Rochelle Shucart and Jenny Haire, Junior Chairs of the popular December 2022 Women Rock Philanthropy (WRP) event, share a goal to help expand the base of those who are aware of, involved in, and financially supporting the Women’s Foundation of Collier County (WFCC) programs addressing the needs of at-risk young girls and senior women.

“The WRP event has done an amazing job of giving notoriety—well-deserved recognition—to women who are making a difference,” said Shucart, a professional photographer born and raised in Naples. “I was incredibly impressed when I attended for the first time. I liked the process of how it is done – how women are selected for awards and celebrated at the annual event.”

Shucart’s goals include selling tables for the WRP event and engaging new faces. “In my involvement with WRP, I learned so much about women’s issues, including the growing number of senior women who are facing homelessness. I feel a personal responsibility to educate the next generation of women, and we can do that by personally inviting and involving women in our circles of friends to this and other WFCC events.”

Haire, an office and marketing manager for Stofft Cooney, an architectural firm,
was also born and raised in Naples. She makes time for volunteering even while juggling a demanding job and raising two active and busy sons.

“I am absolutely passionate about making my community better,” said Haire. “Through WRP, I have had the privilege to work with and learn from women who are longstanding, successful business and community leaders.”

Haire and Shucart have a history of working well together on event committees, and they are excited to be leading a team that is committed to ensuring the next generation becomes involved in WRP.

“Last year, our role was to support the chairs by securing table sponsorships, planning the decorations, and setting up the room on the day of the event,” said Haire. “More strategically, we wanted to make sure we had the right people in the room to learn about timely and critical issues impacting girls, young women and senior women in our community, with the goal to have them become supporters of the Women’s Foundation and its programs. That goal is carrying forward to this year, too.”

As chairs for this year’s event along with Brenda O’Connor and Vicki Tracy, Haire and Shucart have redesigned the sponsorship package and are inviting younger women who may be new to WRP and WFCC. To broaden the base, they are using their personal networks to cover a range of local industries to ensure they can achieve the higher fundraising goal of $250,000.

As they shared at the recent WRP kick-off event, Haire and Shucart are confident this is one event you’ll not want to miss. Some sponsors and attendees may be drawn to November’s WRP as it will be the first event at The Ritz-Carlton, Naples, after its major remodeling—and then rebuild following Hurricane Ian. Because the venue will be smaller than in the past two years, attendance is limited, creating a more intimate environment.

Waterside Shops Continues to Play Key Role as WRP Exclusive Auction Sponsor

As Waterside Shops celebrates 30 years in the community, it remains as an engaged and active community supporter. As the Women Rock Philanthropy (WRP) event continues to evolve, Waterside Shops continues its premier sponsorship of the event auction. In addition, since 2011, contributions from the upscale shopping venue will have raised over $275,000 for the Foundation by the end of 2023.
Waterside Shops General Manager, Anne Fleming, has been a dedicated Women's Foundation board member for five years. Over her term, she has served on the executive committee and as chair of the marketing and grants committees.

“It has been a privilege and honor to participate on the Women's Foundation board,” said Fleming. “The work of the foundation aligns perfectly with Waterside Shop's focus: women and children.”

As the auction sponsor, Fleming works with her shops to secure a select few items and experiences for the event, which provides exposure for the merchants to the attendees, primarily women. Her goal this year is to help create five or six exclusive and unique packages, with a total value of $20,000 or more, for the silent auction.

Fleming believes the streamlined and simplified WRP event is a powerful tool for honoring incredible women in our community and helping to educate attendees about local issues impacting girls and women. “I am so proud of the role the Women's Foundation plays in addressing those issues. Funding from the WRP event is critical to support foundation programs that are making a positive difference in the lives of young and senior women. Waterside Shops is honored to be a part of this special event and this important organization.”
Women Lifting Women Campaign Reaches Milestone

After years of hosting successful annual fundraising events, including Women of Initiative and Power of the Purse, The Women’s Foundation of Collier County (WFCC) Board Members began considering how to build an endowment, a long-standing goal.

