



# 2020 IMPACT REPORT

2019/2020 SCHOOL YEAR

## A YEAR LIKE NO OTHER!

To say that 2020 was a challenging year is an understatement. I think we can all agree that these times of challenge have pushed and pulled us all in many directions. We questioned our well-being as we often felt off balance.

The pandemic unquestionably magnified the power of human connection and the strain of its absence on the human spirit. Fueled by the belief that connection is a Superpower, the Generation W community propelled into action to create ways to come together. We became a safe space for people to gather amidst an abundance of uncertainty and fear demonstrating that when you LIVE and LEARN together, you can LEAD together.

As we look back on everything we experienced and endured throughout 2020, we realize that resilience is also a Superpower. The Generation WOW program continues to grow and inspire girls to reach for the positive and the possible through intergenerational connectivity, leadership, and mentorship. Generation WORKS brings people together for a day of service to help transform our communities. WOWsdom! is a book and a curriculum that serves young girls all around the country and the world! At the core, Generation W's programming unifies the strength of ideas, open acceptance, and equitability.

When put to the test, our community has shown that we are stronger than we think. Leaning into the discomfort allowed us to re-evaluate familiarity and strengthen our community by sharpening the powerful tools that are difference makers in our world. As author Adam Grant noted,

"Intelligence is traditionally viewed as the ability to think and learn. Yet in a turbulent world, there's another set of cognitive skills that might matter more: the ability to rethink and unlearn."

We share this 2020 Impact Report with you as you have shared your commitment with us. We are humbly grateful and inspired by the possibility of what is to come as we continue to listen, learn, and come together for impact and change.

Sincerely,



Donna Orender



# GENERATION WORKS KICKS-OFF 2020... THEN THE WORLD HALTS

2020 started with a clear vision fueled by Generation W's mission to elevate the human spirit by advancing women and girls through inspiring action, connection, and community.

We came together with so many of you on February 1, 2020, to elevate our community through Generation WORKS where **435 VOLUNTEERS** left a legacy of service and giving at sites across Northeast Florida in partnership with Deutsche Bank.

Just over a month later, with Generation W's Signature Event - *Vision 20/20* on the horizon, our world came to a staggering halt.



## VISION 20/20 PIVOTS TO VIRTUAL

The April date for *Vision 20/20* was postponed to September, hopeful that the pandemic would pass and allow us to gather in person. Quickly it became apparent that we would have to pivot to a virtual program. As a virtual event, *Vision 20/20* radiated the same powerful, inspirational, and transformative energy as our in-person Signature Events attracting more than **2000 PEOPLE FROM 11 COUNTRIES** all over the globe. The feedback was so heartening, shining a spotlight on the belief that connection is a Superpower.

"Talk about a PIVOT. The Virtual Conference was FABULOUS! We all loved the line-up and thank you for continually shining the light, inspiring us."

LINNET C

"We were blown away by the speakers, music, and positive energy. Congratulations on finding ways to make it engaging and meaningful, even in a virtual format! The messages of hope are staying with all of us."

PATTY K





## REFRESH IS CREATED TO REVIVE THE SOUL

As we were preparing for *Vision 20/20* as a virtual event in September, we felt the need to connect our Generation W family far and wide. In April 2020, our virtual series *REfresh* was born as a place to refresh the spirit and revive the soul during the relentless pandemic. Produced weekly, we shared **37 REFRESH PROGRAMS WITH 20,079 TOTAL VIEWERS**, tackling a range of topics that addressed the tumultuous year with lively interviews and audience participation. Now a staple of Generation W's programming, *REfresh* continues to bring people together to connect, learn, and be inspired.

"Your mission to bring inspiration and enlightenment to women is such a blessing – we are all very lucky to be part of your solar system."

EMILY H



## GENERATION WOW OFFERS A SAFE SPACE FOR GIRLS IN A CHAOTIC YEAR

The need to adapt our Generation WOW programs grew as the effects of the pandemic tore at the mental and emotional well-being of our younger generations. With the mission to provide a safe space for our WOW girls amidst the uncertainty, we developed WOW Connect (a virtual mentorship program), and with partner support, WOW Clubs went virtual to address the growing needs of girls. Stemming from these transformations, we worked to further expand our WOW programming by creating *WOWsdom! Live* and hosting virtual *WOW the Experience* events in 2021. During the 2019/2020 school year more than **1200 GIRLS WERE SERVED** by participating in WOW programs.

