

# SPARK COLLECTIVE ACTION

2024 SPONSORSHIP PACKET

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**WOMEN'S  
WAY** **CONNECTS  
EMPOWERS  
INVESTS**



# OVERVIEW OF WOMEN'S WAY

## *Our Mission*

WOMEN'S WAY is the region's leading nonprofit organization committed to the advancement of women and girls. Our mission is to inspire and mobilize the community to invest in organizations and leaders that will advance the rights of, and opportunities for, women and girls and achieve **gender and racial equity for all**.

## *Our Guiding Principles*

At WOMEN'S WAY, our core principles guide all the work we do. We promise to build a dynamic, diverse, and inclusive **community**; work in solidarity with community members to build **collective power**; shape and assess all of our strategies through the lens of **intersectionality**; pursue solutions that are grounded in the principle of **self-determination**; and be responsive to our community, environment, and resources to hold ourselves to the highest standards of **accountability**.

## *Our Organizational Goals*

1. **Cultivate High Impact Philanthropy:** Develop and support an engaged network of donors that invests in high-impact philanthropy for women, girls, and gender equity
2. **Create Conditions for Organizations and Leaders to Thrive:** Support learning, connections, and opportunities for organizations and leaders to pursue strategic, responsive, and innovative work for women, girls, and gender equity
3. **Build and Connect Our Community:** Build and connect a community of donors, volunteers, activists, and organizations dedicated to women, girls, and gender equity issues
4. **Invest in Our Organizational Sustainability and Growth:** Invest in the organization to build our strength as a resource for partners and donors

"JPMorgan Chase's Women on the Move initiative is a proud sponsor of the WOMEN'S WAY Gender Wealth Institute and the work they do to drive impact for women in the Greater Philadelphia region and beyond. Their programs align with Women on the Move's commitment to bring an enhanced equity lens to how our firm serves customers, clients and communities and improve women's financial health wherever we live and work. We look forward to continue working together to advance women's financial equity."

**-Sam Saperstein, Global Head of Women on the Move, JPMorgan Chase**





# OUR TEAM

**WOMEN'S  
WAY** **CONNECTS  
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INVESTS**



## Our Staff

**Aathira Chennat**, Program and Data Manager, Gender Wealth Institute  
**Diane Cornman-Levy**, Chief Disruptor  
**Caroline Jones**, Communications and Events Intern  
**Jessica Muslin**, Chief Impact Officer  
**Misha Rodriguez**, Director of Communications  
**Mary Scout**, Controller  
**Kelly Sheard**, Director, Gender Wealth Institute

## Our Board of Directors

Laura Belmont, Esq. - Vice Chair	Adam B. Landau
Caitlyn Boyle	Laura Larosa
Myra Brown - Chair	Anita Lewis
Radiance Bucknor	Linda Manfredonia
Tamara Cobb	Katherine Quinn, CPA
Taina Estremera	Maithili Pradhan
Jenifer Groves	Roopa Seshadri
Nan Hutchinson	Britainy Stephens
Adrian Harris - Treasurer	Ashlie Thornbury - Secretary
Dr. Monique Howard, MPH	

Click [here](#) to read their bios.

## Our Commitment to Being a Fully Inclusive Anti-Racist Multicultural Organization

WOMEN'S WAY understands that to achieve gender equity for all women, we must become a fully inclusive, anti-racist multicultural organization that works to overcome systemic racism and all other forms of oppression. For the past 3 years, WOMEN'S WAY staff and Board Members have been on an intense journey to dismantle internalized racism and transphobia in ourselves and in every aspect of our organization.

In 2020, the staff and Board launched a process to examine and determine if and how racism impacts organizational practice and policy. In 2021, we raised money to hire two consultants to take our staff and our Board on a year-long racial equity intervention to confront our internalized White Supremacy. In 2022, staff and Board Members engaged in a trans-inclusion training to challenge and dismantle internalized transphobia. In 2023, we selected consultants who will facilitate a process where we will work in collaboration with diverse racial, cultural, and economic groups to create a new mission statement, theory of change, and strategic plan that centers gender and racial justice and actively works to eliminate all forms of oppression.



