



**Women
in Motion**
of HIGH POINT

Board of Directors

Di-Ann Williams, Chair

Edith Brady, Co-Chair

Sarah Barker

Jenna Beane

Lisa Brayton

Lori Galbreth

Grace Kanoy

Gosia Machala

Suzie Phipps

Martha Yarborough

Women in Motion of High Point, an initiative of The United Way of Greater High Point, brings local women together to promote leadership, professional success, personal wellness, and financial independence.

We aim to strengthen community businesses and organizations. At the same time, we continue to create strong programming that will help women in the workplace to encourage economic and professional growth, leading to additional leadership in our communities.

We are planning the curriculum for 2023/2024 and are seeking vision investors who share our vision and goals for our community women. We ask you to join us on our mission **“to promote leadership, professional success, personal wellness and financial independence for women”** in High Point and surrounding areas.

The L. Paul Brayton Family established a women’s initiative fund in 2015 to benefit women in High Point and surrounding communities in honor of Paul Brayton’s late wife, Gwendolyn Kay Brayton. Extensive research about the needs of women in our community was performed by GRAMERCY Research Group. The research results provided the foundation and development of Women in Motion and our programming. Much of the information learned from our original research remains consistent, while other areas continue to emerge as areas of focus based on the current needs in our community. Therefore, we continue to regularly re-evaluate, update and shift programming and program topics.



Our areas of focus are:

Education: Women need additional education to help them negotiate and advocate for themselves.

Mentorship: Women need better systems for networking to promote growth in each other.

Resources: Women, especially women small business owners, expressed a need to tap into resources that already exist in the community to increase their professional and business success.

Wellness: Women seek to balance personal wellness and professional success in conjunction with professional and family demands.

Why get involved?



When you invest in Women in Motion and our programming, local women expand their skill sets and connections and ignite potential, which benefits them, their employer, and their community.

You will improve the lives of local women as they build the competencies needed to achieve their long-term goals and lead healthy,

productive lives through life skills training, mentoring, leadership development, and financial literacy. We expose women to positive role models who serve as advocates in helping them achieve their goals and make healthy decisions. In addition, we connect them with amazing community leaders and introduce them to civic engagement opportunities to help them make a difference in their communities.

Answer to focus group question:

What is the one thing that would help you (or other women in this community) be successful?

Topic	Number	Examples
Education	23 (22%)	Job training; educational support; education; business education; informative workshops;
Mentoring	22 (20%)	Encouragement; like-minded goal group; mentoring program; networking; support group; building community; reinforcement
Communication leadership, and self awareness training	12 (10%)	Communication strategies; advocacy training and empowerment; figuring out who we are and who we want to be
Financial support	10 (9%)	Financial support; financing education; emergency fund; money
Healthcare	5 (4.5%)	Access to good healthcare; mental health counseling; mental; health support
Childcare, elder	8 (7.5%)	Quality childcare; parenting skills; parenting/grandparenting classes; classes for caring for aging parents
Transportation	2 (1.8%)	Transportation
Quality housing	2 (1.8%)	Quality housing
Misc (items hard to interpret or very individualized)	25 (25%)	Learn English; legal help; remove red tape; enforce child support; stop misuse of system; trust; driver's license; immigration status; church

Women in Motion Programming



GWEN, “Gathering Women through Education and Networking,” named in honor of Gwen Brayton, whose life was taken entirely too early by glioblastoma in July of 1997, is honored for her dedication to her family and education. This program consists of workshops and seminars that strengthen the education and skills women need to improve, organize, and create success in their lives.

KITTY CONGDON MENTORING SERIES

The Kitty Congdon Mentoring Series is an annual signature women’s mentoring program. This program introduces women in leadership to the key components of mentoring other women and growing their own skills while doing so.



The annual Women's Summit is a day-long event focused on elevating women to the next level in their personal and professional lives. Women begin to imagine their full potential and take steps to move towards elevated goals.

Networking Events

Women in Motion hosts networking events and meet-ups to enhance community and connection among our members and guests. These events are open to everyone in and around our community.

Grants

A portion of membership dues are allocated to our annual grants campaign, where our members vote on how we give back and continue impacting our community. Programs must primarily serve women in the greater High Point community and pertain to one or more of Women in Motion’s four identified areas of need.

Growth Fund

Women In Motion of High Point has long-term, ambitious goals of assisting women with taking the next step toward **personal, economic, and professional success**, as well as making a measurable difference in the lives of women in the community by identifying and executing strategies for growth and success.



