



In the
Company
of
Women

**An Event to Benefit Women, Children & Families
Served by the
YWCA of San Diego County**

EVENT INFORMATION PACKET



“In the Company of Women 2012”

TABLE OF CONTENTS

Event Description

YWCA Programs & Services

Step-by-Step Guide

Sample Guest Invitation Letter

TWIN Award Nomination Information

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"In the Company of Women 2012"

The Event

The YWCA of San Diego County is taking the best features of our two signature luncheons and creating one spectacular affair! This year's *In the Company of Women* fundraising event will feature **Ashley Judd** as our keynote speaker and will embrace the unique elements of our *Tribute to Women in Industry* (TWIN) luncheon.

In the Company of Women 2012 will be held on **Monday, April 16, 2012** and will not only raise awareness about domestic violence, homelessness, and the YWCA programs, but will also feature an awards presentation, honoring three selected TWIN nominees for their outstanding accomplishments.

The goal of this amazing event is to raise financial support and awareness for the YWCA's programs and services for survivors of domestic violence and homelessness, including Becky's House®, Passages, and the Cortez Hill Family Center and honor amazing women who have been recognized for their achievements by their firm's executives, co-workers, families and friends. Employers receive special recognition for their leadership role in providing advancement opportunities for women in the workplace.

Please help us break the cycle of domestic violence and homelessness. Domestic violence and homelessness are community problems, and it will take a community to solve these issues. We need your help today!

Event Overview

- Our Keynote Speaker will be **Ashley Judd**, a celebrated and acclaimed actor, a dedicated humanitarian, and a woman who has devoted much of her life to carrying the message of empowerment and equality. In 2006, Ashley attended an intensive in patient treatment program to begin to meaningfully heal from unresolved childhood grief. Ashley's bestselling memoir "*All That Is Bitter and Sweet*" was released in April 2011. In this deeply moving and unforgettable memoir, Ashley Judd describes her odyssey, from lost child to fiercely dedicated advocate, from anger and isolation to forgiveness and activism. In telling it, she answers the ineffable question about the relationship between healing oneself and service to others. Judd is an impressive presenter, stunning audiences with information that not only educates, but stirs the spirit. Articulate, passionate, but not without humor, Judd's experiences regarding the human condition are universal principles, applicable to all, whatever their personal creed.
- Table Captains work to fill tables, each with 10 seats. If registered and **PAID IN FULL by April 1**, tickets will be \$120 each (Tables cost \$1200). Tickets paid for after April 1, will cost \$150 each (Tables cost \$1500). Individual tickets on the day of the event will be \$200 each, subject to availability.
- All seats and tables can be purchased through the YWCA's website at **ywcasandiego.org**. Table Captains are invited to attend a Meet & Greet with **Ashley Judd** from 11 am to 12 pm.

- Table Captains may nominate an inspiring female professional for a TWIN Award, but it will not be required in order to participate in the event.
- A company/organization may nominate one or more outstanding female employees for each of the three TWIN awards. A minimum of one table purchase will be required.
- A company/organization must fill out and submit a TWIN Nomination Form by **Monday, April 2, 2012** in order for their company nominee to be eligible to receive a TWIN award. Nomination Forms are available online through the YWCA's website at **ywcasandiego.org**.
- All of the TWIN Nomination Forms will be reviewed by an elite panel of judges representing various sectors of the San Diego business community. No YWCA staff or anyone representing a company who has made a nomination for a TWIN Award will be allowed to serve on the panel.
- One exceptional female professional will be chosen for each of the three TWIN awards outlined below. Eligibility criteria and further information is attached.

TWIN-Mentor award – Supporting women in the workplace and helping them achieve their potential by providing career guidance and advancement opportunities.

TWIN-Humanitarian award - Empowering women in San Diego through active participation in community organizations that help women achieve self-sufficiency.

TWIN-Visionary award – Contributing significantly to industry in a managerial, executive or professional leadership role.

- *The three winners of the TWIN awards will be announced live at the event.*
- Each company submitting a nomination will designate a representative as its Table Captain, who will be invited to the Meet & Greet with **Ashley Judd** from 11 am to 12 pm.
- Companies and their nominees will receive recognition on a new YWCA webcast, which will showcase information about the nominees and provide opportunities for their companies' promotion. Links to company websites or viewing of company promotional material, including videos, are a few of the options. Each company will be able to link the webcast to its website. The YWCA will provide this link to its network.
- A PSA, created by Cox Media, will be aired after the event and will feature the three award winners and company information for all Humanitarian and Visionary Sponsors (please see the attached Sponsorship information for more details).
- YWCA programs and services will be highlighted at the luncheon.

