


**Heading
Home** 

**She
4She**

BROUGHT TO YOU BY
THE GROSS FAMILY



A close-up photograph of two hands clasped together in a supportive grip. The hands are light-skinned and the background is a soft, out-of-focus white. The text is overlaid on the hands in a black, cursive font.

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

She
4She

A LETTER FROM HEADING HOME LEADERSHIP



Pictured Left to Right: Lisa Schorr Kaplan, COO; Danielle Ferrier, CEO; Suzanne Picher, CDO. Not Pictured: Fran Hurley, CFO

On behalf of everyone at Heading Home, thank you for joining the fifth annual She4She event! Five years ago, at the height of the #MeToo movement, a group of leading women in Boston convened to celebrate our collective strength, honor our shared stories, and support women and girls experiencing homelessness.

Today, She4She has inspired 1,000+ people of all ages, backgrounds, genders, and roles from across the country. Presented virtually for a third time, we are delighted to have the opportunity to broadcast She4She to more than Boston. People will be tuning into today's virtual She4She broadcast from 18 states across the country!

With women leaving the workforce at record levels, the fastest-growing segment of the homeless population being young mothers with 1-2 children, and an evolving job market, the message of She4She resonates more than ever.

People are stronger together, but we are also bolder, braver, more vulnerable, energized, and engaged. It has been an honor and immense joy to hold a brave space where women and men at various stages in their careers can convene, connect, and collaborate. Such opportunities are hard to find, and for our clients experiencing homelessness, communities of support and collaboration networks are imperative.

Lifting out of homelessness requires a community of people who believe in you, and 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.



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.



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Community Partnership

Thank you to our sponsors for making She4She 2023 possible!

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Simons Real Estate Ventures is proud to support Heading Home's mission to end homelessness in Greater Boston for thousands of men, women, and children annually.



Heading Home's mission is to end homelessness in Greater Boston by providing a supported pathway to self-sufficiency that begins with a home, together with critical services such as life skills, financial literacy, and job training.

Since 1974 Heading Home has helped thousands of adults and children leave homelessness behind. In 2023, nearly 50 years later, we are a leading provider of emergency, transitional, and permanent housing and support services for extremely low-income individuals and families currently or formerly experiencing homelessness in Greater Boston.

Heading Home's approach to ending homelessness is unique – in that, we support men, women, and children of all ages, from infants to the elderly. Many providers focus on a subset of the population – families or adult individuals. Because we support both, we can shepherd parents as they navigate children aging out of the family system, support single adults becoming parents, and allow older adults to age in place.

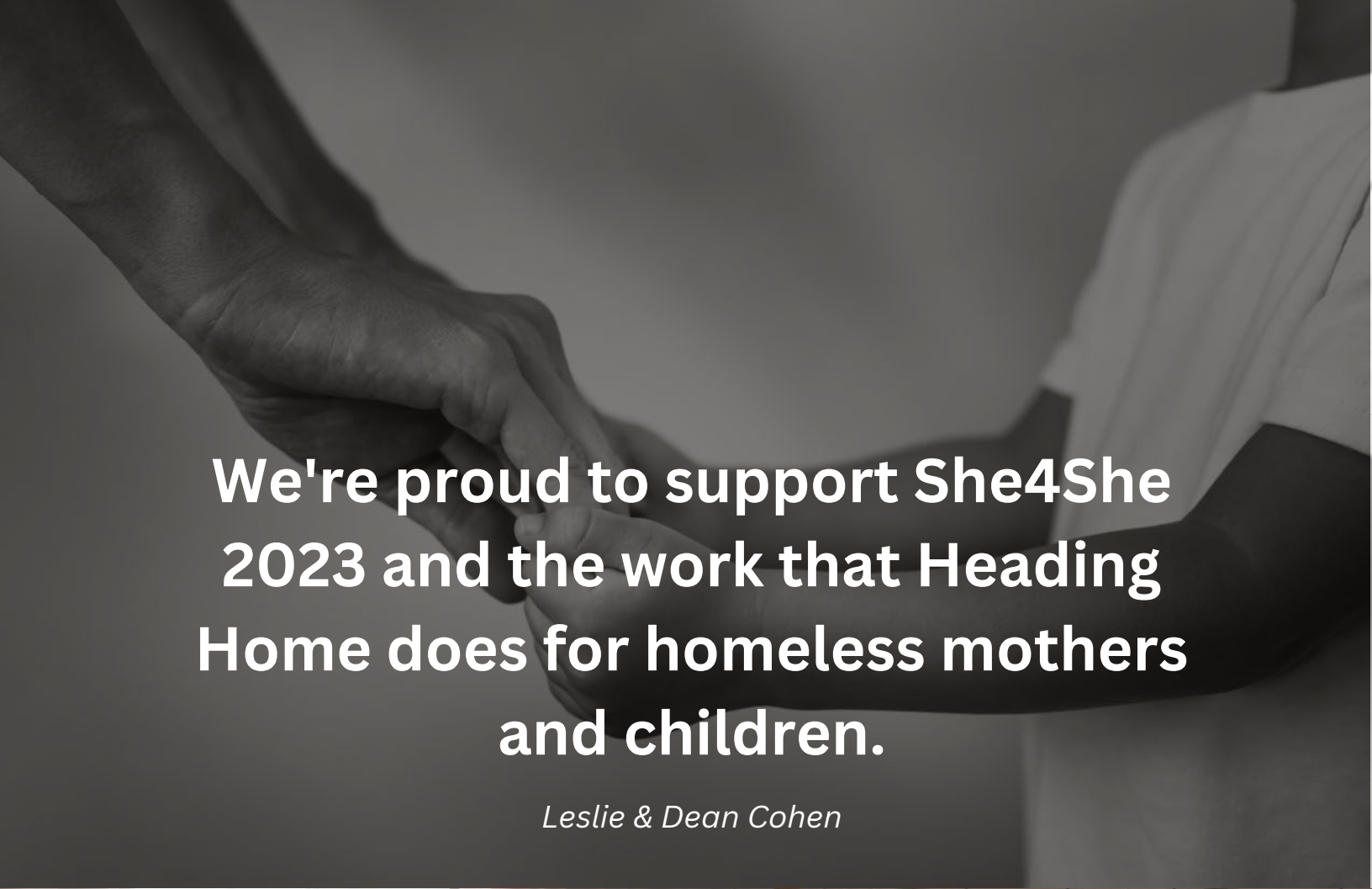
We are proud to share that for 17 years running, Heading Home's permanent housing retention rates have been 90%+. Last year, 97% of Heading Home clients remained housed after one year.

