



**Women  
in Motion**  
of HIGH POINT

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**Women in Motion of High Point**, an initiative of The United Way of Greater High Point, is dedicated to uniting local women to foster leadership, professional success, personal wellness, and financial independence.

One of our goals is to empower women by developing robust programs that support women’s economic and professional advancement. By nurturing female leadership, we ultimately strengthen local businesses and organizations, contributing to the community's overall growth. Your involvement is essential to our success.

We are planning the curriculum for 2024/2025, and we invite you to join our mission to **“promote leadership, professional success, personal wellness, and financial independence for women”** in High Point and its surrounding areas.

**Our Story**

The L. Paul Brayton family established a Women’s Initiative Fund in honor of Gwendolyn Kay Brayton to benefit women in High Point and nearby communities. The initiative officially launched in January 2017 with a leadership team of 10 women and transitioned under the United Way of Greater High Point in 2021, which now serves as our fiscal sponsor. This partnership has been instrumental in helping us expand our reach and impact, enabling us to continue fulfilling our mission to support and empower women. In 2018, the GRAMERCY Research Group provided [invaluable insights into the barriers women face in reaching the next level professionally.](#)



They conducted extensive research on the needs of local women, forming the basis of Women in Motion and our programs. While many findings remain relevant, we continuously adapt our programs to address emerging community needs.

**Our areas of focus are:**

**Education:** Women benefit from additional education to enhance their ability to negotiate and advocate for themselves.

**Mentorship:** Women require mentorship development to foster mutual growth and support.

**Resources:** Women expressed a need to tap into resources that already exist in the community to increase their professional and business success.

**Wellness:** Women seek to balance personal wellness and professional success with professional and family demands.

**Why get involved?**

Investing in Women in Motion supports local women in expanding their skills and connections, benefiting themselves, their employers, and their communities. Your support helps them build proficiencies for achieving long-term goals and leading healthy, productive lives through programming, mentoring, leadership development, and financial independence. We create a supportive community where women can connect with others at different stages of their journey. Additionally, we provide positive role models who advocate and encourage women to achieve their goals.

Answer to focus group question:  
 What is the one thing that would help you (or other women in this community) be successful?

Topic	Number	Examples
Education	23 (22%)	Job training; educational support; education; business education; informative workshops;
Mentoring	22 (20%)	Encouragement; like-minded goal group; mentoring program; networking; support group; building community; reinforcement
Communication leadership, and self awareness training	12 (10%)	Communication strategies; advocacy training and empowerment; figuring out who we are and who we want to be
Financial support	10 (9%)	Financial support; financing education; emergency fund; money
Healthcare	5 (4.5%)	Access to good healthcare; mental health counseling; mental; health support
Childcare, elder	8 (7.5%)	Quality childcare; parenting skills; parenting/grandparenting classes; classes for caring for aging parents
Transportation	2 (1.8%)	Transportation
Quality housing	2 (1.8%)	Quality housing
Misc (items hard to interpret or very individualized)	25 (25%)	Learn English; legal help; remove red tape; enforce child support; stop misuse of system; trust; driver's license; immigration status; church



## Women in Motion Programming



GWEN, “Gathering Women through Education and Networking,” is named in honor of Gwen Brayton, whose life was taken entirely too early by glioblastoma. She is honored for her dedication to her family and education. This program consists of workshops and seminars that strengthen the education and skills women need to improve, organize, and create success in their lives.

## KITTY CONGDON MENTORING SERIES

The Kitty Congdon Mentoring Program is an esteemed annual women's training series that enables female leaders to explore the fundamental aspects of mentoring. Participation in this program equips them to support and empower other women within their organizations and communities.



The annual Women's Summit is a transformative, day-long event dedicated to empowering women to reach new heights in their personal and professional lives. Through inspiring keynote speakers, interactive sessions, and meaningful networking opportunities, women are encouraged to envision their full potential and take actionable steps toward achieving their most ambitious goals.

## Networking Events

Women in Motion hosts networking events and meet-ups to enhance community and connection among our members and guests. These events are open to everyone in and around our community.

## Grants

A portion of membership dues are allocated to our annual grants campaign, where our members vote on how we give back and continue impacting our community. Programs must primarily serve women in the greater High Point community and pertain to one or more of Women in Motion's four identified areas of need.

## Growth Fund

Women In Motion of High Point has long-term, ambitious goals of assisting women with taking the next step toward **personal, economic, and professional success**, as well as making a measurable difference in the lives of women in the community by identifying and executing strategies for growth and success.



## Vision Investor Levels

### Investor \$10,000

or a 3-year  
commitment  
\$25,000.00 total, paid  
in full

**Speaking Opportunity:** You can present or speak at one of our highly anticipated events.

**Logo Placement:** Elevate your brand's visibility by prominently placing your logo in all social media event graphics and banners at Women in Motion events.

