

Developing Women Leaders

women2women
GROW · CONNECT · LEAD

ANNUAL IMPACT REPORT

GOALS

Local Women's Networking Event

Bring together local formal groups for women's networking & development

Future Leaders Events & Outreach

Host events for high school & college students to engage with professional women

Storytelling Marketing

Capture 10 video and written testimonials about impact of program, events & network

OUTCOMES

- Connected 10 individual organizations benefitting women's development
- 100+ attendees
- 2 events hosted, 200+ attendees
- Average 50% students
- Offered free headshots to 100+
- Captured 14 video clips including ATHENA recipients & sponsors to use in promotion for future events

OUR COMMUNITY GROWTH

1,678
INSTAGRAM
FOLLOWERS

1,954
LINKEDIN
MEMBERS

3,364
FACEBOOK
LIKES

5,000+
ENEWSLETTER
CONTACTS

20

Events in 2023

25

Woman-owned businesses promoted

50

Volunteers meeting monthly

350+

Unique new event attendees

1870+

2023 event attendees

The biggest impact Women2Women has had on me is being welcoming and showing me how to show up for the community while showing up as my authentic self... there is a true community here. Women2Women has given me a home.

SARAH MCDANIEL, VP OF SALES MANAGEMENT - ETHOSOURCE

SPONSOR & COMPANY OUTREACH

In 2023, Women2Women presented virtually and in-person to local businesses to share the mission of Women2Women, engage the sponsor workforce, and grow the program's reach.

Rachael Romig
610-898-7775

rromig@greaterreading.org

2023

Thank You
Sponsors!

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2023

TITLE SPONSORS

Penn State Health St. Joseph
UGI Energy Services / UGI Utilities
Wells Fargo

DIAMOND SPONSORS

Penske
Reading Hospital Tower Health

PLATINUM SPONSORS

Alvernia University
East Penn Manufacturing

GOLD SPONSORS

BCTV
Berks County Living
Customer's Bank
Ethosource
First National Bank
Fulton Bank
Herbein + Co.
Kozloff Stoudt Attorneys

Masano Bradley
Met Ed / First Energy
Palo Magazine
Reading Truck Body
RKL LLP
Tompkins Community Bank
Univest Financial
VISIONS Federal Credit Union

WOMEN IN BUSINESS

GAGE Personnel
Iron Roots Salon
M.J. Reider Associates
RC-J Consulting Associates LLC
Sweet Street Desserts
VA Productions

DE MUJER A MUJER

HGSK Lawyers
Truist

The mission of Women2Women is to develop women leaders, and leadership looks different to everyone. From someone who wants to climb the corporate ladder to a stay-at-home mom wanting to be the president of the PTA, we are here to create connections, grow networks, and offer the development women need.

RACHAEL ROMIG
DIRECTOR - WOMEN2WOMEN