Vision Investor Levels

Investor \$10,000

or a 3-year
commitment
\$25,000.00 total, paid
in full

- * **Speaking Opportunity:** You will have the opportunity to present or speak at one of our highly anticipated events.
- * **Logo Placement:** Elevate your brand's visibility with prominent placement of your logo in all social media event graphics and event banners at Women in Motion events.
- * **Website Logo Placement:** Your logo will be featured on multiple pages of the Women in Motion website, accompanied by a backlink to your website for increased traffic and exposure.
- * **Social Media Partnership Highlight:** A dedicated social media post will acknowledge our valuable partnership, showcasing the collaboration to our engaged audience.
- * **Verbal Recognition:** Receive consistent verbal acknowledgment of your support at all Women in Motion events.
- * **Exclusive Programming Access:** Gain exclusive access to our fee-based programming with a special invitation for eight tickets.
- * **Business Membership:** Receive a business membership that includes up to three individual memberships to Women in Motion.

Stakeholder \$5,000

- * **Logo Placement:** Elevate your brand's visibility with prominent placement of your logo in all social media event graphics and event banners at Women in Motion events.
- * **Website Logo Placement:** Your logo will be featured on multiple pages of the Women in Motion website, accompanied by a backlink to your website for increased traffic and exposure.
- * **Social Media Partnership Highlight:** A dedicated social media post will acknowledge our valuable partnership, showcasing the collaboration to our engaged audience.
- * **Verbal Recognition:** Receive consistent verbal acknowledgment of your support at all Women in Motion events.
- * **Exclusive Programming Access:** Gain exclusive access to our fee-based programming with a special invitation for four tickets.
- * **Membership:** Receive one individual membership



Program Sponsorship Levels

GWEN, “*Growing Women through Education and Networking,*”

This program consists of workshops and seminars that strengthen the education and skills women need to improve, organize, and create success in their lives.

- * **Speaking Opportunity:** You will have the opportunity to present or speak at the event.
- * **Logo Placement:** Elevate your brand's visibility with prominent placement of your logo in social media event graphics and the Women in Motion Website, accompanied by a backlink.
- * **Verbal Recognition:** Receive verbal acknowledgment of your support at the Women in Motion event.
- * **Exclusive Programming Access:** Gain exclusive access to GWEN programming with a special invitation for three tickets.

GWEN Program \$8,000

Sponsorship supporting spring and fall session or one session for \$4,000

Our research shows that women expressed a desire to learn from other women. Our community finds value in regular opportunities for women to meet and connect. Our Networking events are one of our most popular and heavily attended. We have experienced genuine connections and witnessed personal as well as professional relationships develop because of our events.

Networking Events \$5000

4-5 Events Yearly or \$1,500.00 per event, financial or in-kind sponsorship

- * **Logo Placement:** Elevate your brand's visibility with prominent placement of your logo in social media event graphics and the Women in Motion Website, accompanied by a backlink.
- * **Verbal Recognition:** Receive verbal acknowledgment of your support at the Women in Motion event.

Sponsorship can also be in the form of venue, catering, programming materials, and speaker fees.



Investor Form

Name: _____

Address: _____

Phone: _____

Email: _____

Pledge: \$_____

All checks should be payable to: "The United Way of Greater High Point," writing "Women in Motion" in the memo.

Please mail checks to the following address:

Women in Motion of High Point
United Way of Greater High Point
815 Phillips Ave.
High Point, NC 27360



Signature: _____ Date: _____

United Way of Greater High Point is a 501c3 and serves as our fiscal sponsor.



Sponsor Form

Sponsor Name: _____

Address: _____

Phone: _____

Email: _____

Pledge: \$ _____

All checks should be payable to: "The United Way of Greater High Point," writing "Women in Motion" in the memo.

Please mail checks to the following address:

Women in Motion of High Point
United Way of Greater High Point
815 Phillips Ave.
High Point, NC 27360



Signature: _____ Date: _____

United Way of Greater High Point is a 501c3 and serves as our fiscal sponsor.

2023-2024 Vision Investors

VISION INVESTORS



PENINYBYRN
One trusted name. Many life-enriching choices.

Martha Yarborough

The Strickland
Family Foundation

Lisa Brayton

Brayton Family Foundation

FISCAL SPONSOR

STAKEHOLDER



PROGRAM SPONSORS





WOMENINMOTIONHP.ORG



EVENTS

75-150

average attendees

WEBSITE

500-800

average monthly site visits

58% / 42%

organic search / direct visits

EMAIL

1K+

email list subscribers

60.8%

open rate

FACEBOOK

1.3K+

followers

8.4K+

average monthly reach

11%

engagement rate

INSTAGRAM

1K+

followers

6.4K+

average monthly reach

3.4%

engagement rate

LINKEDIN

308+

followers

1K+

average monthly reach

AUDIENCE

95%

women

27%

Aged 35-44

23%

Aged 45-54

73%

Greater High Point Area



@WOMENINMOTION.HP



@WOMENINMOTIONHP



@WOMENINMOTIONHP

#WOMENINMOTIONHP