



# OUTSTANDING WOMEN AWARDS 2024 Sponsorship Opportunity

eliminating racism  
empowering women  
**ywca**

Richmond

**OWA!**  
OUTSTANDING  
WOMEN AWARDS  
YWCA RICHMOND

*Dear friend,*

You have the opportunity to be a part of 44 years of bold leadership. Sponsor the 2024 Outstanding Women Awards and join YWCA Richmond as an advocate for women's leadership.

The Outstanding Women Awards celebration elevates extraordinary women, highlighting their accomplishments to inspire all of us to trail blaze across the Richmond region. All of our honorees, over 300 women, serve as role models in Richmond's history and are important to the foundation of our thriving community.

YWCA Richmond is on a mission to create healthy families in Richmond. We empower women to build successful homes out of the ashes of violence. We give them time to heal. We empower families with access to high quality early education at the Sprout School. We empower young people by teaching them skills that allow them to build healthy relationships throughout their lifetime. You empower them too.

Together, we can embrace YWCA Richmond's tradition of empowering the amazing spirit of women and their families in our region. Thank you for considering a sponsorship for the 2024 Outstanding Women Awards!



**Rupa S. Murthy**  
*Chief Executive Officer*  
*YWCA Richmond*

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# Sponsorship Benefits

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YWCA RICHMOND

## YWCA Richmond Celebrates 44 Years of Women's Leadership!

Launched in 1980, YWCA Richmond's Outstanding Women Awards and women's leadership initiatives continue to encourage, promote, celebrate and create the conditions in our region under which many more women can and will lead within their own fields.

Become a sponsor and join us in celebrating Richmond women who boldly lead and do so much for our community!

## Recognition as we celebrate 44 years!

- Recognition for all our events celebrating women's leadership in 2024
- Table of 10+ guests at the OWA Luncheon, tickets to the OWA Leadership Forum, exclusive access to private receptions with 200+ OWA Honorees
- Advertisements in the OWA Luncheon program seen by 650 guests
- Recognition as a partner of YWCA Richmond's mission to empower women & eliminate racism on multiple digital platforms, with 5000+ unique followers
- Recognition in the YWCA Richmond's annual report

*See our sponsorship levels  
page for more information.*





# 2023Sponsors

## Platinum Sponsor

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Altria



**Dominion  
Energy®**

## Crystal Sponsors

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Atlantic Union Bank

Bank of America

Lissy Bryan

The Community Foundation  
for a greater Richmond

Hunton Andrews Kurth

The Monument Group

South State Bank

Virginia Credit Union

## Gold Sponsor

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**heritage**  
WEALTH ADVISORS



## Silver Sponsor

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## Bronze Sponsors

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# Leadership



In 1980, YWCA Richmond launched the Outstanding Women Awards to recognize and celebrate women's achievements in the Greater Richmond area. Since then, we have recognized more than 300 leaders who have made significant contributions to our community through their exceptional leadership, sustained dedication, and inspiring achievements. Our Outstanding Women Awards honorees encourage, promote, and create lasting changes in our region. They impact the lives of the people around them, empowering them to find their own path to lead. [ywcarichmond.org/owa/](http://ywcarichmond.org/owa/)



As a women's leadership program of YWCA Richmond, YWLA seeks to develop, strengthen, and sustain a diverse community of young women who are committed to creating a more equitable Richmond. YWLA members engage in leadership development, which includes mentorship opportunities, dialogue and learning on topics about racial and gender justice, community building, and advocacy. Our goal is to inspire the next generation of emerging leaders in greater Richmond to become change agents for equity, opportunity, and justice in our community. [ywcarichmond.org/ywla/](http://ywcarichmond.org/ywla/)

## PAT ASCH FELLOWSHIP FOR SOCIAL JUSTICE

The Pat Asch Fellowship for Social Justice invests in a local woman in the Greater Richmond region, who is at least 50 years of age, to focus on a deeply personalized, year-long leadership and professional development journey. YWCA Richmond recognizes one woman annually who has the passion and vision to bring about change in her own life while championing long-term social justice and change. The fellowship is a \$20,000 investment in her leadership or development project.

