I GOT
MY WILL DONE AT
Black Women Will
THANK ME LATER

Black Women Will

Annual Impact Report 2024

Annual Letter From

Jini Thornton

Executive Director

4TH ANNUAL
Black Women Will...

Hey there!

Black Women Will has grown to become a movement beyond my wildest dreams. What started as just a will clinic has evolved into a go-to trusted resource that people depend upon.

For too long, estate planning has felt out of reach for many, especially those in the Black community, due to complexity and cost. So many people didn't know where to start, were bogged down by shame, or paralyzed from the frustration of losing a loved one who didn't have their affairs in order.

Black Women Will is a safe space for people to stop hiding. It's so much more than just an event – it is a catalyst for change.

This year we are going deeper with the topic of "legacy planning." We are proud to add the power of attorney document as a service for this year's class, which will ensure they appoint a person or organization to manage their financial and legal affairs if they become unable to do so. We're also empowering them with simple steps they can make on their legacy planning journey by themselves, such as organizing a list of their bank accounts and investment accounts and a list of important people.

When we started this initiative, we hoped that our upbeat approach would help normalize estate planning in our community. As we were preparing for this year's event, we realized that the "butterfly effect" is happening.

A mother will come to BWW and complete her will one year and encourage her daughter to start the process the next year…

A woman will post on social media letting her community know that she's participating in BWW and the next year, a group of her friends will volunteer or apply to get their will done…

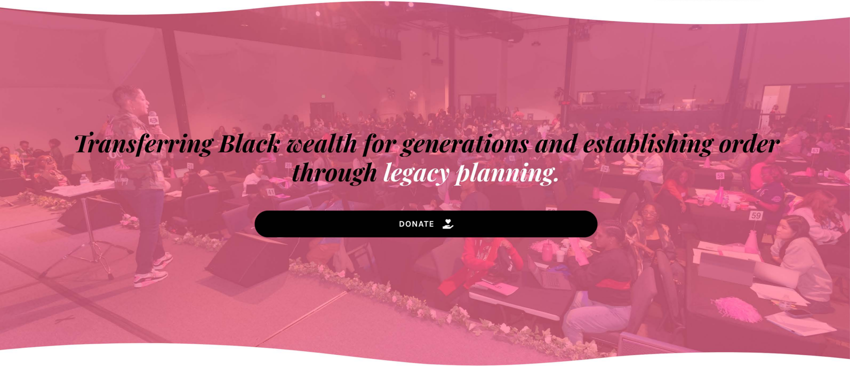
I've even had people come up to me at events that had nothing to do with estate planning, like a 5K race or a networking mixer, and let me know how happy they were that they completed their will at BWW.

These are the moments that matter. The moments that remind me that we are supporting a mission that is so much bigger than us.We truly are transforming lives, one will at a time, at Black Women Will.

However, this wouldn't be possible without the volunteers with the technical skills who are answering the call. Our attorney, paralegal, and notary volunteers are the backbone of BWW. We have attorneys from some of the largest law firms in the country, such as Alston & Bird and King & Spalding, who show out in big numbers at this event.

Our annual impact report highlights the collective power of our work. But we can't do it alone. We invite you to partner with us – volunteer your time, contribute financially, or help us spread awareness. Together, we can ensure that every Black woman has the tools to build a lasting legacy for herself and for generations to come.

Best,
Jini



Transferring Black wealth for generations and establishing order through legacy planning.

DONATE

SEE WHAT WE'VE DONE

By The Numbers

At A Glance

(2021-2024)

DISCOVER MORE

$188,000,000+

Worth of assets with a plan to transfer (including real estate, bank accounts, investment accounts, etc.)

486	500,000+	∞
Wills and Healthcare Directives Completed	**Impressions On Estate Planning Educational Content** (via radio, social media, and our private community)	**Countless conversations about estate planning amongst our community and their families**

2024 Impact

190
Wills, Power of Attorneys, & Healthcare Directives Completed

$80M+
Worth of assets with a plan to transfer (including real estate, bank accounts, investment accounts, etc.)

500+
members of our community educated about planned giving and how they can intentionally give to organizations that they care about through wills and life insurance.

