



Fuel Her Forward: A Decade of Impact, A Future of Possibilities

Celebrating 10 Years of Women in Motion of High Point

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Ten years ago, Women in Motion of High Point was founded with a bold mission: **to unite women and foster leadership, professional success, personal wellness, and financial independence.**

Established by the **L. Paul Brayton Family Foundation** in honor of **Gwendolyn Kay Brayton**, Women in Motion was built upon the needs identified by research from the Grammercy Research Group and reinforced by focus groups and community surveys. Local women shared their voices, revealing the barriers they face and the opportunities they long for. From their insights, we built our four guiding pillars:

- **Professional Success** – equipping women with education and skills to advocate for themselves and advance in their careers.
- **Wellness** – helping women balance health, family, community, and professional demands.
- **Leadership** – creating mentorship and growth opportunities to strengthen confidence and capability.
- **Financial Independence** – empowering women to support themselves and their families with stability and confidence.

A Decade of Transformation

In 2015, founding member **Martha Yarborough** rallied a committed circle of women, each investing \$25,000 to launch Women In Motion's vision. From that spark, our movement has touched **thousands of women** across High Point and surrounding communities.



Through robust programming, mentoring, leadership development, and networking, Women In Motion has helped women at every stage of their journey—strengthening not only individuals but also families, businesses, and the broader community.

The Next Chapter: Fuel Her Forward

As we celebrate our **10-year anniversary**, we are launching our **“Fuel Her Forward” campaign** to propel Women In Motion into its next decade of impact. Our goal: **10 Vision Investors, each committing \$10,000, to ignite the next chapter of growth.**

Will you join us?

Your investment in Women In Motion isn’t just a gift—it’s a commitment to building a future where women are equipped, supported, and empowered to lead. Together, we can ensure more women expand their skills, grow their businesses, lead organizations, and achieve financial independence—all while strengthening families and communities.



When you support Women in Motion, you:

- ✓ Invest in women’s leadership and professional growth
- ✓ Strengthen families and local businesses
- ✓ Fuel volunteerism and philanthropy
- ✓ Create a thriving, sustainable community

Join Us

As we honor our past and look toward the future, we invite you to stand with us as a Vision Investor in Women in Motion.

Together, let’s Fuel Her Forward—empowering women, strengthening communities, and shaping the next decade of leadership in High Point.

Women in Motion Programming



GWEN, “Gathering Women through Education and Networking,” is named in honor of Gwen Brayton, whose life was taken entirely too early by glioblastoma. She 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 Program is an esteemed annual women's training series that enables female leaders to explore the fundamental aspects of mentoring. Participation in this program equips them to support and empower other women within their organizations and communities.



The annual Women's Summit is a transformative, day-long event dedicated to empowering women to reach new heights in their personal and professional lives. Through inspiring keynote speakers, interactive sessions, and meaningful networking opportunities, women are encouraged to envision their full potential and take actionable steps toward achieving their most ambitious 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: Connect directly with our community by speaking for 15 minutes at one of our events (summit excluded).

Logo Placement: Elevate your brand's visibility by prominently placing your logo in all social media event graphics and 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 and showcase 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 with up to three individual memberships to Women in Motion, plus anyone under your company beyond the three gets \$100 membership.

Stakeholder \$5,000

Logo Placement: Elevate your brand's visibility by prominently placing your logo in all social media event graphics and 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 and showcase 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.

Business Membership: Receive a business membership with up to three individual memberships to Women in Motion.



Join Us as a Vision Investor

When women thrive, families, businesses, and communities thrive.

Yes! I will Fuel Her Forward with Women in Motion.

Name: _____

Address: _____

Phone: _____

Email: _____

- ☐ \$10,000 Vision Investor
- ☐ Other Gift: \$ _____ 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 27262



Signature: _____ Date: _____

Women in Motion operates under the fiscal sponsorship of United Way of Greater High Point. While United Way serves as our fiscal sponsor, we do not receive funding or financial contributions from United Way.

VISION INVESTORS



The Strickland
Family Foundation

Do Good Things

Krista Allen

Doug Witcher



Martha Yarborough

Lisa Brayton



YASMIN LEONARD
PHOTOGRAPHY

STAKEHOLDERS



Jim Morgan

FISCAL SPONSOR



Empowering Experiences: Testimonials from Our Community

“The WIM event made me feel SO empowered and important. It’s great in today’s climate to be able to meet with women from different backgrounds and speak about issues that we all face. As a side note, I wanted to say that I really appreciate how you didn’t discredit or invalidate younger women in their experiences. And I love how you were open about how young you were when you burnt out. A lot of people don’t think that can happen until you’re much older-which of course isn’t true. Thank you so much for sharing your story.”

“I love the united front and overwhelming support from women within my community. I have received nothing but bright outlooks, positive feedback, and helpful tips from the women in this group.”

“I learned a lot just from being in the room with other women. When you get around certain women, they actually pull out of you things you didn’t even know you had. When they believe in you – sometimes more than you believe in yourself – it gives you courage to believe you can do whatever vision God has shown you.”

“I have made connections and re-connections with women who are making changes, taking risks, and encouraging each other to do the same. This group is powerful and it's helped me realize that speaking up for myself is a good thing.”

“Women in Motion has helped me connect to people that I wouldn’t have connected to otherwise. It has expanded my reach and broadened my support system.”

“WIM has a plethora of resources for all women to grow; through their workshops, resources, and most important - the relationships you build with the other women”





WOMENINMOTIONHP.ORG



EVENTS

75-150

average attendees

WEBSITE

500-800

average monthly site visits

58% / 42%

organic search / direct visits

EMAIL

1.5K

email list
subscribers

60.8%

open rate

FACEBOOK

1.9K+

followers

10.2K+

average monthly reach

11%

engagement rate

INSTAGRAM

1.4K

followers

3.8K+

average monthly views

3.4%

engagement rate

LINKEDIN

600+

followers

1.5K+

average monthly reach

AUDIENCE

95%

women

27%

Aged 35-44

23%

Aged 45-54

73%

Greater High Point Area



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