

impactmania™  
from inspiration to impact



# Visualizing Complex Research and Societal Issues in Novel Ways

How to transform your wisdom, work, and wealth into meaningful community impact

## Impact X

FROM INSPIRATION TO IMPACT

Tuesday, May 19th | 4:00 - 6:00 PM

Pakys Plackis-Cheng will launch her book, *IMPACT X: From Inspiration to Impact*, with a panel discussion.

The following four change-makers will share how their passions ignited transformative organizations in Santa Barbara, California, the nation, and the world:

			
<b>Amir Abo-Shaeer</b> Founder of the Dos Pueblos Engineering Academy & MacArthur Fellow	<b>Bruce Chernof, M.D.</b> President & CEO of The SCAN Foundation & Chair of the Federal Commission on Long-Term Health Care	<b>Teresa Law</b> Social Entrepreneur, Mountain Hazelnuts Venture	<b>Marcello Palazzi</b> Stanford University Fellow, Co-founder of B-Lab Europe, and Founder President of Progressio Foundation



## Brain and Migration

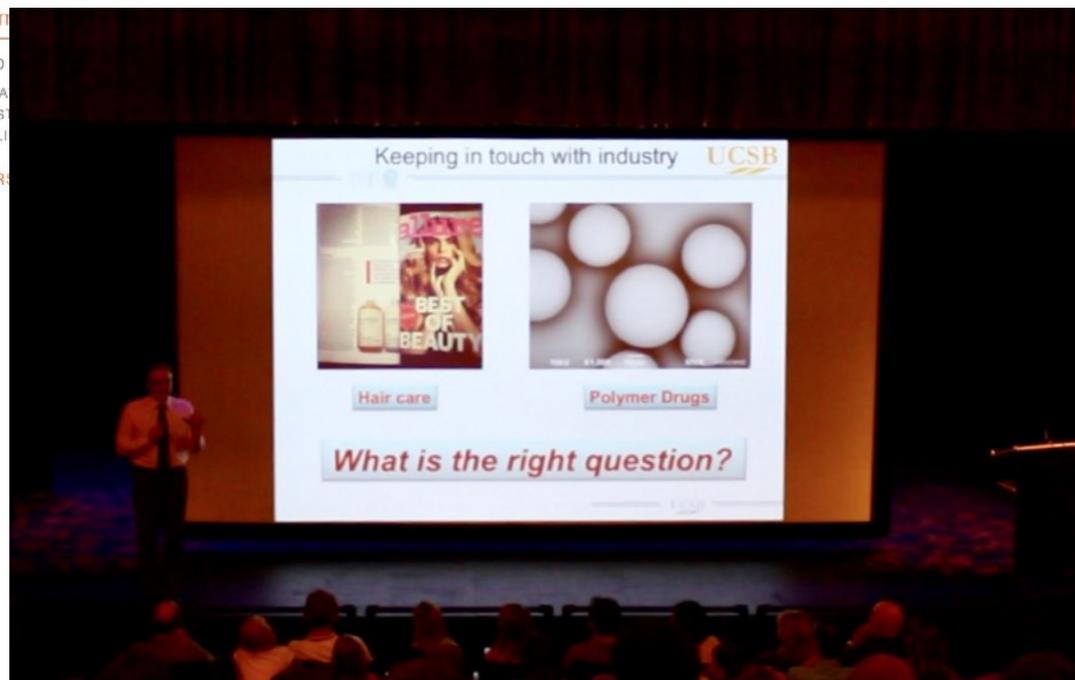
## Social Enterprise Program

RSVP to [RSVP@impactx.org](mailto:RSVP@impactx.org)

Tuesday, May 19th | 4:00

THE NEW VIC THEATRE  
33 WEST VICTORIA STREET  
SANTA BARBARA, CALIFORNIA

[WWW.IMPACTMAKER.COM](http://WWW.IMPACTMAKER.COM)