"I like that I get to talk to other girls especially right now during COVID. Everybody gets to share their experiences and connect. I don't really get this right now in school."

WOW AMBASSADOR

"I love WOW. I live in Charlotte and to talk to other girls in other places is cool. I like the activities and the time I have to attend WOW virtually. It's one of the few things that I have where I get to be myself and talk openly about everything we want."

WOW GIRL

The impact of this **pandemic** will surely affect the **world** for the foreseeable future, Generation W will **continue** to view these challenging **circumstances** as **opportunities** to explore new and innovative means of providing more **women and girls** with the positive and the possible.



## OVER 435 VOLUNTEERS LEFT A LEGACY OF GIVING AT SITES ACROSS NORTHEAST FLORIDA

Angelwood\*  
Arlington Heights Elementary School  
Children's Home Society  
Feeding Northeast Florida  
Habijax\*  
Hubbard House  
Inspired to Rise  
JASMYN

Long Branch Elementary School  
Mayport Coastal Sciences  
Middle School Rethreaded  
St. Augustine Youth Services  
Ramona Elementary  
School Rethreaded  
The Sulzbacher Center\*  
Terry Parker High School

*\*Indicates multiple projects at different campuses*

## GENERATION WORKS FEBRUARY 2020



435

VOLUNTEERS



75

PROJECTS  
COMPLETED



15

AGENCY  
PARTNERSHIPS



300

BAGS  
OF MULCH



44

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



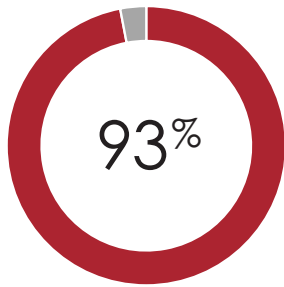
# GENERATION W VISION 20/20

GENERATION W

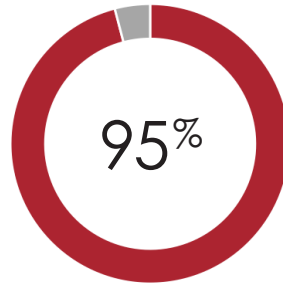
IMPACT

Originally slated as an in-person event for April 2020, Vision 20/20 was rescheduled to a virtual signature event held in September 2020. The pivot to virtual expanded our reach allowing us to impact attendees on a national and global level.

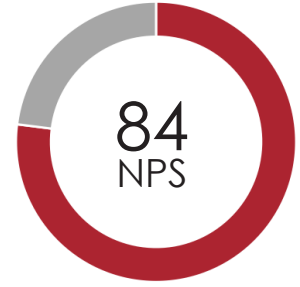
*\*Data compiled from Generation W Signature Event 2020 Attendees*



of attendees thought the event challenged their way of thinking and provided new positive perspectives

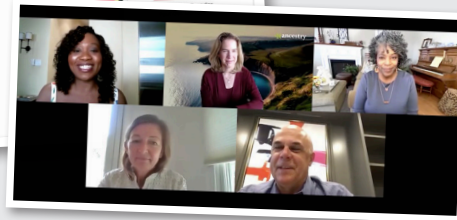


of attendees said they were likely to implement lessons learned during Generation W into their professional lives



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

## EVENT SNAPSHOT



2,000

ATTENDEES FROM  
11 COUNTRIES & 36 STATES

26

DISTINGUISHED  
NATIONAL SPEAKERS

10

INTERACTIVE WORKSHOPS

"This is hands down the best virtual event I've ever been involved in. The Gen W staff that put this on should be extremely proud of how well this conference has come together."

RYAN R

"Great technology platform, INCREDIBLE raw and real conversations, beautiful vulnerability all around and incredible engagement throughout the chat."

JULIE N

"Vision 20/20 was one of the best virtual conferences I've attended. You maintained the energy, excitement and inspiration."

CARRINGTON C

# GENERATION W ▶ REfresh

*A time to connect, be inspired, learn something, and ultimately feel better for this time spent together. That is what Generation W is all about.*

REfresh was created out of a desire to bring our community together to connect and explore a wide range of topics from a variety of guest speakers.

