

eliminating racism
empowering women

ywca

Hartford Region

Unlimiting Opportunities to Un-limit Opportunity



*Knowledge Sharing
July 27, 2022*

Our Mission

***YWCA Hartford Region* is dedicated to eliminating racism, empowering women and promoting peace, justice, freedom and dignity for all.**

For more than 150 years, we have been dedicated to building family economic success.



Presenting:



- **An online floral and gift boutique**
- **Provides field experience for women developing digital and business management skills**
- **Revenue reinvested into mission advancement**

Phased Approach

Kick Start

2022

Hire Manager & Designer (June & Sept)

Set-up POS, website & marketing development (June -Aug)

Renovate work space within YWCA and begin subscription sales (Sept)

Soft launch (Nov)

Official launch (Dec)



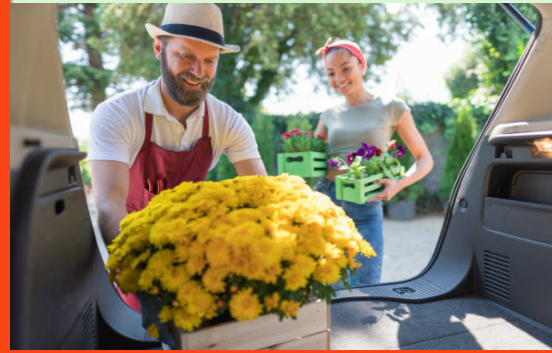
Add Impact

2023

Begin funeral, wedding, and small event sales

Begin pop-ups at small events

Provide field experience to 2 cohorts of 4 each YW Tech Lab participants



Reinvest

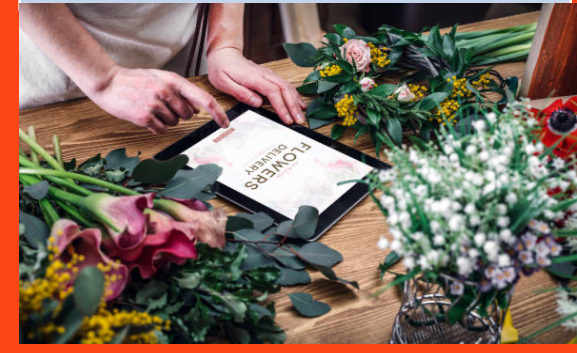
2024

Begin pop-up in high traffic areas

Expand sales regionally

Generate profit

Reinvest profit (above what is needed for business) in programs and services of YWCA



Funding Update



- Initial Fast Pitch the most successful
- Will continue to seek to secure start-up capital

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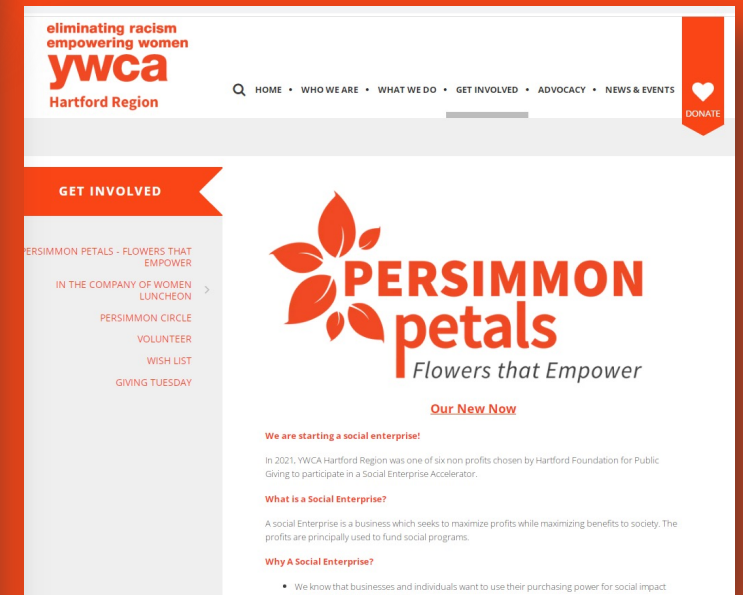
Success!

- Clarified what we needed in a manager.
- Recruited and hired an experienced floral shop manager



Spreading the Word

- Logo designed
- Landing page on ywcahartford.org
- Social media and newsletters



Becoming a Reality!

- Identified our workspace within our building and have started planning
- Our first customer **BEFORE** our official launch
- A commitment for regular orders from a local business and several individuals



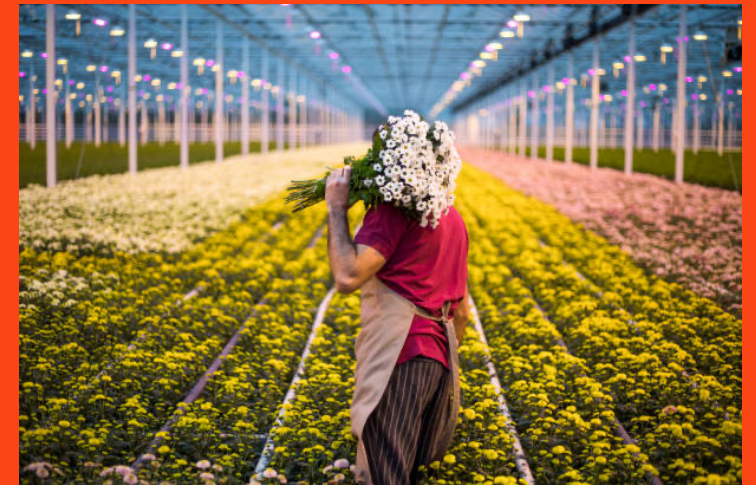
Where Do We Go From Here?



- Retain marketing assistance to help build a robust marketing plan and advise on best presence in market
- Continue to secure start up capital
- Build out to begin in September

What We've Learned

- **Highly adaptable organization**
- **Able to work through difficult economic times**
- **Many people want to support us through orders**
- **Regular meeting cadence a necessity**
- **Incredible team**



The Team



Adrienne W. Cochrane
Chief Executive Officer



Cathy Zeiner
Chief Strategy &
Operations Officer



Donna Sodipo
Chief Program Officer



Sharon Bellinger
Chief Development Officer



Melinda Johnson
Director, Community
Engagement & Advocacy



Maureen Sheridan
Chief Financial Officer



Kirstin Havelevitch
Manager, Persimmon Petals



Andrea Barton-Reeves
Board Chair



Racquel Santana
Board Vice Chair

Thank You



Special note of thanks to the **Hartford Foundation for Public Giving, No Margin, No Mission and **Sara Leonard Group** for shepherding our team through this process. **

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Questions?



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