[Sarah McFarland](#), 2021-2022 Pat Asch Fellow, built her confidence and a sense of empowerment through her peer facilitation in addressing multigenerational trauma and mental health. Today, she is working to establish a network of trauma-informed faith communities.



Presented by the Young Women's Leadership Alliance (YWLA) and sponsored by Capital One, the Rising Outstanding Woman Award (ROWA) is an annual award recognizing a local emerging leader between the ages of 25-40 who is making an impact in our community and who is a voice for social change.

Young Women's Leadership Alliance (YWLA) of the YWCA Richmond is proud to announce [Dionne Henderson](#) as the 2023 Rising Outstanding Woman Award winner.



For more information, visit [ywcarichmond.org/rising-outstanding-woman-award](http://ywcarichmond.org/rising-outstanding-woman-award)

# 2023Facts

## The Sprout School

Across **3** locations, **180** students discovered, explored, learned, and built community at the Sprout School.

At the end of the year, the rising kindergarteners recognized on average **89%** of letters (both in uppercase and lowercase).

**69%** of the Pre-K students showed strong mathematical skills using the Virginia Kindergarten Readiness Program's (VKRP) Assessment Tool, which measures geometry, patterning, numeracy, and computation.

### Of the 180 Sprout School students:

- **51%** were male and **49%** were female
- **42%** were from single-parent households
- **25%** were below Federal Poverty Level (FPL), with **47%** being **200%** of FPL and below
- **49%** of students identified as white; **41%** Black; **6%** Latino; **5%** Mixed-Race; **4%** other; and **1%** Asian

The Sprout School served families from the following areas: Richmond City, Henrico County, Highland Springs, Chesterfield County, Chester, Colonial Heights, Glen Allen, Midlothian, and New Kent County.

## Domestic Violence and Sexual Assault

**10,922** calls were managed by the **EmpowerNet Hotline**, including inbound and outbound calls.

**1,610** calls were specific to domestic and/or sexual violence.

**3,105** contacts were managed via our text/chat feature.

**107** individuals received emergency housing.

**32** households secured permanent homes in collaboration with our case management team who provided **319** hours of support.

**109** new individuals received employment navigation services.

**266** new survivors received court advocacy last year.

**665** adults and children survivors received trauma-informed counseling services.

**779** youth engaged in prevention education throughout Richmond City and Chesterfield County.

**1,673** individuals received public education and outreach information specific to domestic violence and healthy relationships.

# 2024 Sponsorship Levels

## SPONSOR BENEFITS

	<b>\$2,500</b> CRYSTAL	<b>\$5,000</b> BRONZE	<b>\$10,000</b> SILVER	<b>\$15,000</b> GOLD	<b>\$25,000</b> PLATINUM
Tickets to OWA luncheon	10	10	10	15	20
Tickets to OWA Leadership Forum breakfast	2	5	5	10	15
Recognition in YWCA Annual Report	✓	✓	✓	✓	✓
100% of sponsorship will support YWCA programs	✓	✓	✓	✓	✓
Recognition in OWA program	✓	✓	✓	✓	✓
Recognition on event signage	✓	✓	✓	✓	✓
Recognition on YWCA & ticket sales website	✓	logo	logo + link	logo + link	logo + link
Social Media Mentions 60 Days Prior to Event		1	2	3	4
Ad placement in OWA program			1/4 page	1/2 page	1 page
Recognition in all print ads			✓	✓	✓
Recognition in event PowerPoint slideshow				✓	✓
Logo on event invitation and save the date cards				✓	✓
Recognition from the OWA stage				✓	✓
Mention in all print interviews				✓	✓
Women's Leadership profile feature					✓