Throughout the pandemic, REfresh provided a weekly dose of curated content to help connect people from across the globe.

## IMPACT SNAPSHOT



37

LIVE  
EPISODES  
APRIL-  
DECEMBER



20,079+

TOTAL VIEWERS  
ON ZOOM AND  
FACEBOOK  
PLATFORMS

Joined by host Donna Orender, featured guests range from entrepreneurs, business executives, mental health experts, social activists, educators, doctors, and accomplished professionals who are experts in a wide variety of fields. The authentic conversations provide tips, lessons, and inspiration for a broad audience of viewers.



### NATIONAL YEAR-ROUND PROGRAM SNAPSHOT

2019 / 2020 SCHOOL YEAR



1200

GIRLS SERVED



2

WOW CITY-BASED  
EXPERIENCES



500+

WOW MENTORS



15

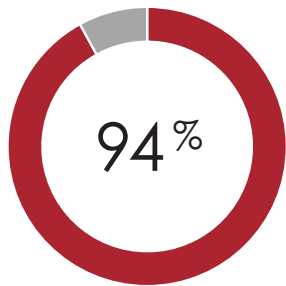
WOW CLUBS



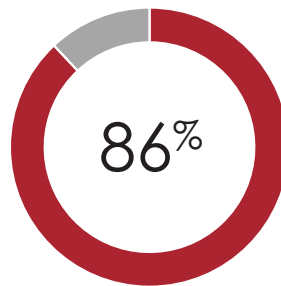
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WOW MEET UPS

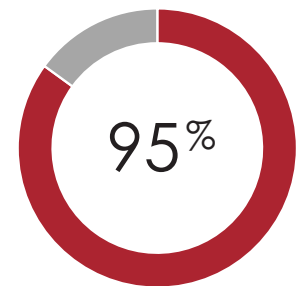
### WOW THE EXPERIENCE 2019



of WOW attendees say  
they learned leadership skills  
that will help them in the future



of WOW attendees say their  
confidence has been positively  
impacted as a result of  
Generation WOW 2019



of WOW attendees say  
they would recommend  
Generation WOW to a friend

*\*Data compiled from WOW Jacksonville 2019 experience*

"I now have the privilege of mentoring FIVE (yes, 5!) young ladies. It was powerful and moving, for the mentors too. Here's to giving it my all to ensure these girls receive the attention they deserve from me."

WOW MENTOR  
KATHRYN

"I am so happy to have been apart of it, and I can't wait to not only attend it again next year, but to one day make an impact on girls and women all over the world, to build their confidence just like you built mine. I will always and forever hold this day and this program close to my heart."

WOW GIRL  
River City Science Academy

"One of my biggest fears is being judged by my fellow female peers, but I know with GenWOW no one will judge you. It's a safe community of women who help empower other women and I love that."

WOW GIRL  
Mandarin High School

# LOOKING AHEAD...

A DECADE OF  
INSPIRATION

In 2021, Generation W celebrates our 10th Anniversary. It's hard to believe that what started as a single idea – when people, especially women, come together magic happens, has blossomed into this movement that has made a difference in the lives of so many. This milestone is a testament to the resonance of the Generation W tenants of education, inspiration, and connection. Over the past ten years, these guiding tenants have helped us strive to create better spaces within ourselves, each other, our families, our companies, our cities, and our world.

## WHAT A DIFFERENCE 10 YEARS MAKES



"What I love most about Generation W is the way that it makes me feel. Optimistic, empowered, energized, and uplifted. Inspired, connected, determined to be the best version of myself I possibly can. But more than anything else, Generation W makes me feel happy."

AMY RUTH

SVP and CHRO Human Services  
Group Florida Blue and Guidewell

"Generation W 10 Year anniversary. What a milestone! Just imagine all those young girls in elementary school now finishing high school. All those girls in high school now finishing college. And all those girls in college now in the workforce. And to think, how many of them Generation W has helped along the way and inspired over the last 10 years."

