

*Celebrating 12 years of*

Empowering Lives and Transforming the Futures of Women & Children

2022

**Girls'**  
**Night Out**  
**By Shawn Yancy**

**SPONSORSHIP OPPORTUNITIES**

**Girl's Night Out by Shawn Yancy Inc.** was established in 2010 as a way to help people facing economic hardships. Over the years, we've grown into a 501(c)(3) organization (Giving Foundation for Women & Children Inc.) working to make a positive impact in our community by empowering lives and transforming futures.

Our mission is simple: to help empower and improve the lives of women and children... physically, economically, and emotionally... through our initiatives and projects.

Washington DC News anchor, Shawn Yancy started her Girls' Night Out events more than a decade ago as a way to help charities that promote the wellbeing of women & children.



*"The very first Girls' Night Out happened in my dining room with a handful of my girlfriends. I came up with the idea of swapping the clothing we no longer wore and could no longer fit. And what didn't get swapped, we donated to charity.*

*We started by donating clothing. Then we began donating backpacks, school supplies, coats, and toys. With the help of some of my friends who were equally passionate about giving back to our community, we started an annual gala to raise the critical funds needed to help charities with a similar mission. We're now a registered non-profit, executing our own initiatives and programs to help empower the lives and transform the futures of the women and children we serve."*

*- Shawn Yancy, G.N.O. Founder*

**Our goal is to first make an immediate impact on our local community... while striving to touch the lives of women and children globally.**



# About Girls' Night Out by Shawn Yancy

- ★ Founded in 2010
- ★ Registered 501(c)(3) 'aka' Giving Foundation for Women & Children Inc. (as of 2019)
- ★ ALL volunteer, noGNO staffers receive compensation
- ★ 5 member board of directors that includes a diverse group of professionals and business leaders
- ★ Donated 850+ professional women's suits, dresses, and accessories
- ★ Donated more than 700 casual clothing items for women and children
- ★ Donated 500+ backpacks and school supplies to Title-1 elementary schools
- ★ Donated 200+ new winter coats, hats, and gloves for children through our Caring Coats Project
- ★ Donated more than 1,500 Christmas toys through our Holiday Hearts Initiative
- ★ Provided more than 1,200 free meals and groceries to area families
- ★ Executes 5 key programs and initiatives to help women & children in need (see below)
- ★ Hosts an annual signature fundraiser and holiday bazaar



## How We Serve

**LoveSac Project: A Gift of Women's Wellness:** provides a signature sealable GNO bag filled with all the care and wellness essentials a woman or child living in a shelter needs, including: toothbrush, toothpaste, lip balm, soap, shampoo, conditioner, deodorant, lotion, feminine hygiene products etc.

**Books & Backpacks Initiative:** provides a backpack, school supplies and books to students who are affected by poverty. The supplies will be given to students who attend Title I elementary schools to help promote and enhance youth literacy and support academic achievement.

**Holiday Hearts Initiative:** provides new toys and gifts to the children of economically insecure families. ensure children in our region receive presents for Christmas.

**The Caring Coats Project:** provides new winter coats, hats, and gloves to area children in need.

**Feeding Families Program:** provides well-balanced hot and cold meals, groceries to families in need. Provides information and classes on how to prepare and cook healthy meals.

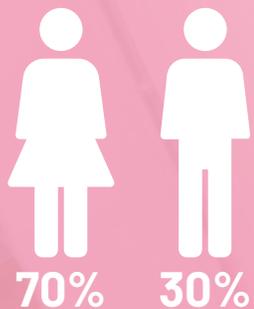
# Girls' Night Out by Shawn Yancy *Gala*

The Girls' Night Out by Shawn Yancy Benefit Gala is our annual signature fundraising event. This year's benefit, on Saturday, September 17th is a gathering of influential and innovative people in business, fashion, sports, philanthropy, media, government, and policy in the Washington, DC area.

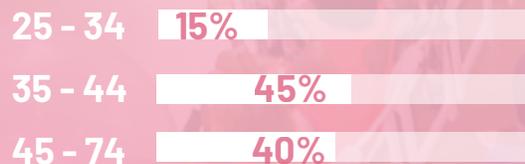
Our guests will gather for a one-of-a-kind pink carpet fundraiser, unlike any other Washington, DC gala. Guests will be treated to pampering, craft cocktails, a lavish tasting menu, shopping from exclusive pop-up boutiques, entertainment, networking and so much more.

## GNO Gala Facts

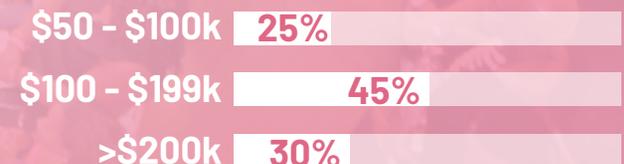
- ★ Gala proceeds fund GNO Programs and are awarded to other non-profits that also serve women and children in need
- ★ Honors men/women who have made extraordinary contributions to better the lives of women & children in the Washington, DC Community
- ★ Target audience is women ranging from millennials to generation X and boomers; but also attracts men in the same demographic
- ★ Appeals to diverse consumer brands as partners/sponsors
- ★ Attended by professionals, celebrities, philanthropists, pro-athletes, and politicians
- ★ Creates innovative marketing opportunities for brands and companies



### AGE



### INCOME



*By Marcus Bennett*

# Our 2022 Gala *Goals*

As we prepare for our annual gala, our goal is to make an even bigger impact on the lives of the women and children we serve. Our fundraising goal is \$350,000. The money raised will help us grow our GNO programs and initiatives and touch the lives of more economically disadvantaged women and children.

