



Ascend Dallas Announced as New Name for Stalwart Non-Profit Empowering Women for 100+ Years

Ascend Dallas Committed to Ensuring Dallas Families Reach Their Highest Potential

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DALLAS (April 19, 2024) - Ascend Dallas announces its new name, building on a century of uplifting women in our community to carry forward its vital mission to empower women, fight poverty and impact generations in Dallas and across the region. Since its start in 1908 as the YWCA, and more recently shepherding clients through the pandemic as WiNGS, the non-profit renews its brand aligned with its mission to nurture a community where every woman can soar to reach her full potential. The new name Ascend Dallas better reflects the character of its clients and its commitment to empower community members to reach new heights.

“The name Ascend Dallas embodies our belief in the resilience and strength of the women we support, reflecting a shared commitment to empowerment, growth, and upward mobility,” said Kate Rose Marquez, the agency’s Chief Executive Officer. “Through our programs and services, we aim not only to provide assistance but to catalyze lasting change and progress for every individual we serve.”

The official brand launch took place at the annual Pop, Fizz, Clink fundraiser at the Thompson Hotel, where the new name and logo were revealed to key Ascend supporters and stakeholders.

“This is more than a name change, as Ascend Dallas reflects the incredible spirit of the women we serve,” said Advisory Board Chair, attorney and community leader, Regina Montoya. “These women are the true heroes, the driving force behind their own success. Our role is to meet them wherever they are and inspire them to create generational growth, break barriers and make history.”

Ascend Dallas continues to provide personalized, free, essential services, equipping women and their families in Dallas and neighboring counties with the means to meet the challenges of first-time motherhood, build financial stability to escape poverty, and grow into a career. Ascend Dallas annually serves 2,000 clients, predominantly women of color, women with limited English proficiency, single mothers and the financially insecure. The organization helps clients transition successfully during difficult periods of change through two primary programs: the Nurse-Family Partnership and Economic Advancement.

“All my life I felt invisible,” said Jacqueline Green, an Ascend Nurse-Family Partnership client, who is now working toward a master’s degree in education. “But when I began to work with this organization, I knew I’d finally been seen.”

Each year, the Nurse-Family Partnership offers hundreds of low-income pregnant women, mostly single mothers of color, a lifeline for themselves and their children. The free program supports impoverished women through their first pregnancy and delivery, and then safeguards their children through the first two years of their lives.

Among the life-changing results the Nurse-Family Partnership realized in 2023:

- 93% of the babies were born at a healthy birth rate

- More than 90% of the children served were current on all immunizations
- 96% of babies were born full-term

The Economic Advancement program provides one-on-one and group education allowing women and men to reach their financial goals at three Financial Empowerment Centers in Southern Dallas. As an example of how this program ensures success, for those clients who set savings as a goal, in 12 months time, they established financial reserves over one thousand dollars on average. Other examples of how the Economic Advancement initiative excelled in 2023 include:

- 73% of clients decreased debt
- 61% of clients increased their credit score
- 82% of clients increased their savings

In 2023, Ascend saw a 152% year-to-year increase of program participation.

“We are not slowing down,” said Marquez. “As we embark on this new chapter as Ascend Dallas, we invite the community to join us and make a difference by getting to know the resilient, determined women we serve.”

Find more details, and information at AscendDallas.org.

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About Ascend Dallas

Founded in 1908, Ascend Dallas offers robust and immediate solutions to women in the Dallas community, constantly evolving to meet women’s changing needs. Formerly the Dallas YWCA and more recently WiNGS, Ascend Dallas has a long history of empowering women to lift themselves out of poverty and adversity, while pursuing a new chapter for themselves and their children. Ascend Dallas provides a tailored suite of services and resources – including financial literacy, one-on-one financial coaching and in-home healthcare for first time moms – to help women gain confidence and skills needed to start a new chapter, a new business or a new family.

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