

HADASSAHS

in Training

Identity · Confidence · Etiquette · Boundaries · Leadership

DATE

**July 18,
2026**

LOCATION

**Frederick,
Maryland**

FORMAT

**1-Day
Formation**

AUDIENCE

**Girls Ages
6–21**

Produced by Oasis & Co Institute, Inc. · Non-Profit · Frederick Maryland

Founded by Mo' Makanjuola · Family Life Practitioner & Adolescent and Parent Coach

*"Every investment in a girl is an investment in a family, a community,
and a generation."*



She Didn't Go Quiet Overnight.

And we almost missed it. The data tells us exactly when it happens — and what it costs.

Girls and boys enter adolescence with equal confidence. Then something happens.

Between ages 8 and 14, girls lose 30% of their self-assurance — during the exact window when identity forms. By 17, she is twice as likely as her male peer to carry low self-esteem. This is not inevitable. It is preventable. But only if someone intervenes during the window.

When funders choose to support this work, they are investing far beyond an organization. They are investing in the girl sitting in a classroom today, still learning her value, her voice, and the foundation that will shape how she sees herself and navigates the world.

57%

of teen girls report persistent sadness &
hopelessness

CDC, 2023

30%

confidence drop in girls between ages 8 and
14

Girls Inc.

2×

more likely for a girl to have low
self-esteem by 17

AAUW

40%

of girls have no mentored adult outside
their family

MENTOR

The Window Is Closing.

Formation work at the right age creates protective factors that last a lifetime.

01 The Confidence Cliff

Girls lose 30% of their confidence between ages 8–14 — the exact window when identity forms. By 17, twice as likely as boys to carry low self-esteem. Preventable. But only with intervention.

02 The Social Media Multiplier

Teen girls average six hours daily on platforms built on comparison. 20% say it damaged their confidence — twice the rate of boys. The antidote is not restriction. It is formation.

03 The Mentorship Gap

76% of girls say having a mentor is important. Only 37% have one. That 39-point gap is where confidence dies and potential goes unfulfilled. The intervention exists. Access does not.

04 The Family Ripple

When a girl is equipped with identity and confidence, the effects flow into her home, school, friendships — and one day her own children. One day can redirect a generation.

Hadassahs in Training.

One day. Expert-led. Life-changing. July 18, 2026 • Maryland • Ages 6–21.

HADASSAH — "Myrtle tree: a plant that releases fragrance when crushed." The girl who thrives under pressure.

JUNIOR HADASSAHS • AGES 6–12

Building the Foundation

- Identity & self-worth before teen pressures hit
- Age-appropriate confidence activities
- Body safety & personal boundaries (gentle)
- Etiquette basics — sitting, greeting, manners
- "I Am" affirmation activities & journaling
- Crown Ceremony participation with families
- 30-day personal development plan

RISING HADASSAHS • AGES 13–21

Forming the Leader

- Communication, voice & public speaking
- Lady Finishing School — refinement & etiquette
- Healthy boundaries, emotional safety, self-advocacy
- Mentorship from professional women
- Lady Jokotade certificate of recognition

Eight Pillars of Formation.

Every session, every activity, every moment is anchored to one of these pillars.

01

Mindset & Identity

Who you are before you walk into any room

02

Humility

Knowing your worth without announcing it

03

Courage

Moving forward even when it costs something

04

Inner Beauty

Private preparation shapes public presence

05

Dignity & Poise

Carrying yourself with grace in every space

06

Etiquette & Refinement

The art of being a lady, inside and out

07

Voice & Communication

Speaking with clarity, confidence, purpose

08

Influence & Leadership

Using your gifts to shape something greater

The Women Leading This Day.

Expert. Credentialed. Purposeful.

FOUNDER • HOST

Mo' Makanjuola

Coach Mo

Mo' Makanjuola is a Family Life Practitioner, certified Adolescent and Parent Coach, youth mentor, and the founder of Oasis & Co, a Maryland-based nonprofit organization focused on strengthening families, developing emotionally healthy young people, and building sustainable leadership and identity formation initiatives within communities.

