

COFFEE & CONVERSATIONS 2023

I AM MORE THAN MY YESTERDAY.

Changing the World, One Message at a Time.



Be a Flamingo in a World of Chameleons: Branding the Uniqueness of You

December 13, 2023

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Coffee & Conversations Agenda

8:00 Welcome to Coffee & Conversations: Be a Flamingo in a World of Chameleons:
Branding the Uniqueness of You!

- Brief summary of YWCA Northeast Indiana

8:15 **Britney Breidenstein** is introduced

- Authentic Connections
- BOLD Branding
- Turn & Learn

9:15 Wrap up

- Thank you to our speakers and to Ash Brokerage!
- Opportunity to support YWCA Northeast Indiana

YWCA Northeast Indiana

Serving six counties: Allen, Dekalb, Huntington, Noble, Wells, & Whitley

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YWCA Northeast Indiana is dedicated to eliminating racism, empowering women, and promoting peace, justice, freedom, and dignity for all.

Residential Services

Bonnie's House

- 66 bed DV shelter
- Serves individuals and families who are fleeing domestic violence
- Client Care Technicians provide daily living support

Children's Services

- Supports children and their parents while staying in our residential programs
- Parenting classes, educational support, etc.

24/7 DV & Sexual Assault Crisis Line: 800.441.4073

Survivor Services

Domestic Violence Advocacy

- Serves clients in shelter and throughout community
- Assists in building safety plans and connection to resources, such as protection orders, etc.

Sexual Violence Services

- Serves individuals who have experienced sexual assault throughout community
- Connection to resources, legal action, and support

Self Sufficiency

Dress for Success

- Financial skills and career classes offered to residents and clients at YWCA
- Provides professional attire to YWCA clients and externally referred clients
- Absorbed program in 2018 from Women's Bureau

Housing Services

- Assists clients in finding safe and affordable housing
- Administers state grants to help clients with rent and other housing costs

Outpatient Case Management

- Ongoing case management offered to women leaving the Hope & Harriet addiction recovery program

Goldstein Family Scholarship Program

The Goldstein Family Scholarship Program helps women survivors of domestic violence improve their self-sufficiency and quality of life by completing higher education. It provides financial support for tuition, books, rent, utilities, and childcare.

Mission Advancement

Community Education

- Educates youth in elementary, middle, and high schools on various topics including healthy relationships and bullying
- Educates adults in their workplaces on various DV and racial justice topics

Racial Justice

- Focuses on helping our organization actively eliminate racism
- External events include Race Against Racism and Diversity Dialogues series

Quick Overview

2023 Budget: \$4,977,424
of current employees: 67

2022 CLIENTS SERVED:
24/7 Crisis Line: 2,691 calls
DV Shelter: 369 adults, 303 kids
DV Advocacy (community and shelter adults): 754
Education: 7,653
Recovery: 94 adults, 5 kids
Dress for Success: 132
Therapy: 154 adults
SA Advocacy: 78 adults, 8 kids
Outpatient CM: 8 adults
27,204 bed nights of shelter care

Clinical & Recovery Services

Hope & Harriet Addiction Recovery

- Merged with Hope House in 2015 and then absorbed Transitions (renamed Harriet House) from Women's Bureau in 2018
- Provides addiction recovery services to women
- One of few programs in Indiana to accept children into the program

Clinical Therapy Services

- Counseling for residential and community clients experiencing domestic violence, sexual violence, or addiction

Domestic Violence and Sexual Assault Crisis Line: 800.441.4073

 &  YWCA Northeast Indiana

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Speaker: **Britney Breidenstein**

Principal Strategist, upLinked LLC

Britney is the founding principal of BeMarie Group where she works with businesses on strategic leadership development, branding strategies, and creating spaces of belonging with strategic implementation. Britney is also the Principal Growth Strategist for upLinked LLC where she provides strategic direction to the founder and businesses on branding development using LinkedIn. Britney has worked with both corporate partners and non-profits throughout the Midwest region and believes in the power of mentorship and leadership development as tools for organizational transformation.



Got To Be Real!



