



2019 IMPACT REPORT

GENERATION *W*®

Educate · Inspire · Connect

This is a much different message than I thought I would be writing. At a time when you think you have seen it all, or most of it all, this pandemic has certainly impacted everyone and everything. As we work to be safe and as the search for the science to help us do so continues, we find ourselves facing the seminal issues that frame our values and our lives.

In the absence of the many daily hugs with friends and colleagues, we now more clearly understand just how powerful human connection is. It is at the core of what we champion at Generation W, the bringing together of people, all people, to share ideas, to learn, to inspire each other and ultimately, connect in the search of becoming our best selves and building better communities.

Becoming our best selves and building better communities has taken on an even more significant meaning as yet another deadly contagion has moved front and center demanding that we now collectively grapple with the racism and inequity that plagues our country. The plight of Black Americans is in sharp focus and now is the time to listen, to learn, and most importantly to act. In our guiding belief that elevating one elevates us all, we deepen our overarching commitment to doing the work that will actualize a just, safe, equitable, and inclusive life for every American.

There is a quiet in this roar that lends us time for learning. We are seeing those who we may have otherwise not seen in a new light, selflessly leading from the front lines. From health care workers, to teachers and grocery store staff, and brave activists speaking out for justice and reform, our new heroes' personal sacrifices are also opening our eyes to just how much we take for granted.

We remain focused on our guiding mission; to elevate the human spirit. It is this mission that was born on the Generation W stage nine years ago that continues to guide our year-round programming that includes the rapidly growing Generation WOW, where intergenerational connectivity, leadership and mentorship is inspired by the positive and the possible. The truth is, the work of Generation W has become even more vital in our collective search for being better, living better, knowing better and understanding that better comes when we elevate each other.

We share this 2019 Impact Report with you as you have shared your commitment with us. We humbly share it with you, grateful, and inspired for what is to come as we continue to answer the call in a way that we can all listen, learn and come together for impact and change.

Because it is true, we are all in this thing called
life, TOGETHER!

Sincerely,



Donna Orender



MISSION

Generation W elevates the human spirit -
inspires action, connection, and community.

WE ENVISION

A culture where **ALL** women and girls are valued, and equity is prized. The catalyst for change is broad collaboration and cultural transformation that collectively inspire a kinder, more inclusive, and equitable world.

WE BELIEVE

In the Positive and the Possible

Every voice has value

The ability to connect is a Superpower

When you LIVE and LEARN together,
you can LEAD together

Elevating women and girls elevates us ALL





Educate · Inspire · Connect

ORGANIZATIONAL

SNAPSHOT

Generation W is an ever-growing, diverse, inclusive, and enthusiastic community that embraces the guiding tenets of education, inspiration, and connection along with the power of women's leadership in the service of building community. Helping people to grow both personally and professionally is at the forefront of the work that inspires and motivates people to take action. Generation W includes four key platform and programming elements:



GENERATION W THE SIGNATURE EVENT

Generation W's signature event is a catalyst for connecting and inspiring movers and changers, business leaders and entrepreneurs, innovators and influencers, and anyone who wants to be the best version of themselves. Drawing a national audience, Generation W is a day-long unique experience that creates greater awareness and understanding of the relevant and resonant issues and identifies the action steps available to affect change. This life-changing event inspires personal and professional growth at the individual, corporate, and community level.



Generation WOW is a girl-inspired movement driven by the values of the Positive and Possible. It creates opportunities for learning, inspiration, leadership, and mentorship connections that enhance girls' lives. To date, Generation WOW has reached thousands of girls across the country through its comprehensive year-round programming that is rooted in a social and emotional learning (SEL) curriculum and includes national leadership events, WOW Clubs, quarterly events, learning excursions, dedicated mentorship, and community service projects.

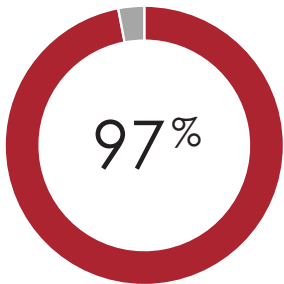


Generation WORKS is a city-wide day of service galvanizing hundreds of volunteers to wire, weld, wash, and work their magic to elevate and transform schools and agencies across Northeast Florida. WORKS serves nonprofit and corporate agencies by providing volunteer support they would not otherwise have. It's a day that creates lasting impact for all involved, while also building understanding, stronger communities, and more connected citizens and neighbors. Founded as a way to spotlight the value of women's leadership, WORKS illuminates women who are often leading in the areas of education, advocacy, and non-profit work.