**My family and I
are proud to
support Heading
Home's 5th
annual She4She
event and the
700+ children in
their programs
tonight.**

Cara Nelson


*Heading Home Board Member,
She4She 2023 Sponsor, and
She4She Committee Member*



A close-up photograph showing an adult's hand gently holding a child's hand. The background is dark and out of focus.

**We're proud to support She4She
2023 and the work that Heading
Home does for homeless mothers
and children.**

Leslie & Dean Cohen

A photograph of a young girl in a purple superhero costume with a red cape and mask, standing in a child's room. She is looking out a window where a teddy bear in a superhero costume is sitting. The room has a brick wall with colorful circles and a bed in the background.

**Cappy & Sam Daume are
proud to support Heading
Home and the brighter
futures of women and
children.**



Evelyn Barahona

Evelyn Barahona is the Senior Vice President of the Educational Fund at U.S. Hispanic Chamber of Commerce based in Washington D.C. As Senior Vice President, Evelyn oversees the fund's department strategy and framework that provides leadership development and access to capital through key programming, research, and philanthropic support to UHCC's 250+ member affiliates with a national network that contributes more than \$2.3 trillion to the American economy each year.

Previously, Evelyn was the Director of the Latino Equity Fund at the Boston Foundation, the only philanthropic and Latino-advised fund in Massachusetts focused on advancing and elevating the assets of the Latino community. Under her leadership, the fund used its platform and community funder role to further the work of economic mobility and health equity in partnership with Latino-led nonprofits through targeted grant investments (close to \$1 million dollars), convenings, and research to guide policy and systemic opportunities to bridge the gap impacting the community alongside key stakeholders and allies committed to equity.

Prior to her work with the Latino Equity Fund, Evelyn worked in the Philanthropy Group at The Boston Foundation providing strategic guidance to committed philanthropists stewarding and allocating their respective Donor Advised Funds (DAFs) toward community-aligned opportunities. She also oversaw and managed the Massachusetts United Puerto Rico Fund (MUPR) created shortly after Hurricane Maria and deployed over \$4 million dollars on the island to key recovery projects and allocated philanthropic support to Massachusetts' organizations helping with the stabilization of many relocated Puerto Ricans arriving to the Commonwealth shortly after the disaster.

Evelyn is an active community leader serving on various boards including Conexión (Latino leadership program) most recently as its Chair, Eastern Bank, Women's Edge (formerly the Commonwealth Institute) and Amplify Latinx as its Governance Chair. She was a Hispanics in Philanthropy (HIP) Lideres Fellow and part of several philanthropy circles committed to transforming the sector's landscape to take a more partnership model approach toward community investing.

Evelyn is a graduate of Northeastern University and a fellow Californian with Salvadoran roots. Prior to philanthropy, Evelyn held leadership roles at the Greater Boston Chamber of Commerce, Quality Interactions, and Baring Asset Management.

"BEHIND EVERY
SUCCESSFUL
WOMAN IS A
TRIBE OF OTHER
SUCCESSFUL
WOMEN WHO
HAVE HER BACK."

-ANONYMOUS



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DAVIS PROUDLY SUPPORTS
HEADING HOME AND THE
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We are proud to support
Heading Home and its mission
to help end homelessness.