## Past Beneficiaries



A WIDER CIRCLE  
A unique, holistic approach to ending poverty



# Shawn Yancy

*Founder*

## **Girls' Night Out by Shawn Yancy**

Shawn Yancy is a trusted broadcast journalist who's been anchoring the news in Washington, DC for 20+ years. Her more than 2 decades of experience has earned her a number of prestigious journalism awards including the Edward R. Murrow Award for an investigative series at the National Institutes of Health and multiple Emmy Awards. Shawn's career as a journalist has allowed her to share and tell meaningful and impactful stories about the people and community she serves. Her 2nd day on the job in DC, became her first big story there: the 9/11 terrorist attacks.

Shawn's philanthropic drive began in her childhood. Her parents' commitment to giving back to their community helped shape her passion to serve. Over the years, Shawn has served on multiple boards including Dress For Success DC and The St. Ann's Center for Children Youth & Families. Shawn served as a mentor for a teenage mothers' program and volunteered with Girls' Inc. and Best Friends. Along with her fellow DC newswomen, Shawn helped spearhead an annual breast cancer fundraiser for local cancer charities that serve the underserved. Shawn's desire to help better the lives of women and children led her to create Girls' Night Out by Shawn Yancy. Shawn draws inspiration for growing the reach and impact of Girls' Night Out from her favorite saying "If the dream is big enough, the facts don't count". It's a phrase her mother has been instilling in her for as long as she can remember.

In addition to her work in the community and as a journalist, Shawn is a member of Alpha Kappa Alpha Sorority Inc., an entrepreneur, and a professional artist. She creates commission pieces for clients nationwide.

In her spare time, Shawn enjoys traveling and spending time with her husband and three sons. She also loves eating jelly belly sour, sushi, and really spicy food (but not necessarily in that order).

Her daily mantra comes from Olympic long-distance runner, Steve Prefontaine -  
***"To give anything less than your best, is to sacrifice the gift."***



# Previous Gala Sponsors

Our sponsors are local and national brands that care about empowering the lives and transforming the futures of women and children.



# Sponsorships

## \$25,000 – Gala Title Sponsor

### Ownership of the event title

(ex. Johnson & Johnson presents the 10th Girls' Night Out by Shawn Yancy Benefit Gala)

- Recognition as title sponsor in all marketing materials
- Photo opportunity with founder and awardees
- Logo inclusion on invitation & step and repeat
- Ability to place signage strategically at the venue
- Premium opportunity to announce awardees
- Multiple social media placements
- Invitation to all Girls' Night Out by Shawn Yancy events in 2022
- Name & logo recognition at the event
- Option to include gift/marketing materials in gift bag
- Ability to set up vendor or information table at event
- Recognition in national press release and post-release
- 25 (VIP) guest tickets

## \$10,000 – Double Heart Sponsor

### Featured event sponsor with logo placement and recognition throughout the evening.

- Logo inclusion on invitation & step and repeat
- Promotion in press releases, social media & GNO website
- Recognition in national press release and post-release
- Invitation to all Girls' Night Out by Shawn Yancy events in 2022
- Option to set up featured vendor table
- Option to include gift/marketing materials in gift bag
- 10 (VIP) tickets

Marcus G Bennett

# Sponsorships

## Empowerment Wall Sponsor

**\$5,000**

- Featured Empowerment Wall sponsor with logo placement and recognition throughout the evening.
- Logo inclusion on Empowerment Wall, invitation & step & repeat
- Promotion in press releases, social media & GNO website
- Option to include gift/marketing materials in gift bag
- 5 (VIP) tickets

## Lights, Camera, Bling Sponsor

**\$3,500**

- Sponsor the event photo booth and have your logo included on photo prints and emails.
- Promotion in press releases, social media & GNO website
- Option to include gift/marketing materials in gift bag
- 4 (VIP) tickets

## Brand Activation Sponsorships

**\$2,000**

*Sponsor a brand activation for the event. Possible activations could include:*

- Gift Bag Sponsorship - your name/ logo on all gift bags
- Lipsologist - lip reader
- Fashion Sketch Artist
- VIP Lounge Sponsor
- Lounge Sponsor
- G.N.O. Empowerment Wall

Beyond activation, your brand will receive recognition on/in:

- Event recognition throughout the evening
- Mention in event press releases, social media & website
- Option to include gift/marketing materials in gift bag
- 3 (VIP) tickets

## G.N.O. Inner Circle Member

**\$1,000**

- Name, picture, brief bio & professional accomplishments recognized on social media; name and professional title recognized on website
- Name Recognition on Empowerment Wall at event
- Option to include gift/marketing materials in gift bag
- 2 (VIP) tickets

# Watch the Recap

## 2018



## 2019









# Board of Directors

Girls' Night Out by Shawn Yancy Inc.  
Giving Foundation for Women & Children Inc.

**Monica Johnson**  
**Lorraine Altschuler**  
**Shawn Yancy**  
**Pamela Sofola**  
**Elissa Royall**

For more information about the annual  
Girls' Night Out by Shawn Yancy Benefit Gala and how to  
become a sponsor, donor or partner, contact:

[info@gnobyshawnyancy.org](mailto:info@gnobyshawnyancy.org)

For more information about our  
2022 projects and initiatives, visit:

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

**Girls'**  
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By Shawn Yancy

Giving Foundation for  
**WOMEN**  
— AND —  
**CHILDREN**