KEYNOTE SPEAKER & FEATURED FACILITATOR

Lady Jokotade Adeniyi

Lady VJ • Executive Coach • Refinement Expert

Keynote speaker, executive coach, and founder of the Lady Finishing School — where young women are trained in refinement, etiquette, and purposeful self-presentation, awarded the official title and certificate of a Lady upon completion. She brings her full Lady Finishing School framework to the Rising Hadassahs.

Why I Built This.

Mo' Makanjuola · Founder, Oasis & Co Institute Inc.

I have sat across from a lot of families over the years. Mothers exhausted from loving a daughter they cannot quite reach. Fathers who don't know how to talk to a teenage girl who has closed every door.

What I kept seeing — over and over — was not a lack of love. It was a lack of language. A lack of women who would step in, look a girl in the eye, and call out what she could not yet see in herself.

I created Oasis & Co and Hadassah Finishing School because strong families are built from the inside out. The inside of a girl — her sense of who she is, her understanding of her worth — is not something the world will cultivate for her. We have to do it on purpose. With intention. With excellence. With love.

Certified Family Life
Practitioner

Certified Adolescent &
Parent Coach

Founder · Oasis & Co
Non-Profit

Host · Hadassahs in
Training



What Changes After This Day.

For one girl. For one family. For one community. All sponsors receive a full Impact Report within 60 days.

85%

report increased identity & self-worth
(post-survey)

80%

demonstrate improved confidence &
communication in-session

90%

can identify healthy vs. unhealthy
relationship dynamics

100%

receive direct mentorship from credentialed
professional women



Every girl who leaves that room more confident and grounded carries those qualities into her home, her school, her friendships, and eventually her own family. One day of the right input at the right age can redirect a trajectory — not just for one girl, but for every person her life will touch.

All sponsors receive a full Impact Report within 60 days — survey data, photography, and participant feedback.

Where Your Investment Goes.

Every dollar is tied to a direct programme deliverable. 60 Girls · July 18, 2026.

Leadership & Program Facilitation

Keynote speakers, mentors, workshop facilitators, participant guidance

Mentorship Luncheon Experience

Breakfast, mentorship luncheon, refreshments, hospitality services

Media & Storytelling

Photography, videography, post-event documentation, impact storytelling

Operations & Event Support

Participant Experience & Environment

Venue, leadership spaces, ceremony experience, participant atmosphere

Participant Resources & Keepsakes

Journals, crowns, certificates, leadership materials.

Scholarship Access

Support for relevant families, participants and sponsored seats

Contingency & Sustainability

PROJECTED IMPACT

- 60–75 girls served
- 8–10 scholarship seats funded
- 6 transformational leadership sessions
- 1 keynote leadership experience
- Mentorship circles & guided reflection
- Participant confidence & wellness surveys
- Professional keepsake portraits
- Post-event impact reporting

CURRENT FUNDING STRUCTURE

Participant Registration · Community Sponsors · Strategic Partnerships · Grant Support · Scholarship Contributions

Choose Your Sponsorship Level.

Every level funds a girl. Every partner is a founding partner of the inaugural Hadassahs in Training cohort.

TITLE PARTNER

\$5,000+

- Premier logo placement across event materials
- Recognition during opening & Crown Ceremony
- Featured partner spotlight across digital platforms
- Dedicated presence at the event venue
- Founding Partner recognition in Impact Report



PROGRAMME PARTNER

\$2,500

- Session sponsorship recognition
- Logo placement on select event materials
- Featured recognition during event programming
- Digital appreciation feature
- Community Partnership certificate



COMMUNITY PARTNER

\$1,000

- Event programme recognition
- Verbal acknowledgment during the event
- Social media appreciation feature
- Scholarship support recognition



LOCAL / IN-KIND

\$250–500

- Product or service contribution recognition
- Community partner acknowledgment
- Social media appreciation feature
- Certificate of appreciation



Let's Build This Together.

Reach out directly to discuss sponsorship, grants, or any form of partnership. We respond to every serious inquiry within three business days.

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"The most powerful thing a woman can do for the next generation is refuse to let them figure it out alone."
— Mo' Makanjuola, Founder