## Solutions in Science (for client)

**WOMEN OF IMPACT**  
**impactmania™**

"Women of Impact encourages generations of women to join us and to continue the vital work of revealing the power and potential within every woman."  
- Pat Mitchell, First Female President & CEO of PBS

**WORKFORCE OF TODAY, WORKFORCE OF TOMORROW**  
The Business Case for High-Quality Childcare

U.S. CHAMBER OF COMMERCE  
Center for Education

## Women of Impact

impactmania™

# Community Building by Connecting Impact Makers, Sponsors, and Students to Accelerate Change



“I applied for an internship with *impactmania* because I was inspired by the organization’s dedication to enacting change in the world while including young people such as myself in that mission. Oftentimes, it is difficult to find avenues that allow collegiate underclassmen to gain hands-on experience researching and building large, influential projects.

This project will inspire future generations of women like me to unapologetically pursue our passions regardless of what society has told us we can or can not do.”

**- Tess Reinhardt, History of Art and Architecture and Economics**

Through partnerships with enterprises and higher education, developing the next generation of impact makers. *impactmania* in collaboration with Art Design & Architecture Museum, University of California Santa Barbara (UCSB) offers course-credits internships for interdisciplinary students. Women of Impact will be working with students in different cities around the globe.

# Program: Women of Impact

*impactmania* has featured more than 150 female change-makers in 30 countries, including artists, ambassadors, impact investors, social entrepreneurs, scientists, Grammy award winner, and a Nobel Peace Prize nominee. Considering the current empowering spirit and the enduring equality issues raised by women, this theme is perfectly timed.

**Women of Impact (Wol) Book** (book available on [Amazon](#) and [Blurb](#)) with a foreword written by Pat Mitchell, the first female President and CEO of PBS and co-Director of TED Women.

The **Wol museum exhibition** ran from July 14 - September 3, 2018 at the Art, Design & Architecture (AD&A) Museum. The exhibition showcased three 6'x4' canvasses including a mosaic of the Women of Impact interviewees and a video loop created by students as part of a course-credit program.

More than 200 people attended the launch and **Wol presentation** on July 19, 2018. Close to 30 women from the book traveled from 8 U.S. cities and as far as Brazil, China, The Netherlands, and New Zealand.

**Objectives:** Visualize and acknowledge women's work — Connect profiled 'women of impact' with the community-at-large — Match people and projects — Support women's personal and professional goals.

### Women of Impact Project

Because "You Can't Be What You Can't See." -Marian Wright Edelman

After interviewing 300+ impact makers across 5 continents, *impactmania* will feature 130 *Women of Impact* in 30 Countries. From Atlanta, USA to Uganda, Africa.



"Women of Impact encourages generations of women to join us and to continue the vital work of

