

Giving Foundation for

WOMEN
— AND —
CHILDREN

presents

Girls'
Night Out
By Shawn Yancy

2025 HOLIDAY BAZAAR & DAY PARTY

SPONSORSHIP OPPORTUNITIES

Empowering Women & Children.

Strengthening Our Communities.

Since 2010, what began as a small gathering in veteran DC news anchor, Shawn Yancy's dining room, has grown into a powerful movement of service and impact. Today, the Giving Foundation for Women & Children (GFWC) is a registered nonprofit dedicated to uplifting women and children by providing the educational, economic, and physical resources they need to thrive.

At the heart of our mission is the belief that every woman and child deserves dignity, opportunity, and support.

Our newest initiative, the Young Scholars Program, will provide scholarships and mentoring to young mothers pursuing higher education. It was inspired by Shawn's own experience as a young mother in college.

"I know how hard it is to take care of a baby while going to school full-time. I made it because of the love and support of my parents, but not every young mother has that kind of safety net. That's where GFWC steps in. We're here to ensure young mothers get the support and resources they need to succeed – not just for themselves, but for their children too."

- Shawn Yancy, GFWC 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 Giving Foundation for Women & Children

- ★ **Founded in 2010**, with a mission to uplift and empower women and children in need
- ★ Officially registered as a **501(c)(3) nonprofit** in 2019
- ★ Operates as an **all-volunteer organization** driven by passion, purpose, and community
- ★ Led by a **diverse Board of Directors** made up of professionals, entrepreneurs, and civic leaders
- ★ Donated **850+ professional suits, dresses, and accessories** to help women reenter the workforce with confidence
- ★ Provided **700+ casual clothing items** for women and children facing economic hardship
- ★ Supplied **750+ backpacks and school essentials** to students at Title I elementary schools
- ★ Distributed **500+ new winter coats, hats, and gloves** to children through our **Caring Coats Project**
- ★ Delivered **2,500+ Christmas toys** to families through our **Holiday Hearts Initiative**
- ★ Served **1,200+ free meals and groceries** to local families in need
- ★ Executes **signature programs and initiatives** that provide critical support, including our new **Young Scholars Program** for college-enrolled mothers
- ★ Hosts an **annual fundraising gala** and holiday bazaar, a **scholarship luncheon**, and other **community-driven events** to bring together hundreds in celebration of service and giving



How We Serve

The Young Scholars Fund: Investing in Her Future

Empowering young mothers in college with the resources and support they need to succeed. We provide scholarships for tuition, childcare, books, and other necessities. We also provide structured mentoring to help young women complete their degrees and confidently transition into the workforce.

Books & Backpacks Initiative

Fueling young minds through education. Each year, we provide hundreds of students in Title I schools with backpacks, school supplies, and books to promote literacy and academic success.

The Caring Coats Project

Every child deserves the warmth of a brand-new winter coat. We distribute new coats, hats, and gloves to children in need across the DC region.

Holiday Hearts Initiative

Making holiday dreams come true. We provide thousands of new toys and books to children and families in need, to ensure every child wakes up to joy on Christmas morning.

Girls' Night Out by Shawn Yancy

Benefit

Not Your Average Benefit. Not Your Average Impact.

The Girls' Night Out by Shawn Yancy Holiday Bazaar & Day Party for a Cause is the signature fundraising event of the Giving Foundation for Women & Children, and it's anything but ordinary.

Join us for a one-of-a-kind pink carpet experience where purpose meets celebration in the most memorable way.

This isn't your typical DC gala; it's a vibrant, immersive day party that brings together a dynamic mix of influencers, professionals, and change-makers from the worlds of business, politics, fashion, sports, media, philanthropy, and government.

Saturday, December 15, 2025

3 PM - 7 PM

National Housing Center

1201 15th Street NW

Washington, DC 20005

Guests Enjoy

- ★ Luxe lounge access
- ★ Shopping at exclusive pop-up boutiques
- ★ Craft cocktails and culinary tastings
- ★ Gifting suites and curated wellness experiences
- ★ One of a kind celebrity fashion show
- ★ Live entertainment and a high-energy DJ

As a sponsor, you're not just supporting a party, you're backing a mission to uplift women and children through programs like our Young Scholars Fund, which provides scholarships and mentoring to college-enrolled mothers working to build a better future.

