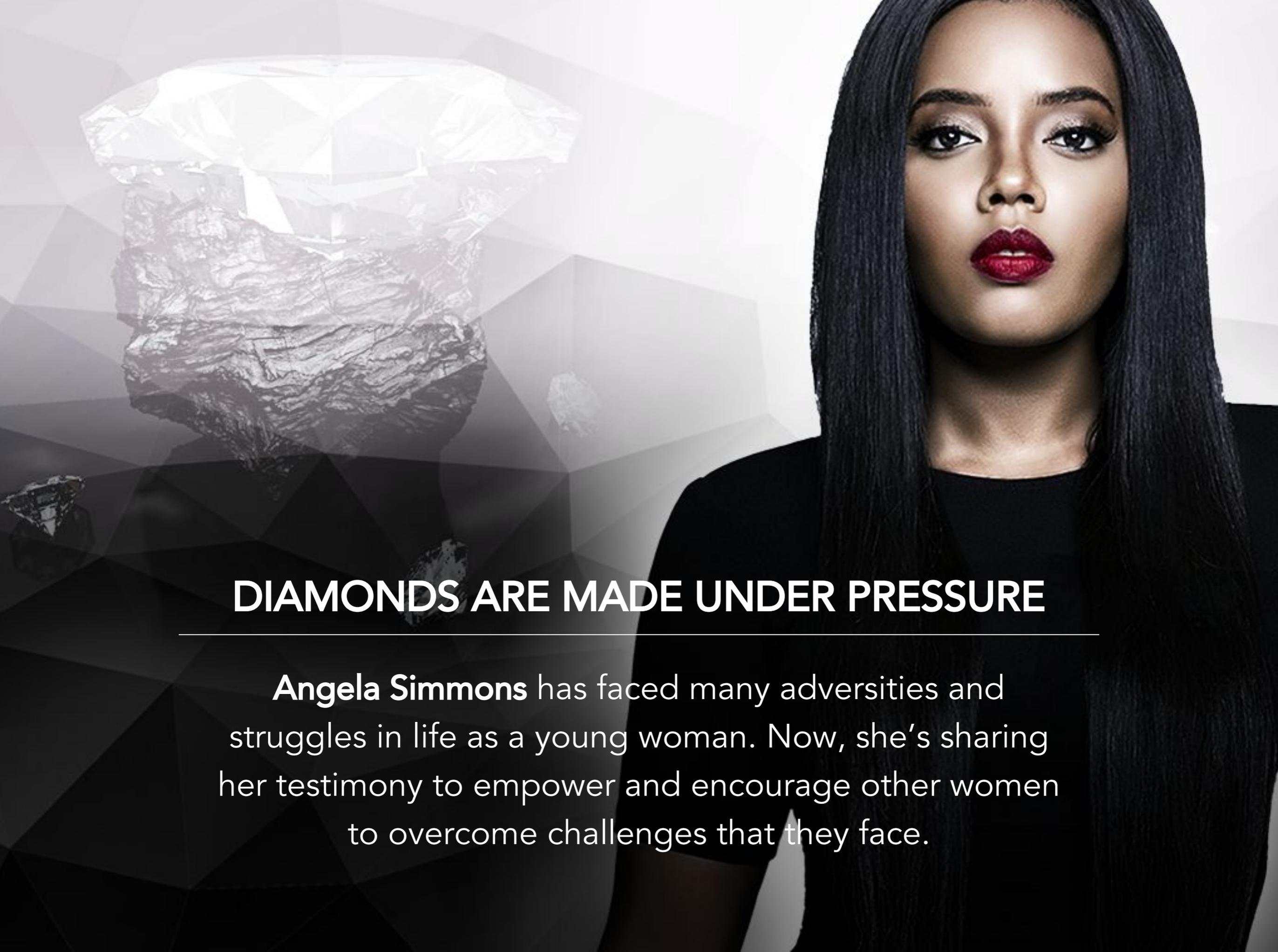




PRESSURE MAKES  
DIAMONDS



## DIAMONDS ARE MADE UNDER PRESSURE

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**Angela Simmons** has faced many adversities and struggles in life as a young woman. Now, she's sharing her testimony to empower and encourage other women to overcome challenges that they face.

# What is Pressure Makes Diamonds?

**MISSION:** To help millennial women and teen girls develop a positive self-image and the confidence needed to confront and conquer their fears and achieve their goals.

