



INFORMATION & MEDIA KIT

International Women's Day (IWD)

IWD Experiences

March 4 to March 9, 2024

Lead by:

Nina Corder & Sierra Ortiz
info@womenoftoledo.org





About the Organizer



Women of Toledo is a 501c3 non-profit organization, serving the Northwest Ohio community. Our mission is to educate, engage, and empower our community through our programs and services that teach women and girls to lean in with the organization, connect with other women, and build new skills and resources while creating a mentorship and peer networking circle to share ideas, offer support, or seek advice. We believe in providing a space for women and girls to tackle issues critical to women's economic advancement and learn ways to interrupt various biases in the workplace, marketplace, community, and family.

Marked annually on **March 8th, International Women's Day (IWD)** is one of the most important days of the year in celebrating women's social, economic, cultural, and political achievements. The day also marks a call to action for accelerating gender parity.

As part of our advocacy awareness in our region, annually Women of Toledo organizes an IWD signature program on March 8th. This year, we expand the advocacy awareness effort to **a week of Experiences.**



The **IWD 2024 #InspireInclusion** campaign aims to collectively forge a more inclusive world for women. When we inspire others to understand and value women's inclusion, we forge a better world. When women themselves are inspired to be included, **there's a sense of belonging, relevance, and empowerment**. On an individual basis, it's important to understand, value, and seek out the inclusion of women and girls. Additionally, sharing this knowledge, support, and encouragement with others is key.

This year we are committed to the idea that everyone has an important story to tell and that everyone's story matters. How do we inspire inclusion? How do you foster connection, empathy, and understanding between people? Tell a good story, of course. At this year's IWD program, we want to share how much more we have in common than what divides us using storytelling.

Storytelling **#InspireInclusion** through action in areas such as:

- forging women's economic empowerment.
- recruiting, retaining, and developing female talent.
- supporting women & girls in leadership, decision-making, business, and STEAM.
- designing and building infrastructure meeting the needs of women & girls.
- helping women and girls make informed decisions about their health.
- involving women and girls in sustainable agriculture and food security.
- providing women and girls with access to quality education and training.
- elevating women and girls' participation and achievement in sport.
- promoting the creative and artistic talent of women and girls.
- addressing further areas supporting the advancement of women and girls.

Gloria Steinem, world-renowned feminist, journalist, and activist reportedly once explained: "The story of women's struggle for equality belongs to no single feminist, nor any one organization, but to the collective efforts of all who care about **human rights**."



Women of Toledo (WOT)

Lead Team:

Nina Corder, Managing Director
Program Lead & Experiences

Sierra Ortiz, Associate Director
Partners & Logistics

Annora Harbick, Operation Associate
Program & Operation

Mary Brucker, Board of Director
Media Relations & Experiences

Supporting Team: WOT Task Team and Board of Directors

Partners & Supporters

Venue Partners:



Presenting Partner:

Program Partner:



**Currently, we are still looking for Program Partners, Collaborators, and Supporters. Please contact Sierra Ortiz at Sierrao@womenoftoledo.org or call 567.970.7172

Experiences Partners

Program & IWD Luncheon Table Partners

PRESENTING PARTNER \$5,000

2 tables (16 seats) for IWD Luncheon
Sponsor 1 No Women Left Behind Table (8 seats)
2 Seats to Think Tank on Allyship in PANDA Workspace @ TolHouse
16 Wristbands for Soiree at TolHouse featuring DJ Marc FOLK

PROGRAM PARTNERS \$2,500

2 tables (16 seats) for IWD Luncheon
Sponsor No Women Left Behind (4 Seats)
16 Wristbands for Soiree at TolHouse featuring DJ Marc FOLK

TABLE SPONSOR \$1,000

1 table (8 Seats) for IWD Luncheon
Sponsor No Women Left Behind (2 Seats)
8 Wristbands for Soiree at TolHouse featuring DJ Marc FOLK

HALF TABLE \$500

4 Seats for the IWD Luncheon
4 Wristbands to Soiree at TolHouse featuring DJ Marc FOLK

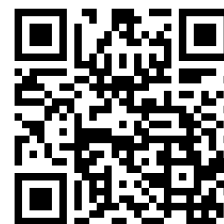
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Experiences Schedule