Get your brand in front of DC's most influential guests—while making a powerful impact where it matters most.

70%

OF OUR GUESTS ARE
WOMEN, 30-60

64% EARN \$100,000+ ANNUALLY

\$100K

78%

HOLD A BACHELOR'S DEGREE
OR HIGHER

Our 2025 Benefit

Goals

This year, we're setting our sights on a bold but deeply meaningful goal: **raising \$50,000** to expand the life-changing work of the **Giving Foundation for Women & Children**.

Every dollar raised during the **Holiday Bazaar & Day Party for a Cause** will go directly toward growing our signature programs, including the **Young Scholars Fund** and our **Holiday Hearts Initiative**.

Together, we can provide more resources that help women and families rise.

With your sponsorship and support, we're not just hosting a fundraiser—we're investing in futures.

Past Beneficiaries

Martha's Table
EDUCATION • FOOD • OPPORTUNITY



STEPPING STONES SHELTER



Safe Shores
THE DC CHILDREN'S ADVOCACY CENTER



DCPNI



Recreation
Wish List Committee



A WIDER CIRCLE
A unique, holistic approach to ending poverty



**WOMEN VETERANS
INTERACTIVE**

**The Ivy
Foundation**
WASHINGTON, DISTRICT OF COLUMBIA



DRESS FOR SUCCESS®
WASHINGTON, D.C.



mSP
ENDING VIOLENCE | EMPOWERING LIVES
my sister's place



**SOUTHEAST TENNIS
& LEARNING CENTER**
D.C. DEPARTMENT OF
PARKS & RECREATION



**Extraordinary
Birthdays**
Creating & Providing Birthday Parties
for Homeless Children

Shawn Yancy *Founder*

Giving Foundation for Women & Children

Shawn Yancy is an **Emmy Award**-winning broadcast journalist and a passionate abstract artist.

She's a trusted voice in Washington, DC news, currently anchoring the 5 PM and 11 PM weekday newscasts on **NBC4**. With nearly 30 years in broadcast journalism, her credibility, compassion, and calm presence have guided viewers through some of the most defining moments in the region's history. Her second day on the job in DC was 9/11 – a moment that shaped her commitment to covering stories that matter with integrity and heart.

Named a **2023 Washingtonian of the Year** by Washingtonian Magazine, Shawn's work off-camera is just as impactful. Through GFWC, she leads programs that provide a range of essentials, from school supplies and winter coats to holiday toys and college scholarships for young mothers. Her idea for the **Young Scholars Fund** was born from her personal experience.

Shawn is a member of Alpha Kappa Alpha Sorority, Inc.. She and her husband have three amazing sons, a beloved daughter-in-law, and two very energetic dogs.

Shawn draws inspiration for growing the reach and impact of the Giving Foundation for Women & Children from her favorite saying, **"If the dream is big enough, the facts don't count"**.

It's a powerful reminder from her mother - that with faith, determination, and God's grace, anything is possible.

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



Our Benefit Sponsors and Partners

Our sponsors and partners 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 12th 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 2026 GFWC events
- 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 & GFWC website
- Recognition in national press release and post-release
- Invitation to all 2026 GFWC events
- 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 & GFWC website
- Option to include gift/marketing materials in gift bag
- 6(VIP) tickets

Lights, Camera, Bling Sponsor

\$3,000

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

Brand Activation Sponsorships

\$1,500

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
- Henna Tattoo Artist

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

Inner Circle Member

\$600

- 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







Board of Directors

Giving Foundation for Women & Children Inc.

**Shawn Yancy
Elissa Royall
Abby Young-Wiseman
Lorraine Altschuler
Pamela Sofola
Cynthia Howell
Tonya Reynolds
Julie Crotty
Ingrid Nixon**

For more information about our
2025 projects and initiatives, visit:

www.thegfwc.org

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