



# Tech2Empower USA South

## Activism for Reproductive Justice

### Impact Report

### Program Overview

Tech2Empower USA South: *Activism for Reproductive Justice* engaged allies within the tech industry and beyond to amplify the work of frontline reproductive justice organizations through collaboration, volunteerism, and technology. WAKE strategically launched this program in the South, where historically oppressed and under-resourced communities bear the heaviest burden from abortion bans.



Through **Tech2Empower USA South**, WAKE combined in-person and virtual collaboration to connect southern reproductive justice leaders from six organizations with volunteer Advisors from tech companies. Each organization was also awarded a \$2,000 grant from WAKE to support their ongoing efforts.



*Tech2Empower was a really beneficial program for our organization, and it is representative of how people with different skill sets, from all walks of life, can support reproductive justice efforts.*

- Robyn Baldrige  
Tech2Empower Nonprofit Leader  
Abortion Care Tennessee

# Tech2Empower USA South

## Impact Challenge in New Orleans & Virtual

Check out a  
participant  
testimonial video  
[HERE](#)

WAKE kicked off **Tech2Empower USA South** with a two-day Impact Challenge event in New Orleans. Nonprofits were paired with skilled tech Advisors, and together they embarked on projects aimed at expanding the influence and efficacy of the nonprofit organizations. The Impact Challenge served as a platform for the teams to connect with each other, commence project work, exchange knowledge, and strategize for virtual collaboration.

Following their work in New Orleans, teams continued to collaborate virtually. Over four weeks, Advisors provided their nonprofit partners with additional technical support, training, and necessary tools to sustain the impact and outcome of their projects. Advisors gained the opportunity to learn from and join their nonprofit partners in the fight for reproductive justice.

100%

of participants were  
very satisfied/  
satisfied with their  
overall program  
experience.

THE  
MAJORITY

of participants appreciated  
the opportunity to build  
authentic relationships &  
work alongside one  
another.

100%

of participants  
felt heard, valued  
and included.

### Tech2Empower USA South emphasized:

- ✓ **Cultural Humility**
- ✓ **Two-Way Learning**
- ✓ **Mutual Empowerment**
- ✓ **Centering Nonprofit  
Leader Voices**

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*This was a great as well as important opportunity to meet other nonprofit leaders and volunteers and see how we can and should collaborate in the future. It is a great way to share and examine resources and systems we all have in place.*

**- Amie Grant**

*Tech2Empower Nonprofit Leader  
Access Reproductive Care Southeast*



# Tech2Empower USA South Impact Projects

## *Meet the Nonprofit Cohort*



**Abortion Care for Tennessee (ACT)** builds power for Tennesseans by working to remove barriers and increase access to reproductive and sexual health care including safe abortion care for all people. ACT partnered with UX Advisors to upscale their Wordpress website to reflect the increase in traction and funding received since Roe v. Wade was overturned. Their project aims to enhance the navigation of their website, and better reflect their brand and messaging.



**Access Reproductive Care Southeast (ARC SE)** provides funding and logistical support to ensure Southerners receive safe and compassionate reproductive care including abortion services. Through education and leadership development, ARC SE builds power in communities of color to abolish stigma and restore dignity and justice. During Tech2Empower, the nonprofit team worked with Advisors to update its CRM to better protect and consolidate client information while streamlining their processes.

**Kentucky Religious Coalition for Reproductive Choice (KRCRC)** includes people of faith and conscience, working together to ensure access to family planning, reproductive health services (including medically safe abortion), and comprehensive sexuality education. The organization collaborated with a team of skilled Advisors to rework their branding and launch a curated social media campaign.



# Tech2Empower USA South Impact Projects (continued)



**Lift Louisiana** educates, advocates, and litigates for policy changes needed to improve the health and wellbeing of Louisiana's women, their families, and their communities. Lift joined together with a team of experienced tech Advisors to redesign Its website in order to better serve visitors seeking information about the current policy and legal landscape for abortion access and reproductive rights.

**New Voices for Reproductive Justice** is dedicated to transforming society for the holistic health and wellbeing of Black women, girls, and gender-expansive people nationally using community organizing, leadership development, and voter engagement. With help from expert Salesforce, Google, and OxBlue Advisors, the team from New Voices customized a new CRM to better segment and engage donors, constituents, volunteers, lawmakers, and more via a robust system.



**Whole Woman's Health Alliance (WWHA)** provides high-quality reproductive healthcare and advocates for rights so everyone can be at the center of their own healthcare decisions. The nonprofit team partnered with Advisors to design and launch a social media campaign aimed at ending abortion stigma by recruiting a team of Digital Ambassadors to promote WWHA programs, recruit supporters and engage with communities where WWHA lacks a physical presence due to abortion bans and restrictions.

*My experience was eye opening and informational. I appreciate the WAKE team for bringing different groups together with Advisors that work outside of our world to get a look at how and what we do.*

- **Shardae Russell**, Nonprofit Leader, Whole Woman's Health Alliance



# Tech2Empower USA South Learning & Engagement

During the two days in New Orleans, WAKE provided additional opportunities outside of focused project work to invite deeper learning for both the organizations and the Advisors:

## ***Privacy Knowledge Exchange with Amanda Conway Brehm***

Tech2Empower USA South Advisor, Amanda Conway Brehm, facilitated a learning session for participating Tech2Empower nonprofit leaders. It focused on privacy best practices for the reproductive health space. Her company, Conscious Privacy Consulting, focuses on human rights and women's health, with reproductive and maternal health at the fore.

## ***Southern Voices: Decoding Reproductive Rights and Challenges***

This event was an opportunity for the Tech2Empower community in New Orleans to learn about current challenges to reproductive rights in the South. Haley Brand, from Louisiana Coalition for Reproductive Freedom, facilitated a panel discussion with Tech2Empower nonprofit participants to discuss their work, challenges, and how we can be advocates regardless of geography.

## ***Key Program Takeaways***

### ***From Advisors***

*Advisors felt they left the program more educated about reproductive justice work and understood how to more effectively support this cause.*

### ***From Nonprofit Leaders***

*Nonprofit leaders felt re-energized about their work and felt the program exemplified how people from different sectors can come together to support reproductive justice work.*

***Tech2Empower South has been a deeply inspiring and humbling experience, and proves to me the importance of in-person collaboration. Meeting and working with the human beings who are on the ground doing the work makes the issue of reproductive justice feel all the more urgent, which it is - and will continue to be until we can effect collective change***

**- Sabina Piersol, Tech2Empower Advisor, Freelance Content Writer**



With the support of our funders, donors and community, **Tech2Empower USA South** engaged allies within the tech industry and beyond to amplify the work of frontline reproductive justice organizations through collaboration, volunteerism, and technology. Nonprofit leaders gained new tech skills and received expert advice and project support while joining a national network of social impact leaders and tech allies. WAKE was proud to award these brave, impactful organizations monetary grants and provide leaders in the reproductive justice movement the technical support needed to advance their mission and vision. Thank you for your generosity and continued support of our work!

To learn more or discuss partnership opportunities, please contact **Trish Tierney, CEO, WAKE**  
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