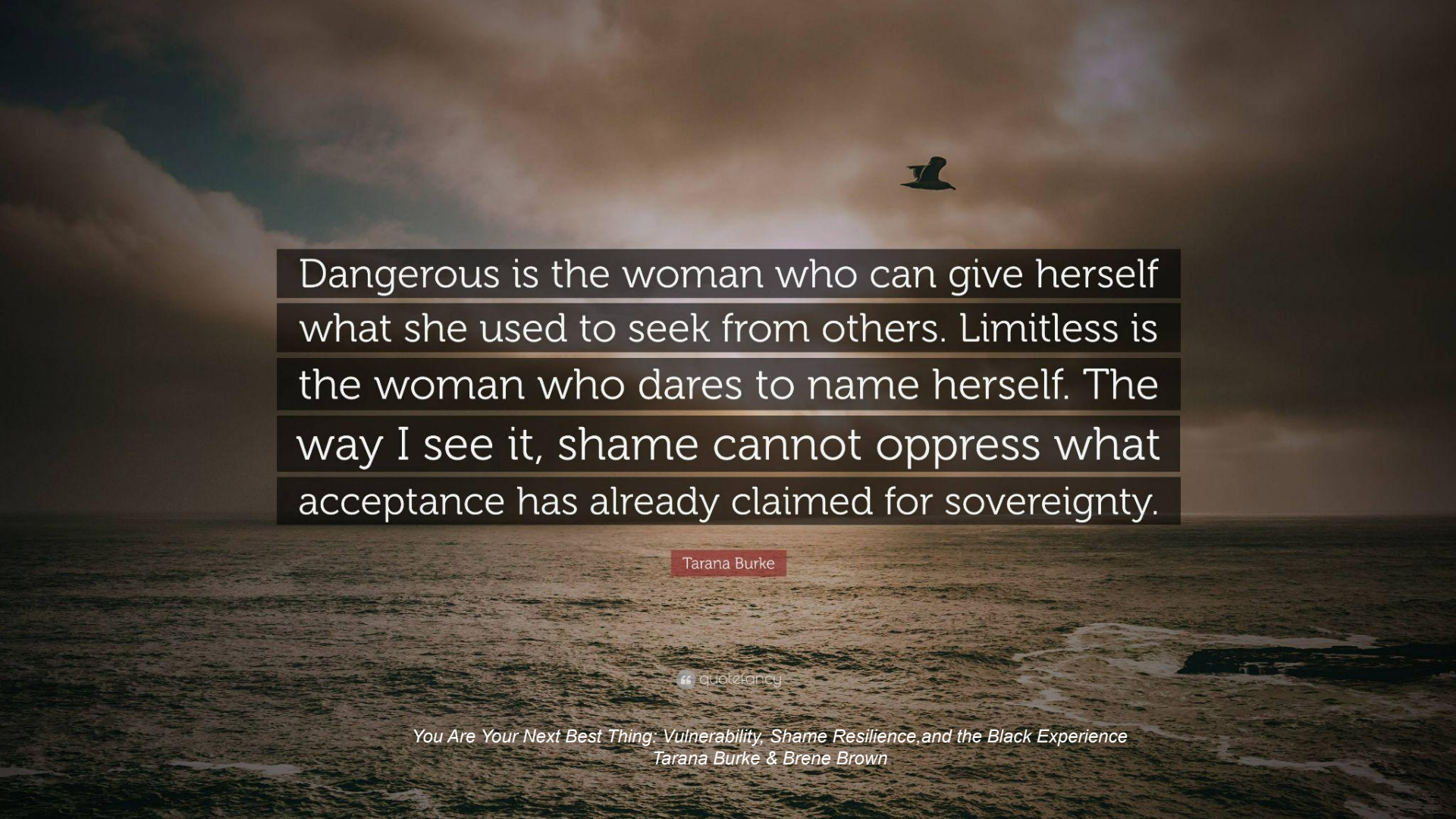


YWCA Northeast Indiana Coffee & Conversations

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Follow with link: <https://bit.ly/41dl4aF>





Dangerous is the woman who can give herself
what she used to seek from others. Limitless is
the woman who dares to name herself. The
way I see it, shame cannot oppress what
acceptance has already claimed for sovereignty.

Tarana Burke

“ quotezancy

You Are Your Next Best Thing: Vulnerability, Shame Resilience, and the Black Experience
Tarana Burke & Brene Brown

Authenticity

Personal Branding Truths and Myths

**You have
already created
a personal
brand
regardless if it
was intentional**

I need to be
an expert at
something

My personal
and
professional
brand should
be separate

**It is okay to
express your
value to others**

I need to be
on all social
media
platforms

**You are the best
thing about your
brand**



Brand With Boldness

Believe in who you are

Optics equals perspective

Language What are stories you tell yourself & who are you listening to?

Desire find your fire, what gets you excited about continuing the work you've started?





Authentic Connections: Story Swap Activity

Your B.O.L.D Branding Checkpoints

Define your brand & who you are

Values, beliefs, behaviors, strengths, uniqueness

Evaluate where you are where you'd like to be

S.M.A.R.T goals, Visioning, Purpose, Create a personal mission & vision statement, ask for feedback

Who & What will help you get there

Establish and maintain authentic relationships and identify those who will hold you accountable for reaching goals, find a coach, consultant, or mentor

Execute!



Branding Positioning Statement

I HELP

Community/Organization/Tribe You Serve

TO

BY

What You Do To Help Others (Maximum of 3)

THAT

How You Help Others

Why: Emotional Impact You Create

Quick Tips to Implement This Week

- Evaluate which platforms provide the most value add to your personal and professional brand.
 - Individuals look at trends over the last 2 weeks and utilize LinkedIn's Social Selling Index
 - Businesses utilize your analytics tools and high performing posts.
- Share Your Rose, Bud, Thorn-Moments With Your Network
 - This may require vulnerability, risk, and courage
- Be Consistent
 - Pick a day or two each week/month that you will spend some time sharing your story on your platform of choice, posting, thought leadership.

Turn & Learn





[Connect with Britney](#)
[on LinkedIn](#)

[Follow our page](#)
[on LinkedIn!](#)



[Connect with Michelle](#)
[on LinkedIn](#)

Thanks for coming today!

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Sources:

[We and Me, Inc](#)

[upLinked](#)

[Youtube-Vevo Videos](#)

Thank you to our speaker!



Thank you to our event sponsor:



Changing the World, One Message at a Time



There is power in words. You have the power to make someone else's day special by giving them this card.

At the same time, you have an opportunity to make the lives of the clients we serve better with a donation.

For \$5, you can receive one of the cards to give to someone. For \$20, you can receive a bundle of 5 cards.

Please donate to support our work!



YWCA Northeast Indiana is a nonprofit organization, funded by generous donors like you. Donations fund our life-changing programs as well as our community events so that we are able to offer these for free. Please consider a gift today. Every dollar matters.

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