The Women Lifting Women (WLW) campaign was born from numerous discussions and strategic planning sessions. While continuing to raise funds for programs that address two key groups served by the WFCC—at-risk senior women and young women and girls—a portion of each donation through the WLW initiative is now dedicated to a WFCC endowment fund to provide more stable, long-term program funding.

The WLW Leadership Cabinet Member and WFCC Board Development Chair, Trisha Hare, says the goal is to have a greater impact. “When grants and scholarships are small, it is difficult to prove impact,” said Hare. “In order to provide larger grants to women and girls, we had to raise more funds annually. At the same time, creating an endowment was critical to building a stable funding source for the future.”

Hare said that several things are happening simultaneously to increase WFCC fundraising. Donor impact stories are being collected and shared with donors and prospective donors; WFCC loyal donors are asked to help introduce WFCC to their network to expand the base of giving; and estate planners are educated on the benefits for their clients of including WFCC in their wills and other future estate plans.

In addition to the highly successful annual Women Rock Philanthropy event, smaller events have nurtured a new group of prospective donors. One model for fundraising, “Gather for Good,” is a lunch, dinner, or evening reception with a leader who can draw on an extensive network of business and personal contacts. The first such event was held at Marissa Collections and raised $161,065. A recent lunch at Sea Salt, hosted by Women Lifting Women Honorary Chair Elizabeth Star and Leadership Cabinet Member and restaurateur Ingrid Aielli, raised $144,851. This event led to the achievement of the first benchmark goal of the WLW campaign: $1,089,500!

“I am so grateful and inspired to see the outpouring of support in such a short amount of time to help give senior homeless women a place to call home,” said Star. “We have had a successful beginning and now we have additional knowledge and experience to build upon. Together, we can continue to provide a safety net for all women and girls in Collier County.”

A key aspect of the success of WLW is to focus on the stories of women whose lives have been changed by the campaign. “The stories are the driving force behind this movement. It is so meaningful to see the faces that connect with compelling stories of impact and testimonials directly

Three Pillars of Women Lifting Women

**SENIOR WOMEN**
- **Goal:** Meet current critical needs of senior women
- **Actions:**
  - Provide funding for homeless programs that identify and assist housing senior women in need
  - Address isolation issues and provide support for caregivers

**YOUNG WOMEN & GIRLS**
- **Goal:** Empower young women and girls to meet their full potential
- **Actions:**
  - Offer advanced scholarships
  - Provide support for mentorships and career development programs

**ENDOWMENT**
- **Goal:** Raise funds to support the needs of women and girls in our community in perpetuity
- **Actions:**
  - Raise $1,089,500 for the three pillars in year one and continue to set new goals for annual support
  - Increase the WFCC Endowment Fund to $5,000,000

**HOW CAN YOU HELP?**
- Join a WFCC Committee.
- Host or attend a “Gather for Good” event.
- Share WFCC/WLW information with your financial/estate planner.
- Make a gift to the WLW campaign.
from those who have been served, such as a previously homeless senior woman who now has housing, thanks to support from the Women's Foundation,’ said Lori Fowler, incoming WFCC Board Development Chair.

A $30,000 grant from the WFCC is now helping to unite organizations for the vital work of re-housing senior women and providing wrap-around services to support them as they aspire to achieve a stable, safe, and healthy life. These organizations include St. Matthew’s House, Baker Senior Center Naples, Collier Resource Center, and the Hunger & Homeless Coalition of Collier County.

“In an area already struggling with rising housing costs, Hurricane Ian brought a tidal wave of homeless issues,” said Mitch Watson, Coordinated Services Director of the Hunger and Homeless Coalition. "We've already spent about half of the generous grant from the Women's Foundation working to re-house three senior women previously living on the streets, in cars or in shelters. We're receiving referrals daily and trying to be there for each woman who needs housing and other services.”

