



Tuesday | April 23, 2024

IMPACT REPORT

FORK + FEMME SPRING 2024

**HER
TEXAS**

ABOUT HER TEXAS

Launched in 2019, Her Texas is on a mission to disrupt entrepreneurship and investment by directly increasing the number of women-led collaborations, partnerships, transactions and investments.

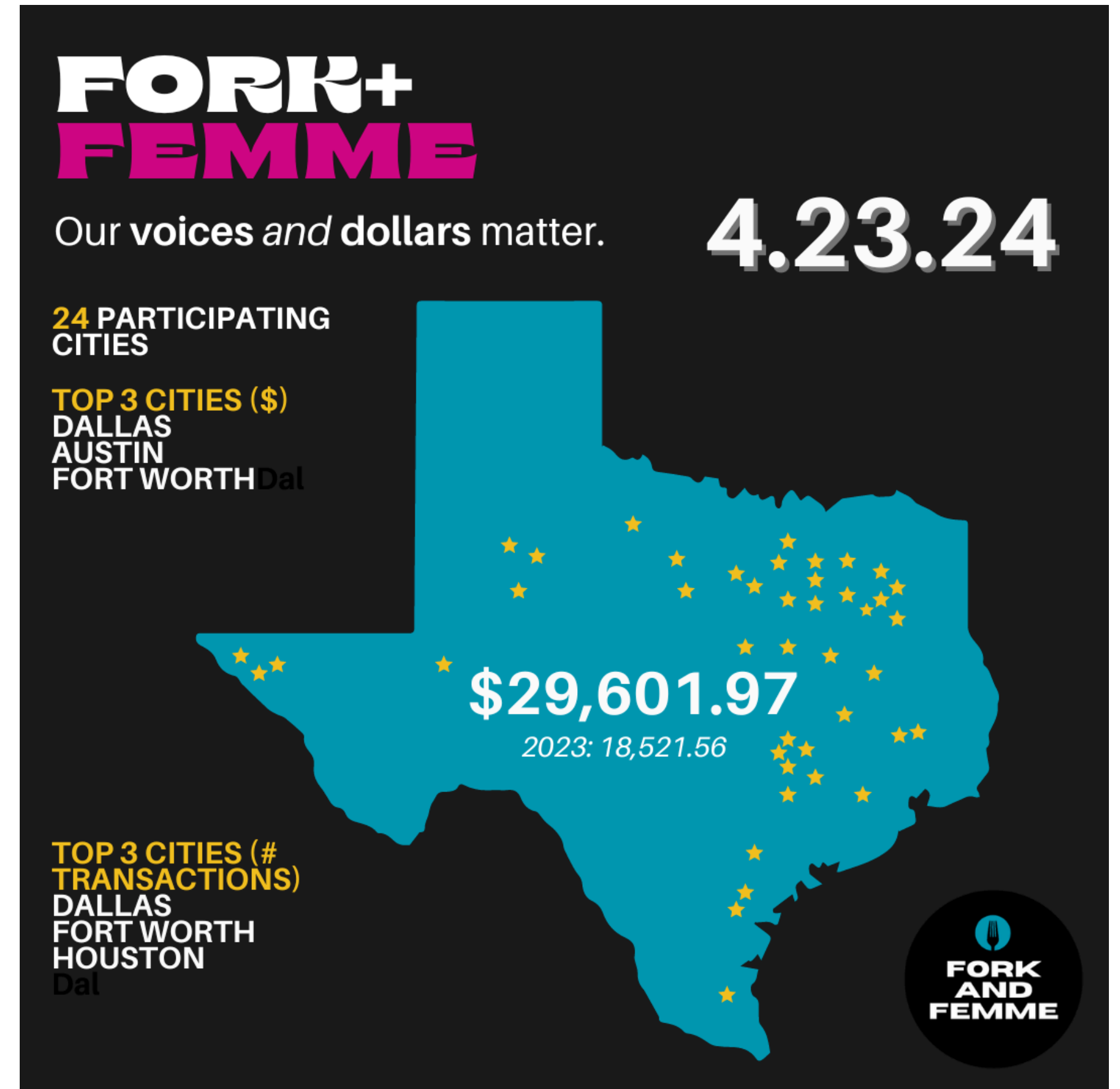
By actively supporting other women-owned businesses, we believe that women create a supportive ecosystem that fosters economic growth, empowerment, and social change. Through these collective efforts, women entrepreneurs can challenge societal norms, bridge gender gaps, and inspire future generations of women to pursue their entrepreneurial dreams, fostering a more equitable and inclusive society.