## **IMMEDIATE RESPONSE ACTION FUND (IRAF)**

**The Immediate Response Action Fund (IRAF) addresses urgent and unanticipated needs of organizations or programs that primarily serve women and girls.** From receiving a completed application to communicating a decision – the IRAF grant review process is completed in 10 business days. No other foundation in the region is responding this rapidly.

Since its inception in 2017, we have awarded a total of 57 grants totaling \$506,653 dollars. Learn more about IRAF [here](#) and read a recent article [here](#).

## **GENERAL OPERATING FUND (GOF)**

The WOMEN'S WAY General Operating Fund provides 2-year grants of up to \$10,000 a year to organizations primarily serving women, girls, and/or the gender-expansive community. In 2023 out of the 13 organizations funded: all 13 are led by women of color, 12 have budgets of under \$200,000 and all 13 have budgets under \$500,000. We utilized a Participatory Grantmaking framework where current (2022) General Operating grantees served as not only the Grants Review Committee, but also helped to shape the process. Learn more [here](#).

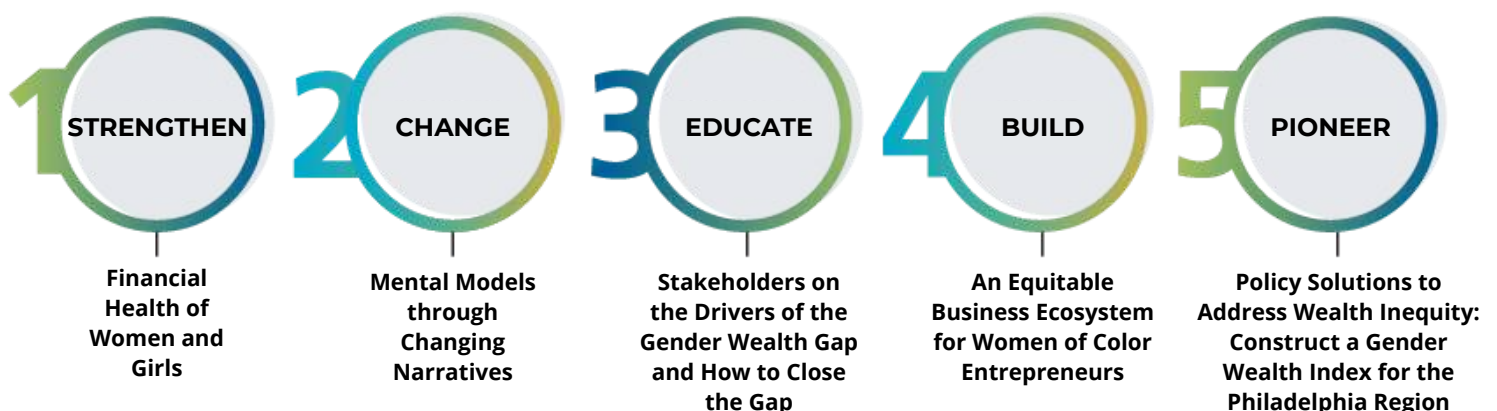
## **GENDER WEALTH INSTITUTE (GWI)**

**When we lift women up, we lift families up, we lift communities up, and all of society benefits.** This is true in the United States and around the globe. This is why WOMEN'S WAY formed the Gender Wealth Institute (GWI), to close the gender wealth gap in the Greater Philadelphia region by advancing research and practical solutions that build wealth for women experiencing economic insecurity. Learn more [here](#).

### **GWI OBJECTIVES**

- Expand and sustain a learning community of stakeholders representing multiple sectors to learn together, share resources, and co-create wealth-building practices
- Test and scale promising practices that build wealth for low-wealth women and close the gender wealth gap
- Leverage local, regional, and national partners to take organized action focused on transforming interrelated systems related to wealth

### **FIVE PRIORITY AREAS OF INTERVENTION**







## 15th Annual WOMEN'S WAY Book Prize

The Book Prize honors a woman or gender expansive author or co-author for their work in advancing the dialogue about issues impacting women and girls. The winner of the Book Prize is determined by a selection committee composed of volunteers. WOMEN'S WAY does an open call for book nominations from our community following a set of nomination guidelines. One criteria is that the books must address at least one of the following issues: Equality, Safety, Self-Sufficiency, Reproductive Justice, Women's Leadership, or Women's History. Once the books are nominated, committee members read the books and then engage in a review process that leads to the winning book and author. The Book Prize includes a moderated discussion with the winning author and allows for audience Q&A.