March 4 to March 9

RSVP or Get Your Experiences Passes at
www.womenoftoledo.org



| Dates | Time & Location | FREE Activity |
|-----------------|---|---|
| Mar 4 to Mar 28 | Macy's Wing, Franklin Park Mall | A Seat at the Table Exhibition |
| Mar 1 to Mar 31 | Secor Building- Lobby | Women's History Month: #HerStory: History of Women in Entrepreneurship |
| Mon, Mar 4 | 3:30 pm Macy's Wing, Franklin Park Mall | Macaron Day Info, Girls Hub Reception, IWD Press Conference |
| Sat, Mar 9 | 10 am to 4 pm So Sweet | Macaron Day  |

| Dates | Time & Location | Ticketed Program** |
|------------|---|---|
| Fri, Mar 8 | 11 am to 1 pm Ballroom Hilton Downtown Toledo | International Women's Day Luncheon \$50 |
| | 2 pm to 5 pm Panda, TolHouse | Think Tank on Allyship \$75 *limited seat |
| | 5 pm to 9 pm TolHouse | IWD Soiree with DJ Marc Folk \$25 |

***For Any Financial hardship for the ticketed program, contact our office for the NWLB scholarship*



Experiences Overview

March 1 to March 26

Girls Hub's 'A Seat at the Table' exhibition at the Macy's Wing, Franklin Park Mall. It includes a portrait exhibition, chairs display with our Builder's stories and culture. The goal of the exhibition is to examine how art can activate ideas for both the maker and the audience. The impact of this installation provides people with ways to think critically about different approaches to activism and how you can use your voice to build your seat at the table. For the Builders- it just elevates their confidence and empowerment to the next level. OPEN TO ALL, Mall Hours

Monday, March 4

3:30 pm Kickoff of International Women's Day Experiences with a **Press Conference and Reception at the Macy's Wing, Franklin Park Mall, including** Girls Hub's 'A Seat at the Table' exhibition and information about Macaron Day. OPEN TO ALL

March 1 to March 31

Women's History Month. Secor Building (Lobby area) Presenting the #HerStory campaign featuring the History of Women in Entrepreneurship and their historical journey that paved the way for economic impact in the Greater Toledo area. The #Herstory campaign will include an exhibition of banners displaying their story. To name a few Betty Timko, Ella P Stewart, Florence Scott Libbey, Grace Smith, Margaret "Rusty" Monroe, Marge Roth, and Mildred Benson. OPEN TO ALL, Business Hours



Experiences Overview

Thursday, March 7 - Invitation Only

VIP Reception & Dinner. Meet and greet with our IWD Honorary Guests from Eastern Europe, Asia, New York, and PINKK Chicago.

Friday, March 8

11 am to 1 pm. An Annual International Women's Day Signature Luncheon at the Hilton Downtown Toledo, Ballroom. IWD 2024 #InspireInclusion

campaign aims to collectively forge a more inclusive world for women. When we inspire others to understand and value women's inclusion, we forge a better world. When women themselves are inspired to be included, there's a sense of belonging, relevance, and empowerment. This year we are committed to the idea that everyone has an important story to tell and that everyone's story matters. 2024 #InspireInclusion Emcee: **Rhonda Sewell**. Storytellers: **Tisha Mays (Moderator), Ruxandra Nagy, Mary Brucker, Nóra Kiss**, Mother & Daughter Duo -**Sahar Abuimara & Luma Alaraje** and closing singer, **Negarina Cooper**.

2 pm to 5 pm (check-in starts at 1:30 pm) Think Tank on Allyship at Panda, TolHouse. A think tank is a group or team designated to create innovative solutions to problems. In this Think Tank, you will attain the tools, research & case studies, and resources to channel your intentions into actionable measures while engaging with peers on Allyship. Facilitators: Dr. **Anju Gupta**, Principal Investigator and Founding Director of NSF ADVANCE at UToledo, **Shyam Suchak**, Toledo HeForShe Chair & Anne Grady Services, Chief Organizational Development Officer, and **Nina Corder**, External Evaluator of NSF ADVANCE at UToledo & Consultative Status with the United Nations Human Rights Council & NGO Economic and Social Council (ECOSOC).