> Continued on Back Cover

Thank you to our Star of Hope and Founders Circle supporters

### STAR OF HOPE SUPPORTERS
Those who invested $10,000 or more to kick off the Women Lifting Women (WLW) Campaign

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### FOUNDERS CIRCLE SUPPORTERS
Those who invested $5,000 or more to kick off the WLW Campaign

| Bette Aymar | Linda Koehn |
| Patty Baker | Marcia Larson |
| Ann Berlam | Lilly Pulitzer |
| Dolly Bodick Korest | Jody Lippes |
| Joanne Brown | Jeanette Lombardi |
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| Bev Cherry | Shere Marek |
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| Linda Flewelling | Brenda O’Connor |
| Martha Fligg | Donna & Denny Oklak |
| Christine Flynn | Nancy Potter |
| Lori Fowler | Elizabeth Star |
| Myra Friedman | The Wase Foundation |
| Trisha Hare | The Flag Foundation |
| Christine Homan | Anne Wamser |
| Kathleen Hudson | Waterside Shops |
| Mary Pat Hussey | Shirley Welsh |
| Emily James | Wolford College |
| Elizabeth Jesse | Womendade Naples |
| Jinny Johnson | Joanne Wyss |
| Kathleen Kapnick | Denise Zutz |

Three local women who were provided with shelter and food through WFCC and local partner organizations.
Making a difference today for a better tomorrow.

BMO is proud to support the Women’s Foundation of Collier County.

BMO Wealth Management
We’re here to help.
The Power of Mentorship

By TaSheekia Harris, Founder of Crowning Daughters for Success
Entertainment Program and Author of “Dressing My Inner Beauty
Journal” and “Protect Your Pearls Dating Guide”

The Junior Women of Initiative (JWOI) Mentoring Program has been graciously sponsored by the Women’s Foundation of Collier County for teenage girls at the Boys & Girls Club of Collier County. Over a school year, 11 to 15 young women, have the opportunity to work side by side with adult female mentors to share experiences and develop important life skills. This program has been impacting the lives of middle school girls for over 15 years.

The goal of the JWOI program is to pair young women from various cultural and socioeconomic backgrounds with successful female mentors from the Naples community. The intention is to encourage the JWOI members to develop leadership skills and strengthen both their commitment and confidence to make a difference in their own lives and families as well as their communities. The young women participate in a series of workshops that develop self-esteem, public speaking skills, manners, social etiquette, and professional behavior. By working alongside the young women, the adult mentors provide inspiring insight into their own lives and the obstacles they overcame, and the goals they have achieved. Having caring and devoted adult mentors that ask the girls questions and are genuinely interested in their ideas is very new for many of these young girls.

JWOI mentees shared that assembling with an array of community women who share a common goal of seeking to inspire personal and professional development in the next generation of girls who need it the most was a new and exciting experience for them. Mentees acquired through video curriculum, experiences from mentors, lessons, and role plays which set a fun and engaging atmosphere where mentees could learn and best of all be themselves. Topics ranged from healthy relationships, personality types, career exploration, and much more.

As a liaison and facilitator of JWOI, I believe that mentorship is paramount to the development, guidance, and positive perception of self for our middle school girls. We live in a society that has undermined the elegance of character and our girls have easy access to negative influences that could destructively impact their lives. Mentorship serves as a positive reminder that they are not alone and gives them access to positive, caring adults who are willing to meet them where they are. Research shares that mentorship is very effective. Young girls who are in mentoring programs are likely to earn better grades, less likely to skip school, more likely to participate in extracurricular activities, improved behavior, and have stronger relationships with parents, teachers, and peers. We have witnessed mentees enter the program not understanding the impact of their choices, relational connections, or the power and abilities they possessed. Over the past 15+ years, hundreds of girls have concluded the program with increased self-esteem, higher regard for others, and are headed for productive futures. Jo Monvil, a JWOI alumni, shared that it’s been over 10 years since participating in the program and she is still applying lessons and nuggets to become the best version of herself daily.

