

ANNUAL REPORT

20

Blooming Through Compassion
and Support

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Bloom Again Foundation provides rapid-response financial assistance for rent or mortgage and utilities to economically vulnerable working women when faced with medical emergencies. This annual report highlights our mission, impact, and vision for women's health equity.

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A LETTER FROM THE CO-PRESIDENTS

Rosetta Henderson

Carolyn Cooksey Sims

Healing with Dignity: Our Vision for Women's Health Equity

Dear Bloom Again Friends,

As we reflect on 2024, we are deeply grateful for your continued support in helping low-income working women navigate one of life's most vulnerable moments—recovering from a serious medical diagnosis without the financial means to make ends meet.

This year, Bloom Again Foundation remained grounded in our mission while expanding our reach and engagement through community-centered events and new collaborations. For specific highlights, we invite you to explore the full annual report and see the impact your generosity made possible.

What remains clear is this: women's health equity is not just a medical issue—it is an urgent social and economic justice issue. Far too many women, particularly women of color and those living at or near the poverty line, are forced to choose between their health and their livelihood. Black women are three to four times more likely to die from pregnancy-related causes than white women, and Latina women are more likely to be uninsured and face delayed diagnoses of chronic conditions. These disparities are rooted in systemic inequality and demand compassionate intervention, bold awareness and advocacy.

That is why, in the final quarter of 2024, we launched our strategic planning process to better align our efforts, deepen our impact, and expand our ability to address the inequities that leave women behind.

Your support is not only a lifeline for the women we serve—it is also a statement that their lives, health, and futures matter. Thank you for standing with us in this movement for equity, healing, and hope.

With heartfelt appreciation,

Rosetta Henderson & Carolyn Cooksey Sims
Co-Presidents, Bloom Again Foundation



Our History and Mission

Our History

Founded in 2008 by Dr. Lois Frankel, Bloom Again Foundation provides rapid financial assistance—rent or mortgage, and utilities—to economically vulnerable working women when faced with medical emergencies. Our mission centers on supporting women living at or near the poverty level who are at risk of homelessness due to income loss during a health crisis. With a clear, purpose-driven mission, Bloom Again Foundation envisions a world in which there is health equity in the healing process for all women.



Vision

A world in which there is health equity in the healing process for all women.

Mission

To provide rapid financial assistance for rent or mortgage, and utilities to working women living at or near the poverty level when medical challenges stretch their already limited resources.

Who and Where We Serve

Bloom Again Foundation partners with other nonprofits (hospitals, schools, churches, etc.) in Los Angeles County. Our strategic partners identify low-to-moderate income women who meet the Bloom Again criteria of working at the poverty level and household incomes are less than \$40,880 annually, based on household size. The strategic partner requests financial support from Bloom Again on behalf of their client/constituent.



A Focus on Healing through Rise & Bloom Grants

Did you know that 59% of low-income women are one illness away from being unhoused? Providing rapid financial assistance to economically vulnerable working women who are unable to work due to medical challenges is our focus. Helping them with their rent or utilities is so critical to help them focus on healing.



Eligibility Requirements

Eligibility for assistance requires that women are referred by one of Bloom Again's strategic partners, who reside in households earning less than \$40,880 annually, based on household size, and have minimal savings or financial assets. The woman must have been employed at the time of her medical emergency or treatment, with the intention to return to work based on her doctor's medical advice.



Strategic Partnerships

These strategic partnerships are crucial, as they help identify women in need and facilitate the provision of aid. In 2024, Bloom Again collaborated with Strategic Partners across Santa Barbara, Ventura and Los Angeles Counties.



2024 Impact

Through this support network, we were able to support eight women, gifting \$39,657. With support from generous donors, we continue to uphold our mission of ensuring health equity in the healing process for all women.



Financial Overview

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Women Supported

Direct beneficiaries of our financial assistance

Grants

Our financial stewardship ensures that the majority of funds go directly to supporting women in need through our grant programs. We maintain transparency in all our financial operations and are committed to responsible management of donor contributions.

\$39,657

Total Grants

Distributed to women in need during 2024

Donors

Through careful financial management and the generous support of our donors, we've been able to maintain our commitment to providing rapid financial assistance to women facing medical challenges while living at or near the poverty level.