**VISION:** Despite her success, Angela Simmons has been challenged with several adversities and struggles throughout her life. However, just like pressure is used to transform coal into a diamond, the pressure that she has faced has helped mold her into a stronger woman. Now, Angela is empowering others by sharing her own testimony as well as the tools and resources she used to overcome challenges, unhealthy relationships, and raise her son as a single mother.

## **GOALS:**

1. To develop a series of women empowerment events that reaches 20,000 young women and teen girls within the 2019 calendar year, providing them with educational information and resources to promote a healthy self-image, positive self-esteem, and self-love.
2. To attract influential guest speakers, build alliances, and collaborate with stakeholders to have a long-term impact on program participants.
3. Create inspirational products and positive media content that serves a broader audience.

**THEME: The Making of A Diamond** The struggles of everyday life, the pressures, the challenges all provide obstacles that we must overcome. Having a discussion on learning how to win physically and emotionally through physical exercise, healthy eating and mental awareness to transform from adversity to living your best life.

## **Pressure Makes Diamonds**

is an initiative under the **Share For Life Foundation, Inc. (Share 4 Life)** a 501 (c) (3) tax-exempt non-profit organization based in New York City that creates educational programs and videos.

Share 4 Life's mission is to provide the necessary resources, education and information to enable those currently living at or below poverty level to become self-sufficient and productive leaders of society within their community.

Since 2002, Share 4 Life has provided educational and empowerment programs for youth, teens and seniors citizens, serving over 40,000 people throughout New York City 5 boroughs. For more information on Share 4 Life's programs go to **[www.shareforlife.org](http://www.shareforlife.org)**.



Share *for* Life

# About Angela Simmons

Angela Simmons has quickly established herself as a fashion powerhouse, entrepreneur and philanthropist. The daughter of legendary rap artist and pioneer Reverend Run of Run-DMC, Angela has successfully launched Pastry Footwear, as well as faux-fur clothing line, Foofi & Bella. She is currently an executive producer and cast member for WEtv, "Growing Up Hip-Hop" and collaborated with the NAACP on a voter registration campaign to encourage people to vote.

With 5.7 million Instagram followers, Angela is using her platform to create opportunities for girls to experience self-reflection and self-love. She is committed to supporting efforts that make an impact in the areas of education, youth leadership and career development.



THE CAMPAIGN

## PRESSURE MAKES DIAMONDS

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"I began to lose myself, lose direction, lose focus but I had to pull it together because now I was somebody's mother."

– Angela Simmons

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Just as pressure from the earth creates a diamond that is highly valuable and unique, the various pressures we face in our lives serve as teaching tools to help us become stronger and more resilient. Diversity has the power to unlock unimaginable depths of fortitude, push us past our comfort zone, and propel us into our destiny.

Otherwise, we might remain shallow and superficial and have no clue of what we're really capable of becoming and being.