Who We Served

At BWW '24 Homecoming

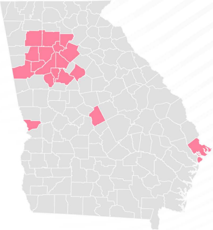
Here are some of the women in the BWW Class of 2024

By The Counties

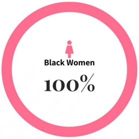
Although most of the BWW Class of 2024 (aka the cohort) came from metro Atlanta, Black Women Will is making an impact in other cities in Georgia!

Women traveled as far as **255 miles (Savannah, GA)** to be a part of Black Women Will '24!

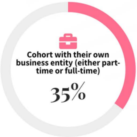
Hover over map to see the participants per county. →



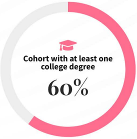
Race & Gender



Entrepreneurs / Business Owners

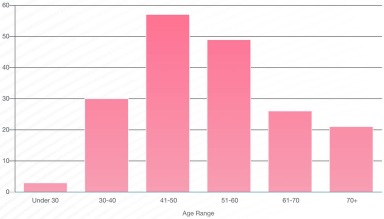


Education

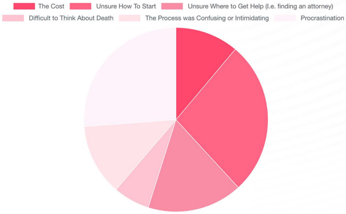


Age Range

Barriers



We asked our cohort what were the barriers that kept them from completing their wills up until now… Here's what they said:



57
My Sister's Keeper
57 referrals for this year's cohort came from previous BWW participants

IMPACT CHURCH

28
Impacters
28 women came from Impact Church, where we've hosted BWW for the third year in a row!

16
Sorority Sisters
16 women came from the East Point/College Park Chapter of Delta Sigma Theta Sorority Inc.

7
Veterans
We are lucky and privileged to serve Veterans at Black Women Will Homecoming each year.

31
Caregivers
31 participants are caregivers for their elderly parents or relatives. We are proud of them for leaving their legacy while supporting aging loved ones!

68
Black Greek Letter Organizations
68 women are members of Black Greek Letter Organizations including Alpha Kappa Alpha Alpha Kappa Alpha Sorority Inc., Delta Sigma Theta Sorority Inc., Zeta Phi Beta Sorority, Inc., & Sigma Gamma Rho Sorority

53
Land Owners
53 participants in the BWW Class of 2024 own land! Acres of land will be passed down because of BWW! Generational wealth is growing strong with the BWW Class of 2024!

HBCU Grads
Many women in the BWW Class of 2024 are graduates of Historically Black College & Universities (HBCUs) such as Spelman College, Morris Brown College, Clark Atlanta University, Alabama State University, Fisk University, Florida A&M University, Howard University, Hampton University, Jackson State University, Johnson C Smith University, Morgan State University, Southern University A&M College, Tennessee State University, Texas Southern University, and West Virginia State University.

We Asked The Question...
What does leaving a legacy mean to you?

"Making sure **my children know what to do** when I'm no longer around."

"Giving my loved ones something of value **to remember me by.**"

"**Making sure my family has a solid foundation** and that they are on a good track to success."

"Leaving a legacy, to me, means building something enduring that will positively impact my nieces, nephews, and other younger relatives for generations to come. Even though I don't have children of my own, **I am deeply committed to ensuring my family's future is secure and prosperous.**"

"**To create a blueprint that honors our ancestors' sacrifices** which made it possible for us to increase the bandwidth of financial independence for future generations and the wellbeing of our community."

"Leaving my family with something **they can remember me by** and ensuring they will be taken care of."

"Being able to know **your purpose is bigger than you**and ensuring that your family will be okay even after you are gone."

"It means that seeds that I have planted are not only starting from 0, but that **they know I cared and loved them so much** that I am creating a rich foundation for them."

"We see too many Black people who leave without giving their family any direction into their 'business.' **I want to make sure that my assets are protected.**"

> Thank you, Thank Me Later, for a job well done. I had a wonderful experience as a member of the 2024 class. I already have 8 people waiting for the 2025 experience 😃. I will continue sharing it with others so they can secure their legacy. Don't stop!
>
> **-Pearlie Haynes Robinson**

Pearlie is pictured right, and her daughter Desireé who is a returning volunteer, is pictured left

Who Served With Us

Black Women Will wouldn't be possible without the help of our partner organizations, attorneys, paralegals, notaries, and general volunteers. It truly is a team effort!

