

Women's Real Estate Fund LLC (WREF): Pre-launch (2019)

business goals:

- to purchase (commercial) properties for investors to support women who own businesses
- to allow women to become investors to invest in these properties

slogans:

- “Building Generational Wealth, One Woman at a Time”
- “Women Building Generational Wealth, One House at a Time (alternate slogan, to be repurposed)

branding & media:

- logo (reference: <https://justcreative.com/2018/02/19/color-psychology-in-logo-design-branding-explained/>; status: not yet launched) — design note: feminine but luxury/formal tone (gold / hot pink colors)
 - website (<http://excellusreigroup.com> ? ; status: not yet launched)
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Content Strategy & Plan for Fundraising

1). background/context: the cause is to help and give women resources to allow them to purchase/finance a home affordably and while contributing to personal and family matters efficiently; materials and content will need to be created to spearhead goals of the organization and raise funds to meet them (update over time if needed).

content group 1: videos (to be later included: graphic materials such as ads)

2). format of material: fundraising video — def: a short video that helps people know about a specific platform that can help platform organizers raise funds for their business / project. Fundraising videos successfully should combine a dynamic story with emotion to create a connection with a targeted audience that words and photos cannot build alone.^[1]

3). purpose of material: fundraising videos help cut through the noise of general media communications for an appeal to be (quickly) heard, understood and embraced by an audience. Fundraising videos help platform organizers to get started and sets out to reach targeted goals.^[1]

4). production strategy: produce a few short videos (2-4) with differing editing/presentation styles and/or with different subjects focused on while delivering the same

message; these are to be used on platform website and social media pages for online marketing exposure and awareness —> utilize video SEO tactics (i.e. titling and descriptions)

5). subjects in video: women (including parents and guardians) in the workforce (blue collar, white collar, pink collar, gold collar jobs) and women as breadwinners or dual income earners?

6). mood/tone: independence, leadership, strength, goal-oriented, family first, motivation

7). presentation styles: montage set to music with on screen text, montage set to music with voice over narration (of off-screen narrator and/or subjects shown), subjects shown at their workplaces accompanied by b-roll footage of them working

8). fundraising video examples:

- storytelling through (animated) info-graphics and on-screen text accompanied by narration and uplifting / inspiring music to raise awareness of non-profit's cause - this requires research for showing facts and statistics (good to use as intro video for website and for Google My Business video).^{[2][5]}
 - PSA style - drawing attention to issues women face through real life accounts of struggle and their neediness of hope and support to reach personal and professional goals (connect with audience and pull on heartstrings)^[8]
- storytelling (animated) with respect to explaining how fundraising would work and where/how funds would be used/allocated toward cause.^[3]
 - Campaign style - speaking to an audience upfront about non-profit and being open about mission, long-term and short-term goals and who founder is; also brief viewers on perks (see below as well)
- *sharing the non-profit mission through confessionals and montage shots by showing participant(s) testimony as their goals are addressed as intended from support; founder needs to be introduced and explain the non-profit's purpose and their story that led them to founding of non-profit.*^{[4][6][8]}

9). deliverables: *implement social media and contact information with each video*

- YouTube, Vimeo, Dailymotion, Facebook Watch
- Google My Business, LinkedIn, website, email

10a). sources:

1): <https://finance.advids.co/20-awesome-fundraising-video-marketing-examples/> (web source 1)

- 2: https://www.youtube.com/watch?time_continue=77&v=qBuckP87k2s (animated infographic 1)
- 3: https://www.youtube.com/watch?time_continue=6&v=RzwhljO1nRg (animated infographic 2)
- 4: https://www.youtube.com/watch?time_continue=45&v=xpB9Bvd42hk (live video shoot 1)
- 5: https://www.youtube.com/watch?time_continue=116&v=1e8xgF0JtVg (animated infographic 3)
- 6: <https://vimeo.com/63205676> (live video shoot 2)
- 7: <https://www.wildapricot.com/blogs/newsblog/2018/07/20/nonprofit-video-marketing-strategy> (web source 2)
- 8: <https://articles.bplans.com/how-to-create-a-successful-crowdfunding-video-for-your-startup/> (web source 3)