**Website Logo Placement:** Your logo will be featured on multiple pages of the Women in Motion website, accompanied by a backlink to your website for increased traffic and exposure.

**Social Media Partnership Highlight:** A dedicated social media post will acknowledge our valuable partnership and showcase the collaboration to our engaged audience.

**Verbal Recognition:** Receive consistent verbal acknowledgment of your support at all Women in Motion events.

**Exclusive Programming Access:** Gain exclusive access to our fee-based programming with a special invitation for eight tickets.

**Business Membership:** Receive a business membership with up to three individual memberships to Women in Motion.

### Stakeholder \$5,000

**Logo Placement:** Elevate your brand's visibility by prominently placing your logo in all social media event graphics and banners at Women in Motion events.

**Website Logo Placement:** Your logo will be featured on multiple pages of the Women in Motion website, accompanied by a backlink to your website for increased traffic and exposure.

**Social Media Partnership Highlight:** A dedicated social media post will acknowledge our valuable partnership and showcase the collaboration to our engaged audience.

**Verbal Recognition:** Receive consistent verbal acknowledgment of your support at all Women in Motion events.

**Exclusive Programming Access:** Gain exclusive access to our fee-based programming with a special invitation for four tickets.

**Business Membership:** Receive a business membership with up to three individual memberships to Women in Motion.



## *Program Sponsorship Levels*

### GWEN Program \$10,000

Sponsorship  
supporting spring and  
fall session or one  
session for \$5,000

GWEN, “***Gathering Women through Education and Networking,***” This program consists of workshops and seminars that strengthen the education and skills women need to improve, organize, and create success in their lives.

**Speaking Opportunity:** You will have the opportunity to present or speak at the event.

**Logo Placement:** Elevate your brand's visibility with prominent placement of your logo in social media event graphics and the Women in Motion Website, accompanied by a backlink.

**Verbal Recognition:** Receive verbal acknowledgment of your support at the Women in Motion event.

**Exclusive Programming Access:** Gain exclusive access to GWEN programming with a special invitation for eight tickets.

### Networking Events \$5000

4-5 Events Yearly or  
\$1,500.00 per event,  
financial or in-kind  
sponsorship

Our research shows that women expressed a desire to learn from other women. Our community finds value in regular opportunities for women to meet and connect. Our Networking events are one of our most popular and heavily attended. We have experienced genuine connections and witnessed personal as well as professional relationships develop because of our events.

**Logo Placement:** Elevate your brand's visibility by prominently placing your logo in social media event graphics and the Women in Motion Website, accompanied by a backlink.

**Verbal Recognition:** Receive verbal acknowledgment of your support at the Women in Motion event.

Sponsorship can also be in the form of venue, catering, programming materials, and speaker fees.



## *Investor Form*

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Pledge: \$\_\_\_\_\_

**All checks should be payable to: "The United Way of Greater High Point," writing "Women in Motion" in the memo.**

Please mail checks to the following address:

Women in Motion of High Point  
United Way of Greater High Point  
815 Phillips Ave.  
High Point, NC 27360



Signature: \_\_\_\_\_ Date: \_\_\_\_\_

*United Way of Greater High Point is a 501c3 and serves as our fiscal sponsor.*



## Sponsor Form

Sponsor Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Pledge: \$ \_\_\_\_\_

**All checks should be payable to: "The United Way of Greater High Point," writing "Women in Motion" in the memo.**

Please mail checks to the following address:

Women in Motion of High Point  
United Way of Greater High Point  
815 Phillips Ave.  
High Point, NC 27360



United Way  
of Greater High Point

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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# 2023-2024 Vision Investors

## VISION INVESTORS



**PENNINGTON**  
One trusted name. Many life-enriching choices.

*Martha Yarborough*

The Strickland  
Family Foundation

Lisa Brayton

**Brayton Family Foundation**

### FISCAL SPONSOR

### STAKEHOLDER



United Way  
of Greater High Point



Grading & Utility Contractors  
Since 1947



YASMIN LEONARD  
PHOTOGRAPHY

### PROGRAM SPONSORS



LENNY PETERS  
foundation



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FINANCIAL PARTNERS



CAROLINACORE  
WELLNESS



MARSH  
FURNITURE COMPANY





WOMENINMOTIONHP.ORG



**EVENTS**  
**75-150**  
average attendees

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**WEBSITE**  
**500-800**  
average monthly site visits

**58% / 42%**  
organic search / direct visits

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**EMAIL**  
**1.5K** email list subscribers  
**60.8%** open rate

**FACEBOOK**  
**1.8K+** followers  
**10.2K+** average monthly reach  
**11%** engagement rate

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**INSTAGRAM**  
**1.2K** followers  
**1.7K+** average monthly reach  
**3.4%** engagement rate

**LINKEDIN**  
**400+** followers  
**1K+** average monthly reach

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**AUDIENCE**  
**95%** women  
**27%** Aged 35-44    **23%** Aged 45-54  
**73%** Greater High Point Area

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