# Together, we are

# She 4 She

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The Gross Family is proud to support the women of today and tomorrow.
She 4She

# A Message from Heading Home Leadership

Thank you for joining our fourth annual She4She event! On behalf of everyone at Heading Home, we are so very grateful you join us as we celebrate and recognize that women are stronger together. When She4She was created four years ago, it was because the world needed women, more than ever, to convene, bring people together and lead. Four years later, She4She has inspired nearly 1,000 people across the country! It is ever more important today that we seek opportunities to champion women - help them climb career ladders, shatter glass ceilings, build social capital and networks of support, and navigate the seemingly insurmountable with resilience.

It has been an honor and great joy to create a space where an inspirational group of women and men at various stages in their careers can convene, connect, and collaborate - in-person and virtually. Such opportunities are hard to find, and for our clients experiencing homelessness, communities of support and collaboration networks are imperative.

The fastest-growing segment of the homeless population in Boston and the vast majority of families who enter our programs are households led by a single mother of 2+ young children. 82% of our clients identify as non-white and/or Hispanic/Latinx.

To lift out of homelessness requires a community of people who believe in you, who walk with you through the hills and valleys of life. Heading Home provides the framework for that support - our front-line staff are champions who tirelessly reassure, remove doubt, and support clients in the biggest and smallest of ways. Our team guides and supports clients on their journeys to housing and financial independence by building trust and remaining rooted in the power of possibility.

Our work is impossible without champions like you in our community who believe that everyone deserves a home and tirelessly advocate for basic, fundamental needs like shelter as the bedrock that makes other milestones possible. Together, we are disrupting cycles of poverty and homelessness.

Thank you for joining us and believing, like we do, that home matters.

| Danielle Ferrier, MBA, LICSW | Lisa Schorr Kaplan | Kris Dougert | Suzanne Picher |
|---|---|---|---|
| *Chief Executive Officer* | *Chief Operating Officer* | *Chief Financial Officer* | *Chief Development Officer* |

Bain Capital and its employees are proud to support **Heading Home**, the She4She event, and the amazing work that is happening to support women of today and tomorrow on their path towards financial independence, economic mobility, and permanent housing.

**BainCapital**
*Community Partnership*

# She4She 2022 Host Committee

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# About Heading Home

Founded in 1974, today, Heading Home is one of Greater Boston's largest housing and shelter providers, working with 1,400+ clients annually, half of whom are children. Ranging from infants to the elderly, the significant majority of clients identify as non-white and/or Hispanic/Latinx. Single mothers lead 90% of the 423 families served in our programs in FY 2021.

As an agency, our services are diverse; we provide emergency, transitional, and permanent housing, and support services, to extremely low-income individuals and families currently or formerly experiencing homelessness. Our programs focus heavily on getting people permanently housed and sustaining that housing using an evidence-based, client-centered model.

We are proud to share that for 16 years running, Heading Home's permanent housing retention rates have been 90%+. Last year, 97% of Heading Home clients remained housed after one year.

# She4She 2022 Sponsors

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Heading Home's 4th annual

# She 4 She

## Empowerment Event

"Stand upon these two shoulders of mine.
Spread those wings of yours and fly!
Fly, fly butterfly fly!"

"Butterfly" by Nicole C. Mullen

RXSENSE®

Heading Home has been the shoulders from which 1000s of women, children, and families have spread their wings and soared. As Heading Home is forever in their corner, so too is RxSense.

# SHEENA COLLIER.

## *Boston While Black*

Sheena Collier is a super-connector, convener, and planner with over 15 years of experience in community organizing, partnership building, strategic event planning, and program development. As Founder and CEO of The Collier Connection (TCC), she designs innovative diversity, equity, & inclusion initiatives and events to help companies engage employees, customers, and suppliers of color.

In 2020, Sheena founded Boston While Black (BWB), the first membership network for Boston-based Black professionals, entrepreneurs, and students who are seeking connection and community.

Through programs, events, and a digital community, BWB connects Black people who are active in their local neighborhoods, working at the most innovative companies, building the businesses of the future, attending the area's universities, and shaping the culture of the region. Boston While Black is creating a city where Black people want to live and work because they have the spaces, tools, and relationships to find their tribe, grow their network, navigate the city, and have fun.

