



# making change

“

Let us make our future now,  
and let us make our dreams  
tomorrow's reality.

”

Malala Yousafzai



### WOMEN'S FOUNDATION OF GENESEE VALLEY 2017 BOARD OF DIRECTORS

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### UPCOMING EVENTS

#### George Eastman Museum PhotoFinish 5k

Saturday, October 14, 2017  
7:00AM Registration, 8:00AM Start  
George Eastman Museum  
*Help break the cycle of poverty!*

#### Grant Awards Luncheon

Wednesday, November 8, 2017 / 11:30AM  
Temple B'rith Kodesh  
*Learn how your efforts have helped!*

#### A Purse for Change

Thursday, March 22, 2018 / 6:30PM  
Temple B'rith Kodesh  
*Show your support at this fun girl's night out!*

Sponsorship and volunteer opportunities available.  
Please call 585.242.0940 for more information.

## Save the Date: Annual Grant Awards Luncheon to be held on Wednesday, November 8, 2017

The Board of Directors of the Women's Foundation invites you to join us as we announce our 2017 grant recipients. Learn about the programs and people that are helping women and girls in our community achieve economic self-sufficiency.

All are welcome to attend the Annual Grant Awards Luncheon, please feel free to invite a guest who would like to learn more about the Foundation and the needs of women and girls living in Monroe and the surrounding counties. Ticket prices offset the cost of this event, and your additional donation supports our mission to empower and inspire women and girls to become economically self-sufficient through grant making, education and advocacy.

**Join us !**  
Wednesday, November 8, 2017  
at Temple B'rith Kodesh  
11:30am  
Tickets are just \$25 and  
can be purchased at:  
[womensfoundation.org/  
grant-awards-luncheon](http://womensfoundation.org/grant-awards-luncheon)



Shivani Singh and Grace Thomas,  
Girls' Grant Making Committee

# Reflecting on Voices of Experience 2017



On Tuesday, May 23rd 2017, the Women's Foundation welcomed over 400 teen girls, their mentors, and women from the community to Nazareth College Arts Center for the 20th Annual Voices of Experience Program. Together, we heard the voices of five extraordinary women who have overcome challenges to become economically self-sufficient, listened to girls in the audience as they shared their thoughts and feelings via an open-mike session, chanted in unison empowering affirmations, and ended the evening with a beautiful performance of music and dance by the Daughters of ArT.

Girls and women of the Rochester region are disproportionately affected by poverty, with 34% of women in Rochester who dropped out of high school living in poverty. Voices of Experience helps to create a vision of hope, inspiring these girls to stay in school and set goals for a successful future as strong independent women.

Sarah DeLaus was one of this year's Voices of Experience role models. She shared her story with the audience, and many of the girls felt an instant connection. Ms. DeLaus described the adversity that she'd overcome, how she has and continues to achieve her goals by graduating from college with a

Bachelor's Degree in Criminal Justice and now serving as a Public Safety Officer at Monroe Community College. She lives by Confucius' quote "Choose a job you love and you'll never have to work a day in your life." Ms. DeLaus is a change maker for the Rochester community. Below she shares her personal thoughts as a role model for Voices of Experience 2017.

"Voices of Experience brought me back to when I worked for the City of Rochester's Department of Recreation and Youth Services. During my time there I served as the Girl's Coalition Coordinator. Every week I worked with young ladies surrounding areas of personal growth, relationship and friendship building, but also tough subjects including: bullying, suicide, living in poverty or things that they were struggling with in their everyday lives. We think that life as a teen is so easy because you're a kid- you have no responsibilities. That's far from fetch.

I remember my young ladies clear as day. Some would be at the recreation center with their siblings then take them home, feed them, and watch them because their parents were working two or three jobs just to be able to put food on the table, give their kids a place to rest their heads at night, and a place where they felt safe. Voices of Experience gave me a sense of hope and reassurance in the work that I had done for so many years and that maybe it really wasn't over. I hadn't felt this way in years. To be able to tell my story- no matter how good or how bad it is and then have young ladies come up to me and ask me how I did it, or what I did to get here made me feel important. The same importance I'd been looking for all my life. They cared about me just as much as I cared about them and it felt like I had a purpose. For the first time in some years it feels like my work with young ladies is far from over."