11). production process and schedule

- research (authentic, non-fabricated information, supported by facts and statistics)
- assembling crew (videographers)
- scripting (writing it right)^[8]
- casting – subjects from “She’s Beautiful” documentary among others (influencers - older generation of women who lived through women movements of 1960s, politicians, etc.)
- filming (conducting interviews and confessionals)
- editing (video and audio; rough and final drafting - keep at a concise length - audiences have short attention spans)
- release (online, public TV stations)

12). research and analysis

approach: create videos on women who lived through 1960s movement and working women who are profiled like such below:

Earnings of Women in the U.S. 2017

Example Worker Profiles	Median Income Earnings	Income Class (family size: 1)	Income Class (family size: 2)	Income Class (family size: 3)	Income Class (family size: 4)
Woman #1 (blue collar)	• painter (\$30,543)	• Lower Class	• Lower Class	• Lower Class	• Lower Class
Woman #2 (white collar)	• accountant (\$60,280)	• Middle Class	• Middle Class	• Middle Class	• Middle Class
Woman #3 (gold collar)	• physician (\$171,880)	• Upper Class	• Upper Class	• Upper Class	• Middle Class

Example Worker Profiles	Median Income Earnings	Income Class (family size: 1)	Income Class (family size: 2)	Income Class (family size: 3)	Income Class (family size: 4)
Woman #4 (pink collar)	• elementary and middle school teacher (\$50,766)	• Middle Class	• Middle Class	• Middle Class	• Lower Class
Woman #5 (gray collar)	• personal care and service worker (\$26,376)	• Lower Class	• Lower Class	• Lower Class	• Lower Class

- the figures above only take one income-earner (or breadwinner) into consideration
- the figures do not account for age variance (hence an average of incomes shown) —> might change or add initial income for more detailed data
- does not take into account cost of living as a measure of class
- does not take into account debt owed as a factor to one's proper class placement

(sources: https://www.dol.gov/wb/occupations_interactive_txt.htm, <https://howmuch.net/articles/income-classes-in-america>)

example candidate profiles highlighted above (emphasizing a cross section of different ages, ethnicities and workforces) [also expand on these]:

- single blue-collar mother (late 30s) with 2 kids, hustler, lives in apartment
- unmarried white collar immigrant (40s) who doesn't have enough time to focus on own family planning
- very young mom (21+) attending college and working (pink collar) to support child, lives with parent(s)
- working grey collar grandmother (55+) in health care non-profit

employment classifications and social work classes: description of collars (16 types):

- **blue collar** (coined in 1920s) — the working class, performing manual labor and earning hourly wage (trade occupations: carpenters, mechanics)^{[9][10]}
- **white collar** (coined in 1930s) — salaried professionals in an office environment (office occupations: typically in management)^{[9][10]}
- **green collar** (coined in the 1970s) — environmental and nature jobs (biologist, conservationist)^[10]
- **gold collar** (coined in 1980s, 2 def.) — highly skilled knowledgeable people (doctors, lawyers, scientists; also can refer to low wage workers who receive parental support)^{[9][10]}
- **pink collar** (coined in 1990s, 2 def.) — traditionally characterized as women's work (nurses, secretaries, teachers); also refers to workers employed in low paid service jobs (librarian, receptionist)^[9]