All proceeds go directly to fund YWCA programs and services that help break the cycle of domestic violence and homelessness. For more information, please visit **ywcasandiego.org** or call **Michelle Fraser at #619-239-0355, ext. 216.**



YWCA PROGRAMS AND SERVICES

The vision of the YWCA of San Diego County is to empower women, children, and families to break the cycle of domestic violence and homelessness and achieve self sufficiency. We advocate for families impacted by domestic violence and homelessness and provide comprehensive services that include safe housing, counseling, legal assistance, employment support, financial literacy training, and supportive children's programs. The YWCA helps more than 5,700 individuals annually in San Diego County.

WHY WE ARE UNIQUE:

- We have the largest number of emergency shelter and transitional housing beds in the county, with 47 and 138 respectively, for women and children escaping domestic violence.
- We are the only domestic violence shelter that takes people in at all hours of the day and night and on weekends (24 hours a day, 7 days a week, 365 days a year).
- We provide trauma-informed services to our residents. Each staff member incorporates knowledge about trauma in all aspects of service delivery, minimizes recurring victimization, and facilitates recovery.
- All children who accompany their mothers to our shelter and transitional housing programs receive specialized services to overcome the trauma they have experienced.
- We provide the only comprehensive program in San Diego County that includes counseling services, career counseling, and transportation assistance for single homeless women.
- We operate the only homeless program in San Diego County that keeps homeless families together. Family members are not separated by age or gender.

OUR PROGRAMS:

Becky's House® Domestic Violence Program – The goal of this program is to break the cycle of violence, and it includes a 30-day domestic violence emergency shelter, three 18-month transitional living communities, and our new *Transition in Place* units for victims of domestic violence and their families. This program houses an average of 500 women and children each year and supports an additional 2,500 individuals through the 24-Hour Domestic Violence Emergency Hotline.

PASSAGES – This is a multi-phase transitional housing program for single women who are homeless or at risk of becoming homeless. The program provides a continuum of residential care for up to two years as residents work toward establishing careers and self-sufficient living. As one of the only homeless shelters for single, homeless women in San Diego County, the Passages Program helps an average of 200 women find shelter and a new way of life each year.

Cortez Hill Family Center – The Cortez Hill Family Center is a 45 unit shelter for homeless families that uses an intensive case management approach to identify and address barriers to employment and housing for families who have lost their homes. The Cortez Hill Family Center serves nearly 600 individuals each year and is one of the only homeless programs in San Diego County that allows a family to stay together as a unit.



"In the Company of Women 2012"

STEP-BY-STEP GUIDE

- 1. Register Your Table(s) Online:** We request that Individual Ticket and Table purchases are made in advance. This event is expected to sell out. The payment process is easy: simply go to the homepage of the YWCA's website at ywcasandiego.org and click on the *In the Company of Women* registration link. You then will be brought to the *In the Company of Women 2012* Registration Site, where you will be able to register for the event in the following ways:

If you would like to Start a Table and ask your guests to pay for their own seat, please do the following:

- a. Click on "Attendee Registration" and choose "Start a Table". You will then be asked for the name of your table, which should be your first and last name.
- b. Please fill out your personal contact information on this page and click on the circle next to "Individual Ticket" under the header "Fees". You will also see a box underneath the "Fees" box that says "Donation" where you may contribute any additional donations that you would like towards the event. You can also set a personal fundraising goal in the box that says "Fundraising Goal" should you choose to. This is optional.
- c. Please click on "Continue" where you will be brought to a secure page to enter your credit card payment information to confirm payment of your individual seat ticket.
- d. You will be offered the option to send an email to all of your friends, family, and colleagues, inviting them to register and pay to be a guest at your table. They also will have the option of making an additional donation towards the event. We provide a pre-written email template for you or you can craft your own email.
- e. You will then be asked to confirm your transaction, and upon doing so you will receive an email from the YWCA of San Diego County, confirming your transaction.

If you would like to pay for 1 or More Tables, please do the following:

- a. Follow the same process outlined above, however when entering your personal information, click on the circle next to the number of tables that you would like register and pay for. For example, you can choose, "Single Table Registration (1 Table of 10 Seats)" or "2 Tables - Registration (2 Tables of 10 Seats)," etc. You will also see a box underneath the "Fees" box that says "Donation" where you may contribute any additional donations that you would like towards the event. You can set a personal fundraising goal in the box that says "Fundraising Goal" should you choose to. This is optional.
- b. Please click on "Continue" where you will be brought to a secure page to enter your credit card payment information to finalize payment for the number of tables you have selected.