We hope you'll consider joining us for next year's Voices of Experience, Spring 2018. Stay tuned for more information.



Thank you to our 2017 Voices of Experience sponsors: [Canandaigua National Bank](#) / [The Susan B. Anthony Center at the University of Rochester](#) / [Rochester Regional Health](#) / [Rochester Childfirst Network](#) / [Trillium Health](#) / [Generations Child and Elder Care](#) / [HCR Home Care](#)

# George Eastman Museum's PhotoFinish 5K Race & Walk

## Help us cross the finish line to break the cycle of poverty!



### PhotoFinish 5K Race/Walk

Saturday, October 14, 2017

8am/ George Eastman Museum

Want to show you care, even if you can't be there? - [crowdrise.com/womensfoundationteam](http://crowdrise.com/womensfoundationteam)

“

The best recreation is to do good.

”

William Penn

The Women's Foundation of Genesee Valley invites you to join us as we participate as a team in this year's George Eastman Museum PhotoFinish 5K, a walk/run open to all ages and abilities that raises funds for local nonprofit organizations. There are a variety of ways to participate in this event, by way of walking, running, or on a virtual level through fundraising and/or making a donation. The PhotoFinish 5K embodies George Eastman's philanthropic spirit, allowing each participant to select the nonprofit organization(s) for which they raise funds, and we hope you'll consider the Women's Foundation Team as one of yours.

Our participation as a team in the PhotoFinish 5K will take the place of us hosting our own race/walk, allowing the Foundation to focus primarily on raising money in order to help fund \$100,000 in grants this year and continue to support programs that empower and inspire women and girls to achieve economic self-sufficiency. Fundraising efforts specific to the Women's Foundation Team will also allow us to expand the Girls' Initiative Program, which helps over 500 teenage girls each year set goals to stay in school and plan for a successful future.

Race registration fees support the Eastman Museum, while funds raised specifically for the Women's Foundation will help break the cycle of poverty and support our efforts to Make Every Woman and Girl Count. To register for the race, donate to the Women's Foundation Team, or for more information, please visit [womensfoundation.org/5k-race-walk](http://womensfoundation.org/5k-race-walk).

## Celebrating Success: A Purse for Change 2017



The 11th annual A Purse for Change auction held on Thursday, March 30, 2017, was an incredible success, attended by over 350 women and raising over \$100K thanks to our generous donors, sponsors, and guests! When asked what people enjoyed most about this year's A Purse for Change, guests said:

“The auction is TONS of fun and well organized!”

“I enjoy the social aspect of the purse auction as well as knowing that I am donating to a good cause.”

“Fun, creative, loved supporting women and girls.”

“The mashed potato bar.”

“The celebration of all women!”

“The purse auction is a fun night out and I love shopping, but I love shopping for a cause even more because I leave feeling satisfied that I made a difference.”

“The energy in the room at Purse is amazing. So much female fellowship!”

“Great event for a great cause! They cater to all tastes and budgets.”

We hope that you'll join us next year, save the date for Thursday, March 22, 2018!

Thank you to our 2017 Purse for Change sponsors: [Melanie M. Butler, M.D. / Genesee Valley Trust](#) / [Bond, Schoeneck & King](#) / [Harter, Secrest & Emery](#) / [Strathallan Spa](#) / [Wegmans](#) / [Dixon Schwabl](#) / [The Highlands at Pittsford](#) / [Karen Verrone, Senior Financial Advisor](#) / [Manning & Napier](#) / [The McDermott Family Foundation](#) / [Samson Fuel & Trucking](#) / [SMP](#) / [Summit Federal Credit Union](#) / [2Vine + The Arbor Loft](#) / [Care Consultants of Rochester](#) / [Catholic Charities of Wayne County](#) / [Cobblestone Capital Advisors](#) / [Companion Care of Rochester](#) / [DeJoy, Knauf & Blood](#) / [Empower Our Sisters](#) / [Grants4Good](#) / [Howe & Rusling](#) / [Karen Schaefer, Lacy Katzen Mayor Lovely Warren](#) / [Monroe County Legislator Karla F. Boyce](#) / [Nacca & Capizzi](#) / [Nocon & Associates](#) / [Payment Processing Consultants](#) / [The Pipa Tagliarino Group](#), [Morgan Stanley Ralph Honda](#) / [Rochester Childfirst Network](#) / [Tim George Voiceover](#) / [Constellation Brands Wisteria Flowers & Gifts](#)

