

women**2**women

GROW · CONNECT · LEAD

IMPACT REPORT

2018



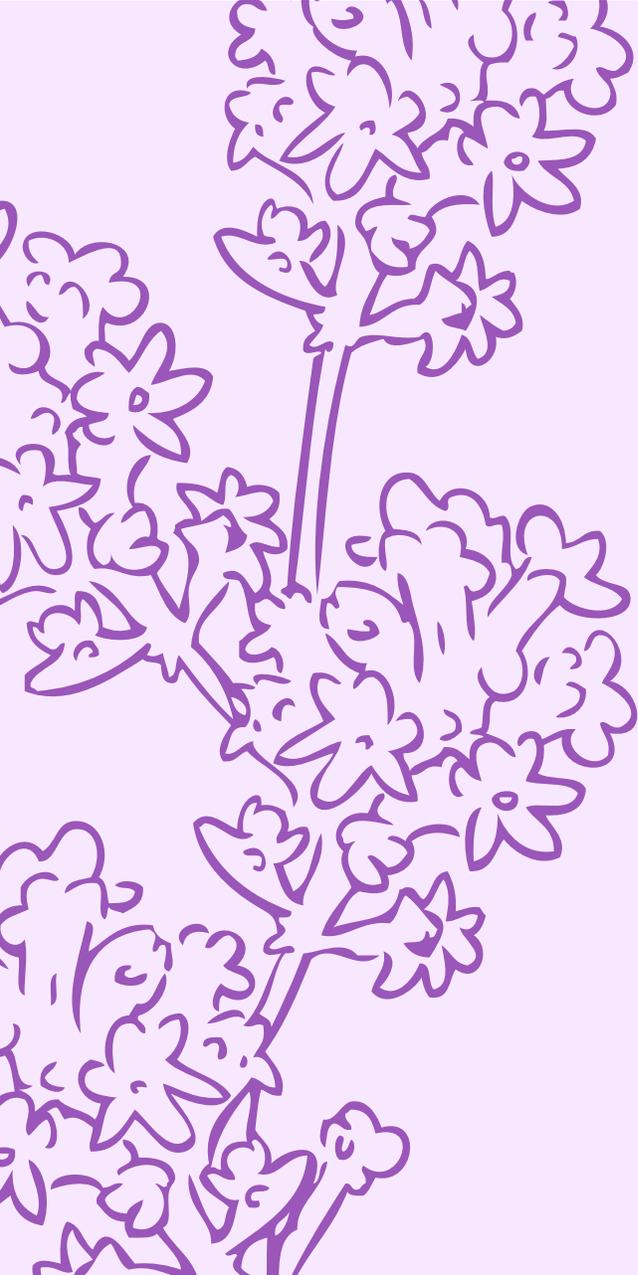
DEVELOPING WOMEN LEADERS IN BERKS

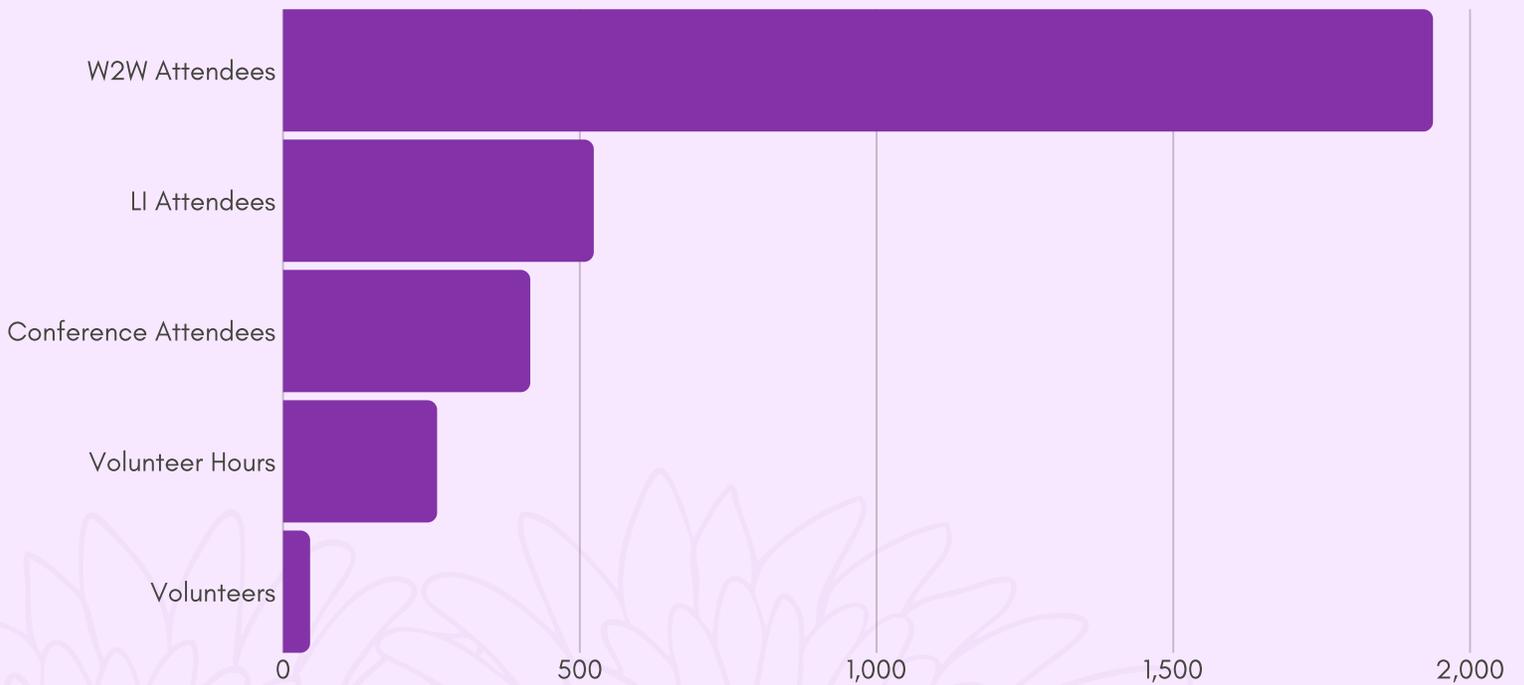
Women2Women, a special program of the Greater Reading Chamber Alliance, encourages women to create connections, gain knowledge, open doors, build strategic alliances, and much more. Our goal is to develop more women leaders in Berks County by providing a forum where women from diverse backgrounds can learn, share ideas and mentor each other.

Imagine what women can accomplish when they work together. Connecting and networking with one another will allow them to harness our power and impact Greater Reading.