# 2024 Outstanding Women Awards

## Sponsorship Commitment Form

### Sponsorship Level:

☐ \$2,500 Crystal Sponsor    ☐ \$5,000 Bronze Sponsor    ☐ \$10,000 Silver Sponsor    ☐ \$15,000 Gold Sponsor    ☐ \$25,000 Platinum Sponsor

COMPANY NAME: \_\_\_\_\_ CONTACT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY, STATE, ZIP: \_\_\_\_\_

CONTACT EMAIL ADDRESS: \_\_\_\_\_ CONTACT PHONE NUMBER: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

### Payment Details:

☐ Check Enclosed    ☐ Please Invoice Invoice to be paid 15 business days prior to event unless alternate arrangement has been made.

☐ Mastercard    ☐ Visa    ☐ Amex    ☐ Discover

NAME ON CREDIT CARD: \_\_\_\_\_ AMOUNT TO BE CHARGED: \_\_\_\_\_

CARD NUMBER: \_\_\_\_\_ EXPIRATION DATE: \_\_\_\_\_ CVV: \_\_\_\_\_

BILLING ADDRESS: \_\_\_\_\_ CITY, STATE, ZIP: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

**Credit Card Policy:** Fill in credit card information legibly including total amount to be charged to your card. Form must be signed and dated by the card holder for validation. For verification purposes, address information must be filled out as it appears on the credit card monthly statement. Failure to complete the address information, including zip code, may result in the payment not being accepted by your credit card institution. *Thank you!*



# 2024 Outstanding Women Awards

## Sponsorship Deliverables and Contacts

### Deliverable Details

#### DUE DATES

Company logo and usage guidelines ..... 2/1/24

- black and white and color options - EPS or JPG

Social media handles and usage guidelines ..... 2/1/24

- Facebook, Twitter, Instagram

Program ads ..... 2/1/24

Guest list for the 2024 OWA Leadership Forum Breakfast ..... 3/31/24

- attendee names
- Spring 2024

Guest list for the 2024 OWA Celebration Luncheon ..... 2/28/24

- attendee names
- attendees with vegetarian, vegan, or gluten free preferences

### Outstanding Women Awards Luncheon

event details: ..... May 8, 2024

- Registration opens at 11:30 am
- Program Starts at 12:00 pm
- Program Ends 1:30 pm

For more information on key dates and deliverables,  
please email [owa@ywcarrichmond.org](mailto:owa@ywcarrichmond.org).



# 2024 Nominations

## Background

We invite you to nominate any woman who exemplifies the criteria for our Outstanding Women Awards. Thank you for your help in identifying these individuals who do so much for our community!

## Categories

- Arts & Culture
- Business
- Education
- Health & Science
- Human Relations &/or Faith in Action
- Law &/or Government
- Media & Marketing
- Nonprofit Leadership
- Volunteerism

View a list of all past honorees at [www.ywcarichmond.org/honorees](http://www.ywcarichmond.org/honorees).

## Criteria

- Resides in one of the following cities or counties: Charles City, Chesterfield, Colonial Heights, Dinwiddie, Goochland, Hanover, Henrico, Hopewell, New Kent, Petersburg, Powhatan, Prince George, or Richmond.
- Exhibits a high level of professional or volunteer achievement and leadership skills. Generates significant impact on the Greater Richmond community through her endeavors.
- Demonstrates passionate commitment to a cause through her activities. Excels in her profession, is highly respected by her peers, and is a role model for other women in her field.
- Exemplifies YWCA Richmond's commitment to eliminating racism and empowering women in her professional and personal life.



**Nominate an Outstanding Woman online today at [ywcarichmond.org/owa/](http://ywcarichmond.org/owa/)**

**ONLINE FORM:** All nominations must be completed online. Two or more people may collaborate on a nomination to ensure an accurate and well-rounded representation of the nominee.

**Nominations for the 44th OWA will close on November 5, 2023 at 5pm.**

Thank you for your dedication to our programs that promote racial, social, and economic equity for women, girls, and their families.

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Richmond

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[ywarichmond.org/](http://ywarichmond.org/)



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