**Mark your calendar for these upcoming events!**

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“  
**No industry or country  
can reach its full potential  
until women reach their  
full potential.**

”  
**Sheryl Sandberg**

**Making Change** is a publication of the Women's Foundation of Genesee Valley.

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**WOMEN'S FOUNDATION OF GENESEE VALLEY**

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**Web Site:** [womensfoundation.org](http://womensfoundation.org)

**SUBSCRIBE TO E-NEWS:** Sign up to receive updates on upcoming events—send an e-mail to Alyssa Belasco: [abelasco@womensfoundation.org](mailto:abelasco@womensfoundation.org).

Dear Friends,

You are truly appreciated! Your generous support of the Women's Foundation of Genesee Valley helps us to invest in programs that serve to improve the lives of over 1,500 women and girls in need each year.



I am writing to ask you to unite with a group of leaders who are empowering women and girls in our community to become economically self-sufficient; the Foundation's Champions for Women & Girls. Your support is needed, now more than ever, to help families lift themselves out of poverty.

As a Champion for Women & Girls, you pledge a gift of \$250 or more, and in return, we say "thank you" with special recognition offerings, such as discounts on Women's Foundation events, and opportunities to network with others who share your enthusiasm for helping under-resourced women and girls in our community. And, we want to make your participation easy! For as little as \$20.83 per month, you can make a real difference in the lives of women and girls. As a Champion, you decide the donation frequency, including weekly, monthly, quarterly, semiannually, and one-time giving options to best suit your budgeting needs. Visit our website for more information: [womensfoundation.org/champion-for-women-and-girls](http://womensfoundation.org/champion-for-women-and-girls)

"I see me as a beautiful butterfly, making my dreams come true. I think through art and writing I can change. I feel so complete with this support that I can enjoy every day with a smile. I act different in different places, but I want to be the same everywhere. I hope to be free, loving and happy; I can accomplish what I set my mind to do."

...So said a young girl on her evaluation after participating in our Girls' Initiative After School Literacy Program at Wilson Foundation Academy of the Rochester City School District. She and other girls and their mentors read and studied a powerful book about a girl who succeeded despite all of the adversity in her life. She then attended the Voices of Experience Program at Nazareth College where she and 400 of her peers were further inspired to make their dreams come true.

"I was a homeless teenage mother of an infant daughter. I was helped by a program funded in part by the Women's Foundation. Through the program, I gained the confidence to find a job and support myself and my daughter. The program helped me get a paid internship and learn other job skills."

...Said a young woman who successfully participated in a program funded by a Women's Foundation grant.

Donors like you have helped the Foundation distribute over \$1.5M to programs for women and girls over the last 23 years. This year, the Foundation awarded \$100,000 in grant funding to programs that help homeless women build life skills, teenage parents get the support they need, become ready for college and find employment, female veterans in need of training and other supportive services, and more.

Will you join us in providing a "hand up" by becoming a Champion for Women and Girls? Simply go online ([womensfoundation.org/champion-for-women-and-girls](http://womensfoundation.org/champion-for-women-and-girls)) or call our office at (585) 242-0940 to become a part of this unique group of donors. Your gift will help us provide the funding for our Girls' Initiative and grant awards to organizations that we know are certain to help women and girls to help themselves.

We understand that not everyone can support the Foundation at the Champion level. Please know that no gift is too small, we welcome all gifts, and together we can create lasting change for women and girls in our community.

Thank you in advance for your support,

Karen Serinis  
Women's Foundation of Genesee Valley  
Board Chair

P.S. Please give, so that every girl and woman can, as one of 400 girls attending our Girls' Initiative Voices of Experience said, "...hope to be free, loving and happy and accomplish whatever I set my mind to do."