- **no collar** (coined in 2010s, 2 def.) — refers to the overqualified but unemployed workers and people who work for no pay including those who prefer passion and personal growth over financial gain^[10]
 - **red collar** — government and agricultural jobs (politicians, farmers)^[10]
 - **purple collar** — skilled technicians who are generally classified as white collar but perform some blue collar tasks (engineers, information technology workers)
 - **open collar** — home based workers working remotely online (bloggers, e-commerce)
 - **new collar** — workers who do not have to be traditionally educated but are relied on for their technical skills (data scientists, coders, cloud administrators)^{[9][10][11]}
 - ~~**orange collar** — prison workers^[10]~~
 - ~~**scarlet collar** — workers in the sex industry (pornography)^{[9][10]}~~
 - **brown collar** — military personnel
 - **black collar** (2 def.) — manual jobs that are considered dangerous (mining, oil industries); also can refer to working in the black market industry (piracy, illegal activities)^{[9][10]}
 - **gray collar** (2 def.) — workers who contribute to public wellness and safety (firefighters, police officers, security guards); also can refer to workers who are beyond the age of retirement (healthcare professionals)^{[9][10]}
 - **yellow collar** — people in the creative field (photographers, filmmakers, directors, editors)^[10]
- mixed collar** — combination of more than one profession or a profession that overlaps multiple categories

10b). continued sources:

9: <https://www.jagranjosh.com/general-knowledge/list-of-collar-workers-1404546729-1>

10: <https://www.linkedin.com/pulse/whats-types-collar-workers-hassan-choughari/>

11: <https://whatis.techtarget.com/definition/new-collar-jobs>

1960s women movement background (to target/seek influencers):

Based on research and from my high school history notes, there seems to be no exact year in which the women movement officially began. A number of events in the early 1960s suggests that these all collectively played a role in the formation of the National Women Organization (NOW) in 1966, which was the first major platform to address women issues in society (effectively, NOW became the mouthpiece of the movement for the remainder of the decade and beyond).

If there is a date to be recognized for the era that is associated with the movement, it would be 1960, the year that the FDA approved the contraceptive pill (which would later be commercially available in 1961). This set the stage for further events regarding the changing and challenging of norms of how women should be viewed and how they

should be living their lives, in the postwar period (especially in the 1950s when women were more likely to be housewives and full-time moms due to the baby boom).

Furthermore in 1961, President JFK would establish the President's Commission on the Status of Women, a special task force aimed at advising the President on issues facing women. Perhaps a more proper (and appropriate) date for when the movement truly began is **1963**, when *The Feminine Mystique* (a book objecting to and criticizing traditional women's lifestyles tending to their families and households) was published and when JFK would publish his report on gender inequality, as well as sign the equal pay act. These events would effectively spark the women's movement of the 1960s, leading to increased attention on politics and culture concerning goals and awareness of spreading them among women (and men) of various backgrounds and through various mediums for the purposes of influence and changing of mindsets for then current and now future generations of women and men alike.

Sources: <https://www.thoughtco.com/1960s-feminism-timeline-3528910>, https://en.wikipedia.org/wiki/Second-wave_feminism#Overview_in_the_United_States

Continued Research

1. Top 5 cities/states with the most single parents? How much are these parents averaging yearly?

- *key: SPF: single parent families, FSM: families with single mothers
- **Rochester, New York** (1st: 73.7% SPF, 65.8% FSM); **Birmingham, Alabama** (2nd: 72.1% SPF, 60.1% FSM); **Detroit, Michigan** (3rd: 71.5% SPF, 60.1% FSM); **Cleveland, Ohio** (4th: 71.2% SPF, 60.6% FSM); **Springfield, Massachusetts** (5th: 66.9% SPF, 61.5% FSM).[1]
- the median income of single mothers nationwide is \$41,700 in contrast to \$90,380 for married couples; if taking the number of children a single mother has into consideration, with the average amount used to indicate the economic class, single mothers will always fall under the lowest income range (with the thresholds increasing between lowest and middle class levels per every child born).[17][18]
- **note 1:** 31-34% of single parent households fall below poverty line since single parents have one income and such income will at most support the parent and one child. Furthermore, 8.6% of single parents are unemployed (9.9% of whom are mothers). 97.6% of all married couples by contrast have at least one parent employed.[1][18]
- **note 2:** the number of single parent households have risen since 1950 (at 1.5 million) to 2017 (at 10.6 million), a 7x increase spanning 67 years; single parent families now represent a larger portion of families with children below 18 years old at this time than any other period preceding (over 25%).[1]

