

ASTRA FEMININA

IMPACT REPORT



2025

OUR MISSION

INSPIRING TODAY'S GIRLS TO BE TOMORROW'S STEM STARS

WHO WE ARE

At AstraFemina, we know how powerful women can be in science, technology, engineering, and math (STEM) because we ARE those women. We are a collective of prominent STEM leaders who have made a significant difference in the world because we chose the excitement, challenge, and opportunities available in the many fields of STEM.

As a 501(c)(3) nonprofit organization, our mission is simple but powerful – to open more girls' minds to joining our ranks and soaring to new heights. Our current goal is to reach 10,000 girls and young women by the end of each year.

OUR CURRENT PARTNERS

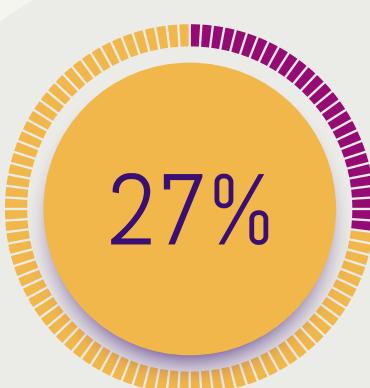
Girl Scouts USA
Girls Inc. of San Antonio
Girls in STEAM
Girlstart
InspiHER
IntelliHer
International Coalition of Girls' Schools (ICGS)
Museum of Discovery Girls In STEM
Million Girls Moonshot
The National Center of Women's Innovations (NCWI)
Rosie Riveters
Scientific Adventures for Girls
Scobee Education Center Artemis Academy & STEM Summit
Tech Trek
Techbridge Girls
Texas ACE (Afterschool Centers on Education)
The WhizGirls Academy
WOW STEM

We team with existing organizations that already have strong STEM outreach programs, serving as a resource for these organizations to help them inspire girls and young women to not only dream big, but to pursue those dreams as well. Our cadre of successful STEM leaders provides concrete examples of what women can achieve.

WHAT WE DO

AstraFemina works with our partner organizations to amplify their outreach efforts. Through venues such as personal appearances, video forums, and online experiences, we reach large groups of girls and young women, showing them the benefits of STEM as a career choice.

By sharing our stories and offering advice, we hope to encourage them to overcome stereotypes, biases, and unwelcoming environments and prove that STEM isn't just a "boy thing." In fact, we need more girls to follow in our footsteps, harnessing their bright young minds to become a dynamic force in STEM fields and make an impact in our world.



~27% OF TODAY'S U.S.
STEM WORKERS

ARE WOMEN.
THAT MUST CHANGE!

Credit: US Census Bureau

2025 IMPACT

2025 was another impactful year for AstraFemina, as we continued to reach more girls, initiated strategic planning, and launched our first "Giving Sparks Change" fundraising campaign.

As mentioned in the 2024 Impact Report, at the end of last year, the Board released a "request for proposal" to several companies to develop a social media strategy. In January, the Board selected Griffin Communications Group to conduct a social media audit and create a strategy that would promote women in STEM role models and connect us with potential partners. Griffin delivered a strategy to the Board in April.

Recognizing the importance of constancy and active engagement in social media to effectively reach our intended audiences, the Board decided to hire a part-time administrative coordinator to take on this effort. Additionally, this coordinator handles event logistics between our partners and members, website maintenance and upkeep, and monitoring of our correspondence.

Importantly, our new coordinator is now responsible for the execution of our social media strategy, carrying out the tactics and engagement approach provided by Griffin Communications Group. Our initial social media efforts started with three posts per week on our platforms (LinkedIn, Facebook, Instagram and TikTok), primarily focusing on AstraFemina events. Since that time, our posts have expanded to include celebrating women in STEM and highlighting both our partners' activities and our members' accomplishments. Thanks to our coordinator's impressive work, the number of followers and engagements on our platforms has exponentially increased. Additionally, we have launched a YouTube channel.

In August, the Board had an in-person meeting to discuss our strategic goals and develop execution plans to achieve them. As a result, the Board kicked off our first ever fundraising campaign, called "Giving Sparks Change," with the goal of raising \$50,000. The campaign started in November and focused on corporations, our members, friends and family, previous donors, and STEM-supporting foundations, trusts, and individuals. Donations received will allow us to expand our outreach so we can engage more girls both in-person and virtually. Our ultimate goal is to impact 250,000 girls in all 50 states.



Expanded our board, adding Captain (Ret, USN) Barbara Bell, Lee Garverick and Dr. Liz Warren.



Activated a "Partner Portal" on our website, making it easier for our partners to submit event requests.



Added the International Coalition of Girls' Schools as a partner, creating an opportunity to significantly extend our reach.



Participated in 25 events. Since our founding in 2019, we have reached over 35,000 girls and young women across 20 states via our 18 partnerships.

2025 IMPACT

ASTRA
FEMINA

Here's what the girls and event coordinators are saying . . .



"Hearing about your journey, your challenges, your achievements, and your dedication to science and exploration gave me a new perspective and has motivated me to pursue my goals with even greater determination."

- Arabella



"Thank you by a lot for telling us we can do it ..."

- Dylan



"You are such an inspiration to young people especially girls. I hope one day I can accomplish great things like you have."

- Makayla



"Opportunities like this not only expand our students' understanding of STEM careers but also inspire them to dream big and imagine themselves in these exciting fields. The girls talked about it the remainder of the week!"

- Lori Jones, Executive Director, YWCA Wheeling



ABOUT US

AstraFemina members are volunteer contributors and have a wide variety of STEM experience. We strive to inspire young girls every day!

EXECUTIVE LEADERSHIP

Dr. Sandy Magnus, President

Dr. Jan Davis, Vice President

Captain (Ret, USN) Wendy Lawrence, Secretary

Lt Gen (Ret, USAF) Susan Helms, Treasurer

Captain (Ret, USN) Barbara Bell, Board Member

Lee Garverick, Board Member

Barbara Morgan, Board Member

Dr. Liz Warren, Board Member

Dr. Ashley Williams, Board Member



Liz Warren, Sandy Magnus, Jan Davis, Susan Helms, Ashley Williams, Barbara Bell, Barbara Morgan, Lee Garverick, and Wendy Lawrence (L to R)

ACKNOWLEDGEMENTS

THANK YOU FOR YOUR SUPPORT!

CORPORATE SUPPORTERS

Accredited Consultants

Aerodyne Industries*

Amentum

Blue Origin Club for the Future

Boeing (company match)

Griffin Communications Group

Jacobs

Raytheon Technologies Corporation* (company match)

uniphigood, LLC

* Donation made in late 2025, received in January 2026

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WWW.ASTRAFEMINA.ORG



AstraFemina
2323 Clear Lake City Blvd
Suite 180-298
Houston, TX 77062
(832) 536-3412
www.AstraFemina.org
info@astrafemina.org

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