflicts. Alongside her studies, she will volunteer as a caseworker at Refugee Action on the Asylum Crisis project gives . This will give her relevant experience working with refugees, and also provide her with direct experience in interpreting fast-changing policy and liaising with the Home Office.

She is currently considering a career in the humanitarian sector upon graduating or completing a Masters and PhD. Her goal is to contribute to the field of conflict prevention in a theoretical manner.

Leila Lang will be interning as a Refugee Camp Volunteer for InterVolve in Thessaloniki, Greece.



Oyinkansola Awosika

Multi-Platform Journalism Major/Law and  
Society Minor  
University of Maryland, College Park,  
College Park, Maryland, USA  
from Upper Marlboro, Maryland

Oyinkansola Awosika is an ambitious Nigerian woman from Prince George's County, Maryland with an interest in journalism and digital marketing. She was born and raised in Upper Marlboro, Maryland by two loving Yoruba parents who instilled their rich culture in her as well as a deep value for education, family, and faith.

Oyinkansola has always had an affinity for reading captivating stories so it only made sense for her to pursue a career in which she is tasked with crafting narratives that educate and engage an audience. Her hope is to use various multimedia tools we have today to tell stories. For this reason, Oyinkansola sees her self pursuing a career in magazine journalism or digital marketing upon graduation.

Oyinkansola Awosika will be interning as an Editorial Intern for Home and Design Magazine in Rockville, Maryland.

# #ShesOnTheGo

## TRANSPORTATION FUND



Kamiya Turner

Psychology Major/Political Science Minor  
Howard University  
Washington, DC, USA  
From Lithonia, Georgia

Kamiya Turner, originally born in Albany, Georgia, was raised with her older brother by a single mother that was able who overcome everything that people said she wouldn't. Kamiya understands that there are women in similar situations like her mother that don't prevail the way she did, so she thanks God every day for her and her strength.

Kamiya's career goals stemmed from having to overcome her own mental health challenges alone and never wanting anybody to ever feel the same way. When she began studying the Adverse Childhood Experiences Study, she knew that this was something she had to bring awareness to in her community. Kamiya intends to obtain a Ph.D. in Clinical Psychology and Juris Doctorate. With her degree and her interest in law and politics she intends to do everything she can to combat the stigma surrounding mental health in the Black community, starting with her hometown.

Thank you to all of our donors for  
our first #ShesOnTheGo  
Transportation Fund.

Our 2020 Campaign for  
#ShesOnTheGo #QueensOnTheGo  
Transportation Fund will kick off  
Winter 2020.





## Outreach

On September 2018, Your Corporate Black Girl attended the Release to Empow[HER] conference, in Silver Spring, Maryland. We had the opportunity to share our platform with the public and have conversations about diversity and the pros and cons of being a 9 to 5er vs an entrepreneur.

The Release to Empow[HER] conference was founded by Chelsea Akibo-Betts and Kimberly Palmer. The two are both content creators, with 9-5 jobs that strive to maintain and balance work along with their side hustles. This conference had powerful panels and speeches from guest speakers that decided to start go after their passions no matter the cost or sacrifice.



Funke Adeniji  
Silver Spring, Maryland, USA  
September 16th, 2018



Funke Adeniji  
Tulum, Q. Roo, Mexico  
April 12th, 2019

## Workshops

In April 2019, at the She Get's Away, LLC international trip, we had an opportunity to host a workshop. Our workshop discussed various topics such as confidence levels in the workplace, self-esteem and opinions that surrounded those in professional fields. We had an opportunity to discuss the workplace environment and issues that normally, people never get the chance to talk about in other settings.

She Gets Away, LLC creates a unique space for women of color to hit the "reset" button. Founded by Chidi Nwaneri and Sade Ayinde, they created this company to help women share their frustrations as young women chasing their dreams.

# Twitter Chats

*with Jacqueline Twillie - March 2018*

In March 2018, we had the opportunity to chat with Jacqueline Twille the founder of our sister organization, La Femme Exec. The chat discussed negotiating in the workplace, using the hashtag #KnowYourWorth.



**KNOW YOUR WORTH  
TWITTER CHAT**

*ASK JACQUELINE A QUESTION*

**#KNOWYOURWORTH**

@JVTWILLIE  
@LAFEMMEEXEC @YOURCORPBLKGIRL

*with Melissa of Trials and Tresses - Jan 2019*



**MILLENNIAL IN DEBT  
TWITTER CHAT**

*Thursday  
January 10th, 2019  
7pm-8pm EST*

**#MILLENNIALINDEBT**

@YOURCORPBLKGIRL  
@TRIALSNTRESSES

In January 2019, we had the opportunity to chat with Melissa of Trials and Tresses on handling debt, using the hashtag #MillennialInDebt.



# Twitter Chats

*with Jacqueline Twillie - August 2019*

In August 2019, we had the second opportunity to chat with Jacqueline Twillie. We discussed salary negotiation, using the hashtag #DontLeaveMoneyOnTheTable.



**DON'T LEAVE MONEY  
ON THE TABLE  
TWITTER CHAT**

Feel free to ask Jacqueline questions relating to salary negotiations.

**#DontLeaveMoneyOnTheTable**

@YOURCORPBLKGIRL  
@LAFEMMEEXEC

# Interactive Quiz

*with Latesha Byrd of Byrd Career Consulting-September 2019*



In September 2019, we worked with Latesha Byrd of Byrd Career Consulting to create an intentional experience quiz to help our audience navigate the interview process.

@Latesha\_Byrd | @byrdconsults

Are you Interview Ready? with Byrd Career Consulting



Congrats! You landed an interview at your dream organization. But, are you fully prepared for it? Take this quiz developed in partnership with Byrd Career Consulting to help you navigate the interview process, before, during, and post-interview.

READY?

Through these online efforts, users had the opportunity to question and engage with our online speakers. We are able to help make an impact by offering women free knowledge that can positively impact their lives.

Since the start of Your Corporate Black Girl we have always believed that we have made great accomplishments that have positively impacted our community and beyond.

Going into 2020, we want to continue to make an impact in physical spaces that are offline and work with community leaders that will help push our agenda of educating, empowering, and advocating for Black women and girls.

## LET'S WORK TOGETHER

As a digital media collective, we would like to establish partnerships that promote Black women succeeding in professional and/or corporate spaces. For press inquiries and partnership opportunities, please contact us at [connect@yourcorporateblackgirl.com](mailto:connect@yourcorporateblackgirl.com)

## SHARE YOUR CAREER STORY

We are interested in learning more about you and more importantly your experiences that will inspire other women to fulfill their career goals.

[yourcorporateblackgirl.com/share](https://yourcorporateblackgirl.com/share)

## WRITE FOR US?

Would you like to contribute or submit an article to us?

[yourcorporateblackgirl.com/contribute](https://yourcorporateblackgirl.com/contribute)  
**DONATE**

Donate to our fund that supports our vision and provides transportation funds to Black female students, including recent graduates that have obtained unpaid internships.

[yourcorporateblackgirl.com/donate](https://yourcorporateblackgirl.com/donate)

[yourcorporateblackgirl.com](https://yourcorporateblackgirl.com) | [connect@yourcorporateblackgirl.com](mailto:connect@yourcorporateblackgirl.com)

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