Sheena's previous roles include Director of Economic Opportunity at the Greater Boston Chamber of Commerce, Boston Promise Initiative Director at Dudley Street Neighborhood Initiative, and Senior Associate at Collaborative Communications Group. She is a 2020 recipient of the Harvard Club Boston's Most Influential Women award; 2020 recipient of YW Boston's Academy of Women Achievers Sylvia Ferrell-Jones Award; 2018 recipient of the GK25 – Who is Who Millennial Leaders of Color Awards; 2017 and 2018 nominee of the Ad Club's Rosoff Awards; and a 2016 recipient of the Greater Boston Chamber of Commerce's Ten Outstanding Young Leaders Award.

Sheena received her BA from Spelman College and her Ed.M. from Harvard Graduate School of Education. She is a proud board member of Jeremiah Program Boston, Union Capital Boston, and the Greater Boston Chamber of Commerce, advisory board member of Boston Harbor Now, an investor in the Boston Ujima Fund, and member of the Black Economic Council of Massachusetts (BECMA).

We are proud to support Heading Home and its mission to help end homelessness.

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ARCHITECTS

Serving communities.
Changing lives.
What matters to you matters to us.

At EY, we're proud to support Heading Home's She4She empowerment event. It's one of the ways we're helping to make our community a better place to work and live. A better and brighter future starts with all of us.

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IS PROUD TO SUPPORT SHE4SHE 2022 AND INVEST IN BETTER FUTURES FOR WOMEN AND CHILDREN IN HEADING HOME PROGRAMS.

# KEYANNA SCHMIEDL.

*Wayfair*

KeyAnna Schmiedl is the Global Head of Culture, Diversity, Equity, & Inclusion at Wayfair. In this role, she has created the global strategy for weaving inclusivity into critical functions across the organization, enabling the organization to hire, inspire, assess, and develop a diverse and engaged workforce.

KeyAnna received the industry's esteemed Diversity Leader Award granted by the Diversity Journal due to her stand-out work in creating an open, equitable, and inclusive workplace culture. KeyAnna was also featured on Fortune's 40 Under 40 list and was named a DEI Trailblazer by Business Insider in 2021. Under KeyAnna's leadership, Wayfair has been named by Forbes as one of "America's Best Employers for Diversity" and was listed by the Human Rights Campaign as one of the "Best Companies for LGBT Equality" in 2021. Additionally, her stewardship of the culture has led to Wayfair's debut on Fortune's list of "The World's Most Admired Companies" in the People Management category. Since joining Wayfair in 2019, KeyAnna has launched several first-of-its-kind programming, driving impact across organizational design, competency modeling, talent acquisition, safety and wellness, supplier diversity, and learning and development.

KeyAnna is a true systems thinker with an ability to create bridges across the organization that move people-first initiatives from intention-to-impact. Her compassion, coupled with her capacity to influence people programs and operations through a lens of inclusivity, has ignited a major cultural transformation inside of Wayfair's fast-growing and complex organization.

Prior to joining Wayfair, KeyAnna served as Santander's Head of Diversity and Inclusion for North America. She began her work in the DEI space as an employee of Harvard University in 2008. KeyAnna holds an Advanced Graduate Certificate in Organizational Learning & Development from Suffolk University, an MBA in Human Resource Management, and a Bachelor of Science in Human Services from Fitchburg State University. KeyAnna resides in the Greater Boston area with her husband, two boys, one dog, and one leopard-spotted gecko.

# Helping all women realize their dreams, creates a brighter future for us all.

At Northern Bank, we've always recognized the contributions women have made to our company, to their families and to their communities. We're proud to be a sponsor of She4She 2022, as well as a long time sponsor of Heading Home, an organization that is changing the lives of women and their families every day.

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# We are proud to support

Heading Home, the She4She event, and the work they do for families on their paths toward financial independence, economic mobility & permanent housing.