2. Top 5 cities/states with the most kids under the age of 12?

- **California** (1st), **Texas** (2nd), **Florida** (3rd), **New York** (4th) and **Illinois** (5th).[2 - see below for more states and their populations]:

2017 figures (children under age 12)

1. **California (6,013,160)**
2. **Texas (4,904,010)**
3. **Florida (2,768,375)**
4. **New York (2,751,592)**
5. **Illinois (1,892,026)**
6. Pennsylvania (1,738,039)
7. Ohio (1,702,690)
8. Georgia (1,644,958)
9. North Carolina (1,508,083)
10. Michigan (1,406,874)
11. New Jersey (1,287,040)
12. Virginia (1,237,646)
13. Washington (1,105,954)
14. Arizona (1,077,640)
15. Indiana (1,032,020)
16. Missouri (912,918)
17. Tennessee (994,204)
18. Maryland (891,834)
19. Massachusetts (884,161)

20. Minnesota (863,189)
21. Wisconsin (836,668)
22. Colorado (831,559)
23. Louisiana (743,040)
24. South Carolina (729,647)
25. Alabama (719,040)
26. Kentucky (668,235)
27. Oklahoma (641,193)
28. Utah (620,857)
29. Oregon (578,783)
30. Iowa (485,550)
31. Kansas (473,817)
32. Mississippi (469,383)
33. Connecticut (468,735)
34. Arkansas (467,277)
35. Nevada (456,338)
36. Puerto Rico* (403,927)
37. New Mexico (321,235)
38. Nebraska (319,076)
39. Idaho (291,640)
40. West Virginia (242,301)
41. Hawaii (210,040)
42. New Hampshire (163,272)
43. Maine (162,136)
44. Montana (153,185)
45. South Dakota (146,484)
46. Delaware (134,765)
47. Rhode Island (133,606)
48. Alaska (126,232)
49. North Dakota (122,827)
50. Washington DC* (92,979)
51. Wyoming (91,827)
52. Vermont (74,929)

3. Top 5 cities/states of the least amount of daycares? The locations that need it the most.

- *child care resources include daycare, nurseries, babysitting and any equivalent format of services.
- states with least availability of child care resources*: **Alaska** (50th), **Hawaii** (49th), **Utah** (48th), **New Mexico** (47th), **Idaho** (46th).^[20]
- states ranked by childcare availability, cost and quality: **West Virginia** (50th), **Mississippi** (49th), **New Mexico** (48th), **Nevada** (47th), **Oklahoma** (46th).^[20]
- one source characterizes areas of the country that lack childcare centers as “childcare deserts;” this is technically defined (in the investigation, but not in general) as a zip code region that lacks at least one child care center per 30 children under age 5 or has a ratio exceeding 3:1 of the number of children under

5 to child care facilities that can maintain their capacities and be able to provide services. The areas that are most characterized as childcare deserts and hence need centers the most are mostly concentrated in rural areas (due to scarcity of resources, geographically speaking) and urban areas (where there isn't enough supply to meet the demand of a child population). Most notably, areas of high poverty are less likely to be urban deserts due to government programs and subsidies providing needed assistance.^[19]

- Examples of statistics in certain states covered by the investigation found that **Minnesota** (72%), **Illinois** (68%), **Colorado** (46%), Virginia (40%), Maryland (35%), Ohio (27%), North Carolina (24%) and Georgia (15%) have varying portions of their population living in childcare deserts; even with lower percentages, factors including low income and high childcare costs persists amongst families of a non-white background (i.e. Hispanic) which further affects obtaining childcare. Geography also plays a major role as rural areas, to reiterate, do not have enough resources to fund child care centers.^[19]
- **note 1:** 836,053 estimated daycare operators in the U.S. (2019).^[20]
- **note 2:** 42% of children under age 5 live in childcare deserts in the U.S. (2016).^[19]