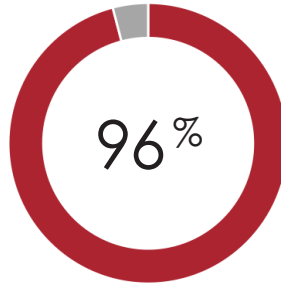


WOWsdom! The girl's guide to the Positive and the Possible (WOWsdom!) is a unique book that unites the WOW of girls with the WISDOM of women. Using the power of authentic storytelling, *WOWsdom!* provides encouragement and offers real-world advice to help teen girls prepare to meet the challenges they will face in their lifetimes. The messages of self-love, resilience, leadership, healthy choices, and more resonate with all ages and backgrounds and are designed to inspire readers by reminding them that they are not alone in this world. The letters and lessons in *WOWsdom!* serve as the foundation for the *WOWsdom!* Curriculum that is rooted in SEL and is currently utilized in WOW Clubs across the country.

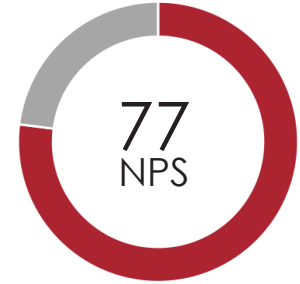
THE SIGNATURE EVENT



97% of attendees found the event to be motivational



96% of attendees said they were likely to implement lessons learned during Generation W into their professional lives



a Net Promoter Score[®] (NPS) can range from -100 to +100' with a score of 70+ considered "world class"

**Data compiled from Generation W Signature Event 2019 Attendees*

EVENT SNAPSHOT



1,300
ATTENDEES FROM
30+ STATES



30+
DISTINGUISHED
NATIONAL SPEAKERS



10
INTERACTIVE
WORKSHOPS

"Every year (Generation W) warms my soul and gives me the fuel to move closer to accomplishing my crazy. I meet smart, kind, innovative women who extend a hand to lift each other up to a higher level. We're all changed for the better!"

MELANIE
News Anchor

"Generation W provides an atmosphere for women to establish relationships, engage successful executives (local, regional, and national), learn proven personal growth strategies and be inspired to be their best."

DARNELL
Market President
Florida Blue

"A triumph. An inspirational masterpiece. An event that many will remember for a very long time. These are just a few of the things I could say about the Generation W #transformation event."

STACEY
Strategy Consultant

"Generation W is a great contribution to our community. Empowering women in these ways empowers all of us, which is so important."

MICHAEL
Community Volunteer/
Former Attorney

NATIONAL YEAR-ROUND PROGRAM SNAPSHOT

2018 / 2019 SCHOOL YEAR



1,000+
GIRLS SERVED



3
WOW CITY-BASED
EXPERIENCES



540
WOW MENTORS

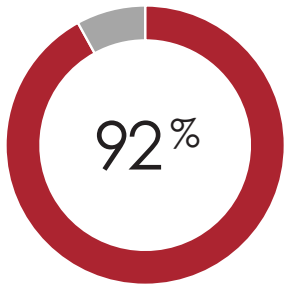


18
WOW CLUBS

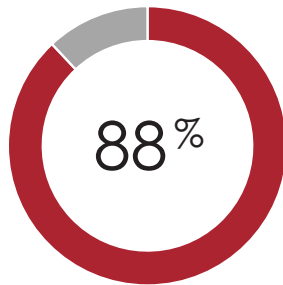


4
WOW MEET UPS

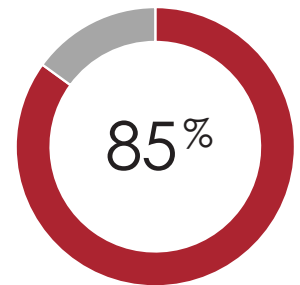
WOW THE EXPERIENCE



92%
of WOW girls believe having a mentor in their lives is important



88%
of WOW girls said they learned about leadership skills that will help them in the future



85%
of WOW girls said the event positively impacted their confidence

**Data compiled from WOW Jacksonville, Orlando, and Louisville Experiences*

"I appreciated the real conversations about real problems while hearing from those with real world experience who have wiped the mud off."

MAKAYLA (MENTEE)
Generation WOW
Louisville

"I wanted to participate in Generation WOW to become a mentor and share my experiences. But little did I know, I would leave inspired and encouraged. I met two incredibly, amazing girls, who I believe will positively impact the world around them!"

KISHA (MENTOR)
Generation WOW
Jacksonville

"This was my second year attending Generation WOW and I swear it feels as if it gets better every year! ... My absolute favorite [aspect] was the inspiration and the overall message of girl power."

