



**CASE WESTERN RESERVE
UNIVERSITY**

Flora Stone Mather Center for Women 20th Anniversary

Symposium & Celebration

Wednesday, October 18, 2023

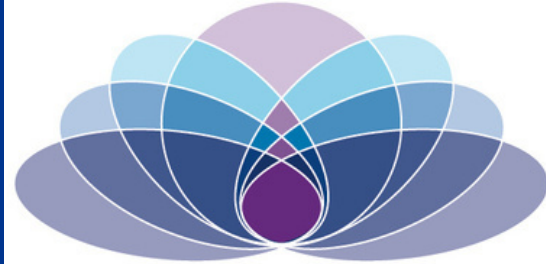
3:00 to 7:00 p.m.



**FLORA STONE MATHER
CENTER FOR WOMEN**

• **Celebrating 20 Years** •

Honoring the past, present, and future of women



FLORA STONE MATHER
CENTER FOR WOMEN

• Celebrating 20 Years •

A celebration welcoming the CWRU community to honor the 20th anniversary of the Flora Stone Mather Center for Women at Case Western Reserve University that includes a symposium with prominent women leaders, time for networking, conversation and collaboration. Join us as we commemorate our past, celebrate our present and create our future through the launching of a women-led philanthropic initiative, that supports initiatives and programs that ignite women's passions, voices and hearts. Your support will rally the exponential power of women.

The symposium will provide a platform for inspiring keynote speakers and panelists to share their stories and for facilitated discussions that empower our audience to invest in women and uplift their ambitions.

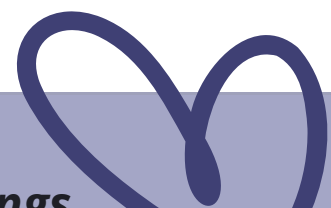
Opening Keynote:

Jessica Jackley, Founder and former Chief Marketing Officer of KIVA

Closing Keynote:

Ramona Hood (MGT '16), President & CEO at Fedex Custom Critical

*When women support each other, incredible things
happen.*





Opening Keynote:

Jessica Jackley, Founder and former Chief Marketing Officer of KIVA

Jessica Jackley is a Founder and former Chief Marketing Officer of KIVA, the world's first peer to peer microlending website. KIVA lets users lend as little as \$25 to aspiring entrepreneurs around the globe, providing affordable capital for them to start or expand microenterprises. Named one of the top ideas of the year by *The New York Times Magazine*, and praised by Oprah, Bill Clinton, and countless others, KIVA is one of the fastest-growing social benefit websites in history and has, since its inception, raised over \$1 billion for aspiring entrepreneurs across 206 countries. Jackley was also named by *Forbes* as one of 5 rising stars in Healthcare, Education, and the Environment. She is the author of the book *Clay Water Brick: Finding Inspiration from Entrepreneurs Who Do the Most with the Least*, which the *Financial Times* called "so thoroughly well meaning and engagingly put it is too magnetic to put down."

Jackley first saw the power and dignity of microfinance while working in East Africa with a microenterprise non-profit. Convinced that social change happens across all sectors, Jackley has worked in public, nonprofit, and private organizations including the Stanford Center for Social Innovation, Amazon.com, Potentia Media and many others. Jackley is the recipient of the Symons Innovator Award, which recognizes the importance of women's participation in technology innovation and business.

Jackley was also a founder and CEO of ProFounder, which joined forces with GOOD to create innovative tools and experiences for entrepreneurs to crowdfund. She is currently an independent consultant and investor with the Collaborative Fund, and recently served as Walt Disney Imagineering's first Entrepreneur-in-Residence, focusing on projects related to corporate citizenship, social impact, and happiness.

Jackley served as a Visiting Practitioner at Stanford's Center for Philanthropy and Civil Society. She has taught Entrepreneurial Design for Social Change at Drew University and Global Entrepreneurship at the Marshall School of Business at USC. She is a member of the Council on Foreign Relations, a World Economic Forum's Young Global Leader, and serves as an active board member or advisor for several nonprofit organizations including Habitat for Humanity.



Closing Keynote:

Ramona Hood (MGT '16), President & CEO at Fedex Custom Critical

Ramona Hood is president and CEO of FedEx Custom Critical®, a leading North American transportation provider located in Green, Ohio. The company provides multiple transportation capabilities for expedite ground, temperature control shipments and industry-specific solutions.

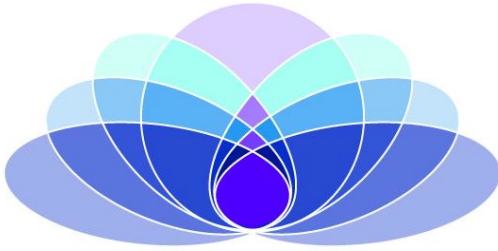
Hood brings more than three decades of FedEx experience to her role. She began her career with the organization in 1991 in an entry-level position and worked her way up to hold various executive leadership positions at FedEx Custom Critical and FedEx Supply Chain. Hood has been recognized for her excellence in thought leadership, responsibility and passion-driven results. A few specific recognitions include Crain's Cleveland 2022 Power 150 list, Business Insider's powerful women leading top logistics companies in 2021 and service on the Brinker International Board of Directors noting her deep experience in sales, operations, supply chain, marketing and talent management to promote growth and brand differentiation. Most recently, she was appointed to the Knight Foundation Board of Trustees due to the impact she has made on the Akron-area community as a business leader.