For more information about the JWOI program, contact Althea Irving, JWOI Chair at irvingconsultinginc@gmail.com
New Members Bring Passion for Women’s Issues to Board Role

The Women’s Foundation of Collier County welcomes four new members to its board of directors.

Francesca Passidomo
A native of Naples, Francesca Passidomo appreciates that we live in a special place, and she wants to do what she can to help address complex problems to protect its future. As a real estate attorney with Coleman Yovanovich Koester, she is especially interested in using her skills and experiences to help Collier County evolve in the best way possible.

“When I attended a Women Rock Philanthropy event, I was immediately impressed with the Women’s Foundation and its successful programs to address the needs of young women and girls, and senior women,” said Passidomo. “I am grateful for the opportunity to join the board and already feel supported in every way by the other board members and the Collier Community Foundation staff.”

She wants to contribute by helping others understand how housing affordability, education, healthcare access, and other issues affect women at every age. As an attorney, Passidomo says she looks at issues in different ways, and will capitalize on her experience with governance, legislation, and public policy as tools to organize around and address issues facing our community.

Dayana (Dee) Octavien Philippi
Anyone who has met Dayana Philippi knows she brings joy and passion to everything she does. In high school and college, she excelled in her classes and sports. In just a few years, her career path has included teaching adults, designing curriculum, serving as a principal of a K-8 charter school, and leading Literacy Volunteers of Collier County. She is the Founder and CEO of EchoED, a social enterprise focused on helping education, healthcare, and human service providers achieve communication equity.

As Junior Women of Initiative co-chair, Philippi helped create scenario-based learning in a mentor program for girls from Collier County Public Schools. “It is humbling to see mentors and mentees learn and grow through the experience,” she said. “We know research shows that parent involvement is a proven tool for student success. Not every child has parents who can fill that role, so mentors can help build a bridge for education and well-being for our next generation.”

She will utilize her skills in education, collaboration and communication to connect with individuals and groups that do not yet understand the Women's Foundation’s role in bringing awareness to issues facing at-risk women and girls.

Kristin Cartwright
Kristin Cartwright serves as vice president of development services for Premier Sotheby’s International Realty and is director of marketing for Lutgert Companies. In addition to demanding, more-than-full-time business roles, Cartwright is a long-time community volunteer, serving primarily on boards of organizations serving children. She has two children who are young adults.

Cartwright is the vice chair of the Pace Center for Girls in Immokalee board and has been involved with and supports numerous organizations serving children and young adults.

“I feel a strong alignment with the goals of the Women’s Foundation and am grateful for being recommended to serve on the board,” said Cartwright. “I look forward to utilizing my marketing skills and experiences to create greater awareness for the Women’s Foundation and its programs to address issues impacting the community I love. Even in the Naples area, young and senior women are especially vulnerable and need our collective support.”
Karen Larson-Murphy

Following a successful professional career in the financial industry, Karen Larson-Murphy is the founder and principal of Broad Avenue Studios, Inc. With energy, creativity, and focus, she built a national interior design business specializing in full-service luxury home interior design and some commercial interior design projects. Larson-Murphy brings this same focus and passion to her community volunteer work, including her new role on the board of the Women’s Foundation.

When she lived in the Chicago area, Larson-Murphy served on the board of an emergency shelter for female victims of domestic abuse that provides women and children a safe space while they rebuild their lives. In addition to other volunteer activities, she now serves on a committee of Naples citizens to increase the stock of workforce housing in the area.

“We live in a beautiful, prosperous area, yet we all know there are challenges and issues that need to be addressed, including providing hope for senior women who have become homeless,” said Larson-Murphy. “The Women’s Foundation is committed to helping young and senior women through innovative programs. It is an honor to be working side-by-side with incredibly talented board and committee members, all focused on making our community better.”