A think tank is a group or team designated to create innovative solutions to problems.

Allyship



ADVANCE  UTOLEDO

Allyship can become challenging when our emotional responses to the lived experiences of people we support and advocate for, take over. Learning how to transform passion into purpose through precision in our message can be the secret to successful allyship. In this **Think Tank**, you will attain the **tools, research & case studies**, and **resources** to channel your intentions into actionable measures while engaging with peers.

Think Critically:

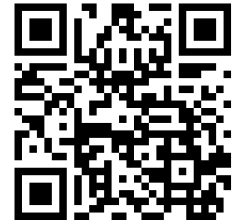
- Reflect on one's privileged vs marginalized identities and connect identities to examine intersections.
- Classify cognitive biases and their influence on one's decisions, actions, and evaluations.
- Define allyship and various action-orientated ally roles.
- Develop skills to appropriately intervene in the workplace, marketplace, and community marginalization to promote a culture of inclusion and belonging.

Build the Tank:

- To create community allies and ambassadors of organizational change.
- To empower volunteers to act as change agents for historically and present-day marginalized and underserved communities.
- To build a supportive network of volunteers interested in creating an inclusive and belonging city & county through modeling behavior and changing mindset.

ROI:

- Resume Builder - Participant will receive a Certificate with the **NSF logo**.
- Highlight knowledge and leadership skills to foster a positive and inclusive environment.



Experiences Overview

Friday, March 8

5 pm to 9 pm. IWD Soirée with DJ Marc Folk, TolHouse.

Dress in IWD color and close out the evening with a dance party and music by DJ Marc Folk. Purple, green, and white are the colors of International Women's Day. Purple signifies justice and dignity, and being loyal to the cause. Green symbolizes hope. White represents purity, albeit a controversial concept.

Saturday, March 9

10 am to 4 pm. Macaron Day, So Sweet

In a tradition of French patisseries and celebrating the onset of Spring, So Sweet Pastries is celebrating Worldwide Macaron Day with free macarons while supporting a great cause, the No Women Left Behind Scholarship, initiative. Customers are encouraged to come and sample these delicious macarons, a delicate French sandwich cookie made from almond flour and joined together with a ganache, buttercream, or jam frosting filling. Following in the footsteps of Paris, New York, Chicago – and our eight-year annual in Toledo history – Toledo and Ohio will celebrate the macaron!