……

Partner Organizations

The following organizations partner to bring Black Women Will to life every year. We started planning for Black Women Will '24 in November 2023 after our third annual event!

Here's an overview of how each partner organization contributes to make Black Women Will a success!

Thank Me Later's mission is to transform the lives of Black families through financial literacy and legacy planning… starting with Black women

Responsibilities

- Event visionary and host
- Event logistics
- Recruiting and selecting the cohort of women who will complete wills
- Attorney and paralegal recruiting
- Volunteer recruiting
- Marketing
- Fundraising

Judge Kenya Johnson and her team at the Fulton County Probate Court's mission is to make life-improving probate services more accessible to citizens in need and to educate communities about estate planning and inter-generational wealth.

Responsibilities

- Attorney recruiting
- Thought leadership for the estate planning process
- Recruiting and selecting seniors and communities that have been impacted by gentrification

Atlanta Legal Aid's mission is to help low-income people meet basic needs, removing barriers to justice through civil legal assistance.

Responsibilities

- Attorney recruiting
- Pre-review wills using software that helps prepare 80% of wills before the event
- Attorney training to complete wills
- Attorney lead day of event

The GABWA Foundation’s mission is to provide services to the community that further the interests of women and children throughout Georgia and that increase the representation of Black women in the legal profession.

Responsibilities

- Attorney recruiting
- Attorney lead day of event

The Georgia Association of Paralegals’ mission is to advance the paralegal profession and the expertise of its members through: networking, continuing education opportunities and strong relationships with business partners.

Responsibilities

- Paralegal and notary recruiting
- Paralegal lead day of event
- Creating processes to improve the workflow of completing the wills and healthcare directives

Meet The Black Women Will Executive Team

4TH ANNUAL
THAN
Atlanta Gas Light
tateFarm
BANK OF AME
Morgan
THANK ME LATER

Left to right – Olivia Smith, Dr. La Chunna Bryant, Judge Ashley Palmer, Jini Thornton, Judge Mara Block, Shantia Jones, Teyonna Ridgeway & Jiniah Bliss

Year Long Commitment

From fundraising to volunteer recruiting to improving our systems and processes - Black Women Will is a big undertaking! Here's a glimpse of the estimated time that the BWW Executive Team put into this year's event. We also worked with volunteer committees to help plan BWW --- thank you to the volunteers who engaged with us all year long!

1,000+
Hours
↓
Time Spent On *Meetings*

1,200+
Hours
↓
Time Spent On *Emails*

1,500+
Hours
↓
Time Spent On *Planning*

Estimated time spent from November ’23 – November ’24

> I've never seen a wills clinic quite like BWW. This topic can be daunting, stressful, and even a bit sad for some, but this event is celebratory and uplifting. The GABWA Foundation is honored to be a part of such a meaningful event.
>
> **-Judge Ashley Palmer, Judge in Cobb County, GA & Director of the GABWA Foundation's Civil Pro Bono Wills Project**

125+

of Attorney Volunteers

Our attorney volunteers come from independent firms like SR Law Group and bigger firms like Alston & Bird, one of the nation's top law firms.

We had $300,000 worth of attorney billable hours donated to serve the women in the BWW Class of 2024!

Do you need help?
ASK ME!
I'm an Estate Attorney!!!
SPELMAN

60+

of Paralegals, Notaries & Law Student Volunteers

70+

of General Volunteers

Our general volunteers helped in areas such as marketing, witnessing, greeting, printing, food and more.

Special thank you to the law firms and legal organizations that helped us recruit attorneys!

4TH ANNUAL
Black Women Will

> My experience as a returning attorney volunteer at Black Women Will was amazing! Meeting women who are driven to ensure their families are secure has been empowering and I'm glad that I was a part of this exciting event. It was important for my law firm to sponsor Black Women Will because we understand how important it is to give women the power to create a will and enhance their future generations.
>
> -Yohana Mihreteab, Attorney Volunteer & Sponsor at Womble Bond Dickinson

Our Educational Impact

We know we can only prepare **a set number of wills** at the Black Women Will Homecoming event. That's why we create content and host

We know we can only prepare **a set number of wills** at the Black Women Will Homecoming event. That's why we create content and host workshops to **walk people through the steps to leave their legacy and complete their estate plan**.