## The Call to Action for H.S. Girls

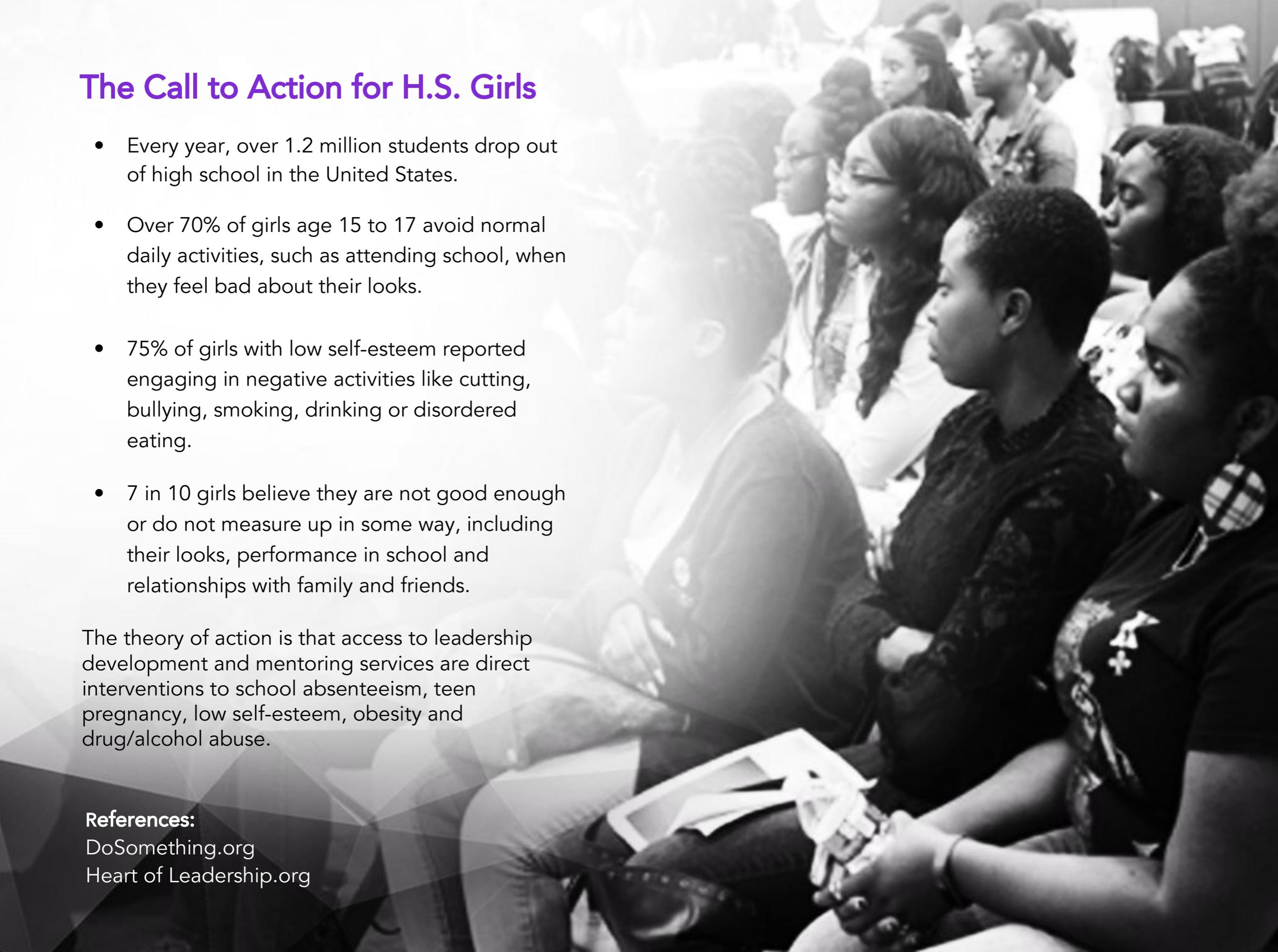
- Every year, over 1.2 million students drop out of high school in the United States.
- Over 70% of girls age 15 to 17 avoid normal daily activities, such as attending school, when they feel bad about their looks.
- 75% of girls with low self-esteem reported engaging in negative activities like cutting, bullying, smoking, drinking or disordered eating.
- 7 in 10 girls believe they are not good enough or do not measure up in some way, including their looks, performance in school and relationships with family and friends.

The theory of action is that access to leadership development and mentoring services are direct interventions to school absenteeism, teen pregnancy, low self-esteem, obesity and drug/alcohol abuse.

### References:

[DoSomething.org](http://DoSomething.org)

[Heart of Leadership.org](http://Heart of Leadership.org)



## The Call to Action for Women

- 1 in 5 college women has been verbally abused by a dating partner.
- 1 in 4 women (24.3%) aged 18 and older in the United States have been the victim of severe physical violence by an intimate partner in their lifetime.
- Nearly 1 in 3 (29%) college women say they have been in an abusive dating relationship.
- 4 in 5 women have low self-esteem.

The theory of action is women that discuss domestic violence and share their experiences with others are less likely to remain in abusive relationships and more willing to seek help and assistance.

### References:

The National Domestic Violence Hotline  
The Dove Global Beauty and Confidence Report



