

Community Leaders Promote the “Power of the Purse”



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San Bernardino, CA, April 8, 2011 – Edna Herring, Chair of the Arrowhead United Way Women’s Leadership Council (WLC), welcomed current and prospective members to the “Power of the Purse”, a networking event held at the newly redesigned passenger terminal of the San Bernardino International Airport. Guests were treated to wine, hors d’ oeuvres, a guided tour of the facility, and an uplifting video about “Interview for Success”, one of the WLC’s programs that helps prepare young women for employment.

More than 50 women and a handful of men from various backgrounds and professions with an interest in helping underserved young women and girls in the local community turned out to learn more about the work of the Women’s Leadership Council, and how they can become involved. Kimiko Ford, one of the founding members of the WLC, discussed the upcoming Healthy Lifestyles Workshop designed to help young women improve their nutrition, safety, and reproductive health; shared the benefits of membership, and enlisted the support of prospective members to lend their talents and resources in helping disadvantaged young women improve their academic success, financial stability, and health. In keeping with the theme of the event, two new donated designer purses were given out as opportunity prizes to two lucky attendees.

Women’s Leadership Councils are a new and powerful voice in philanthropy being heard across the country with more than 40,000 members nationwide. In San Bernardino County, the WLC has united a

team of leadership volunteers who bring the vision, resources, and passion needed to improve the lives of young women in the community. The WLC recognizes the many needs of the community, but remains optimistic about the tremendous potential for creating lasting change in the lives of underserved at-risk young women through the combined efforts of women throughout the Arrowhead United Way service area.

AUW is a volunteer driven organization that actively supports health and human services by focusing on education, income, and health. These services address the underlying causes of the community's issues and create lasting change. The organization was established in 1891 and is led by prominent respected community leaders; it is one of the oldest United Ways in the country.

AUW encourages individuals to become more involved in the community by giving, advocating, and volunteering. For more information about how to become involved with AUW, please call (909) 884-9441 or visit www.ArrowheadUnitedWay.org.