



GENERATION *W*TM

2024 Impact Report

Saying Hi

In 2024 when we selected BELIEVE as our theme, the response was overwhelmingly quick and positive. I wondered why. What was it about exploring the concept of BELIEVING that inspired and motivated so many people? I came to realize that what people were looking for was not only a centering space for themselves but a place to gather in the search for the common good together.

That's what BELIEVE has done for so many of us. It makes us pause and think. In the swirl of the world we live in, we think that is a good thing. Take the time to assess, let your mind wander, and process. In creating space for BELIEVE, we found a deeper connection to ourselves, to one another, and to the community.

And the power of BELIEVE was more than alive in our Generation WOW girls. Since the launch of our Generation WOW program in October 2013, this cornerstone program has introduced over 12,000 young women to leadership, mentorship, and boundless opportunities. We witnessed our WOW girls take the stage and articulate their powerful perspectives on the world and the vast potential of their futures. This momentum is further fueled by the generosity of the Michael Ward and Jennifer Glock Foundation, whose \$3 million challenge grant, Multiply the WOW, continues to support the growth and success of our WOW program. More WOW for more girls!

I extend heartfelt thanks to our extraordinary Generation W community, especially our board of directors, advisors, partners, and volunteers for your encouraging support.

Lastly, I must acknowledge the support of the community that drives our movement. Together, we're creating a future propelled by positivity and possibility. Here's to all of us coming together to create more Generation W magic!

Best regards,
Donna Orender



Our Mission

Generation W elevates the human spirit — inspiring action, connection, and community.

Our Vision

A culture where ALL are valued. The catalyst for change is broad collaboration that collectively inspires a kinder, more inclusive world.

BELIEVE

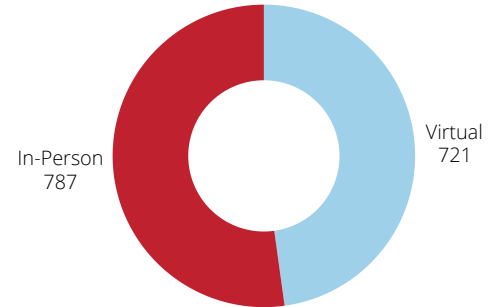
GENERATION *W*

04.05.24

1500+ attendees heard from 21 speakers and participated in four workshops in-person and virtually.

Generation W is a nationally recognized thought leadership event featuring a uniquely curated and exciting line-up of dynamic speakers and provocative conversations that challenge thinking and inspire people to connect to the world in meaningful ways. It provides professional and personal growth through skill enhancement and exposure to ideas that expand thinking.

2024's theme was BELIEVE, exploring beliefs and mindsets that help us navigate through work, life, and in what's possible.



2024 Attendee Breakdown



98% of attendees said Generation W BELIEVE challenged their thinking with new perspectives.

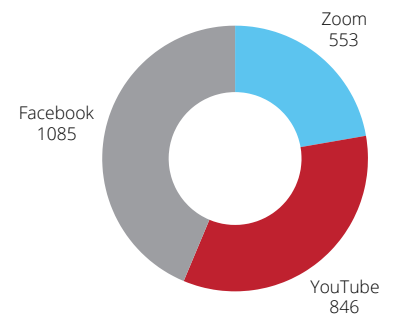


98% of attendees said Generation W BELIEVE offered learning and discovery around personal and professional development.



2400+ viewers watched 14 REfresh shows featuring 24 guests.

Generation W REfresh is a virtual 45-minute interview-style conversation with host Donna Orender that provides a time for the W Community to connect, be inspired, learn something new, and ultimately feel a little better about the time spent together. Each program explores relevant and resonant topics that foster community, support personal and professional growth, deepen understanding of today's most pressing issues, and identify steps we can take to drive change.



2024 REfresh Viewer Breakdown



Generation WOW is a year-round initiative of Generation W built on the voices of girls and focused on leadership, education, and mentorship to uplift and elevate girls through the power of the Positive and the Possible.

The magic of WOW reaches girls through WOW: The Experience, field trips, and in their classrooms with a school district-endorsed WOW curriculum called "WOWsdom!" focused on leadership, mental well-being, financial literacy, and college/career planning. WOW encourages girls to make new friends, be themselves, and learn valuable skills to be resilient and lead healthy, fulfilling lives.

