

*Give
n Glow*

2025

Impact Report

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2025 *Introduction*

We believe confidence creates opportunity

Dear Give n' Glow community,

I am thrilled to share with you our 2025 Annual Impact Report, highlighting another remarkable year in advancing the importance of beauty care. This report reflects our commitment to service, celebrating the supporters and donors whose generosity makes our work possible.

Our mission remains unchanged: providing women in Massachusetts with high-quality beauty products that restore confidence, joy, and dignity. Guided by the voices of those we serve, we continue to adapt, grow, and learn to meet the evolving needs of our community.

None of this would be possible without the faith of our supporters who join us in what is often a new and unheard-of initiative. Our growth is a reflection of your belief in our mission.

As we step into a new year, our commitment grows stronger. Give n' Glow remains dedicated to thoughtful, timely action for our community. While beauty products may not be the first priority in times of need, we know they serve as a tangible symbol of care and love.

This report also embodies our core values of dignity, empowerment, and community. We hold ourselves accountable to the expanding demand for our services and to the women we are privileged to serve in our Commonwealth.

Thank you for your continued advocacy and support of our mission. Your generosity and belief in our work allow us to reach further and dream bigger. I invite you to explore this report to discover the impact and plans for our future. This report is a testament to what we can achieve and a glimpse of the possibilities ahead.

With love,



Samantha Asprelli

Founder

The hearts behind the mission



**Samantha
Asprelli**
Founder



**Shruthi
Palaniappan**
Director of Operations



**Hannah
Lewis**
*Director of Community
Engagement*



Giovanna Milora
*Design & Marketing
Director*



Tory Malan
Director of Social Media

Meet our team, the driving force behind every donation, every smile, and every moment of confidence for women we serve.

2025 *Glowing impact*

Celebrating our progress

Transforming one-time donations to **sustained support**.
Building **loyal partnerships** with Massachusetts organizations
Ensuring women in our communities receive beauty **products year-round**

116,684

Products donated

From Give n' Glow to nonprofits

33,562

Women impacted

Served with Give n' Glow products

3

Products per women

Products restoring dignity, love and hope

72

Nonprofit partners

Who directly receive our products or provide additional support

31

Business supporters

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

2025

Our results

Tour of Giving with Thrive Causemetics

Our Tour of Giving with Thrive Causemetics marked our biggest packing event to date, with 1,000 beauty care kits assembled in a single day. Volunteers from Northeastern ACES and Girlfriends Boston packed kits for 10 partners in time for Valentine's Day. This milestone, featured on CNN's 5 Good Things podcast, showed what's possible when our community gives back with beauty.



1,000

Moments of dignity made on Valentine's Day



Beauty in the City with Girlfriends's Boston

We transformed Bow Market in Somerville into a hub of giving, where volunteers packed 1,000 beauty kits from product sponsors including Skinfix, Shielded, Clarins, Viv, Saie, and Fihri. This event brought together Boston women who understand that beauty products restore confidence when women need it most.



7

products per kit, curating a premium self-care experience for 1,000 women

A new chapter: *our warehouse home*

This year marked a pivotal transition as we moved from operating out of dorms and empty rooms to our first dedicated warehouse, made possible through the generous support of M&M Moving & Storage. This is the foundation for scaling the volume of beauty donations that flow through our hands into the lives of women who need them most.

7+

pallets of beauty products
delivered since moving



Project 351 Reunion's *day of dignity*

Project 351's continued support helps us reach women in every corner of Massachusetts. This year's Reunion brought together alumni who packed 3,000 beauty care packages at Gillette Stadium. These young change makers understand that beauty products are reminders of dignity and confidence during hardship.



3,000

beauty + hygiene kits for
women in Massachusetts

Glow for Good

Our Glow for Good event brought together partners, donors, and advocates for an unforgettable evening. Three partner organizations shared how Give n' Glow transforms their ability to serve women, reminding everyone why beauty products matter during life's hardest moments. This gathering of our community proved that when people understand our mission, they become champions for women's dignity throughout Massachusetts.

25+

Boston-based sponsors to support our inaugural celebration



The Prudential in pink

The Prudential Center lit up pink for Give n' Glow this year, turning Boston's skyline into a glowing tribute to our mission. We were honored to be a 31NightsofLight partner with the Prudential Center, showing our city that beauty products matter for women facing hardship.



43,000

products donated on the night Boston was glowing pink throughout our city

2025 *Our partners*

Partners & supporters

Non-profits

Abby's House
 Advanced Addiction Center
 Alianza Hispana
 Apna Ghar
 Bellingham Food Pantry
 Beverly Bootstraps
 Boston Healthcare for the Homeless Program
 Breaktime
 Breast Cancer, Angella
 Bridge Over Troubled Waters
 Cambridge Women's Center
 Catholic Charities
 Circle of Hope
 Central Massachusetts Housing Alliance
 Cross Roads House New Hampshire
 Crossroads Rhode Island
 Dress for Success Oregon
 Fenway Community Center
 First Church Cambridge
 Franklin Food Pantry
 Friends of Boston Homeless
 Girls Inc.
 Grace Institute
 Grit & Grace
 Hailey Housing
 Healing Hands
 Hearts for the Homeless
 Hospitality Homes
 House of Hope Green Bay
 Human Kind, Be Both
 Immigrant Family Services Institute
 Jamaica Plain Neighborhood Development Corporation
 Jubilee House
 La Colaborativa
 Life Ministries Food Pantry
 Margaret Fuller Neighborhood House
 Mass General Brigham Hospital
 Medway Food Pantry
 New Hope
 On the Rise
 Operation Pathways
 Pine St. Inn
 Project 351
 Project Home Again
 Project Place
 Punx with Purpose
 Respond, Inc.
 RISE Domestic Survivors
 Riverbend
 Rosie's Place
 Salasin
 St. Mary's Center for Women and Children
 Stone House
 Storytime Crafts
 SunServe
 The Community Builders
 The Network La Red
 Troy Center NYC
 University of Massachusetts, Amherst
 Victory Programs
 Waltham Library
 Walts Mobile Closet
 Women's Lunch Place
 Wonderfund
 Woods Mullen
 Wrentham Food Pantry
 YMCA - Boston
 YMCA - Franklin
 YMCA - North Attleboro
 YMCA - Old Colony

Partners & supporters

Beauty brands & businesses

Beacon Wellness Brands
Bedford Studio Cafe
Benson Chang Photography
Board and Blossom
Boston Beauty Coalition
Clarins Wrentham
e.l.f.
Fihri
Flyte.70
Forest Foundation
Franklin Lions Heart Group
Genie Supply
Girlfriends Boston
Glossier
Glowbar
Gorgie

Insperity
Living Proof
LMNT
M&M Moving & Storage
New England Patriots Cheerleaders
Out of Office Media Agency
PEO International
Shielded Beauty
SkinFix
Styled by Shani
The Point
Thrive Causemetics
Viv for your V
Well Coffee House
Wrentham Cooperative Bank

2025 *Our outlook*

Looking to this year to concentrate donations locally

Focus

our impact to local organizations

to serve local women more deeply and effectively

Sustain

incoming monetary support

to deliver consistent experiences filled with love for women

Systematize

our distribution days and partners

streamlining the process of requesting and fulfilling donations

Thank you