LOOMIS | SAYLES

**The Snow family is proud to support Heading Home and the work they do to support women experiencing homelessness.**

# CANDY O'TERRY.

*Candy O Radio Network*

Candy O'Terry is an award-winning broadcaster and podcaster. Known as Boston's Beloved Radio Voice, she spent 25 years on the air at Magic 106.7/WMJX. As the Founder of My Dove Productions, the Candy O Radio Network, and co-founder of Two Dreams Entertainment, Candy's lens is focused on storytelling. She is the host of The Story Behind Her Success weekly podcast and radio series, The Speaker Coach podcast, 16 Life Lessons Motivation Monday feature, and the Nashville-based podcast series Country Music Success Stories featuring Jacy Dawn Valeras aka the Music City Mentor.

Chosen by her peers as the 2015 Massachusetts Broadcaster of the Year, Candy is the winner of 52 local and national awards. Known for her unique ability to turn any interview into an easy conversation, she has interviewed 800 women from every walk of life and counting.

A lifelong singer, Candy's full-length CD Dream Come True includes songs heard around the world. She's no stranger to TV and film, having served as the center judge for 7 seasons on the Emmy Award-winning TV talent show Community Auditions, and as an actress in 4 independent feature films including the new movie Misha And the Wolves, debuting on Netflix.

Born in New York City and raised in Connecticut, Candy came to Boston as a 1-meter diving champion for Boston College. The Co-Founder of Boston Women in Media & Entertainment, she proudly serves on many boards including the Council for Women of Boston College and empowerHER. She is the media ambassador for the March of Dimes/New England and Strong Women, Strong Girls/Boston.

Leslie & Dean Cohen are proud to support Heading Home and the brighter futures of women and children.

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## We know the power of home.

That's why we support Heading Home as it helps women and their families on their journeys to housing independence.

**Sponsor of She4She**

Gamu Madzima is a Program Manager II at Heading Home, overseeing family congregate shelters and permanent supportive housing programs. A relentless advocate for vulnerable populations, Gamu once found herself in a hopeless situation with her then three-year-old son, an experience that gave her an appreciation and intimate understanding of what clients are going through. She describes her work at Heading Home as her "golden chance" and knows it is her true calling. Gamu leads with empathy and compassion; she uses all that she has overcome to help men, women, and children leave homelessness behind.

## GAMU MADZIMA.

*Heading Home*

# SHE4SHE 2022 SPEAKERS

**Proud supporters of Heading Home and this year's She4She event to empower the women of today & tomorrow.**

TA REALTY

# Women Supporting Women

AEW is a proud sponsor of Heading Home's She4She Event

#EMPOWERHER

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## ALFRIDA B.

*Former Heading Home Client*

We are honored to have Alfrida sharing her story at She4She 2022. She and her young daughter, Pearl, came to America fleeing the Ebola outbreak in West Africa in 2014 but did not have a stable place to stay - which is when they arrived at Heading Home. Alfrida worked tirelessly to find permanent housing - filling out housing applications, learning to budget, and caring for Pearl. In Fall 2019, her dreams finally came true, and Alfrida moved out of Heading Home's family shelter and into her new, permanent home, where she still lives today!

# SHE4SHE 2022 SPEAKERS

# 16 Life Lessons

## BY CANDY O TERRY

words of wisdom from exceptional women

#1 : Wake up grateful.

#2 : Baby steps are better than no steps at all.

#3 : It's not what happens to you in life, it's how you handle it.

#4 : Obstacles are opportunities.

#5 : Trust your intuition.

#6 : Courage is when you leap, faith is when you believe you will land on your feet.

#7 : Adjust your compass, but don't quit.

#8 : There is great joy in striving toward your potential.

#9 : Don't just show up, stand out.

#10 : Success is a conscious decision: see it, feel it, believe you can achieve it.

#11 : Lead with purpose and compassion.

#12 : Stay humble.

#13 : Good goes around, even if it takes a while.

#14 : Relationships are everything.

#15 : Wisdom is recognizing a mistake before you make it again.

#16 : At the end of the day, ask yourself: is this a day I can sign my name to?



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# TOGETHER, we can lift moms and families out of homelessness.

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www.headinghomeinc.org/she4she-donate

# Thank you for joining She4She 2022!

# WOMEN WHO THRIVE ARE

# 2022 She 4 She

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