

GENERATION *W*
connection

2022
Impact Report



A Message From Our Founder



2022 was the year of **CONNECTION**. Gradually emerging from the pandemic, we were given new lenses through which to appreciate the impact that togetherness can bring and cherish even the simplest of gestures like a warm smile from a friend or stranger. Taking the learnings and lessons that carried us through the uncertainty, or swirl, as we at Generation W have come to call it, we discovered that despite our diverse backgrounds and experiences, there is an electrifying energy that transpires between people when they feel genuinely seen, heard, and valued.

At Generation W, we strongly believe in the transformative power of connection. Research shows that social connectedness reduces the risk of early death by 50%, while loneliness and isolation increase the risk of heart disease, dementia, and stroke. Our year-long programming is designed to leverage the power of connectivity, motivate individuals to reach their fullest potential, inspire learning and personal development, and build community.

This report celebrates the difference-making connections that Generation W has cultivated throughout the past year, as well as the lasting ripple effect of those we have fostered over the past eleven years. Since April 2012, Generation W has touched the lives of over **25,000 women and girls**. 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, growth, and change.

With gratitude,

Donna Orender

MISSION

Generation W elevates the human spirit by advancing women and girls — inspiring action, connection, and community.

VISION

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.



2022 Impact Snapshot



GENERATION *W* connection

APRIL 1, 2022 | UNIVERSITY OF NORTH FLORIDA

Generation W 2022 brought **over a thousand people** together in-person and virtually for an insightful day focused on personal and professional development. Attendees spanned various industries and professions including healthcare, finance, retail, grocery, consulting, professional services, education, technology, entrepreneurs, and more.

The excitement was palpable, reminding us that the power of connection has a pulsing energy like no other. As Dr. Olenda Johnson, Professor at U.S. Naval War College remarked, “Every person in this room, or watching online today, has something that the world needs to see and experience!”



Today is a day about connections and I have been able to reconnect with many colleagues and friends. I realized how much I miss seeing and hearing how others are making a difference.

Sharon LaSure-Roy, Vystar Credit Union



All I can say is WOW because it was truly an amazing experience (even being virtual)! It was a great day of learning and being inspired by some amazing women.

Stephanie Cox, FIS



Celebrating 10 Years of Positively Changing Girls' Lives

Teen girls continue to face many challenges in today's world and Generation WOW remains steadfast in our mission to bring girls together and provide safe spaces for them to dream, grow, and realize their full potential

WHAT A DIFFERENCE 10 YEARS MAKES



10,000+

GIRLS REACHED
AND SUPPORTED



30

WOW EVENTS
ACROSS THE COUNTRY



90%

SAID THEY WOULD ENCOURAGE
OTHER FRIENDS TO ATTEND
GENERATION WOW*



83%

SAID THEIR CONFIDENCE
WAS POSITIVELY
IMPACTED BY WOW*



79%

SAID WOW MADE THEM
FEEL MORE HOPEFUL
ABOUT THEIR FUTURE*

*Responses compiled from 521 girls who attended 2022 WOW Events

WOW '22 Year in Review

We came roaring back with WOW
Experience events in 3 cities and more!



VIRTUAL LIVESTREAM
700 GIRLS FROM
ORANGE COUNTY
HIGH SCHOOLS

400 GIRLS &
50 MENTORS
IN JACKSONVILLE

800 FEMALE ATHLETES
FROM PORTLAND
PUBLIC SCHOOLS

350 GIRLS &
85 MENTORS
IN JACKSONVILLE



Olympian Kate Johnson & WNBA Legend Kym Hampton with WOW Girls at event in Portland, OR sponsored by Portland Public Schools & the Portland Interscholastic League



In September, the W team traveled to The Rose City for the first ever Generation WOW event in Portland, OR. Speakers including nationally-recognized athletes, former Olympians turned all-star business leaders, and local legends, shared their inspiring narratives and reminded the over 800 young female athletes in attendance, representing various high schools within the Portland Public School district, to dream big and believe in themselves.

Energized and motivated by the experience in Portland, Generation W has launched a strategic initiative to Multiply the WOW. Over the next 4 years we seek to expand our reach to more girls and communities nationwide, so that we can deepen the impact and strengthen the power of the Positive and the Possible.