## 2024 Virtual Sessions

- January 2024: Closing the Gender Wealth Gap Forum: Unpacking Wealth Inequity - The First Step to Creating Solutions
- March 2024: Closing the Gender Wealth Gap Forum - Catalyzing Change in the Labor Movement
- April 2024: Closing the Gender Wealth Gap Forum: Advancing Gender Equity with Guaranteed Income
- June 2024: Closing the Gender Wealth Gap Forum: It Takes a Village - Community Wealth Building
- July 2024: Closing the Gender Wealth Gap Forum: Exploring Models of Shared Wealth
- November 2024: Closing the Gender Wealth Gap Forum - Impact Investing for Gender Equity

## Closing the Gender Wealth Gap (CGWG) Education Series

Under the umbrella of the Gender Wealth Institute, we conduct a series of virtual education forums to educate different stakeholders on both the key drivers of the gender wealth gap and accelerators that help close the gender wealth gap in our region. Each session features the most recognized experts and thought leaders on women's issues in the Greater Philadelphia region and beyond. Each facilitated discussion includes three topic experts who address the topic from a policy perspective, a practitioner perspective, and a lived experience perspective.

Since inception, more than **2,500 individuals** have attended and viewed the sessions and hundreds were mobilized to take action in the quest for gender and racial equity.

[View our library of past Closing the Gender Wealth Gap Sessions here.](#)



## 46th WOMEN'S WAY Annual Celebration

The Annual Celebration is WOMEN'S WAY's signature fundraising event and is one of the most highly anticipated and attended nonprofit events in the greater Philadelphia area. This is our largest fundraiser of the year where we raise crucial funds to support our work in the movement towards gender and racial equity. Research shows that investing in women and girls is a highly effective strategy for creating social change and that when women thrive, we all thrive.

The celebration will include networking opportunities, a musical performance, and presentations of the WOMEN'S WAY Gender Equity Champion Award and Lucretia Mott Award, honoring a woman, group of women, or organization whose work reflects a commitment to the values of equity and justice for all.

## Annual Gender Wealth Summit

The Gender Wealth Summit is our annual convening event for the Gender Wealth Institute that takes place every year in September. This one-day conference enables women with lived experiences of economic insecurity and individuals in positions to reduce the gender wealth gap to engage in an innovative and action-oriented learning community aligned with the Gender Wealth Institute. The learning sessions center discussions on the drivers of the gender wealth gap and action steps to close the gap. The Inaugural Gender Wealth Summit was held in 2022 where participants were inspired to find their voices and take action to close the gender wealth gap. [Read more about our Inaugural event here.](#)





# INVESTING IN WOMEN'S WAY PROVIDES YOUR BUSINESS:

- Access to regional experts on closing the gender and racial wealth gap who can present on a variety of gender equity-related topics
- Opportunity to serve as a panelist or moderator as part of the Closing the Gender Wealth Gap Education Series (CGWG)
- Opportunity to join a Board Committee to help advance gender and racial equity
- Opportunity to attend and receive recognition at the following events:
  - Annual Gender Wealth Summit: September 2024
  - 46th WOMEN'S WAY Annual Celebration: May 2024
  - CGWG Education Series: January 2024 through November 2024
  - 15th Annual Book Prize

## YOUR INVESTMENT IN WOMEN'S WAY SUPPORTS:

- Our efforts to build the capacity of 600 organizations to advance the economic security of women and girls
- Increasing access to financial coaching for thousands of women and girls in our region
- Leadership development of women with lived experiences of economic hardship
- Our research initiatives to be the leading expert on closing the gender wealth gap in our region
- The development of a repository of data and stories to inform practice and advocacy
- The 46th Annual Celebration
- The Annual Gender Wealth Summit
- The CGWG Education Series
- The 15th Annual Book Prize