Learn more about our educational resources at **blackwomenwill.com/education**.

LEGACY GUIDE
THANK ME LATER
Black Women Will
Legacy Guide
Leave a Legacy, Not a Mess:
How To Get Organized & Plan for What Matters
THANKMELATERMONEY.COM
BLACKWOMENWILL.COM

The Thank Me Later Legacy Guide

We created a **free ebook with 15+ pages of worksheets and journal prompts** to help readers get organized and plan for what matters. To date, this ebook has been **downloaded more than 1,200 times!**

Legacy Builder Podcast Series

This year we launched our **podcast**, *Thank Me Later Show with Jini*, to help our community master their money and transform their life. We've created over 10 videos about estate planning through our Legacy Builder podcast series, where we spotlight real stories of people who completed their wills at BWW, expert advice, and actionable strategies to secure your family's future.

Losing Mom & Leading the Family:...
1/7
Watch later
Share
HOW TO BE A LEADER IN YOUR FAMILY WITHOUT SACRIFICING YOUR SANITY
Watch on YouTube
THE THANK ME LATER

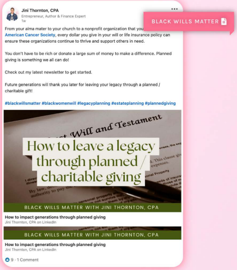
The Power of Planned Giving - American Can...
Legacy

Planned Giving Education

Thank Me Later partnered with our sponsor, the American Cancer Society to **educate our community about planned giving and how they can intentionally give to organizations that they care about through wills and life insurance**. We highlighted planned giving in our workshops, in our LinkedIn series, and on social media, focusing on how to have an impact on an organization no matter how much money you have.

Black Wills Matter LinkedIn Series

In honor of National Estate Planning Awareness Month in October, we released a weekly series on Linkedin called **Black Wills Matter** where we shared actionable advice to impact Black families and wealth for generations through estate planning. We covered topics such as choosing an executor of your will, the importance of a power of attorney, and planned giving.



BLACK WILLS MATTER

Jini Thornton, CPA
Entrepreneur, Author & Finance Expert
1w

From your alma mater to your church to a nonprofit organization that you
American Cancer Society, every dollar you give in your will or life insurance policy can ensure these organizations continue to thrive and support others in need.

You don't have to be rich or donate a large sum of money to make a difference. Planned giving is something we all can do!

Check out my latest newsletter to get started.

Future generations will thank you later for leaving your legacy through a planned / charitable gift!

#blackwillsmatter #blackwomenwill #legacyplanning #estateplanning #plannedgiving

Will and Testament
How to leave a legacy through planned / charitable giving
BLACK WILLS MATTER WITH JINI THORNTON, CPA

How to impact generations through planned giving
Jini Thornton, CPA on LinkedIn

BLACK WILLS MATTER WITH JINI THORNTON, CPA

How to impact generations through planned giving
Jini Thornton, CPA on LinkedIn

9 · 1 Comment

THE WORKSHOP
About Jini

The Roadmap To Leave Your Legacy

We hosted our signature legacy workshops with the African American Business Resource Group at Wellstar, Thermo Fisher Scientific, and the East Point / College Park Chapter of Delta Sigma Theta Sorority, Inc. We shared tools for them to complete their estate plan, helped them compile a list of important people and documents, and taught them how to create a legacy contact on their cell phone.

> Jini Thornton is so much more than a financial expert and her ability to take the "fear" out of facing your finances is so valuable. She spoke to our Business Resource Group about leaving a legacy and the members are still talking about the valuable tips she shared. From the "nuggets" she shared to her authenticity and everything in between, everyone was able to take away a little something that they could immediately put to use in their life. The work she does in the community and beyond is inspiring and I look forward to hearing and seeing more from her.
>
> -Leslie Rand, Human Resources Professional at Wellstar

Social Media

55,000+

combined social media followers on @jinithornton, @tmlmoney and @blackwomenwill

Radio

5,000,000

listeners reached weekly on radio in 100+ markets (Rickey Smiley Morning Show, The Wilie Moore Jr. Show, Get Up Mornings With Erica Campbell)

TML Community

3,000+

members in our free private community

Email

10,000+

email subscribers

Ateaelle®

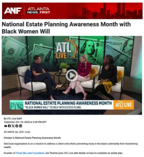
Thank you to our partner, Ateaelle, for collaborating on our Don't Sell Your Grandma's House merch and activation at BWW!