"Every event I attend, I leave feeling like I am going to go and change the world. The events are so positive and motivating. They allow for some self-reflection as well and help me think about areas I can improve. I also love the email newsletter that comes out!"

- 2018 W2W Event Attendee





OUR EVENTS

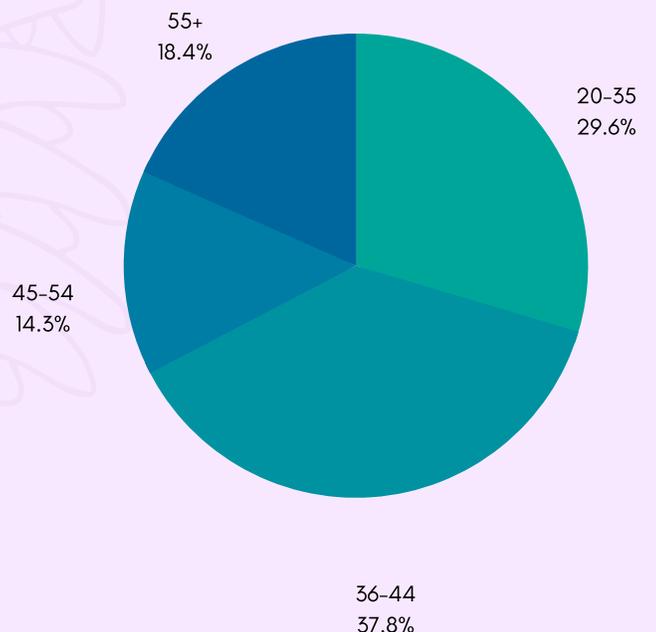
Women2Women (W2W) events feature notable inspiring women who want to share their life lessons and stories of hope and triumph. Attendees gain insight from these local women and take away lessons to apply to their daily life. All events have a professional + personal development focus and the women offering these presentations discuss issues/topics that affecting women in the workplace