# PRESENTING SPONSOR

## \$50,000

### Marketing/Visibility

#### CGWGS

- Sponsor recognition of entire series including all 6 forums and Summit
- Name and logo shown on marketing materials for the Summit and all 6 forums, sent throughout WOMEN'S WAY digital media network of over 14,000 followers and subscribers.
- Individual sponsorship promoted throughout WOMEN'S WAY social media 5 times prior to event (reaching our network of over 8,200+ engaged followers)
- One guest blog or profile/Q&A blog post which will be promoted with the Closing the Gender Wealth Gap Series on social media, in the e-newsletter, and on the website
- Name and logo recognition at the Summit and at the beginning of each forum
- Top line name/logo placement hyperlinked on WOMEN'S WAY website

#### Annual Celebration

- Corporate logo to be displayed throughout the duration of the event
- Verbal recognition at the event
- Premier full-page color ad on the front inside or back page of the program book, placement of your choice
- Recognition listing in Program Book
- Inclusion in press releases and media outreach
- Corporate logo displayed on digital Save the Date, invitation, and the digital invitation, sent to 6,000+ households
- Featured placement of your company's name, logo, and hyperlink to your website on the WOMEN'S WAY website and throughout social media
- One guest blog or profile/Q&A blog post which will be promoted with the 46th Annual WOMEN'S WAY Celebration on social media, in an E-newsletter, and on the WOMEN'S WAY website
- Sponsorship promoted on WOMEN'S WAY social media 5 times prior to event (reaching our network of over 8,200 engaged followers)
- Will engage and share relevant content from your company on our social media platforms before, during, and after the event

#### Gender Wealth Summit

- Recognition listing in the program book
- Premier full-page color ad on the front inside or back page of the program book for the Gender Wealth Summit, placement of your choice
- Verbal recognition at the event
- Corporate logo displayed on the digital invitation to the Gender Wealth Summit
- Inclusion in press releases and media outreach
- Will engage and share relevant content from sponsors on our social platforms before, during, and after the Gender Wealth Summit
- Social media "take over", to include 5 posts across social media, or take over Instagram for one day

### Engagement

#### CGWGS

- Opportunity for company representative to serve as a panelist or moderator for 1 forum

#### Annual Celebration

- 20 tickets to the 46th Annual WOMEN'S WAY Celebration
- Opportunity to have a company representative speak during the event

#### Gender Wealth Summit

- 20 tickets to the Gender Wealth Summit
- Opportunity to have a company representative speak during the Gender Wealth Summit
- Opportunity for the company to have a resource table at the Gender Wealth Summit



# PLATINUM SPONSOR

## \$35,000

### Marketing/Visibility

#### CGWGS

- Sponsor recognition of entire series including all 6 forums and Summit
- Name and logo shown on marketing materials for the Summit and all 6 forums, sent throughout WOMEN'S WAY digital media network of over 14,000 followers and subscribers.
- Individual sponsorship promoted throughout WOMEN'S WAY social media 4 times prior to event (reaching our network of over 8,200+ engaged followers)
- Name and logo recognition at the Summit and at the beginning of each forum
- Name/logo placement hyperlinked on WOMEN'S WAY website

#### Annual Celebration

- Corporate logo to be displayed throughout the duration of the event
- Verbal recognition at the event
- Full-page ad in the program book
- Recognition listing in the program book
- Corporate logo displayed on digital Save the Date, invitation, and the digital invitation, sent to 6,000+ households
- Prominent placement of your company's name and logo on the WOMEN'S WAY website and throughout social media
- Sponsorship promoted on WOMEN'S WAY social media 4 times prior to event (reaching our network of over 8,200+ engaged followers)
- Will engage and share relevant content from sponsors on our social media platforms before, during, and after the event

#### Gender Wealth Summit

- Full-page ad in the program for the Gender Wealth Summit
- Recognition listing in the program book
- Verbal recognition at the Gender Wealth Summit
- Recognition in the digital invitation to the Gender Wealth Summit
- Will engage and share relevant content from sponsors on our social platforms before, during, and after the Gender Wealth Summit

### Engagement

#### CGWGS

- Opportunity for company representative to serve as a panelist or moderator for 1 forum

