

women²women

GROW · CONNECT · LEAD

IMPACT REPORT 2019



A program of

GRCA

**GREATER
READING**
Chamber Alliance

DIRECTOR'S NOTE

our accomplishments



What a year 2019 has been for the Women2Women program. If you were able to attend any of our events this year, you noticed the audience continues to grow. Extensive research is conducted prior to our program year begins to ensure we are offering high level, relevant topics from local and regional speakers who share their experiences and always leave us with tools to better ourselves both personally and professionally. And this shows in our end-year survey, at an increase of at least +6% points across the board YOY:

- o **82%** have *discovered new resources/tools* as a professional (2018 - 76%)
- o **78%** have *gained new knowledge* relevant to their professional goals (2018 - 66%)
- o **73%** have *gained new skills* relevant to their professional goals (2018 - 63%)
- o **72%** have *better access to resources/tools* needed to be successful (2018 - 60%)

2019 was also the launch of our newest initiative - Women2Women 2.0. W2W 2.0 was created to take our programming to companies who want a development experience for women tailored to the vision and goals of their own companies. We currently have two internal Lean In Circles ongoing and have shared our workshop topics and speakers with two large companies. The 2.0 program is a true success and nod to out-of-the-box thinking to reach more women.

As we look to 2020, our 10th anniversary year, I am overcome with excitement for what is on the horizon for Women2Women, and what the next 10 years looks like. I hope you join us as we continue to make our community a more vibrant, educated and inclusive place to be for all.



A handwritten signature in black ink that reads 'Rachael Romig'.

RACHAEL ROMIG
Director, Women2Women

ABOUT US

MISSION + VISION

Women2Women is Greater Reading Chamber Alliance's catalyst for developing women leaders and connecting women from diverse backgrounds to learn, share ideas, and mentor each other.

Women2Women offers a forum for women to create connections, gain knowledge, and build strategic alliances to foster their personal potential and career advancement. Joining the network is open to all who support women.

COUNCIL + COMMITTEES

Women2Women is facilitated through a (10-20) person volunteer Council led by (1) Greater Reading Chamber Alliance staff member, Director of Women2Women. Each Council member has an opportunity to take a leadership role within one of several committees the W2W group promotes. Volunteer committees include:

- **Programming** - Defining the best topics and speakers per year
- **De Mujer a Mujer** - Spearheading diversity efforts, our goals and events
- **Editorial** - Quarterly print magazine brainstormers and contributors

A 2019 Event Attendee Perspective

"I love the opportunities for connection. We need the wisdom of others to guide us, and we need friends and mentors to keep us company on the journey. How else would I learn of these women leaders in my community? I wouldn't know whom to turn to for professional advice, I wouldn't know whom to look to for an example of leadership, and I wouldn't know how to go about forming meaningful connections with other women in my community if it weren't for the opportunities for knowledge-sharing and connection that Women2Women creates for us."



7000+

EMAIL
SUBSCRIBERS



2400+

FACEBOOK
FOLLOWERS



1100+

INSTAGRAM
FOLLOWERS



1100+

LINKEDIN
MEMBERS

OUR EVENTS

WHAT ATTENDEES WANT + NEED

On average we host 150 attendees at each Women2Women event and 47 attendees per De Mujer a Mujer event. Of these women surveyed, we confirmed:

- **80%** attend to Network + Build Relationships
- **75%** attend for Professional Development
- **64%** attend for the Speaker Series/Inspiration + Personal Development
- **28%** attend for Business Development + Growing Their Business

2019 WORKSHOPS + TOPICS

In 2019 we hosted a variety of well spoken, ambitious and professional women to speak to our audience. Topics and events included:

- Being Assertive vs Aggressive
- Understanding + Developing Emotional Intelligence
- The Story of All About Women, an all female OB-GYN practice
- Goal Setting + How to be a Wildly Successful Woman
- Dressing for Success + Finding a Mentor/Sponsor (*De Mujer a Mujer*)
- Understanding Cultural Awareness in the Workplace (*De Mujer a Mujer*)
- Building Confidence + Selling Yourself (*De Mujer a Mujer*)
 - Three Lean In Circles (ongoing Nov. 2019-July 2020)
 - All-day Women's Conference + Expo with 400+ attendees
 - Evening of Empowerment - Tala Raassi, keynote speaker



From a 2019 attendee...

"[The best aspect of Women2Women is] learning about how women have grown, expanded, learned from & overcome adversity. I have learned strategies for use in my professional life."

OUR INITIATIVES

YOUTH SUMMER READING PROGRAM

The Youth Summer Reading Program aims to encourage more children to read age appropriate literature, enjoy what they are reading and continue to read through the summer to combat the “summer slide”. Each child receives a copy of the book choice.

The 2019 summer book choice was "The One & Only Ivan", a fictional tale based off real life events. Through the eyes of Ivan, a gorilla, you see him grow to understand and connect with others while discovering that there is more to the world than what he knows. It was the perfect representation of friendship and self-discovery for children.

thank you!

2019 GRANTS + DONORS

Friends of the Reading Hospital
Wyomissing Foundation
United Way
W2W Conference Attendees
Altrusa International Foundation
of Reading/Berks

2019 DISTRIBUTION

1200 books distributed across
27 organizations + libraries with
5 reading volunteers

WOMEN2WOMEN 2.0

This initiative was created to 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 their own organizations.

We understand that many are not able to leave their workplace for our workshops and/or Lean In Circles, so we took Women2Women to them. Workshops and Circles are ongoing currently.

LEAN IN CIRCLES *on-site*

- Professional Facilitator for groups of 12-18 women
- 10 two-hour Circle meetings
- Curriculum and resources provided by Facilitator and LeanIn.org

LUNCH & LEARN WORKSHOPS *on-site*

- Professional Facilitator for groups of any size
- Topics range from Conflict Management + Relating to Difficult Personalities to Unconscious Bias + Emotional Intelligence

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STAY CONNECTED!

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