



Women2Women 2017/2018 – A Year in Review

As a valued Investor of Women2Women we want to thank you for your support of this organization. With your assistance we have come to be the leading resource for women in Berks County, having built a valued reputation in seven short years! Leading the way in women's professional development, community engagement and as a valued resource partner, we continue to grow in both numbers reached and services offered.

Most important to us is the impact on not only the women we serve and their employers, but also the community at large. We are truly another asset that Berks County offers to its residents. The renewal for the upcoming year (2018/19) is approaching; we want to make sure we have your commitment for renewal in time for marketing and promotional purposes – ensuring you all the benefits that your investment includes.

“Commitment to our community is a core value at UGI. Many of our employees were born and raised in or near Berks County and UGI has been a longtime supporter of the local community in many ways. UGI is also committed to developing leaders not only in our workplace, but in the community and Women2Women aligns perfectly with UGI's core values. I have experienced, first hand, many relationships develop which lead to new opportunities for women in the community. It has been an honor to count myself as a member of this impressive group of female leaders in our community.”

Kelly A. Beaver, Vice President – Engineering & Operations Support - UGI Utilities, Inc. – **Title Sponsor**

This report is your recap of the work and accomplishments of this past year (2017/18). We are both humbled and amazed at the breadth of the work we've offered over this past year, the support of our volunteers and folks like yourselves – our partnerships that shape success.

- 6,700 women receiving our publications & electronic communications at no charge;
- Over 2,500 women in attendance at over 20 events & Spring Renewal Expo;
- 150+ scholarship tickets awarded to women to attend programming;
- Over 500 women attending our Latina Initiatives events at no charge (includes a complimentary ticket to *Caliente* at the Crowne Plaza);
- Over 300 hours donated by 50 dedicated & hardworking volunteers;
- Over 1900 followers on social media!

Events and Programs Presented in 2017/18:

- Women2Know – 3 Speaker Series Events including a De Mujer a Mujer Crossover Event;
- Growth2Go – 4 Professional Development Lunch and Learn Events;
- Path2Personal Development – 4 Evening Programs Centered around Growth & Mentorship including “Women Who Ran – Women in Government”;
- De Mujer a Mujer – 10 Latina Networking & Development Events (reaching a record of close to 500 women this year!);
- Women's Spring Expo – Full Day Event offering Professional Development Opportunities, Sponsor & Vendor Introductions & Positive Messaging;
- ATHENA Awards Reception (occurs during Expo);
- Lean In Circles – Four facilitated professional and personal development groups; over 70 women participating.

“I have been fortunate enough to participate in the Lean In Circle for two years and recommend it for any woman wishing to advance herself personally and professionally. The women in my circles became invested in experiences of others in the group and wanted to see them succeed. While supporting the other women in their goals, I grew in my own confidence. Hearing their stories made me want to be a better director, and colleague. I discovered things I didn’t know about myself, some that I could change, and some that I could amplify. At the end of the year, I not only expanded my professional network, but made friends along the way.”

Vanessa Wanshop, Director of Volunteer Services –Reading Hospital, Tower Health – **Platinum Sponsor**

New & Ongoing Initiatives in 2017/18:

- Partnership with *Pagoda Pacers* – allowed us to host Kathrine Switzer (first woman to run in the Boston Marathon) at our Launch 2017 – in attendance were local high school runners, coaches & teachers to promote the importance of health and fitness as well as hearing the story of a strong woman who kept pushing for what she believed in;
- Collaboration with *The Literacy Council of Reading* – ESL Class outreach;
- Continued Partnership with *Alvernia University* – offered discounted tuition to 9 W2W members in undergraduate and graduate degrees;
- Expanded Youth Summer Reading Program – Purchased 1200 books (*A Wrinkle in Time*) and distributed to 29 community organizations;
- Expansion of *Latina Book Club* to support continuing work of De Mujer a Mujer and local authors;
- Review of 2016-2020 Strategic Plan goals and outcomes;
- Focused surveying & data collection from membership to ensure development wants/needs are met.

Media Outreach in 2017/18:

- Reading Eagle - coverage of numerous W2W events including video clips, offering opportunities to share the stories of our members and the work of the organization;
- BCTV – coverage of Youth Summer Reading Program and Women2Women 30-minute features
- Women2Women Magazine – readership of 30,000, circulation 3500+ (direct mail and distributed throughout County, professional offices, spas, physician offices, salons, retail outlets and more) – Open rate of on-line editions is 25%!

New Initiatives for 2018/19:

- Partnership with Junior League of Reading for Launch 2018;
- Integration of Professional Development Workshops into De Mujer a Mujer programming;
- 1st Annual De Mujer a Mujer Latina Conference for professional & personal development;
- Women2Women 2.0 (new offerings coming)
- Rebrand of Women2Women logo, website & e-newsletter
- Focus on actively engaging younger demographic;
- Continue to expand Youth Summer Reading Program;
- More community related women’s initiatives in planning stages.

***Note – Some of our programs could qualify for either Community Reinvestment Act (CRA) or Education Improvement Tax Credit (EITC) consideration.*

Please contact those below for further details:

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