#### Annual Celebration

- 20 tickets to the 46th Annual WOMEN'S WAY Celebration

#### Gender Wealth Summit

- 20 tickets to the Gender Wealth Summit
- Opportunity for the company to have a resource table at the Gender Wealth Summit

# GOLD SPONSOR

## \$25,000

### Marketing/Visibility

#### CGWGS

- Sponsor recognition of 4 selected forums
- Name and logo shown on marketing materials for 4 selected forums, sent throughout WOMEN'S WAY digital media network of over 14,000 followers/subscribers
- Individual sponsorship promoted throughout WOMEN'S WAY social media three times prior to event (reaching our network of over 8,200+ engaged followers)
- Name and logo recognition at the beginning of 4 selected forums
- Name/logo listed and hyperlinked on WOMEN'S WAY website

#### Annual Celebration

- Corporate logo to be displayed throughout the duration of the event
- Full-page ad in the program book
- Recognition listing in the program book
- Corporate logo displayed on digital Save the Date, invitation, and the digital invitation, sent to 6,000+ households
- Prominent placement of your company's name on the WOMEN'S WAY website and throughout social media
- Sponsorship promoted on WOMEN'S WAY social media 3 times prior to event (reaching our network of over 8,200+ engaged followers)
- Will engage and share relevant content from sponsors on our social media platforms before, during, and after the event

#### Gender Wealth Summit

- Full-page ad in the program for the Gender Wealth Summit
- Recognition in the digital invitation to the Gender Wealth Summit
- Recognition listing in the program book
- Will engage and share relevant content from sponsors on our social platforms before, during, and after the Gender Wealth Summit

### Engagement

#### CGWGS

- Opportunity for company representative to welcome attendees at the beginning of 1 selected forum

#### Annual Celebration

- 15 tickets to the 46th Annual WOMEN'S WAY Celebration

#### Gender Wealth Summit

- 15 tickets to the Gender Wealth Summit
- Opportunity for the company to have a resource table at the Gender Wealth Summit



# SILVER SPONSOR

## \$15,000

### Marketing, Visibility, and Engagement

#### CGWGS

- Sponsor recognition of 3 forums
- Name recognized on all marketing materials for the 3 selected forums, sent throughout WOMEN'S WAY digital media network of over 14,000 followers/subscribers
- Name and logo recognition at the beginning of 3 selected forums
- Name listed and hyperlinked on WOMEN'S WAY website

#### Annual Celebration

- Half-page ad in the program book
- Recognition listing in the program book
- Corporate name displayed on digital Save the Date, invitation, and the digital invitation, sent to 6,000+ households
- Company listing on the WOMEN'S WAY website
- Sponsorship promoted on WOMEN'S WAY social media 2 times prior to event (reaching our network of over 8,200 engaged followers)
- Will engage and share relevant content from sponsors on our social media platforms before, during, and after the event
- 10 tickets to the 46th Annual WOMEN'S WAY Celebration

#### Gender Wealth Summit

- Half-page ad in the program book for the Gender Wealth Summit
- Recognition in the digital invitation to the Gender Wealth Summit
- Recognition listing in the program book
- Will engage and share relevant content from sponsors on our social platforms before, during, and after the Gender Wealth Summit
- 10 tickets to the Gender Wealth Summit

# BRONZE SPONSOR

## \$10,000

### Marketing, Visibility, and Engagement

#### CGWGS

- Sponsor recognition of 2 selected forums
- Name recognized on all marketing materials for the selected forums, sent throughout WOMEN'S WAY digital media network of over 14,000 followers and subscribers
- Name and logo recognition at the beginning of 2 forums
- Name listed and hyperlinked on WOMEN'S WAY website

#### Annual Celebration

- Quarter-page ad in the program book
- Recognition listing in the program book
- Corporate name displayed on digital Save the Date, invitation, and the digital invitation, sent to 6,000+ households
- Company listing on the WOMEN'S WAY website
- Sponsorship promoted on WOMEN'S WAY social media once prior to event (reaching our network of over 8,200 engaged followers)
- Will engage and share relevant content from sponsors on our social platforms before, during, and after the event
- 5 tickets to the 46th Annual WOMEN'S WAY Celebration