- c. You will be offered the option to send an email to all of your table guests encouraging them to make a general donation towards your table. We provide a pre-written email template for you or you can craft your own email.
 - d. You will then be asked to confirm your transaction, and upon doing so you will receive an email from the YWCA of San Diego County, confirming your transaction.
 - e. Please email your final guest list to Michelle Fraser at mfraser@ywcasandiego.org.
2. **Register By Check/Credit Card (Offline)**. You can register yourself and your guests offline by sending us a check or giving us your credit card information for the total amount (\$1200 per table of 10 before April 1; \$1500 per table of 10 after April 1) and sending us your final guest list. Please make checks payable to the YWCA of San Diego County, and write “In the Company of Women” in the Memo Line. Checks should be mailed to YWCA of San Diego County, 1012 C Street, San Diego, CA 92101. Please provide your guest list to Michelle Fraser at mfraser@ywcasandiego.org or by calling her at 619-239-0355, ext. 216.
 3. **Donations/Additional Contributions**. In addition to making on line contributions towards the event and your table’s fundraising goal, guests will be able to make donations by check, cash, or credit card at the table on the day of the event. Donation envelopes will be provided on each table.
 4. **Make Contact With Guests**. Determine what works best for you: an email through the event website or through your personal email service, a phone call, a phone call followed promptly by an email, etc. Encourage guests to visit the YWCA’s website at ywcasandiego.org and the YWCA’s Facebook and Twitter pages to learn more about the event.
 5. **Employers’ Match**. **Many employers are willing to match funds donated by their employees or would like to sponsor this event.** Please contact Michelle Fraser at mfraser@ywcasandiego.org or 619-239-0355, ext. 216 if your company is willing to match your gift(s) or sponsor the event. We are happy to reach out to them directly. Sponsorship information is attached.
 6. **Seating**. We use a numbering system to assign tables. We will have a registration list at the Check-In Table at the event. We will provide name tags for each attendee, which will have their assigned table number listed on it. Volunteers will assist in seating guests.
 7. **Table Captain Meet & Greet**. Table Captains will have an opportunity to meet with Keynote Speaker **Ashley Judd** at a pre-event reception from 11:00 am – 12:00 pm.
 8. **Arrive Early**. Please let your guests know that they should arrive early to allow ample time for parking, check-in, and networking prior to the start of the luncheon at 12 Noon.

SAMPLE GUEST INVITATION LETTER

Date

Guest's Name
Company Name
Address
City, State, Zip

Dear _____ :

I would like to personally invite you to join me in saving lives and building futures at the YWCA's *In the Company of Women* luncheon on **Monday, April 16, 2012** in the beautiful Marina Ballroom of the Marriott Marquis & Marina from 12:00 noon to 1:30 p.m.

The YWCA of San Diego County is taking the best features of our two signature luncheons and creating one spectacular affair! This year's *In the Company of Women* fundraising event will feature **Ashley Judd** as our keynote speaker and embraces the unique elements of our *Tribute to Women in Industry* (TWIN) awards luncheon. *In the Company of Women 2012* will not only raise awareness about domestic violence, homelessness, and the YWCA, but will also feature an awards presentation, honoring three inspiring women for their outstanding accomplishments.

Ashley Judd is a celebrated and acclaimed actor, a dedicated humanitarian, and a woman who has devoted much of her life to carrying the message of empowerment and equality. She is an impressive presenter, stunning audiences with information that not only educated, but stirs the spirit. Articulate, passionate, but not without humor, Judd's experiences regarding the human condition are universal principles, applicable to all, whatever their personal creed. She promises to be an amazing speaker!

In the Company of Women is the YWCA's largest annual fundraising event. The goal of the event is to raise financial support and awareness for the YWCA, an organization that is focused on empowering women, children, and families to break the cycle of domestic violence and homelessness and achieve self sufficiency.

The YWCA advocates for families impacted by domestic violence and homelessness and provides comprehensive services that include safe housing, counseling, legal assistance, employment support, financial literacy training, and supportive children's programs. The YWCA helps more than 5,700 individuals annually in San Diego County through its programs and services, including the Becky's House® Domestic Violence Program, Passages and the Cortez Hill Family Center.

I am inviting you and other colleagues and friends to join me at my table(s). I am asking each of my guests to register for this event online at the YWCA's website at www.ywcasandiego.org. Individual tickets are \$120 if **PAID IN FULL** by April 1, 2012. Tickets will be \$150 after April 1.

