

**Company:** The Flora May Foundation, San Clemente, CA

**Company Description:** Our Mission is: Helping Families In Crisis. The Flora May Foundation helps parents in a wide range of mental, physical and psychological needs involving their children or teenagers. Responding to unemployment issues facing underserved communities, The Flora May Foundation created a workforce development program called Working Women Winning (WWW), an 8 week career preparation course.

**Nomination Category:** Company/Organization Awards Categories

**Nomination Sub Category:** Organization of the Year – Government or Non-Profit– 10 or Less Employees

**Nomination Title:** The Flora May Foundation



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the achievements since July 1, 2023 of the nominated organization, OR written answers to the questions? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions for this category, provide them in the appropriate spaces below:

3. Briefly describe the nominated organization: history and past performance (up to 200 words):

**Total 196 words used.**

Founded in 2017, The Flora May Foundation was born from lived experience and a deep desire to support parents navigating the mental health and substance use challenges of their teens. What began as a grassroots effort to help overwhelmed families has grown into one of Orange County's most trusted nonprofit resources for crisis navigation and emotional support.

The foundation provides entirely free, confidential services to parents of struggling adolescents, including, confidential consultations, therapy, emergency transportation, treatment center placement, insurance advocacy, runaway assistance, and peer-led support groups. Every member of the team has walked this path personally—offering not only professional guidance but also lived compassion.

In 2021, the foundation launched Working Women Winning (WWW), a workforce development initiative for underemployed women that has since helped over 300 women gain digital skills, build confidence, and secure meaningful employment.

In recent years, the foundation has tripled its outreach, secured major partnerships with Cox Communications, Rainbow Sandals Foundation, and Working Wardrobes, and earned national recognition with Gold Stevie Awards for Nonprofit of the Year and Thought Leader of the Year. Its continued growth, impact, and innovation make The Flora May Foundation a standout example of community-rooted leadership and transformational care.

4. Outline the organization's achievements since July 1 2023 that you wish to bring to the judges' attention (up to 250 words):

**Total 236 words used.**

Since July 1, 2023, The Flora May Foundation has experienced transformational growth in its programs, reach, and community impact. Under the leadership of Founder & CEO Debbie Hansen-Bosse, the organization has expanded access to free, confidential services for parents of struggling adolescents while scaling its award-winning workforce development initiative for women, *Working Women Winning (WWW)*.

Key achievements include:

- **Program Expansion:** WWW now offers bilingual instruction, digital literacy training, soft skills coaching, and paid internships—resulting in a 70% internship-to-employment conversion rate for program graduates.
- **Strategic Partnerships:** The foundation secured major partnerships with Cox Communications, Rainbow Sandals Foundation, and Working Wardrobes, increasing access to technology, employment resources, and program funding.
- **Capital Campaign Launch:** The organization initiated a campaign to secure a permanent facility to house both parental support services and WWW, signaling long-term sustainability and deepened community roots.
- **Community Recognition:** Flora May Foundation and its founder earned multiple prestigious awards, including the 2024 *Gold Stevie for Thoughtleader of the Year*, the 2025 *Women of Distinction* honor by Supervisor Katrina Foley, and the 2025 *Champion Innovative Woman* award by *Enterprising Women Magazine*.
- **Increased Reach and Impact:** In the past year, the foundation tripled its client base, expanded its geographic reach across Orange, LA, and San Diego counties, and amplified its voice through public speaking, mentorship, and digital storytelling.

These achievements reflect a bold, strategic commitment to uplifting families and women in crisis—and reshaping what accessible, community-centered support looks like.

5. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

**Total 236 words used.**

The Flora May Foundation's achievements are both unique and highly significant within the nonprofit sector—particularly in the areas of family crisis support and workforce development. While many NGO organizations focus on one population or service area, The Flora May Foundation addresses two deeply underserved groups: parents navigating adolescent mental health and women re-entering the workforce. This dual-mission approach is rare and strategically integrated, allowing the organization to address root causes of instability in the home and workplace simultaneously.

Compared to similar-sized nonprofits, Flora May has demonstrated accelerated growth and innovation. Over the past year, the organization has tripled its client reach, expanded its programming across three counties, and achieved a 70% job placement rate through its Working Women Winning (WWW) program—figures that outpace many larger workforce nonprofits with tenfold budgets.

In contrast to national trends where waitlists and cost barriers limit access to care, Flora May provides entirely free, confidential, and same-day support. Its nimble, community-rooted model fills urgent service gaps left by overwhelmed public systems and underfunded agencies.

From a performance standpoint, the organization has evolved from a small grassroots effort to a recognized leader with corporate partnerships, award-winning leadership, and a vision for a permanent facility. Its capital campaign, partnerships with Cox Communications and Rainbow Sandals Foundation, and multiple national awards all signal a leap in credibility, scale, and impact—making The Flora May Foundation not only exceptional, but a potential blueprint for nonprofits nationwide.

6. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

**Total 218 words used.**

The supporting materials attached to this nomination provide concrete evidence of The Flora May Foundation's growth, impact, and recognition. These include:

· Press Coverage and Awards: News articles and award announcements, including Debbie Hansen-Bosse's recognition as the 2025 Champion Innovative Woman by Enterprising Women Magazine, the 2024 Thought-leader of the Year Gold Stevie Award, and the Foundation's 2023 Nonprofit of the Year Gold Stevie Award, offer third-party validation of leadership and excellence.

· Program Data and Impact Reports: Internal metrics from Working Women Winning (WWW) demonstrate significant outcomes such as a 70% internship-to-employment conversion rate and participant feedback showing increased confidence, technical skill development, and financial independence.

· Letters of Support: Testimonials from community partners including Cox Communications, Working Wardrobes, and Rainbow Sandals Foundation underscore the strength of our collaborations and affirm the foundation's ability to execute high-impact, scalable programs.

· Marketing and Outreach Samples: Social media posts, community flyers, and video clips of public speaking engagements highlight the Foundation's storytelling power and ability to engage both digital and local audiences.

· Capital Campaign Brochure: A visual overview of the foundation's vision for a permanent facility supports our commitment to sustainability and long-term impact.

These materials collectively substantiate the achievements described and reflect an organization that is values-driven, results-oriented, and deeply embedded in the needs of its community.

## Attachments/Videos/Links:

[The Flora May Foundation](#)

[REDACTED FOR PUBLICATION]