March 9

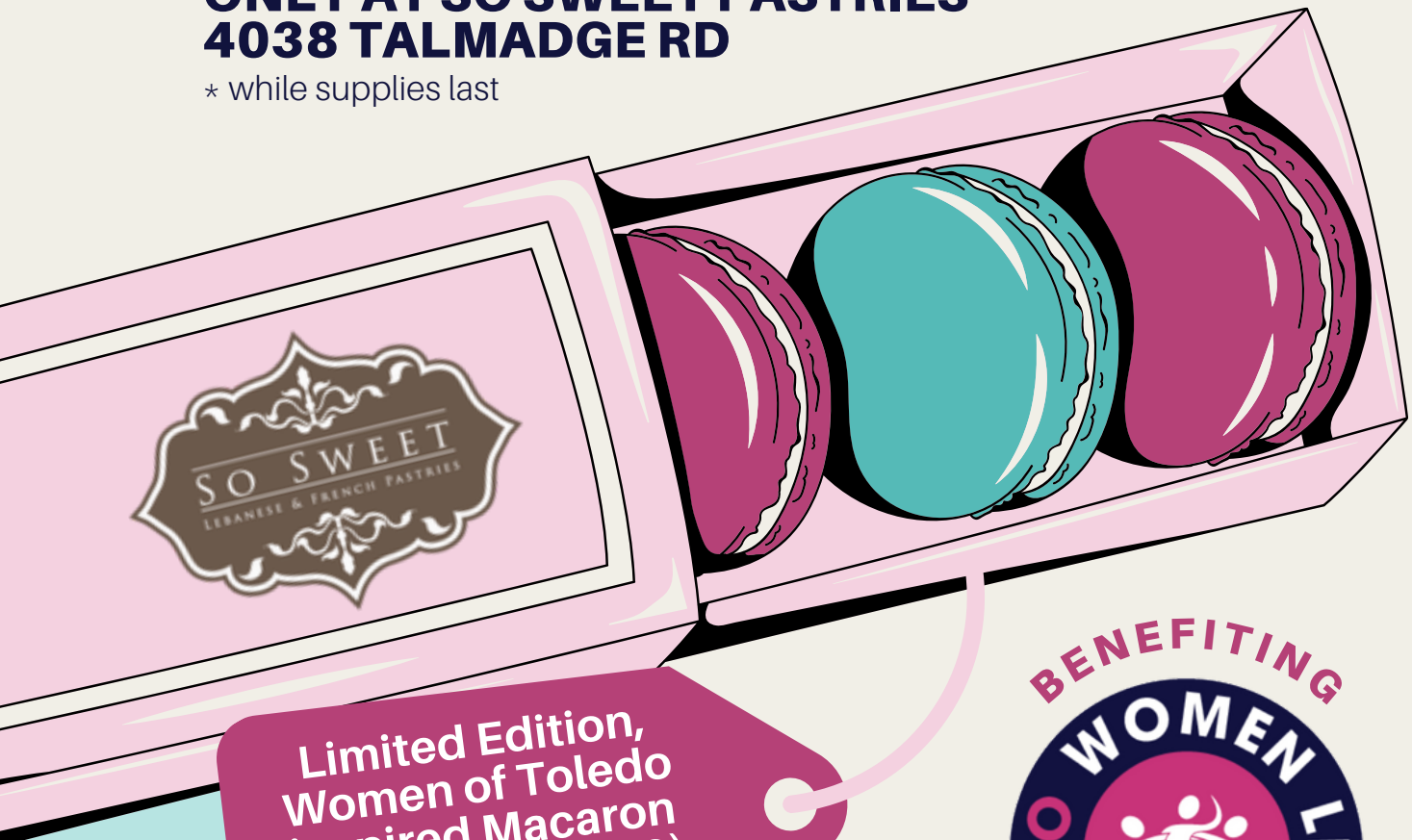
Macaron Day

ONE DONATION = ONE MACARON

Macaron Day began in Paris at the premiere pastry shop of Pierre Herme (la Maison Pierre Herme Paris) in 2005. A tradition of gourmet pastries merged with community giving. Participants traditionally sampled macarons for free and then left a donation for a community organization. Macarons will be given for free this year – with donations requested to support the 'No Women Left Behind' (NWLB) Fund of Women of Toledo. This initiative fund offers any women, young women and disconnected Youth with financial hardship to receive direct or indirect aid.

ONLY AT SO SWEET PASTRIES 4038 TALMADGE RD

* while supplies last



Limited Edition,
Women of Toledo
inspired Macaron
Pack (6 @ \$19.99)
**preorder start Feb 9 for IWD



#IWD2024EXP

FEATURED GUESTS & HIGHLIGHTS

#inspireinclusion



Rhonda Sewell
Master of Ceremonies



Ruxandra Nagy
IWD Signature Luncheon



Mary Brucker
IWD Signature Luncheon



Luma Alaraje
IWD Signature Luncheon



Sahar Abuimara
IWD Signature Luncheon



Tisha Mays
IWD Signature Luncheon



Nóra Kiss
IWD Signature Luncheon



Negarina Cooper
IWD Signature Luncheon
(Closing)



DJ Marc Folk
IWD TolHouse Soirée

#IWD2024EXP

FEATURED GUESTS & HIGHLIGHTS

#inspireinclusion



Shyam Suchak
Think Tank



Nina Corder
Think Tank



Dr Anju Gupta
Think Tank



Kathryn Tucker
WOT Board President
Opening Remark



Sierra Ortiz
WOT Associate Director

BEHIND THE SCENE

WOMEN IN THE MAKING (Our Task Committees)



Graphic Designer

Kerri Brimmer, Brimming Design (brimmingdesign.com)

I look forward to assisting with the International Women's Day and other WOT event materials each year. It is a way for me to use my talents to assist in empowering women in our community. We take steps toward equality by sharing our stories and supporting each other.