TRINITY (MENTEE)
Generation WOW
Jacksonville

"This event is another tool [for girls] to put in [their] toolbox as [they] work to construct [their] success."

MARIA (DEPUTY SUPERINTENDENT OCPS)
Generation WOW Orlando



MENTOR CONNECTIONS

CHANGING LIVES

“What I love most about my mentor is she’s very understanding. She understands me as a teen, who is just trying to find herself. And that simply helps me become the best person I can be. Understanding that things may be difficult when trying to figure out where and how I want my life to go, understanding that my future does mean a lot to me even if I don’t know what I want to do in life, understanding my talents and beliefs without judging me but embracing me.”

JOURDYN | Mentee

“At Generation WOW I chatted with my mentee a bit, I dragged her on stage for the dancing and when it was time to go for the mentor walk, she started asking me questions; “What do I do? Did I know this was what I wanted to do? How to choose colleges?” We talked about parents, friends, peer pressure. It was really natural. I must pause and say I was not bought in to this idea of walking down a dreary wet nature path and by the time you get to the end, you will have made a connection. Now that said... by the end we were hugging and we promised to stay connected. And we have. I am excited to see what the future holds for her.”

SHANTEL | Mentor

“Catalina always motivates me and shows her support when we discuss college and education. Meeting her was truly amazing. We hugged of course, and talked about college and my plans after high school. She was beyond nice and our conversation was super genuine! Because of one night at Generation WOW, I was able to meet someone super cool and inspirational, and for that I am super happy and grateful.”

ERNEISHA | Mentee



OVER 350 VOLUNTEERS LEFT A LEGACY OF GIVING AT SITES ACROSS NORTHEAST FLORIDA

- Angelwood*
- Arlington Heights Elementary School
- Beaches Boys & Girls Club of Northeast Florida
- Clara White Mission House*
- Feeding Northeast Florida
- HabiJax
- JASMYN
- MaliVai Washington Youth Foundation

- Mount Herman Exceptional Student Center
- Northwestern Middle School
- THE PLAYERS Championship Boys & Girls Club
- Ramona Elementary School
- Rethreaded
- RV Daniels Elementary School
- The Sulzbacher Center*

**Indicates multiple projects at different campuses*

IMPACT SNAPSHOT



382

VOLUNTEERS



75

PROJECTS COMPLETED



15

AGENCY PARTNERSHIPS



40

FLOWER BEDS REVITALIZED



54

GALLONS OF PAINT



“This project is so much more than investing in a building. It is investing in our youth’s sense of belonging by providing a beautiful, world-class place for them to enjoy healthy meals. Projects like this communicate to our youth that people in the community truly care about them and want to see them reach their full potential.”

JAMI
Community & Board Liaison Boys & Girls Clubs of Northeast Florida

WOWsdom!

The girl's guide to the POSITIVE and the POSSIBLE

WOWSDOM! SNAPSHOT



3

NATIONAL
BOOK EVENTS



WOWSDOM CURRICULUM
CREATED, COPYRIGHTED,
AND VALIDATED



UTILIZED BY WOW
CLUBS ACROSS
THE COUNTRY



2,500+

BOOKS DISTRIBUTED
TO WOW GIRLS

Net proceeds from WOWsdom! and the Share the WOW! initiative support Generation WOW's girls' leadership programs.

SHARE THE WOW

Share the WOW is all about making a transformational impact on the next generation of girls. The way it works is simple: companies or individuals purchase books to donate through their own networks, or work with Generation W to get WOWsdom! into the hands of girls across the globe.



A FEW OF THE SHARE THE WOW RECIPIENTS

Generation WOW Mentees
(Orlando and Northeast Florida)

Northwestern Middle School

PowerPlay NYC

Pedro Menendez High School

Village of Hipgos, Lambunao, Iloilo Philippines

VyStar Generation WOW Mentors



The Generation W platform continues to grow strategically as communities raise their voices and hands to inform our mission and development. Highlighted below are just a few of the many updates and opportunities for engagement you can expect from Generation W in 2020/2021.

10 YEARS OF EDUCATING, INSPIRING, AND CONNECTING

In 2021, Generation W will celebrate 10 years of elevating the human spirit. Together, we will mark this momentous milestone with a special Generation W Signature Event as well as additional programming that is currently being discussed.

GENERATION W REFRESH

REfresh rekindles the authentic energy, open spirit, and positive connection that makes Generation W so impactful. Utilizing the unique curation of content that embraces diverse topics and viewpoints, REfresh brings people together, in smaller more intimate settings, to learn and be inspired. Whether gatherings are in person or virtual, REfresh is powerful and restorative while pushing boundaries as we seek to be our best selves through the process of understanding.