Executive Committee
Brenda O’Connor Chair
Althea Irving Vice Chair
Lynda Waterhouse Secretary/Treasurer
Donna Messer Immediate Past Chair/Governance

Directors
Bette Aymar
Kristin Cartwright
Anne Fleming Marketing Chair
Jenna Buzzacco-Foerster Advocacy & Policy Chair
Lori Fowler Events Chair
Dena Rae Hancock
Trisha Hare Development Chair
Stacey Herring
Michelle McLeod
Karen Larson-Murphy
Lisa Nakfoor
Francesca Passidomo
Dayana Philippi
Karen Ryan
Grants Chair
Jennifer Suden
Giselle Wagner CCF Liaison

International Women’s Day in Collier County

March 8, 2023 marked the second anniversary of International Women’s Day in Collier County as proclaimed by the Collier County Board of Commissioners in honor of the Women’s Foundation of Collier County.

The proclamation, sponsored by former Commissioner Andy Solis, acknowledged the history of International Women’s Day and the Women’s Foundation’s role “as a catalyst for change in the lives of women and girls in Collier.”

Please join in WFCC’s goal to foster a community where all women and girls thrive by supporting the Women Lifting Women Campaign. Your donation will help local senior women overcome homelessness, isolation, the strains of caregiving, and will help provide scholarships and mentorship to young women. Learn more at wfcollier.org
Celebrating the **PEOPLE, PLACES AND PIECES OF PARADISE** for more than 50 years.
Sea Salt Charity Luncheon to Support Homeless Senior Women was a Sold-out Success!

The Women's Foundation of Collier County raised $144,851 at the sold-out Sea Salt Charity Luncheon for its Women Lifting Women (WLW) campaign, which supports homeless senior women rehousing and case management. More than 100 women attended the luncheon hosted by WLW Honorary Chair Elizabeth Star and WLW Leadership Cabinet Member Ingrid Aielli at Sea Salt Restaurant on Third Street South in Naples. The event's success enabled the Foundation to reach its first benchmark goal of $1,089,500 and jump-start progress towards the second benchmark.

Experts on the issues of senior homelessness who spoke at the event included Dr. Jaclynn Faffer, President/CEO of Baker Senior Center Naples, Steve Brooder, CEO of St. Matthew’s House, and Mitch Watson, Coordinated Services Director of the Hunger & Homeless Coalition of Collier County.

Programs for Young and Senior Women Benefit from “Startender” Event at Dorona

Thank you to everyone who joined us at the Startender event at Dorona. Our “Startenders” did a great job serving up drinks and conversation, and much needed funds were raised for senior and young women. Special thanks to Ingrid Aielli and the Aielli Group for hosting this lively event and donating 50 percent of sales to support the Women’s Foundation of Collier County.
Women Lifting Women Campaign Reaches Milestone
(continued from page 5)

Middle School Girls in Immokalee Supported by WFCC Grant

A $50,000 grant from WFCC to The Immokalee Foundation is supporting the Middle School Girls Career Pathways program, which introduces career choices to Immokalee’s girls. The girls come from families experiencing limited options, making this program especially important to helping them escape intergenerational poverty. Through this career choices program, girls are empowered to imagine a different future and to make the right choices to achieve it.

WFCC Scholarships Support At-risk Young Women and Nontraditional Adult Women Students

With additional funding available through the Women Lifting Women (WLW) campaign, scholarships will be made available to women who face obstacles to completing or continuing their education with the ultimate goal of securing fulfilling jobs that offer life-sustaining pay and benefits. Currently, $30,000 in scholarships is earmarked annually. Increased scholarship funding will support more women for childcare, transportation, tuition, and other financial burdens women face trying to provide a safe and healthy environment for their families while they continue their education.

Sights are now set on assessing the current and future needs of women and girls in Collier County and establishing the next benchmark goals.

CONNECT WITH US TO LEARN MORE:
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empowering women. inspiring change.