950+ girls and 110+ mentors attended Generation WOW: The Experience in JAX and ORL.

1100+ girls and 150+ are in 40 WOW programs in JAX and ORL.

Since 2013, Generation WOW has helped girls build confidence, become their very best selves, and connect with leaders in their communities.

12,000+
Girls Impacted

32
WOW Events in
6 Markets

44
WOW Programs

99%

99% of WOW girls who attended WOW said they felt like they were part of a supportive community.

96%

96% of WOW girls who attended WOW said they felt more courageous to try new things after attending the event.

GENERATION WOW: THE EXPERIENCE

A Day of Connection that Builds Confidence and Amplifies Girls' Voices

Hosted in cities across the country, the WOW Experience is an event where hundreds of girls and women unite to inspire, educate, and motivate each other and plant the seeds for positive change in their lives and communities.

Generation WOW: The Experience takes girls on the journey of The Positive and The Possible and reminds them to dream big and believe in themselves through:

- Motivational and authentic stories from accomplished leaders in the community
- A vibrant atmosphere filled with music, dancing, energy, and joyful connection
- Experiences that spark curiosity, build confidence, and open doors to new possibilities

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I have dreams, and now that I have met these wonderful people, I know that I can make my dreams come true.

Julia Hand, WOW '24 Attendee
WOW Girl at Joseph Stilwell
Military Academy of Leadership

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I had so much fun. It definitely brought something out in me that I didn't think I had. I got to express myself more than I thought I should today.

Jasmine Williams, WOW '24 Attendee
WOW Girl at Frank H. Peterson Academies

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GENERATION WOW: FIELD TRIPS

A Day of Real-World Discovery, Inspiration, and Learning

JEA

47 WOW girls from three schools explored JEA's Springfield Water Lab, Mandarin Water Treatment Facility, and an active construction site. These behind-the-scenes experiences gave them a firsthand look at careers in engineering, sustainability, and public service. The day wrapped with a Lunch & Learn with JEA leaders.

WTLV

4 girls from First Coast High School toured First Coast News, gaining an in-depth look at the wide range of careers in broadcasting, journalism, and media.

UNF College Tour & Financial Literacy Workshop

95 girls from five schools participated in an interactive financial literacy workshop led by First Horizon Bank. They built real-world money skills and explored higher education possibilities with a tour of the UNF campus and lunch in the student dining hall.

Generation W: BELIEVE

Nine WOW girls took the stage dressed as Barbies, embodying their future dreams and professions. They reminded us they are the future leaders, creators, and change-makers, showing just how bright tomorrow can be.

Generation WOW: The Experience

950+ girls were exposed to a powerful day filled with inspiring speakers, panels, and interactive activities designed to build confidence, spark curiosity, and open minds to future career and leadership opportunities

Vision Board

In partnership with Furyk & Friends and the Sands Family Foundation, we hosted the "See The Future Vision Board Party." Over 200 girls and mentors participated in an inspiring day of goal-setting and creativity.



09.28.24

**Angelwood • Terry Parker
Parkwood Heights • Mt. Herman**



Deutsche Bank



Generation WORKS is a dedicated day led by women and girls with the objective of bringing sustainable change and impact on our neighborhoods.

In partnership with Deutsche Bank, in September of 2024, volunteers participated in working their magic to transform our Jacksonville for the greater good.

94

Volunteers

380

Hours

20

Projects

4

Work Sites

THANK YOU!

Thank you to the Generation W Board, WOW Advisory Board, Volunteers, and 2024 Partners for your commitment to our collective mission and making the Positive and the Possible a reality!

2024 GENERATION W BOARD

DR. OLEND A JOHNSON
Generation W Board Chair | Professor of Strategic Leadership & Leader Development, College of Leadership & Ethics | U.S. Naval War College

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Retired Partner, Goldman Sachs | Co-Founder of Extraordinary Women on Boards

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Mental Health Professional

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MELINDA WOLFE
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Michael Ward
Philanthropist | Retired Chairman & CEO CSX Corp

GENERATION *W*[®]

WE ARE THANKFUL!



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INSPIRER PARTNERS



BELIEVER PARTNERS



MEDIA PARTNERS

PARTNERS



COMMUNITY PARTNERS



SUPPORTERS





Presented By



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