

2022

# Impact Report

women<sup>2</sup>women

GROW · CONNECT · LEAD

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# Year in Review



## Regional Networking

60+ women attended the first annual Regional Networking event with GRCA, Lancaster Chamber, York County Economic Partnership & Harrisburg Chamber



## Prepping Next Gen

40% of 100+ audience at November Mentorship event made of high school & college aged students. Discussed importance of mentorship, networked table to table, and offered complimentary headshots to all young women.



## Growth in Reach

2,981 Facebook Likes  
3,528 Facebook Followers  
1,450 Instagram Followers  
1,785 LinkedIn Members  
5,250+ eNews Contacts



## Monthly Events

7 Women2Women Events  
6 De Mujer a Mujer Events  
Annual Conference + Expo  
Evening of Empowerment  
Networking Experiences  
1 Lean In Circle



## Women Reached

575+ Attendees  
200+ Attendees  
290 Attendees / 40 Vendors  
183 Attendees  
144 / 6 Community Partners  
14 Circle Members



## Women Celebrated

2022 ATHENA named (1)  
2022 De Mujer a Mujer Award recipients named (3)  
20 past ATHENAs reconnected



## Next Gen Advocate

I brought 3 students to this event who are amazing young women. One of the young ladies is very outgoing, and the other 2 a little more introverted. I wanted them to be around strong women and have an opportunity to talk to them. This event was perfect in having them share out several times!!

*On why bringing young women to the table is vital*

*Kristi Jo Bonanno*

# Goals in 2023

Year Round

## Women's Group Connection Event

Host networking event in partnership with all local women's groups

## Ambassador Program

Cultivating lasting community partnerships for W2W growth & diversification

June 2023

## Marketing through Storytelling

Capturing 10+ stories from W2W attendees on impact & results (video)

Year Round

## Continuing Outreach to Next Gen

Attendance at Internship/Career Fairs & young adult networking

Spring Fall

## Planning for Future Years

Strategic Planning with Advisory Council  
2023-2026 plan

End 2023



## Mentor

I bring experience and a voice of minority women to the event and to the next generation. As someone who has consistently been a mentor since 2011, I recognize what girls and young women need - and I want to be a support system for many.

*On why mentorship & diversity matter for young female leaders*

*Kitty Jackson*



# Thank you Volunteers

This amazing group of ever-growing people are integral to our success. Diverse backgrounds, ages, and ideas are what help us to create the engaging programs year over year. Thank you all.

## **VOLUNTEER**

Adelle Schade  
Alison Snyder  
Alneasa Jordan  
Alyssa Conahan  
Amy B Klatt  
Brenda Rosado  
Caitlin Long  
Carissa Johnson  
Dayana Blandon  
Debora Joyce  
Dennie Smith  
Donna Reed  
Edna Garcia-Dipini  
Emma Rose Boyle  
Heather Evans  
Heather Adams  
Jessica Prutzman  
Kelly Beaver  
Margarita Caicedo  
Maria Mitchell  
Mary Ann Moffitt  
Mary Jean Noon  
Michelle Leguisamon  
Auria Bradley  
Rosa J. Parra  
Regina Rinehimer  
Rosa Arroyo-Vega  
Ruthann Woll  
Sarah McDaniel  
Susan Kolb  
Tammy Dahms  
Tracy Parmer  
Trish Shermot  
Vicki Ebner  
Yoheli Ortiz

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Women2Women  
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Women2Women  
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Women2Women  
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BCTV  
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UGI Energy Services, LLC  
RACC  
RACC  
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Wells Fargo  
Community First Fund  
RACC  
Palo Magazine  
Women2Women  
Alpek Polyester  
RKL LLP  
EthoSource, LLC  
Alvernia University  
Santander Arena  
Met-Ed / FirstEnergy  
Visions Federal Credit Union  
East Penn Manufacturing  
CrossCountry Mortgage

## **COMMITTEE**

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Council  
De Mujer a Mujer  
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Research & Development  
Council + De Mujer a Mujer  
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Research & Development  
De Mujer a Mujer  
Research & Development  
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# Thank you Sponsors

Your support shows you believe in the development of Berks' female leaders and the mission of our work. Thank you for making our programming possible.

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**FOR YOUR CONTINUED  
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