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Dr. Tariana V. Little

Dr. Tariana V. Little is CEO and co-founder of EmVision Productions, a media boutique that helps visionary organizations convey how they are changing the world. With their Social Impact Storytelling™ framework, they help clients distill who they are, what they do differently, and why it matters. They serve emerging and established organizations, from grassroots organizations to government to global corporations, and their portfolio reflects social justice, health, environment, and education. Working at the intersections of public health, media, and business, Tariana teaches about entrepreneurship and innovation at Harvard University, where she holds a Doctor of Public Health; serves on nonprofit boards; and is an emerging philanthropist in her native Boston, MA. Personally, she is a queer, mixed-race, first-generation college graduate from a Dominican-German working-class immigrant family. Driven by science, storytelling, and social justice, Tariana's work embodies what she calls "intentional creativity for social change."

EmVision Productions is a social impact media agency that helps visionary organizations convey how they are changing the world. A queer, certified minority women-owned business, they serve emerging and established organizations, from grassroots nonprofits to government agencies to global corporations, and our portfolio strongly reflects inclusive entrepreneurship, health, environmental justice, and education, and innovation of all kinds. With their framework Social Impact Storytelling™, rooted in science and social justice, they specialize in video storytelling; provide educational workshops and consulting; produce independent and community-engaged content, and provide grants to small nonprofits in Greater Boston led by people of color.

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

At EY, we're proud to support the 5th annual Heading Home's She4She 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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Building a better
working world

Heading Home  She4She

Helping build a brighter future
for women in need and their families.



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KeyAnna Schmiedl

As the VP of Diversity, Equity, Inclusion and Sustainability (DEIS), KeyAnna Schmiedl oversees Mozilla's DEIS strategy, initiatives and goals. KeyAnna has extensive experience developing global strategies that interlace equity and inclusivity across organizations from organizational design, competency modeling, safety and wellness, talent acquisition, and learning and development.

Most recently, KeyAnna was global head of Culture & Inclusion at Wayfair and previously she worked with top organizations such as Harvard University, Santander Bank and IBIS Consulting. 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 which also saw her featured on the Boston Business Journal and Fortune's 40 Under 40 list and was named a DEI Trailblazer by Business Insider in 2021.

KeyAnna resides in the Greater Boston area with her husband, two boys, and a growing menagerie of pets.

Changing Lives

Mintz and **Rebecca A. Lee** are proud to sponsor **She4She 2023**.

We join in supporting **Heading Home** and its mission to end homelessness in Greater Boston by creating pathways to self-sufficiency.



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Giving all women room to shine, makes the world a brighter place.

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 2023, 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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Nadia Liu Spellman

Nadia Liu Spellman cannot deny her love of Chinese food. She grew up in a family where food and fine cuisine were an important part of life.

After graduating from Babson College and working on Wall Street for five years, she realized her true passion was for good food.

Through the inspiration of her parents and being raised in the restaurant industry, she launched Dumpling Daughter in Weston in 2014. Today, Nadia showcases her childhood favorites and family's home recipes to give others an opportunity to try brilliant Chinese homestyle fare in four locations in the Boston area. Dumpling Daughter frozen foods and Spicy Sweet Soy are now in over 400 markets and available nationwide on Amazon Prime.

Nadia launched her cookbook with her mother, celebrity chef, Sally Ling in November 2022.

Alone we are **strong** Together we are **stronger**

We're so proud to be part of Heading Home's mission.



Need a little help with your prescription cost? Try  SingleCare
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STAG Industrial and its employees proudly support the work of Heading Home, She4She, and their effort in making a change!





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Phenomenal Woman

Maya Angelou

Pretty women wonder where my
secret lies.

I'm not cute or built to suit a
fashion model's size
But when I start to tell them,
They think I'm telling lies.

I say,
It's in the reach of my arms,
The span of my hips,
The stride of my step,
The curl of my lips.

I'm a woman
Phenomenally.



I walk into a room
Just as cool as you please,
And to a man,
The fellows stand or
Fall down on their knees.
Then they swarm around me,
A hive of honey bees.

I say,
It's the fire in my eyes,
And the flash of my teeth,
The swing in my waist,
And the joy in my feet.

I'm a woman
Phenomenally.



Men themselves have wondered
What they see in me.
They try so much
But they can't touch
My inner mystery.
When I try to show them,
They say they still can't see.
I say,
It's in the arch of my back,
The sun of my smile,
The rise of my breasts,
The grace of my style.
I'm a woman
Phenomenally.



Now you understand
Just why my head's not bowed.
I don't shout or jump about
Or have to talk real loud.
When you see me passing,
It ought to make you proud.
I say,
It's in the click of my heels,
The bend of my hair,
the palms of my hands,
The need for my care.
Because I'm a woman
Phenomenally.

Phenomenal Woman.

That's my mother and all your
mothers, and my grandmothers, and
your grandmothers, and my great-
grandmothers and your greats, and
my great greats –
and all you women and ME.



Scan the QR code to watch Heading Home's Phenomenal Woman video



Heading Home

She 4She

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