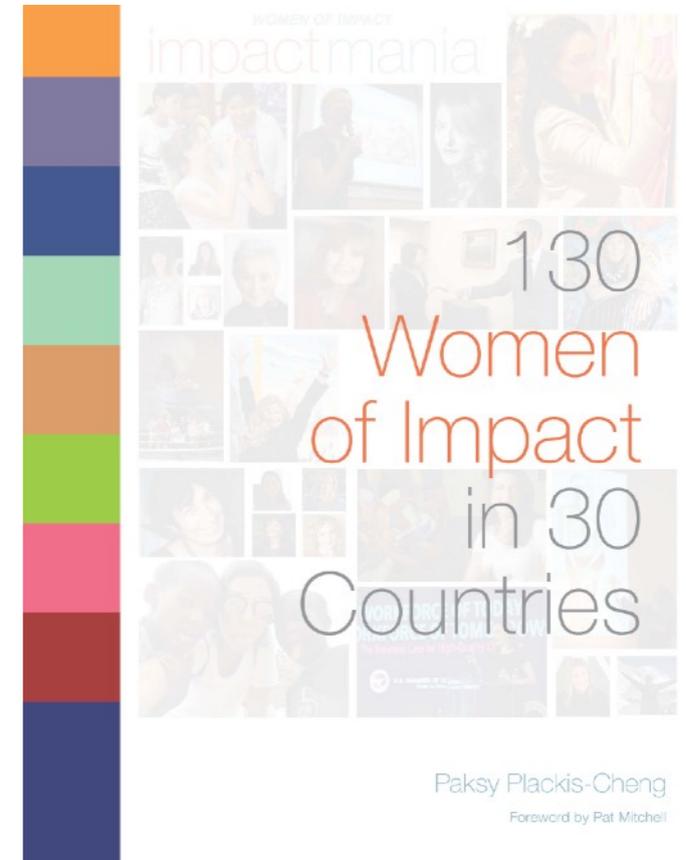
### Recent Posts



First Female President & CEO  
PBS Pens Foreword for Women



Your Turn to Meet 18 Women of  
Impact Live, July 19!



The video loop: [https://www.youtube.com/watch?v=zfKi\\_2mcym8](https://www.youtube.com/watch?v=zfKi_2mcym8) is an element of the Women of Impact museum exhibition.



Video Highlight of Women of Impact presentation  
<https://www.youtube.com/watch?v=olYKAYnJUig>

# Women of Impact Program Value

*impactmania* realized for Art Design & Architecture Museum, UCSB:

- A 10x return in value on the Museum's investment in one academic year.
- Attracted museum audience in 3 hours that topped the peak of Museum goers in a week during high season.
- Broadened the audience and donor circle — connected people and projects.
- Created an entrepreneurial, hands-on, design-led internship for students who gain 'start-up' work experiences with portfolio and network beyond the university campus.
- Innovative programming commenting on societal themes created goodwill and involvement from people across the U.S. and from 5 continents participating in the program.

# Support for Women of Impact

“By creating *WOMEN OF IMPACT*, a project designed to make global women leaders better known and more visible, Paksy and her team join the vast web of women and men determined to bring balance to the media and historical record. Most importantly, *Woman of Impact* encourages generations of women to join us and to continue the vital work of revealing the power and potential within every woman.”

— **Pat Mitchell, first female President & CEO, PBS and Co-Director TED Women**

WHY HAVE THERE BEEN NO GREAT WOMEN ARTISTS? ...today is being answered by *impactmania* in this book featuring women’s stories of creativity, imagination, and leadership not just in art but working in many fields. It will leave a legacy of impact so that women and their vital contributions will be invisible and forgotten no more.

— **Carla De Landri, former Senior Producer of ABC News and “20/20”**

Double Bravo for the discussion meeting: I was impressed with the people who have joined up, the ones who showed up, and the ones I personally know whom you introduced at the dais. You obviously have tapped into some special energy system ... keep it up ... no one can do it better. You are onto something really exciting.

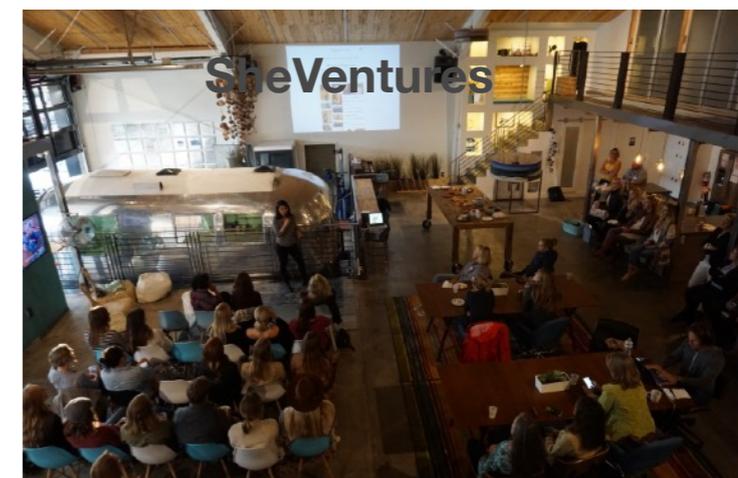
— **Duncan Mellichamp, Professor Emeritus and Philanthropist, Department of Chemical Engineering**

# Opportunities for Organizations

You are invited to be part of *impactmania's* Women of Impact. Support and connect with ambassadors, artists, CEOs, designers, entrepreneurs, scientists, filmmakers, funders, and many other women who drive cultural, social, and economic impact around the world.