4. Top 5 cities/states to has the most celebrities successful business owners

- *Not surprisingly, there aren't any statistics on where businesses owned and ran by celebrities are per state likely due to privacy although there are plenty of articles noting major celebrity entrepreneurs and businesspeople with most sources not explicitly stating where their businesses are located. The closest but not exactly effective point of measure one could use to determine what state a celebrity is associated with is noting where they live considering that their businesses can't be too far away if given the significance of managing them (however, in contrast and in many cases, simply owning them doesn't require or mean that celebrities have to live near or in the same location as their businesses).
- Note: top celebrity businesspeople overwhelmingly seem to hail from: **New York** and **California (New York City and Los Angeles** respectively) with celebrities in general living in Los Angeles, California; New York City, New York; New Orleans, Louisiana; Atlanta, Georgia; San Francisco, California; Miami, Florida; Las Vegas, Nevada; Chicago, Illinois; Nashville, Tennessee; and Jupiter, Florida being the top 10 cities and towns in order that celebrities tend to live (presumably when not on location for film shooting, for example).^[22]

5. Top 5 cities/states that has the most successful businesses/companies?

- States with the most Fortune 500 companies (as of 2018): **California** (1st - 54 total); **New York** (2nd / tie - 52 total); **Texas** (2nd / tie - 52 total) — these states also house almost 1/3 of the nation's top companies — **Illinois** (4th - 32 total); **Ohio** (5th - 27 total).^[10]
- Metropolitan areas with the most Fortune 1000 companies: **New York City, New York—Newark, New Jersey—Jersey City, New Jersey** (1st - 115 total); **Chicago—Naperville—Elgin, Illinois** (2nd - 64 total); **Houston—The Woodlands—Sugar Land, Texas** (3rd - 53 total); **Dallas—Fort Worth—**

Arlington, Texas (4th - 40 total); **Los Angeles—Long Beach—Anaheim, California** (5th - 32 total).^[11]

6. Top 5 cities/states with latchkey kids? Or that has a need for childcare?

- *there doesn't seem to be any major source online that can definitively state what are the statistics of latchkey and home alone children based per U.S. state and there is not even a ranking of top cities where leaving a child alone is practiced. The "leading source" Kids Count Data Center furthermore lacks a section / study on latchkey children, as perplexing as this is. One reason for the lack of information could be the changing times pointing to the availability of smartphones among children and social media easing fears of child abduction and harm accompanied by being / commuting home alone and the absence of PSAs and media coverage of the subjects as they once were common in the 1980s and 1990s. In fact, scouring the web for minor information on latchkey children leads to studies that were done in the last 25-30 years but not consistently and not comprehensively.
- note 1: 7 million of 38 million total children between ages 5 to 14 (as of 2018) are left home regularly (with an increase of this practice amongst single-parent households and households that cannot obtain affordable and quality childcare).^[3]
- note 2: 30 U.S. states do not set a minimum age for a child to be home alone; the minimum age is currently unknown in 6 states, with the remaining 14 states setting the age between 6 (in Kansas) and 14 (in Illinois). 10 of those 14 states furthermore only set these ages based on recommendations and are likely not strictly enforced.^[4]

7. Research on not having childcare....how does that effect a household, a parent, and a child in the long run.

- an NPR article goes into detail about this: worry in finding quality and professional childcare (specifically infant) services, let alone securing a spot for infant care runs high with expecting mothers and mothers with newborns; the effects in not finding one easily translates to financial strain (nonrefundable waitlist fees) and causes some parent(s) to spend more time contacting centers than on their own jobs. Furthermore, it is reported that child and infant care is an extremely low profit field due to high costs of maintaining resulting in low numbers of centers in certain parts of the country.^[13]
- parents on average spend over \$9,500 per year on childcare for children between ages 1 and 4. This is slightly more than the cost of in-state college tuition (\$9,400), a statistic that leads to financial worries and increased planning for parents thinking ahead and at present of child care for their children.^[13]
- if parents are unable to find adequate child care services, the last resort is placing children in the care of relatives (as much as 50%; a 2015 study also revealed that 57% of families earning \$30,000 relied on care by other family members); this is more common with lower-income families and if not for this, an even more unconventional, if not very unsafe and unacceptable approach is going with unlicensed caregivers.^[14]
- there also seems to be a disparity between families of various income levels who *can* afford child care: lower income families who opt with it where available do so