Please join me at my table with your checkbook or credit card, and a generous spirit, and be part of this wonderful event. You can reach me at **(your phone number)** with your response. I hope it will be yes!

Together, we can help change the lives of women, children and families in San Diego.

Sincerely,



“In the Company of Women 2012”

TWIN AWARD NOMINATION INFORMATION

The YWCA of San Diego County is taking the best features of our two signature luncheons and creating one spectacular affair! ***In the Company of Women 2012*** will not only raise awareness about domestic violence, homelessness, and the YWCA programs, but will also feature an awards presentation, honoring three selected *Tribute to Women and Industry (TWIN) Award* nominees for their outstanding accomplishments.

You are invited to nominate one or more outstanding women managers, executives or professionals from your organization for a 2012 *TWIN Award* which will be presented at the ***In the Company of Women 2012*** luncheon on **Monday, April 16, 2012**. **Nomination forms must be received by Monday, April 2, 2012 and are available online at ywcсандiego.org.**

In 1980, the YWCA pioneered an excellent program to augment the efforts of companies in recognizing their female employees for outstanding achievements – an effort that introduced the YWCA’s *Tribute to Women and Industry (TWIN)* to the San Diego community.

Today, the YWCA is taking TWIN to a whole new level with three dynamic awards. These inspirational awards will be given to three outstanding women who are honored by their organization’s executives, co-workers, families and friends. Employers will be recognized for their leadership role in providing advancement opportunities for women in the workplace. The awards are:

TWIN-Mentor award – Supporting women in the workplace and helping them achieve their potential by providing career guidance and advancement opportunities.

TWIN-Humanitarian award – Empowering women in San Diego through active participation in community organizations that help women achieve self-sufficiency.

TWIN-Visionary award – Contributing significantly to industry in a managerial, executive or professional leadership role.

Eligibility Criteria:

1. Nominee must occupy a management, executive or professional position with responsibility for a major component of your organization.
2. Nominee must have made significant achievements related to one of the three awards.
3. Your organization must agree to provide the information requested on the nomination form. Each nominee will need to provide a professional photograph that will be included in a YWCA webcast.
4. A woman can only be nominated once by the same organization.

Award Information:

The *TWIN awards* highlight three specific genres that showcase noteworthy achievements by women in San Diego. All 2012 Nominees will be judged by an elite panel of judges representing various sectors of the San Diego business community. No YWCA staff or anyone representing a company that has submitted a nomination for a 2012 *TWIN Award* will be allowed to serve on the panel. **The award winners will be announced at the event.**

If you nominate one or more outstanding women leaders, you are committing to purchasing a table of 10 at this spectacular luncheon. Tables of 10 are \$1,200 if registered and **paid in full** by April 1, 2012. Tables paid for after April 1 will cost \$1,500.

Company Recognition:

Companies and their nominees will receive recognition on a new YWCA webcast, which will showcase information about the nominees and provide opportunities for their companies' promotion. Viewing of company marketing material, including videos, and links to company websites are a few of the options. Each company will be able to link the webcast to its website. The YWCA will provide this link to its network.

A PSA, created by Cox Media, will be aired after the event. It will feature the three award winners and will include company information for all **Humanitarian and Visionary Sponsors**.

Your company is invited to become a sponsor. For more information about these opportunities, please see the Sponsorship Package attached. Please call or email Michelle Fraser with any questions at 619-239-0355 ext. 216 or mfraser@ywcasandiego.org.

Thank you for your interest in nominating an outstanding woman leader(s) for a 2012 *TWIN Award*. If you wish to proceed with a nomination(s), please visit our website at www.ywcasandiego.org and follow the links for ***In the Company of Women 2012***. Once the online TWIN Honoree Nomination Form is completed, it can be submitted electronically.

If you have any questions or need further information, please do not hesitate to contact Michelle Fraser, Development Associate, on 619-239-0355, ext. 216 or mfraser@ywcasandiego.org.

Thank you for your support!



Still Have Questions...

We invite you to join us for tea and cookies at the YWCA of San Diego County Auditorium on **Friday, March 9, 2012 from 12 noon to 2 p.m.** to learn more details about the exciting changes to this annual luncheon. This will include information on becoming a Table Captain, nominating a female employee or colleague for a prestigious TWIN award, and sponsoring this exciting event. If you would like to attend, please RSVP to Michelle Fraser at mfraser@ywcasandiego.org.

Thank you for being part of the 2012 *In the Company of Women* luncheon!