



GENERATION *W*TM

2024 Impact Report

Saying Hi

In 2024, we selected BELIEVE as our theme. I wondered why exploring the concept of BELIEVING inspired and motivated so many people. I came to realize that what people were looking for was not only a centering space for themselves but a place to gather in the search for the common good.

That's what BELIEVE has done for so many of us. It gives us time to assess, let our minds wander, and process. In creating space for BELIEVE, we found a deeper connection to ourselves, to one another, and to the community.

Our community of Generation WOW girls was also heartened by what they believe. Their vision for themselves and the impact they want to create is inspiring for all of us who look to the future and see these bright and motivated young women taking the lead.

Since the launch of our Generation WOW program in October 2013, this cornerstone program has introduced over 13,500 young women to leadership, mentorship, and boundless opportunities. This momentum is further fueled by the generosity of the Michael Ward and Jennifer Glock Foundation, whose \$3 million challenge grant, Multiply the WOW, continues to support the growth and success of our WOW program. More WOW for more girls!

I extend heartfelt thanks to our extraordinary Generation W community, especially our board of directors, advisors, partners, and volunteers for your encouraging support.

Lastly, I must acknowledge the support of the community that drives our movement. Together, we're creating a future propelled by positivity and possibility. Here's to all of us coming together to create more Generation W magic!

Best regards,
Donna Orender



Our Mission

Generation W elevates the human spirit — inspiring action, connection, and community.

Our Vision

A culture where ALL are valued. The catalyst for change is broad collaboration that collectively inspires a kinder, more inclusive world.

BELIEVE

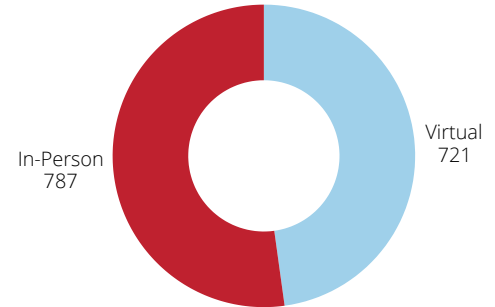
GENERATION *W*

04.05.24

1500+ attendees heard from 21 speakers and participated in four workshops in-person and virtually.

Generation W is a nationally recognized thought leadership event featuring a uniquely curated and exciting line-up of dynamic speakers and provocative conversations that challenge thinking and inspire people to connect to the world in meaningful ways. It provides professional and personal growth through skill enhancement and exposure to ideas that expand thinking.

2024's theme was BELIEVE, exploring beliefs and mindsets that help us navigate through work, life, and in what's possible.



2024 Attendee Breakdown



98% of attendees said Generation W BELIEVE challenged their thinking with new perspectives.

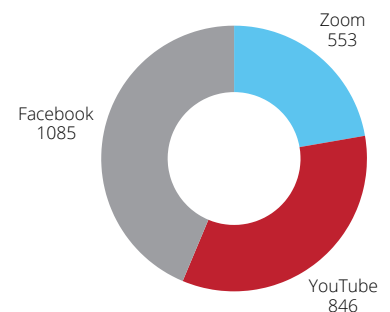


98% of attendees said Generation W BELIEVE offered learning and discovery around personal and professional development.



2400+ viewers watched 14 REfresh shows featuring 24 guests.

Generation W REfresh is a virtual 45-minute interview-style conversation with host Donna Orender that provides a time for the W Community to connect, be inspired, learn something new, and ultimately feel a little better about the time spent together. Each program explores relevant and resonant topics that foster community, support personal and professional growth, deepen understanding of today's most pressing issues, and identify steps we can take to drive change.



2024 REfresh Viewer Breakdown



Generation WOW is a year-round initiative of Generation W built on the voices of girls and focused on leadership, education, and mentorship to uplift and elevate girls through the power of the Positive and the Possible.

The magic of WOW reaches girls through WOW: The Experience, field trips, and in their classrooms with a school district-endorsed WOW curriculum called "WOWsdom!" focused on leadership, mental well-being, financial literacy, and college/career planning. WOW encourages girls to make new friends, be themselves, and learn valuable skills to be resilient and lead healthy, fulfilling lives.

950+ girls and 110+ mentors attended Generation WOW: The Experience in JAX and ORL.

1100+ girls and 150+ are in 40 WOW programs in JAX and ORL.

Since 2013, Generation WOW has helped girls build confidence, become their very best selves, and connect with leaders in their communities.

13,500+
Girls Impacted

32
WOW Events in
6 Markets

44
WOW Programs

99%

99% of WOW girls who attended WOW said they felt like they were part of a supportive community.

96%

96% of WOW girls who attended WOW said they felt more courageous to try new things after attending the event.

GENERATION WOW: THE EXPERIENCE

A Day of Connection that Builds Confidence and Amplifies Girls' Voices

Hosted in cities across the country, the WOW Experience is an event where hundreds of girls and women unite to inspire, educate, and motivate each other and plant the seeds for positive change in their lives and communities.

Generation WOW: The Experience takes girls on the journey of The Positive and The Possible and reminds them to dream big and believe in themselves through:

- Motivational and authentic stories from accomplished leaders in the community
- A vibrant atmosphere filled with music, dancing, energy, and joyful connection
- Experiences that spark curiosity, build confidence, and open doors to new possibilities

“

I have dreams, and now that I have met these wonderful people, I know that I can make my dreams come true.

Julia Hand, WOW '24 Attendee
WOW Girl at Joseph Stilwell
Military Academy of Leadership

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“

I had so much fun. It definitely brought something out in me that I didn't think I had. I got to express myself more than I thought I should today.

Jasmine Williams, WOW '24 Attendee
WOW Girl at Frank H. Peterson Academies

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September 28, 2024

*Angelwood • Terry Parker
Parkwood Heights • Mt. Herman*



Deutsche Bank



An initiative of Generation W, Generation WORKS is a dedicated day of service that brings sustainable change and impact to our neighborhoods.

In partnership with Deutsche Bank, volunteers rolled up their sleeves to leave handprints and heart prints in communities, transforming our Jacksonville for the greater good.

94

Volunteers

380

Hours

20

Projects

4

Work Sites



THANK YOU!

Thank you to the Generation W Board, WOW Advisory Board, Volunteers, and 2024 Partners for your commitment to our collective mission and making the Positive and the Possible a reality!

2024 GENERATION W BOARD

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GENERATION *W*[®]

WE ARE THANKFUL!



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BELIEVER PARTNERS



MEDIA PARTNERS



COMMUNITY PARTNERS



SUPPORTERS





Presented By



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