Hood has played a critical role in maintaining the strategic vision of the business despite unexpected national and global crises. From her first days as president and CEO, she has led the organization through the COVID-19 pandemic and recovery as well as nationwide tensions regarding racial injustices. She continues to lead with courage, conviction and purpose to position FedEx Custom Critical for future growth.

With a genuine interest in understanding her team members, customers and independent contractors, Hood has developed culturally significant strategies for ongoing improvement while continuously driving the performance and strategic direction of the company.

Hood earned a Bachelor of Arts in Business Management from Walsh University and an Executive MBA from Case Western Reserve University Weatherhead School of Management.





**FLORA STONE MATHER
CENTER FOR WOMEN**

• **Celebrating 20 Years** •

The Flora Award honors the philanthropic spirit and community service of Flora Stone Mather. This award recognizes women who, like Flora Stone Mather, address problems in their community and work innovatively and tirelessly to solve them through significant philanthropic and communal service and other acts of generosity.

2023 Flora Award Recipients

Alexandria (Alex) Johnson Boone

Ann Amer Brennan

Jeanette Grasselli Brown, Ph.D

Marilyn Burns

Beth Embrescia

Char Fowler, Chann Fowler-Spellman, Holley Fowler Martens

Norma Carole Geller

Julie Louise Gerberding, M.D., M.P.H.

Roe Green

Joie Gregor

Ka-Pi Hoh, Ph.D.

Nancy Kurfess Johnson, M.D.

Ellen Mavec

Marilyn Mobley, Ph.D.

Beth Mooney

Jakki Nance

Iris November

Sandra Russ, Ph.D.

Debra Wilfong, Ph.D

Margaret W. Wong

Patricia B. Kilpatrick - posthumous



FLORA STONE MATHER CENTER FOR WOMEN

• Celebrating 20 Years •

Join us on the afternoon of October 18 as we celebrate the 20th anniversary of the Flora Stone Mather Center for Women at Case Western Reserve University with a symposium on investing in women.

2:30

- Arrival and student performances

3:00

- Welcome
- Opening keynote:
 - Jessica Jackley, Founder and former Chief Marketing Officer of KIVA
- Facilitated discussions

4:30

- Panel conversations
- Closing keynote:
 - Ramona Hood, President & CEO of FedEx and Custom Critical
- Facilitated discussions

6:15

- Reception

7:00

- For our sponsors, a reception and dinner at Harcourt House with optional tours of John and Anya Rudd's historic Harcourt Manor and grounds.

| Celebration and Symposium October 18, 2023 Ticketing & Sponsorship Opportunities | Presenting Sponsor \$50,000 (\$45,000 tax deductible) | Platinum Sponsor \$25,000 (\$20,000 tax deductible) | VIP Sponsor \$10,000 (\$8,000 tax deductible) | Gold Sponsor \$5,000 (\$4,000 tax deductible) | Silver Sponsor \$2,000 (\$1,600 tax deductible) |
|---|---|---|---|---|---|
| Onsite signage throughout conference | * | | | | |
| Video spotlight aired during the livestream | 60 sec. | 30 sec. | | | |
| Logo/name placement – prominent – on press releases and invitations – on social media and website – on event material | ** ** ** | ** ** ** | * * | * * | * |
| Symposium afternoon (Number of tickets) | 18 | 12 | 8 | 4 | 2 |
| Networking reception (Number of tickets) | 18 | 12 | 8 | 4 | 2 |
| Sponsor dinner (Number of tickets) | 8 | 4 | 2 | 2 | 1 |

*Individual tickets for the Symposium can be found at our registration site. Visit <https://case.edu/centerforwomen/about-us/20th-anniversary> for more information.

Name (as it should appear, please provide logo if applicable): _____

Contact Name: _____ Title (if applicable): _____

Billing Address: _____ City/State/Zip: _____

Email: _____ Phone: _____

Sponsorship level: _____ or Number of tickets _____

I would like to support the celebration at the amount of: _____ I would like to subsidize _____ students at \$50 each = _____

I would like to support the Flora Stone Mather Center for Women with an additional donation of the amount of: _____

Total contribution amount (including sponsorships, celebration support, student subsidization, and additional donations): _____

Questions can be directed to Chamois Williams via email: Chamois.Williams@case.edu or by phone: 216.368.8606.

Checks can be mailed to:

Case Western Reserve University, National Development, c/o Chamois Williams, 10900 Euclid Avenue, Cleveland, OH 44106-7008.
Checks should be made payable to Case Western Reserve University or CWRU. Please indicate Center for Women 20th in the memo line of your check.