because of government subsidies helping lower costs down, which effectively forces high income families to go with non-subsidized programs; such programs (private centers and caregivers) offer educational and developmental advantages at an increased cost, putting certain children in a same given generation with different environmental structures at a step well above their peers in places of lower and lesser service. This exposure or lack of deep emphasis of such has major repercussions for the development (speed) and well-being of children as they grow older and settle into grade school.^[14]

- one last area of concern is the basic effect of children without daycare services — it's considered the norm in the U.S. to send children to daycares before pre-school (in 2017, over 60% of children under 5 years old will have spent time in “non-parental” care); daycare is seen as a two-form solution: to help children grow without relying on their parents and to give parents more time to work. The opposite of this leads to the perception and even reality of an unfulfilled mother (career-wise) tending to children which leads to an increased risk through too much parent-child attaching of developmental difficulties faced by children later in life (areas including peer relations, compliance and of course, attachment); the same risk is true for children who are treated by low quality daycare centers but with less sensitive yet still attentive parents.^[15]

8. How many singles parents are there by race, ethnicity, gender, age, etc.?

- *Percentages are of children under 18 in the U.S. who are raised by single parents.^[2]
- by race/ethnicity: **African Americans** (63%), **Asian Americans** (15%), **White (excluding Hispanic and Latino Americans)** (25%), **Hispanic and Latino Americans** (39%), **multiracial background** (39%), **Native Americans (including Alaskan Natives)** (54%).^[2]
- by gender: **women / mothers** (close to 20%), **men / fathers** (close to 5%)^[2]
- by age: 37.2% of all single moms are over 40 years old (62.8% under 40)^[12]
- by employability: 76% of single moms are employed (53.2% of them work full-time and the remaining 22.8% work part-time).^[12]
- marital status: of all single mothers, 44.2% have been divorced or separated, 36.8% have never been married, 18% have remarried as a previous single mom, and 1% have been widowed.^[12]

9. How many successful business women that are making 6/7/8 figure incomes compared to men?

- According to the U.S. census (2017), only **5% of American women make six figures**.^[5]
- In late 2010, a report by *The Seattle Times* claimed that the number of women earning six-figure incomes were on the rise (faster than for men); the same report suggested that the full time workforce (56 million men & 42 million women) had small numbers of workers who earned and passed \$100,000: 7.9 million men and 2.4 million women or a ratio of **14.1% (men) to 5.7% (women)** making the milestone.^[6]
- 22% of women who work as entrepreneurs and business owners generate more than \$100,000 in revenue (six figures).^[9]

- Men are 14 times more likely to earn a seven figure salary than women. One of the implications is that the jobs that provide such sum are largely male dominated (i.e. air traffic controller, plumber, power plant operator) and that females who do work in them face lesser salaries due to the gender gap in pay. There are well known jobs that women are a part of that do yield 7–8 figures: fashion design, finance, entertainment, businesses and technology but the ratio of men to women in these fields still lean more to the men, hence the 14x statistic.^[21]
- Note: women entrepreneurs on average pay themselves 28% less than their male counterparts due to gender pay stigma through dealing with costumers.^[8]