SHOP 🛒

GRANDMA'S HOUSE
WILL ALWAYS
BE HOME

THANK ME LATER
BWW HOMECOMING 2024

Black Women Will in the Media



ANF ATLANTA NEWS FIRST

National Estate Planning Awareness Month with Black Women Will

ATL LIVE
NATIONAL ESTATE PLANNING AWARENESS MONTH
"BLACK WOMEN WILL" TO HELP WITH ESTATE PLANS
ATL LIVE

By ATL Live Staff
Published: Oct. 29, 2024 at 3:59 PM EDT

ATLANTA, Ga. (ATL Live) -

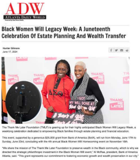
October is National Estate Planning Awareness Month.

One local organization is on a mission to address a silent crisis that's preventing many in the black community from transferring wealth.

Founder of Thank Me Later Foundation Jini Thorton joins ATL Live with details on how to complete an estate plan.

"National Estate Planning Awareness Month with Black Women Will"

October 2024



ADW
ATLANTA DAILY WORLD

Black Women Will Legacy Week: A Juneteenth Celebration Of Estate Planning And Wealth Transfer

Hunter Gilmore
June 17, 2024

The Thank Me Later Foundation (TMLF) is gearing up for their highly anticipated Black Women Will Legacy Week, a weeklong celebration dedicated to empowering Black families through estate planning and financial education.

This event, supported by a generous $25,000 grant from Bank of America (BofA), will run from Monday, June 17th to Sunday, June 23rd, concluding with the 4th annual Black Women Will Homecoming event on November 16th.

"We share the mission of The Thank Me Later Foundation to preserve wealth in the Black community, which is why we directed this strategic philanthropic investment in the Black Women Will event," Al McRae, president, Bank of America Atlanta, said. "This grant represents our commitment to fostering economic growth and wealth preservation in our city."

"Black Women Will Legacy Week: A Juneteenth Celebration Of Estate Planning And Wealth Transfer"

June 2024

ATLANTA'S BEST MIX OF R&B
MAJIC 107.5
MajicATL.com

Jini Thornton Talks Legacy Planning w/ Jackie Paige

MajicATL
Subscribe
4
Share
Download

"Jini Thornton Talks Legacy Planning w/ Jackie Paige"

July 2024

Vision for 2025

Preparing 250 wills, power of attorneys, and healthcare directives Help Black female homeowners in Georgia prepare to transfer **$90M+ worth of assets.**

Transfer On Death Property Deed Workshops: We plan to host quarterly intimate events to **help women in Georgia complete the Transfer On Death (TOD) deeds for real estate**. This is a legal document that transfers real property to a beneficiary when the property owner dies and helps bypass the probate process.

Product Launch: **Debut Thank Me Later's Legacy Life Organizer**, a guide to help you finalize a loved one's business and personal affairs.

Ongoing Estate Planning Education: Launch a marketing campaign centered around **a will being more than just a legal document**. The campaign will include radio, social media, workshops, and more so we can make an impact all year long.

Our Sponsors

Thank you to our sponsors and individual contributors for your support!

BANK OF AMERICA
CITY NATIONAL BANK AN RBC COMPANY
THE LUDACRIS FOUNDATION
Atlanta Gas Light
Morgan Stanley
Aprio
American Cancer Society
CW CARTER + WOODARD
Chick-fil-A
State Farm
KEYSTONE solutions, llc
TNM TIFFANY N. MCKENZIE

SR LAW GROUP

ALSTON & BIRD

WOMBLE BOND DICKINSON

LT Fobi Law

KALEIDOSCOPE HAIR PRODUCTS

If There's A Will, There's A Way
Change

Help Us Impact Black Families For Generations By Donating To Black Women Will!

Every dollar makes a difference & will be used to help Black women complete their estate plans.

DONATE

Black Women Will...

For All Inquiries (Sponsorship, Partnership, Media, General, Etc.): hi@thankmelater.money