

# Elevate Her Future.

*2025 Sponsorship Opportunities*



**WOMEN'S**  
**MONEY MATTERS**

# Elevate Her Future.

*Empowering Women Through Financial Wellness & Community*



## Event Details

**Date:** Friday, October 17th, 2025

**Time:** 8:30 AM - 10:30 AM

**Location:** Newton Marriott  
2345 Commonwealth Ave,  
Newton, MA 02466

**Tickets:** \$75

## Agenda



Conference with networking breakfast



Resource and business tables hosted by organizations, sponsors, and entrepreneurs



Panel discussion on financial wellness; WMM participants and special guest speaker Sarah Samuels, Partner at NEPC, Founder of 30 Seconds of Bravery & children's book author "Braving Our Savings"



Highlights the critical role of financial health in economic mobility, featuring insights and real-world experiences that underscore why investing in women & girls financial empowerment is a smart and strategic choice.

# Our Mission

Empower women and girls to improve their financial health to create a more secure future for their families and communities.



Women's Money Matters (WMM) builds the financial wellness, confidence, and economic security of women and girls living on low-incomes through impactful group-based programs that combine financial health workshops, peer support, and one-to-one coaching.



# Why Women?

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## Poverty Amongst Women

1 in 8

MA Women  
live in **poverty**

Source:  
[https://www.america'shealthrankings.org/explore/measures/poverty\\_women/MA](https://www.america'shealthrankings.org/explore/measures/poverty_women/MA)

## Economic Hardship for Single Mothers

40%

of US *single  
mother*  
households live in  
**poverty**

Source:  
<https://marriott.byu.edu/magazine/faculty-research/single-mothers-self-reliance>

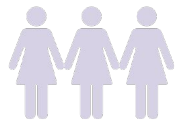
## National Wage Gap

\$1,000,000

Women working  
full-time lose **\$417,400**  
**to \$1,156,440** to the  
wage gap over 40  
years

Source:  
[The Economic, Educational, and Health-Related Costs of Being a Woman - Center for American Progress](#)

# Make a Difference with WMM.



**2,038**

*Women & Girls served*



**223**

*Life Bettering Programs*



**3,176**

*Financial Wellness Workshops*



**2,008**

*Volunteers Engaged*

More information on WMM can be found in our FY 24 Annual Report:  
<https://womensmoneymatters.my.canva.site/wmm-annual-report-fy2024>

# Elevate Her Future.

*Sponsorship Levels*

	Champion	Investor	Advocate	Supporter	NonProfits
Experience	\$10,000	\$5,000	\$2,500	\$1,000	\$500
	10 Tickets (Full Table)	8 Tickets (Full Table)	5 Tickets (1/2 Table)	3 Tickets	2 Tickets
Media	Program Ad Swag Conference Program Newsletter Feature Social Media Post	½ Pg Program Ad Swag Conference Program Newsletter Feature Social Media Post	¼ Pg Program Ad Conference Program Newsletter Feature Social Media Post	1/8 Pg Program Ad Conference Program Newsletter Feature Social Media Post	Conference Program Newsletter Feature Social Media Post Showcase Hall
Recognition	Full Exhibitor Table at Showcase Hall  Onscreen Recognition	Full Exhibitor Table at Showcase Hall  Onscreen Recognition	Shared Exhibitor Table at Showcase Hall  Onscreen Recognition		
Engagement	Speaking Opportunity at Event <b>Choice of sponsoring Breakfast, Registration or Swag Bags</b>				

# Attendance Expectation

Profile:

**Attendance:** Approximately 200+ people

Attendees will represent a dynamic & engaged cross-section of stakeholders committed to financial empowerment:

- WMM Volunteers
- WMM Board Members
- Financial Services Professionals from across MA
- WMM Team Members and Program Participants
- WMM Funders, Donors, and Longtime Supporters
- Corporate Leaders and Employees who are passionate about advancing financial wellness for women and girls living on low incomes

# Board of Directors



**Shannon Gath,**  
Chair  
Chief Information  
Officer Teradyne



**Michelle Brathwaite,**  
Vice Chair  
Regional Vice Chair  
Primeria



**Nina Charnley,**  
Treasurer & Finance  
Committee Chair  
Retired Bank Executive



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Governance  
Committee Chair  
VP & Head of Learning,  
Talent Mgmt & DEIB at  
Pegaseystems



**Katherine McCabe,**  
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Committee Chair  
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Asset Servicing



**Valeria Galvao**  
Social Worker



**Sarah Connors**  
VP  
Communications  
& Patient



**Imran Malek**  
Mergers &  
Acquisitions  
Attorney



**Sheila Catenza**  
Senior Director  
Product Analytics  
TIAA



**Sarah Hedges**  
Head of MMFA  
National Sales  
Strategy &



**Carolyn Wood**  
Major Gifts  
Officer at Dana  
Hall



*Thank You to our  
Event Steering  
Committee*



**Sheila Catenza**

WMM BOD - Senior Director Product Analytics at TIAA

**Karen Gemmett**

Investment Professional Longfellow Investments

**Alena Grey**

BSA Manager Grasshopper Bank

**Melissa Henderson**

Director at Fidelity Investments

**Chaya Keshavamurthy**

Global Project Manager, Investment Middle Office  
Services, JP MorganChase

**Laura Parrow**

Sr. Business Banking Product Manager NCR Voyix

**Jessica Scola**

Financial Advisor, Sound View Financial Advisors, LLC

# *Thank You!*



## **Contact**

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## **Visit our Website**

[www.womensmoneymatters.org](http://www.womensmoneymatters.org)