“
WOW has helped me meet other people just like me who have shared where they came from and what they went through to get to where they are now.
Jah'Niyah, WOW Girl

”

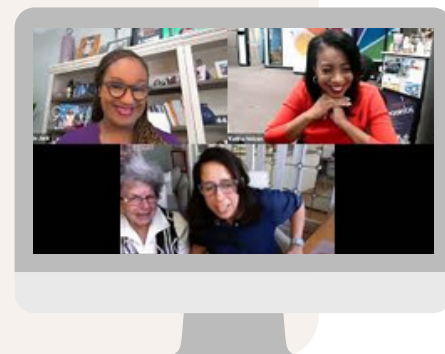
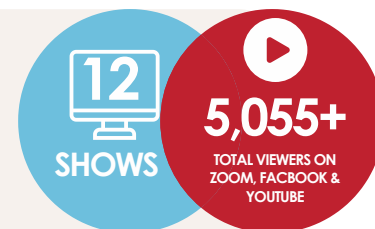
Bringing the W Community together to connect, learn, and be inspired!



Generation W REfresh is a livecast conversation series on Zoom & Facebook Live offering opportunities for the W Community to gather, ask questions, and engage with renowned guests from a variety of fields. The authentic conversations have explored leadership, how to make the most of your money, tips to lead healthy lives, and more!

2022 guests included:

Jill Schlesinger - CBS News Business Analyst
Dr. Folakemi Odedina - Global Health Equity Researcher, Mayo Clinic
Caroline Buck Luce - Author, EPIC! The Women's Power Play Book
and many more who shared their wisdom and inspiration!



We came together on October 22 for the 7th Generation WORKS event partnering with Deutsche Bank to transform our community for the greater good.

Over 100 volunteers left a legacy of handprints and heart prints of giving at non-profit organizations and schools across Northeast Florida including Angelwood, Terry Parker High School, and Longbranch Elementary.



Presented by **CIRCLE K** 

Generation W was invited for the second consecutive year by tournament organizers to provide professional and personal growth programming for **over 50 female golfers** competing in the **PXG Women's Match Play Championship**. Enriched by the presence of mentors from various companies including Baptist Health, Circle K, PGA of America, and PGA TOUR, the 4-hour intimate gathering focused on the power of connection and self-exploration. It was a day filled with panel discussions and actionable takeaways that explored the many ways we connect and how to better understand and create powerful connections in our lives.



Thank You!

To the Generation W Board, WOW Advisory Board,
and 2022 Partners for your commitment to our collective mission



Generation W Board of Directors

Lisa Shalett, 2022 Outgoing Board Chair
Retired Partner, Goldman Sachs, Founder EWOB

Jamie Olken
Mental Health Professional

Akila Raman-Vaseghi
Partner/Chief Commercial & Strategy Officer,
Transaction Banking, Goldman Sachs

Michael Ward*
Philanthropist,
Retired Chairman & CEO, CSX

*Also serves on Generation WOW Advisory Board

Dr. Olenda Johnson 2023 Incoming Board Chair
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North Florida Market President,
Florida Blue

Melinda Wolfe
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& DEI Leader

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& Strategic Initiatives, FIS

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Cardiologist, Baptist Health

Meg Rose
Former SVP, Field Operations,
Firehouse Subs

Perrin Rubin
Clinical Social Worker, Mayo Clinic

2022 Partners

Generation W Signature Event

Foundation Partners

Authentic Agility | Cisco | Florida Blue | PepsiCo | Wells Fargo

Leadership Partner

KPMG

Inspirer Partners

The Adecco Group | Cheney Brothers | Circle K | CSX
Firehouse Subs | FIS | Fidelity National Financial
Johnson & Johnson Vision | Mayo Clinic | Newfold Digital
PSK Collective | Southeastern Grocers | TIAA Bank

Believer Partners

Ally Bank | Bank of America | Craig/is Ltd. | First Horizon
GreenPointe | Hampton Golf | ICI Homes | Jacksonville Jaguars
JTA | JP Morgan Chase & Co | Miller Electric
PGA of America | Regency Centers | Southwest

Generation WOW

Magic Makers

Ann & John Baker Family Fund | Cisco | Dubow Family Foundation
Florida Blue | Firehouse Subs | Maggiano's | Natural Life | PepsiCo
Publix | Regency Centers | Southwest | United Way of Northeast Florida
VyStar Credit Union | Michael Ward & Jennifer Glock Foundation
Women's Giving Alliance | Women in Transportation

Generation WORKS

Presented by Deutsche Bank

Community Partner - United Way of Northeast Florida

Links to Leadership

Presented by Circle K and Baptist Health

LEGS | PGA of America | PGA TOUR | PXGWMPC