#### Gender Wealth Summit

- Quarter-page ad in program book for the Gender Wealth Summit
- Recognition in the digital invitation to the Gender Wealth Summit
- Recognition listing in the program book
- Will engage and share relevant content from sponsors on our social platforms before, during, and after the Gender Wealth Summit
- 5 tickets to the Gender Wealth Summit

# COPPER SPONSOR

## \$5,000

### Marketing, Visibility, and Engagement

#### CGWGS

- Sponsor recognition of 1 selected forum
- Name recognized on all marketing materials for the selected forum, sent throughout WOMEN'S WAY digital media network of over 14,000 followers and subscribers
- Name and logo recognition at the beginning of 1 forum
- Name listed and hyperlinked on WOMEN'S WAY website

#### Annual Celebration

- Listing in the program book
- Corporate name displayed on digital Save the Date, invitation, and the digital invitation, sent to 6,000+ households
- Will engage and share relevant content from sponsors on our social platforms before, during, and after the event
- 3 tickets to the 46th Annual WOMEN'S WAY Celebration

#### Gender Wealth Summit

- Listing in the program book for the Gender Wealth Summit
- Recognition in the digital invitation to the Gender Wealth Summit
- Will engage and share relevant content from sponsors on our social platforms before, during, and after the Gender Wealth Summit
- 3 tickets to the Gender Wealth Summit

# FRIENDS CIRCLE SPONSOR

## \$3,000

\*\*\*Limited to small businesses with fewer than thirty employees and an annual profit of less than \$2M, OR nonprofits

### Marketing, Visibility, and Engagement

#### Annual Celebration

- Listing in the program book
- Corporate name displayed on digital Save the Date, invitation, and the digital invitation, sent to 6,000+ households
- Will engage and share relevant content from sponsors on our social platforms before, during, and after the event
- 2 tickets to the 46th Annual WOMEN'S WAY Celebration

#### Gender Wealth Summit

- Listing in the program book for the Gender Wealth Summit
- Recognition in the digital invitation to the Gender Wealth Summit
- 2 tickets to the Gender Wealth Summit



# CORPORATE & FOUNDATION SPONSORS: 2019 - 2023

Aegis Property  
AmeriHealth Caritas  
Anchor Health Properties  
Bala Law Group  
Ballard Spahr LLP  
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BLBB Charitable  
BNY Mellon Wealth  
Management  
Bryn Mawr College  
Bryn Mawr Trust  
Cigna  
Comcast NBCUniversal  
Community College of  
Philadelphia  
Cozen O'Connor  
Equus Capital Partners  
Ernest Bock and Sons and  
Bock Development Group  
Fagre Drinker Biddle  
& Reath LP  
Forum of Executive Women

Fox Rothschild LLP  
Friedman LLP  
FS Investments  
Glenmede Trust Company  
Green Family Foundation  
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Independence Blue Cross  
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Main Line Health  
Maven Communications  
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Ogletree Deakins  
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Strategy Arts  
Tara Health Foundation  
Temple University's Office of  
Community Relations  
The Forman Family  
Foundation  
The Haverford Trust  
Company  
The Law Offices of Lisa A.  
Mathewson  
Thomas Jefferson University  
and Jefferson Health  
United Makers  
University of Pennsylvania  
Wells Fargo  
Working for Women  
Zenith Wealth Partners  
ZS Associates

"There's so much research and data that shows how helping women is such a tipping point. You're not just helping that one woman. The support you show a woman impacts families, children, etc. This impact is exponential. Helping women is such a fulcrum. If you want to leverage your philanthropy, help women because they will make sure that the donation you make and what you give is given back tenfold."

- Jennifer Rice, *WOMEN'S WAY Major Donor, GWI Advisory Council Member*



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# THANK YOU

TO LEARN MORE ABOUT WOMEN'S WAY, VISIT OUR WEBSITE AT [WOMENSWAY.ORG](http://WOMENSWAY.ORG). PLEASE DON'T HESITATE TO GET IN TOUCH WITH ANY QUESTIONS.

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***For Questions/Inquiries***

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## GET SOCIAL

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