



WF BRAND RELAUNCH

Wednesday, September 27, 2023

6 – 7:30 p.m.

Kimpton Journeyman, Founders Room and Terrace

310 E. Chicago Street, Third Ward, Milwaukee

AGENDA

- Mix and Mingle with Champagne
- Welcome, Opening Remarks, Monica Shah-Davidson, Board Chair
- WF Presents 2023, Ashton Henry, Board Director and Event Committee Chair
- WF Brand Relaunch, Marilka Vélez, Board Director and Committee Chair
- WF Engagement, Lisa Attonito, Executive Director
- WF Branded Colors Dancing on Hoan Bridge, Erika Smith, LTH Executive Director

WF BRAND ACTIVATION GROUP AND WF MERCH VENDORS

Marilka Velez, WF Brand Relaunch, Chair

Marilka.Velez@associatedbank.com

Kate Brejcha, KLB & Co

A marketing and personal styling consulting company.

kate.brejcha@gmail.com

Ashton Henry, Small Studio

A brand shop specializing in content creation and branding.

ashton@hellosmallstudio.com

Neille Hoffman, NMH Creative

A full-service brand and content strategy orchestrator.

neille.aurum@gmail.com

Andrea Hubbert, Hub+company

A public relations strategist and copywriter.
andrea@hubandcompany.com

Kimberly Kane, Kane Communications Group

A purpose-driven, branding, marketing and PR agency.
kimberly@kanecommgroup.com

Candace Lillund, Proforma

A leader in printing and promotional products.
candace.lillund@proforma.com

Shiquita Mann, Blossom Candle Co.

Intentionally created to uplift the mind, body and spirit.
blossomcandleco@gmail.com

Monica Shah-Davidson, WF Board Chair

shahdavidson@google.com

Karen Von Rueden, Retired

A NFP executive: fund development/strategic planning.
kmvonrueden@gmail.com

Leah Wong

A social media marketing manager.
leahmichellewong@gmail.com

Activating the WF brand in a condensed timeframe was a group effort; we express our sincere thanks to all involved, including the WF Board of Directors.

WF POWER ILLUMINATORS

As we celebrate, we introduce a new donor recognition program too. These individuals have used the power of collective philanthropy and invested at least \$1,000 this year. These personal gifts unite people, shape community consciousness, and promote solutions that create gender equity. Thank you for your generosity!

Sandra Cunningham
Sangeeta Edwin
Heidi Furlong
Lindsay Hammerer
Margarete Harvey
Nicole Horvath
Annette Jacobson
Judy A. Keyes
Missy Levit
Amy Muehlbauer

Beth Odian
Nancy Peterson
Julie Ragland
Erika Sander
Kathy Schill
Monica Shah-Davidson
Rose Spang
Barbara Stein
Uma Vandegrift
Marilka Vélez

ABOUT THE WOMEN'S FUND

The Women's Fund is committed to shifting attitudes, behavior, and culture so that current societal norms about women and gender-expansive people are disrupted and systemic barriers are eliminated. Through the power of collective philanthropy, each gift unites people, shapes community consciousness, and promotes solutions that create gender equity.

Using the proceeds of our endowment, coupled with funds secured annually, we support sustainable and long-lasting transformation for our community. We convene the community around interesting and important issues that impact women, grant HER Scholarships to women, who are non-traditional students, age 35 or older, and provide essential funding to area nonprofit organizations.

The Women's Fund stands at the forefront of the women's movement locally. Founded in 1986, and established as an independent organization in 2006, we remain committed to systemic change, just as we've been for more than three decades.

We are proud members of the Wisconsin Alliance of Women's Funds and the Women's Funding Network.

VISION

We envision Greater Milwaukee as a place that is committed to the well-being and advancement of women, shining as a beacon of progress where all women, girls, and gender-expansive people thrive and realize their full potential.

MISSION

To mobilize philanthropy and foster unity for gender equity.

CONTACT

Lisa Attonito, executive director

414-290-7350 ~ Lattonito@womensfundmke.org

CREATING RIPPLES OF CHANGE