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Counties Served

Santa Barbara
Ventura
Los Angeles



Bloom Again Foundation

Statement of Financial Position

As of December 31, 2024

ASSETS	
Cash	\$108,236
Liabilities	\$0
Total Net Assets	\$108,236

REVENUE	
Special Events	\$33,655
Contributions	\$41,245
Interest Income	\$2,789
Total Revenue	\$77,689

EXPENSES	
Program Services	\$57,443
Fundraising Services	\$11,089
Total Expenses	\$68,532
Change in Net Asset	\$9,156



Creating Moments of Manifestation and Manifestation

In 2024, the Bloom Again Foundation brought its mission to life through two vibrant community events that combined creativity, celebration, and compassion.

Truly You: Pathway to Success Vision Board Experience

In February, we kicked off the year with the Truly You: Pathway to Success Vision Board Experience, held at IMA (formerly Bolton) in Pasadena. This sold-out event welcomed over 65 attendees who came together to visualize their goals and dreams, while supporting women in medical crisis. The afternoon featured lively bingo games, gratitude jars, signature cocktails sponsored by Uncle Nearest, and an inspiring discussion led by author and facilitator Monique Stennis, who also serves on our board of directors. With each vision board created, participants not only mapped out their personal aspirations but also contributed to a greater mission—raising critical funds to help low-income working women heal with dignity.



Together, these events highlighted the heart of our mission: believing in the magic of hope, healing, and second chances. We thank our dedicated board members, volunteers, partners, and most of all, donors and supporters for turning these moments into meaningful impact.

That's Entertainment: Believe in Magic

Then in October, we brought the sparkle with our signature fall fundraiser, *That's Entertainment: Believe in Magic*. This unforgettable afternoon fused live music, delicious fare, magical performances, and heartfelt storytelling. Guests were serenaded by saxophonist Keschia Potter and The Recharge Band, and entertained by a magician. Our guests were specifically inspired by grantee Hulda Mercado's story of resilience. We honored strategic partners like the Living Beauty Cancer Foundation and community advocate Tammy Tumbling, whose leadership furthers our shared mission. With generous support from sponsors, donors, and in-kind partners—including Uncle Nearest Distillery, Eleanor Beasley Business Consultants, Acclivity, Positive Results Center, and Pedro Pizarro and Monica Kohler—we raised awareness and vital funds to support women in recovery.



How You Can Support Bloom Again Foundation



Make a Donation

Contribute directly to provide financial relief for women recovering from serious medical conditions.

[Donate Now](#)



Join Our Monthly Giving Circle

Become a recurring donor to ensure ongoing support for women in need throughout the year.

[Set Up Monthly Giving](#)



Sponsor an Event

Partner with us for one of our signature fundraisers to raise awareness and critical funds.



Attend an Event

Join us for inspiring and engaging gatherings like That's Entertainment and our Wellness and Self-Care events.

[Contact Us About Events](#)



Share Our Mission

Follow us on social media and help raise awareness about women's health equity by sharing our posts and stories.



Host a Fundraiser

Organize a community event, birthday fundraiser, or workplace giving campaign to benefit Bloom Again Foundation.



Become a Strategic Partner

If you work with an organization serving low-income women, join our referral network to connect clients with support.

[Learn About Partnership](#)



Volunteer Your Time or Talents

Help at events, lend your expertise, or serve on a committee to amplify our impact.

[Contact Us to Volunteer](#)



In-Kind Donations Welcome

Donate goods or services for opportunity drawings, gift bags, or event needs.



Corporate Matching Gifts

Double your impact—check if your employer offers matching donations.



Thank you for your support in helping us create a world where all women can heal with dignity, regardless of their economic circumstances. Together, we can make a difference in the lives of women facing medical challenges while living at or near the poverty level.



Connect With Us



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BLOOM AGAIN FOUNDATION IS A 501 (C)(3) NON-PROFIT DEDICATED TO HEALTH EQUITY. WE PROVIDE RAPID FINANCIAL ASSISTANCE TO ECONOMICALLY VULNERABLE WOMEN WHO MISS WORK DUE TO CANCER OR OTHER SERIOUS ILLNESSES.