At the Santa Barbara event, the community connected with women including: Teresa Herd, **Intel's Vice President** Global Creative Direction; Anne Smith Towbes, **Philanthropist**; Lady Leslie Ridley-Tree, **CEO and Chair of Pacific Air Industries** and **Philanthropist**; Carla De Landri, **former Senior Producer '20/20' and ABC News**; Kimberly Foster, **Dean Tulane School of Science and Engineering**; Jean Kilbourne, **Women Hall of Fame inductee** (2015); Diana Starr Langley, **Founder Dioptics Medical Products**; Aliza Shvarts, **Artist and Whitney Museum Teaching Fellow**; Jodie Grenier, **Marine Corps Veteran and ED**; Marla McNally Phillips, **Theatre Producer**, Miyoung Chun, **Scientist and Entrepreneur**; Theresa Karle, **Assistant Chief Counsel, ABC TV**; Thais Barros Beldi, **Manager Strategy and Innovation**, Facens University, (Brazil); Brittany Teei, **Founder and CEO**, KidsCoin (New Zealand); Yanling Duan, **Curator Bejing Design Week** (China); Laurie Ashton, **Legal Counsel Nuclear Zero** and was nominated as part of a team for the Nobel Peace Prize; and many more.

[A complete list of the women from the project at the inaugural event.](#)



# Women of Impact Sponsorships

	Iris (Truth)	Pax (Peace)	Venus (Love)	Gaia (Earth)
	\$2,500	\$5,000	\$10,000	\$20,000
"Women of Impact" strategy session with <i>impactmania</i> founder (2 hours plus expenses)				Y
Sponsor announcement at public event				Y
Interview Sponsor's "Woman of Impact" and publish on <i>impactmania</i> website			Y	Y
Hospitality support		Support of Audio/ Visual	Luncheon	Cocktail Party
Tickets to attend "Women of Impact" public event for your company representatives or guests	1 ticket	2 tickets	4 tickets	4 tickets
Attend "Women of Impact" closed-session meeting	1 invite	1 invite	2 invites	2 invites
Sponsor name tagged in all Wol social media posts	2x	4x	6x	8x
Sponsor mention in <i>impactmania</i> email blast to its loyal high profile member base (incl. a newsletter with an opening rate of 46% versus	2x	3x	4x	6x
Sponsor listing in Wol media announcement	Y	Y	Y	Y
Logo or company name displayed at Wol public event	Y	Y	Y	Y
Logo or company name listed as a "Women of Impact" Sponsor on <i>impactmania</i> website with link to company website	Y	Y	Y	Y

Sponsorships up to \$2,500 will be thanked on the *impactmania* website.

# *impactmania*

## Women of Impact

- Be part of a global network of change makers
- Learn and participate in expert discussions and form value-aligned connections
- Engage with the next generation of impact makers through scheduled meetings
- Create goodwill among staff, partners, and customers/clients.
- Global visibility: *impactmania* stories have been featured at the United Nations, various (inter-)national media outlets, and the U.S. Consulate
- Exposure to entrepreneurs, academics, and funders: 40,000+ users and 6,000+ subscribers social media and newsletters with an average opening rate of *impactmania* newsletters of 46% (!) versus the industry rate of a single digit.

Women of Impact New York City (spring, 2019) and New Zealand (fall, 2019).

Contact us and be part of the next Women of Impact.