GENERATION WOW MENTEE TRAINING

After the successful launch of Generation W's WOW mentor training, we are focusing our attention and resources on a complementary training program for the mentees. This engaging, girl-centered training will be implemented as a key component prior to all Generation WOW city-based experiences, and will elevate their experience when connecting with their mentors and peers.

GENERATION WOW CLUB EXPANSION

Impactful results and positive feedback continue to drive Generation WOW club interest and expansion. In the 2020/2021 school year, not only will Generation WOW Clubs continue to expand in Northeast Florida, but Orange County Public Schools, the ninth-largest school district in the country, will implement WOW Clubs across all district high schools utilizing the WOWsdom! Curriculum.

Additionally, WOW clubs will expand virtually and there is interest from school districts and organizations from across the country to bring WOW clubs to their network of girls.

GENERATION WOW ADOPT-A-CLUB

Piloted with Deutsche Bank, Adopt-A-Club creates the opportunity for companies and groups to engage in meaningful community connections, deepen their engagement, and provide life-changing experiences to WOW girls and the mentors who support the club.





SAVE THE DATE

2020

GENERATION W VIP RECEPTION

September 10, 2020

GENERATION W (Virtual)

September 11, 2020

GENERATION WOW ORLANDO

October 20, 2020

GENERATION WOW JACKSONVILLE

November 18, 2020

2021

GENERATION WORKS

February 6, 2021

GENERATION W VIP RECEPTION

April 15, 2021

**GENERATION W
10TH ANNIVERSARY CELEBRATION**

April 16, 2021

All events will be concurrent with CDC guidelines.

HOW TO PARTNER WITH US

DONATE | MENTOR | VOLUNTEER | SHARE THE WOW | FOLLOW US

FOLLOW US



/genwnow



@generation_w



generation_w



generation-w-inc



THANK YOU

TO OUR PARTNERS AND ADVISORY COUNCIL FOR
YOUR COMMITMENT TO OUR COLLECTIVE MISSION

GENERATION W SIGNATURE EVENT

HOSTED WITH
UNF

FOUNDATION
APR Energy
Florida Blue
PepsiCo
Wells Fargo

LEADERSHIP
KPMG

INSPIRER
The Adecco Group
Ally Financial
Cheney Brothers
CSX Corporation
Fidelity National Financial Inc.
Firehouse Subs
Home Depot Pro
Mayo Clinic
TIAA Bank
Web.com

BELIEVER
Bank of America
FIS
GreenPointe
Hampton Golf
ICI Homes
Jacksonville Jaguars
Macquarie
PGA of America
PGA TOUR
Publix
Southwest
Voya

MEDIA
Comcast
The Florida Times-Union
Jacksonville Business Journal
PRI | WJCT

CATERING
The Perfect Pear Catering Co.
Show Pigeon Coffee

SUPPORTER
NBA
Kilwins
Peterbrook

GENERATION WORKS

PRESENTED BY
Deutsche Bank

COMMUNITY PARTNERS
Wells Fargo
Home Depot Pro

GENERATION WOW

SHARE THE WOW
Bank of America

MAGIC MAKER
BKS-Partners & Montoya Financial Strategies
Citi | Delores Barr Weaver Fund
Firehouse Subs | Florida Blue
Michael Ward & Jennifer Glock Foundation
Natural Life | Orange County Public Schools
PepsiCo | Publix | Remmer Family Foundation
TD Bank | United Way of Northeast Florida
VyStar Credit Union | Wells Fargo

ADOPT-A-CLUB
Deutsche Bank | Johnson & Johnson Vision WLI

GENERATION W Refresh

Forcura | The Courageous Spoon | Koek Cake

GENERATION WOW ADVISORY COUNCIL

Yvette Angelique
Hyater-Adams
Debbie Banks
Michelle Braun
Lakesha Burton
Thomas Caron
Joanne Cohen
Angie Ferry
Inger Geraghty
Atiya Goodin

Matt Kane
Clayton Levins
Dr. Maira Martelo
Kris Perry
Martha Pretelt
Dr. Pamela Rama
Meg Rose
Perrin Rubin
Michael Ward



THANK YOU

On behalf of the Generation W team and WOW girls, thank you to the dedicated volunteers, facilitators, speakers, mentors, partners, supporters, and all who make this life-changing work possible.

JOIN THE MOVEMENT

WWW.GENWNOW.COM