10. How many people were raised by a single parent in America? How many of those are men/women/married?

- As reported by the U.S. census bureau in 2017, 32% of families in the nation are headed by a single parent (68% are in contrast co-parented through marriage and by equivalent means); of the 32%, 77% are being supported by single moms and 23% by single dads.^[5]
- Note: the top 5 cities with the highest percentages of single parent families and ones supported by moms respectively are: **Detroit, Michigan** (1st - 71.5%; 59.2%), **Memphis, Tennessee** (2nd - 59.4%; 50.1%), **Philadelphia, Pennsylvania** (3rd - 56.2%; 45%), **Boston, Massachusetts** (4th - 49.5%; 42.4%), **Indianapolis, Indiana** (5th - 46.3%; 35.9%).^[20]

11. Top careers women are in or have to do?

- *figures below are yearly median income.
- The highest paying careers for women cover several areas, the top ten being **lawyers** (1st: \$109,460), **CEOs** in the public and private sectors (2nd: \$99,840), **pharmacists** (3rd: \$95,368), **nurse practitioners** (4th: \$95,264), **physicians** (5th: \$91,468), **physician assistants** (6th: \$85,280), **computer & information systems (or IT) managers** (7th: \$84,708), **software developers** (8th: \$80,236), **engineers** (9th: \$67,964), and **human resources (HR) managers** (10th: \$66,560).^[16]
- For women entrepreneurs and business owners, top industries (resulting in high revenue) include **wholesale trade, retail trade, and professional, scientific and technical services**. Top areas of business building amongst women are in **healthcare** and **education**.^[9]
- Note: as of 2018, there are 12.3 million women owned businesses (representing all types of industries) in the U.S., up from 402,000 just 46 years prior in 1972; in addition, women own 4 out of every 10 businesses in the country.^[9]

source 1: <https://havenlife.com/blog/cities-most-single-parents/>
<https://www.statista.com/statistics/796425/number-of-daycare-operators-us/>

source 2: <https://datacenter.kidscount.org/data/tables/100-child-population-by-single-age?loc=1&loct=2#detailed/2/2-53/false/871,870,573,869/42,43,44,45,46,47,48,49,50,51,52,53/418>

source 3: <https://psychcentral.com/lib/children-who-are-home-alone/>

source 4: <http://www.latchkey-kids.com/latchkey-kids-age-limits.htm>

source 5: <https://www.census.gov/newsroom/press-releases/2016/cb16-192.html>

source 6: <https://www.seattletimes.com/nation-world/more-women-are-now-making-six-figure-income/>

source 7: <https://www.refinery29.com/en-us/six-figure-paycheck-wage-gap>

source 8: <https://www.inc.com/minda-zetlin/women-entrepreneurs-pay-gap-freshbooks-survey-28-percent-less-than-men.html>

source 9: <https://www.wbenc.org/blog-posts/2018/10/10/behind-the-numbers-the-state-of-women-owned-businesses-in-2018>

source 10: <https://www.ceo.com/miscellaneous/states-with-the-most-fortune-500-companies>

source 11: http://proximityone.com/metros_fortune1000.htm

source 12: <https://www.verywellfamily.com/single-parent-census-data-2997668>

source 13: <https://www.npr.org/sections/health-shots/2017/01/03/506448993/child-care-scarcity-has-very-real-consequences-for-working-families>

source 14: <https://qz.com/work/1096890/the-crazy-economics-of-childcare-costs/>

source 15: <https://www.psychologytoday.com/us/blog/insight-therapy/201710/nonparental-daycare-what-the-research-tells-us>

source 16: <https://www.thebalancecareers.com/top-highest-paying-jobs-for-women-2059666>

source 17: <https://singlemotherguide.com/single-mother-statistics/>

source 18: <https://howmuch.net/articles/income-classes-in-america>

source 19: <https://www.americanprogress.org/issues/early-childhood/reports/2016/10/27/225703/child-care-deserts/>

source 20: <https://www.care.com/c/stories/7535/the-best-and-worst-states-for-child-care/>

source 21: <https://content.wisestep.com/earn-seven-figure-salary/>

source 22: <https://nimvo.com/the-top-20-towns-celebrities-live-in-the-u-s/>