Decor & Florist

Kate Shull, Kate Creates (katecreatesllc.com)

I am thrilled to be a part of this year's International Women's Day Event! As a new business, this opportunity serves to not only introduce Kate Creates to the community, but also to showcase our dedication to social impact and gender equality right from the start. I am excited about the opportunity to collaborate with other passionate individuals and organizations to create an event that celebrates the achievements of women.



AV/Production & DJ

Abigail Sadowy, Simplicity Sounds (simplicitysounds.com)

International Women's day is an incredible way to celebrate women around the world for all their amazing accomplishments. I am humbled to be a small part of our local community, helping women share their stories and inspire others to find their true purpose and achieve their greatest potential.



Photographer

Jennifer Bak, JBak Studios (jbakstudios.com)



Public Relations & Communication

Emily Zarecki, Clarion Communications

Venues



Hilton Garden Toledo Downtown

101 N Summit St, Toledo, OH 43604

Central to **Toledo's** top attractions. Located next to Glass City Convention Center, our hotel is a five-minute walk to Huntington Center and Fifth Third Field.

**Special Price/ Room Block:
Women of Toledo**



1447 N Summit St, Toledo, OH 43604

TolHouse is a private, Members-only social club that caters to the vibrant, city-dwelling creative, and entrepreneurial class.



Franklin Park MALL

5001 Monroe St, Toledo, OH 43623

Partners & Supporters



Presenting Partner:



Program Partner:

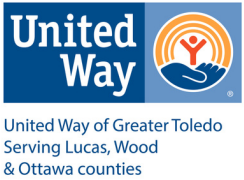


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Venue Partners:



Luncheon Partners:



Supporting Partners:

**contributing in talent & services



Partners secured your table today!





Women of Toledo Presents
 Friday, March 8, 2024
International Women's Day

Signature Luncheon

11 am - 1 pm
 Hilton Downtown, Ballroom

After Hours
Soirée
 5 pm - 9 pm
 TolHouse
 With DJ Mark Folk

- | | | | |
|---------------------------------|------------------------------|----------------------------------|-----------------------------------|
| Emcee Rhonda Sewell | Moderator Tisha Mays | Storyteller Ruxandra Nagy | Storyteller Sahar Abuimara |
| Storyteller Luma Alaraje | Storyteller Nora Kiss | Storyteller Mary Brucker | Closing Negarina Cooper |

IWD 2024 #InspireInclusion campaign aims to forge a more inclusive world for women collectively. We are committed to the idea that everyone has an important story to tell and that everyone's story matters. When women themselves are inspired to be included, TELL THEIR STORY, there's a sense of belonging, relevance, and empowerment. Join us to hear their stories.



March 4-9, 2024 **International Women's Day Experiences**

| | | | | | |
|--|---|--|---|--|--|
| March 1- 31 Women's History Month HerStory Exhibition Secor Building Lobby | Mon., March 4 3:30 pm Kickoff GirlsHub Reception Press Conference Franklin Park Mall Macy's Wing | March 4 - 28 A Seat At The Table Exhibition Franklin Park Mall Macy's Wing | Friday, March 8 2 pm - 5 pm Think Tank on Allyship Tolhouse | Sat., March 9 10 am - 4 pm Macaron Day benefiting No Women Left Behind So Sweet | Tickets and Information RSVP or Get Your Tickets or Experiences Passes womenoftoledo.org |
|--|---|--|---|--|--|

Venue Partners

Presenting Partners



MACARON DAY

One donation = One macaron

MARCH 9



FRENCH FLAIR

LIGHTER THAN AIR

Only at **SO SWEET PASTRIES** 4038 Talmadge Road

Inspired by the annual **Jour du Macaron** in Paris, in which free macarons are given out and proceeds are given to charity, the patrons of So Sweet will receive one free macaron in exchange for making a donation to The Women of Toledo's "No Women Left Behind" scholarship program.



SATURDAY
MARCH 9, 2024
10:00 AM - 4:00 PM*
*WHILE SUPPLIES LAST