DEBRA WALTON

Chief Revenue Officer London  
Stock Exchange Group



# MISSION

Generation W elevates the human spirit by advancing women and girls through inspiring 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







## SAVE THE DATE

GENERATION W

EVENTS

2021

### REFRESH SERIES

Bi-weekly

### WOWSDOM! LIVE

Every 3rd Thursday of the Month

## HOW TO PARTNER WITH US

DONATE

MENTOR

VOLUNTEER

SHARE THE WOW

2022

### GENERATION WOW

#### THE EXPERIENCE JACKSONVILLE

January 25, 2022

### GENERATION WOW

#### THE EXPERIENCE ORLANDO

January 27, 2022

### GENERATION W VIP RECEPTION

March 31, 2021

### GENERATION W: CONNECTION

April 1, 2022

### GENERATION W GOLF CLINIC

April 2, 2022

## FOLLOW US



/genwnow



@generation\_w



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generation-w-inc



THANK YOU

TO OUR 2020 PARTNERS, GENERATION W BOARD AND ADVISORY COUNCIL FOR YOUR COMMITMENT TO OUR COLLECTIVE MISSION

## GENERATION W SIGNATURE EVENT

### HOSTED WITH UNF

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FOUNDATION  
APR Energy  
Florida Blue  
Home Depot Pro  
PepsiCo  
Wells Fargo

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### LEADERSHIP KPMG

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INSPIRER  
The Adecco Group  
Ally Financial  
Cheney Brothers  
Citi  
CSX Corporation  
FIS  
Fidelity National  
Financial Inc.  
Firehouse Subs  
Mayo Clinic  
PGA Tour  
TIAA Bank  
Web.com

BELIEVER  
Bank of America  
GreenPointe  
Hampton Golf  
ICI Homes  
Jacksonville Jaguars  
Macquarie  
PGA of America  
Publix  
Southwest  
VyStar

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MEDIA  
Comcast  
The Florida Times-Union  
Jacksonville Business  
Journal  
WJCT

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SUPPORTER  
Johnson & Johnson  
Vision  
Kilwins  
Tom Bush Family  
of Dealerships

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POWERED BY  
Perigon

## GENERATION WORKS

PRESENTED BY  
Deutsche Bank

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COMMUNITY PARTNERS  
Home Depot Pro  
TIAA Bank

## GENERATION WOW

MAGIC MAKERS  
Citi  
Delores Barr Weaver Fund  
Dubow Family Foundation  
Firehouse Subs  
Florida Blue  
Michael Ward & Jennifer Glock Foundation  
Publix  
Regency Centers  
Remmer Family Foundation  
Southwest  
United Way of Northeast Florida  
Wells Fargo

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ADOPT-A-CLUB  
Johnson & Johnson Vision WLI

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WOWSDOM LIVE  
Bank of America



THANK YOU

## GENERATION WOW ADVISORY COUNCIL

### **Laura Angelini**

Retired Global Healthcare Executive

### **Debbie Banks**

Community Volunteer

### **Michelle Braun**

President & CEO, United Way of NE Florida

### **Lakesha Burton**

Assistant Chief, JSO

### **Thomas Caron**

Director of Donor Services,  
The Community Foundation for NE Florida

### **Joanne Cohen**

VP Philanthropic Services,  
The Community Foundation for NE Florida

### **Shantel Davis**

VP & Group Manager Sales -  
Southeast, GBX

### **Lisa Drew**

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### **Inger Geraghty**

Chief Marketing Officer, Old Village Paints

### **Atiya Goodwin**

Program Director, Pace Center for Girls

### **Yvette Angelique Hyater-Adams**

Principal & Chief Story Telling Officer,  
Narratives for Change, LLC

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Director of Community Mobilization, JPEF

### **Taj McWilliams-Franklin**

Player Relations &  
Development Manager, WNBA

### **Kris Perry**

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Deutsche Bank

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### **Perrin Rubin**

Clinical Social Worker, Mayo Clinic

### **Michael Ward**

Retired CEO, CSX Corporation

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Leader Development College of  
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Mental Health Professional

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Former HR Executive at  
Fortune 500 Companies





# THANK YOU

On behalf of the Generation W team, thank you to the dedicated volunteers, facilitators, speakers, mentors, partners, and supporters. Most importantly, thank you to YOU, The Generation W Community, whose help makes this life-changing work possible.

## JOIN THE MOVEMENT

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[WWW.GENWNOW.COM](http://WWW.GENWNOW.COM)