# About the Summit

**There are Two-Tiers to this project. One targets teens and the other is geared towards young women.**

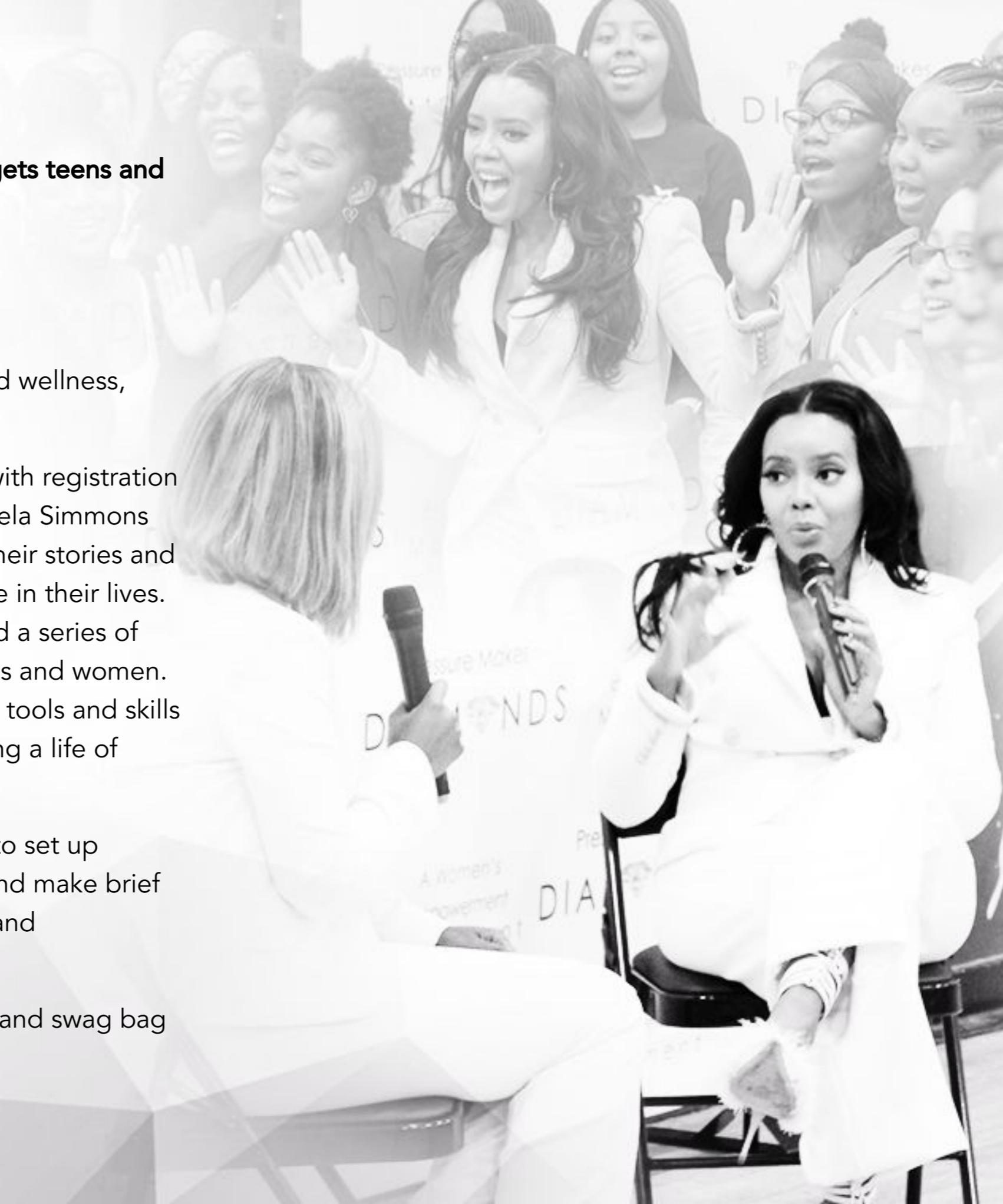
- **Tier 1** - Teenagers ages: 13-19
- **Tier 2** - Millennial women ages: 20-38

**The Focus:** Personal development, health and wellness, setting goals, and financial literacy.

**What It Entails:** The high impact day opens with registration and breakfast, a panel discussion led by Angela Simmons and invited guests "Diamonds," who share their stories and encourage the audience to pursue excellence in their lives. Throughout the fun-filled day, facilitators lead a series of workshops customized by age groups for girls and women. These programs are designed to provide the tools and skills necessary to take the first step toward creating a life of personal success and happiness.

We will secure community service providers to set up booths with educational handout materials and make brief presentations on relevant issues, awareness and preventions.

The summit wraps with an awards ceremony and swag bag distribution to all the participants.



## The Pressure Makes Diamonds Launch Event

The program launched on September 29, 2018, at Queensbridge Houses, Jacob RIIS Community Center. The event was attended by 75 teens and young women who heard from a variety of professional speakers, experts, and workshop facilitators.

This eventful day began with a panel regarding healthy relationships. We heard from a survivor of an abusive relationship who taught the young women about the warnings signs of abusive relationships. A panel of professional women discussed various topics including mental health, physical fitness, and the daily pressures they face as women.

