



## **PRESS RELEASE**

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## **Women's Fund of Greater Green Bay Announces New Logo & Website**

Green Bay, Wis – After a decade, the Women's Fund of the Greater Green Bay Community Foundation is proud to unveil a new brand campaign that honors the extraordinary past of the Women's Fund and our commitment to the future. With the new look and feel, our mission will continue to focus on supporting programs that empower women and inspire girls throughout Northeast Wisconsin.

"Our new brand is rooted in the goals that were created by the original founders of the Women's Fund almost 30 years ago," said Lori Harris, Women's Fund of Greater Green Bay President. "These goals - to empower, inspire, and invest - are the three drivers that we believe can uplift families and create a stronger community for us all."

With more than 500 annual donors, an endowment of \$3.2 million, and over 150 volunteers, the Women's Fund is a diverse, inclusive, and welcoming community that encourages everyone to work together to find solutions to the issues that disproportionately affect women in our region.

"When a small group of passionate women came together to create the Women's Fund many years ago, we recognized that this work would evolve over time as the needs of our community changed," said Judy Nagel, one of the founding members of the Women's Fund. "The new logo invites broader participation to the Women's Fund, while staying true to our mission and vision."

The new branding will be rolled out in the coming weeks and will include a newly launched [website](#). The improved site provides an enhanced experience for our donors, grantees, and volunteers, and is a valuable resource to understand the Women's Fund mission and grants process and our commitment to the community.

The Women's Fund of Greater Green Bay would like to thank KHROME Agency for the development of the new logo and website. [This video](#) beautifully captures the evolution of the brand.

### ***About the Women's Fund of Greater Green Bay***

*The Women's Fund of Greater Green Bay, a fund of the Greater Green Bay Community Foundation, supports programs in the local community that meet its mission of empowering*

women and inspiring girls while promoting leadership and building self-esteem. For more information, visit [www.womensfundgb.org](http://www.womensfundgb.org).

**About the Greater Green Bay Community Foundation**

*Established in 1991, the Greater Green Bay Community Foundation has provided more than \$170 million in grants since inception to improve the quality of life in Northeastern Wisconsin. As a nonprofit charitable organization, the Community Foundation manages more than 750 funds with assets exceeding \$168 million. Over the past year, nearly \$18 million in grants were distributed to nonprofit organizations. Our mission is to inspire and encourage charitable giving in Northeast Wisconsin by connecting caring people with solutions to strengthen our community.*

[www.ggbcf.org](http://www.ggbcf.org)

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