Our Latina Initiatives (LI) Committee and members are the bridge to the Latina community in and around Berks County. De Mujer A Mujer – Estableciendo Conexiones are monthly meetings showcasing local women who share their life stories, obstacles and successes. On average, 56 women attend LI events to network, grow and make new connections.

OUR ATTENDEES

With over 150 women attending each monthly workshop, our events have never been more popular. We are reaching all age demographics, with a strategic goal to reach more college-aged women in 2019. Our 2018 efforts proved to be successful as our age 20-35 category, which increased 15% YOY.

Our surveys indicate that 92% of women attend events for professional development, 80% for networking + relationship building, and 76% attend for both personal growth & the inspiration from speakers.





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MONTHLY
EVENT
ATTENDEES

PARTNERSHIPS

Alvernia University Tuition Discount - Offered to 11 first-time and returning students in 2018/19

Teachers in the Parks - Donated 450+ children's books for ages Pre-K to Grade 5 for GABGAB program supporting summer reading and access to books for children in Reading.

Junior League of Reading + Girls on the Run Berks + VoiCEup - Partnered to bring Janice Kaplan, celebrated author & motivational speaker, and Vicki Floyd Clark, national speaker and servant leadership expert, to Berks County for speaking engagements.

Youth Summer Reading Program - Distributed 1,200 books to 30 organizations for summer reading programs including a discussion guide, social engagement plan & volunteer if requested. Our efforts help to curb the summer slide of learning for children ages 8-12 across Berks.

First Annual Latina Initiatives Awards Ceremony + Celebration - Recognizing the accomplishments of three Latina women in the community in Community Impact, Young Latina, & Business Owner at the first W2W awards ceremony.

Engagement of College-Aged Women - Offered 11 tickets to annual Women's Conference + Expo to Alvernia University students at no charge to kick start their experience of programs for professional women & introduce them to women in their prospective career fields.

INITIATIVES

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KIND WORDS

"I've often felt some sort of sense of failure or falling short when plans for my professional life don't go exactly as planned. These women, through sharing their experiences and insights, helped me to redefine success in a healthy way that acknowledges the twists and turns of our professional and personal lives that lead us to new opportunities."

"Women2Women is a treasure for this community. A group dedicated to discussing and promoting opportunities for women is so powerful and needed."

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WOMEN2WOMEN 2.0 IN YOUR WORKPLACE

HOW

Take the successes of nine years of impactful programming and events geared to growing more women leaders in the Berks region directly to women within their places of employment as a supplement to existing Women2Women programs.

IN-HOUSE
LEAN IN CIRCLES

LUNCH + LEARN
WORKSHOPS

TICKET BUNDLES

"I have enjoyed attending these events, especially here at work because they made the events much more accessible and available. It has opened the resources of what we can all use to make the next steps in our careers and personal lives!"

*Diana Burgos
Schneider Electric Pilot Program*

MISSION

Provide opportunities for companies to develop their emerging talent base and explore ways to offer a number of curated programs, all designed to impact women in your organization.

WHY

Whether your firm is large or small, 47% of women surveyed feel they have less access to professional development and the career advancement afforded to their male counterparts. In comparison, research shows boosted profitability in companies offering targeted development opportunities, especially for women.

Companies in the top quartile for gender and ethnic diversity display financial returns above their respective national industry median. *McKinsey & Company*

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WOMEN2WOMEN

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