We are tech-powered. Our members make connections, collaborate and invest in one another at a statewide level through our digital platform, **myHER.**

Fork + Femme is a day designed to unite the Texas community in support of and investment in woman-owned restaurants, food and drink businesses. As a celebration of the power of women investing in women, this event has a dual mission: to raise awareness and direct financial support to women entrepreneurs, while also offering a unique networking opportunity for all.

On April 23, 2024, our inaugural statewide event took place and resulted in \$29,601.97 spent with woman-owned businesses, including one \$2,500 donation to Her Texas.

ABOUT FORK + FEMME



OUR WHY

CONSCIOUS CONSUMERISM

When men and women actively support woman-owned businesses, it creates a positive feedback loop where economic advancement leads to *more resources, more jobs, and more opportunities for growth.*

This ripple effect can significantly contribute to local and national economies, fostering a more diverse, inclusive, and thriving business ecosystem.

Additionally, it sets an example for other communities and industries, encouraging a broader culture of support and collaboration, further amplifying the economic impact.



*Fork + Femme Lubbock | Sparkle N' Flair
Boutique & Coffee Shop*

PARTICIPATING CITIES

Based on event registrations and/or submitted receipts

ADDISON

ARLINGTON

AUSTIN

BROWNSVILLE

DALLAS

DENTON

EL PASO

EULESS

FARMERS BRANCH

FORT WORTH

FRISCO

GARLAND

PROSPER

HOUSTON

LAREDO

LUBBOCK

KILLEEN

MCKINNEY

PLANO

RICHARDSON

ROUND ROCK

ROWLETT

SAN ANTONIO

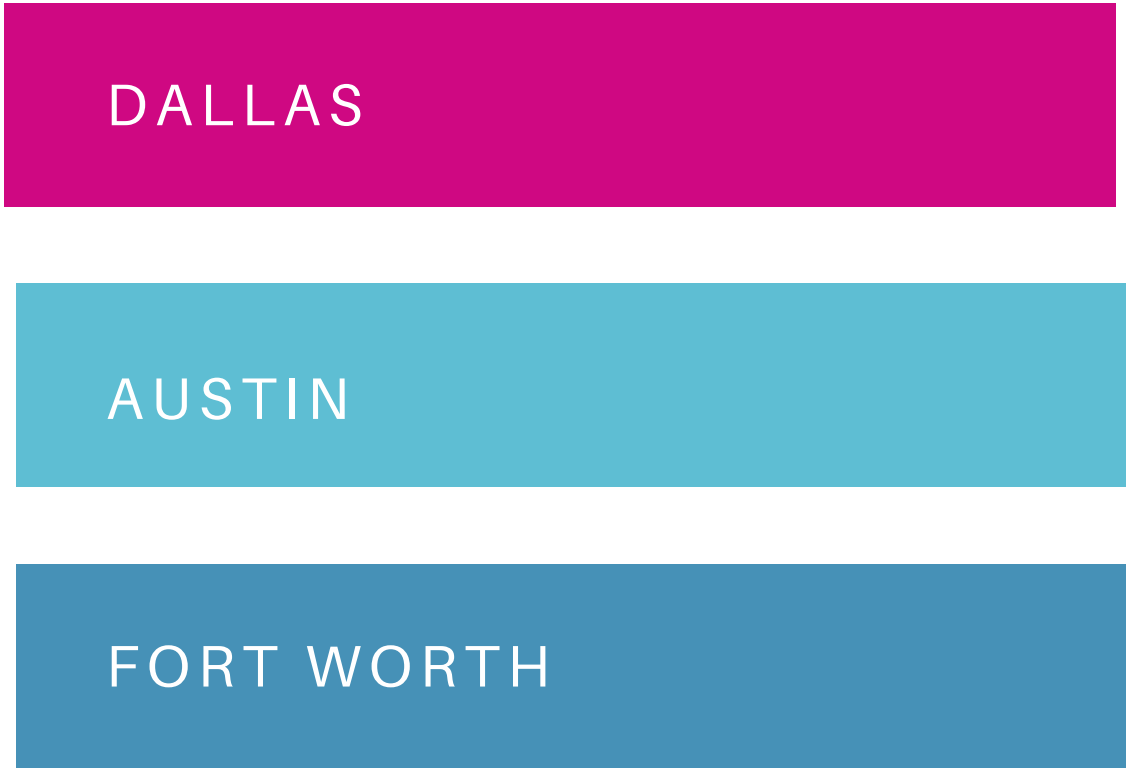
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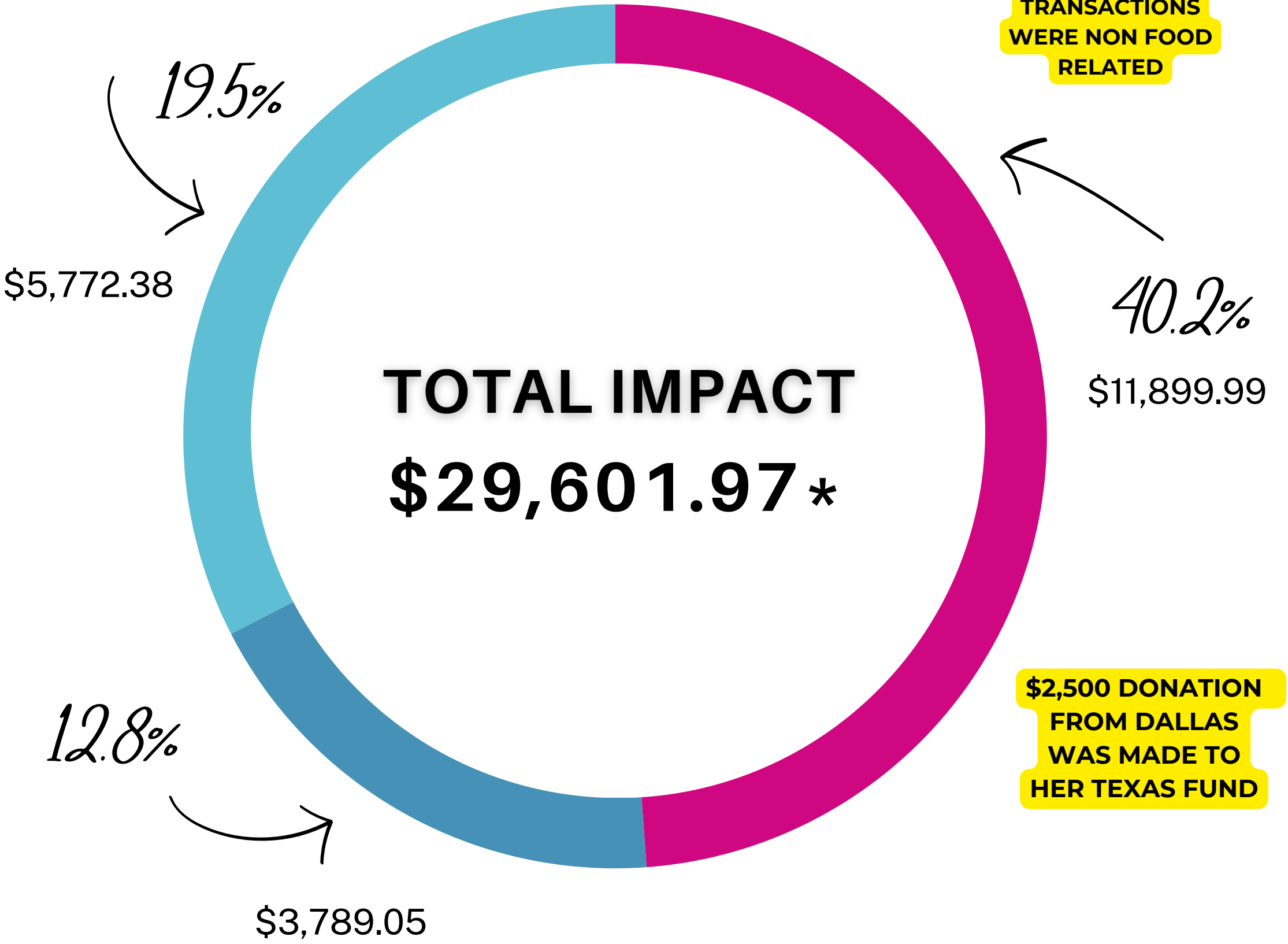
OUR STATEWIDE IMPACT

DAY OF (4/23) FINANCIAL TRANSACTIONS

Top 3 cities



These cities were fueled by individuals making purchases at multiple businesses throughout the day and large groups meeting for lunch or dinner.



*Estimate based on actual receipts submitted by participants.





**WHAT'S
NEXT?**



HER

**SAVE
THE
DATE**

10.23.24

**FORK
+ FEMME**



**For inquiries on serving as a
city host, featuring your
restaurant and/or
sponsorship opportunities:
hello@hertexas.co**

**To learn more about the
Her Texas movement:
www.hertexas.co**

**HER
TEXAS**