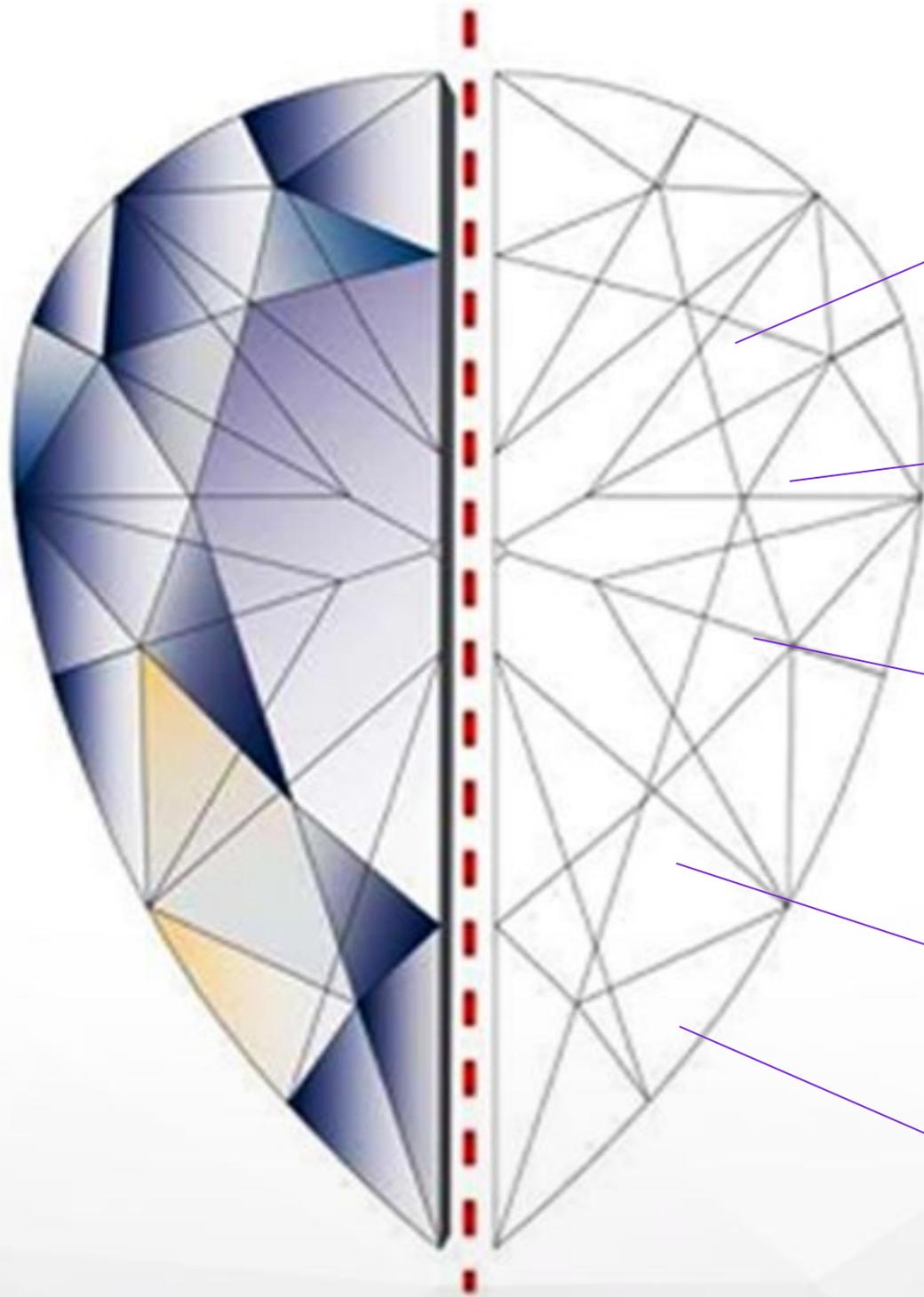
Following lunch, a fitness expert led an insightful session on how a healthy diet can change both our physical health and mental health, improving overall wellbeing.

Our media sponsor, Black Enterprise Magazine, distributed magazines to the participants.

Our Vendors, the Office to Combat Domestic Violence, The Floating Hospital and the NYC Department of Youth and Community Development set up tables to provide information and resources on physical and mental health and domestic violence.

### **PRESS**

On October 16, 2018, Black Enterprise conducted a video interview with Angela about Pressure Makes Diamonds, her passion for the project, and her mission to help girls and women. This video was released on [www.BlackEnterprise.com](http://www.BlackEnterprise.com) on December 21, 2018.



## Workshop Content At-Glance

### Leading with Your Story

What's in a name? Where do you come from? You can't take the lead and move forward unless you know your own personal history.

### Creating Your Personal Mission Statement

Your personal mission statement helps you understand who you are and who you are not. Only you can tell the difference!

### Developing Your Health & Wellness Goals

There's a reason why health and wellness go hand in hand. Learn about self-care and how to find the resources you need to support your goals.

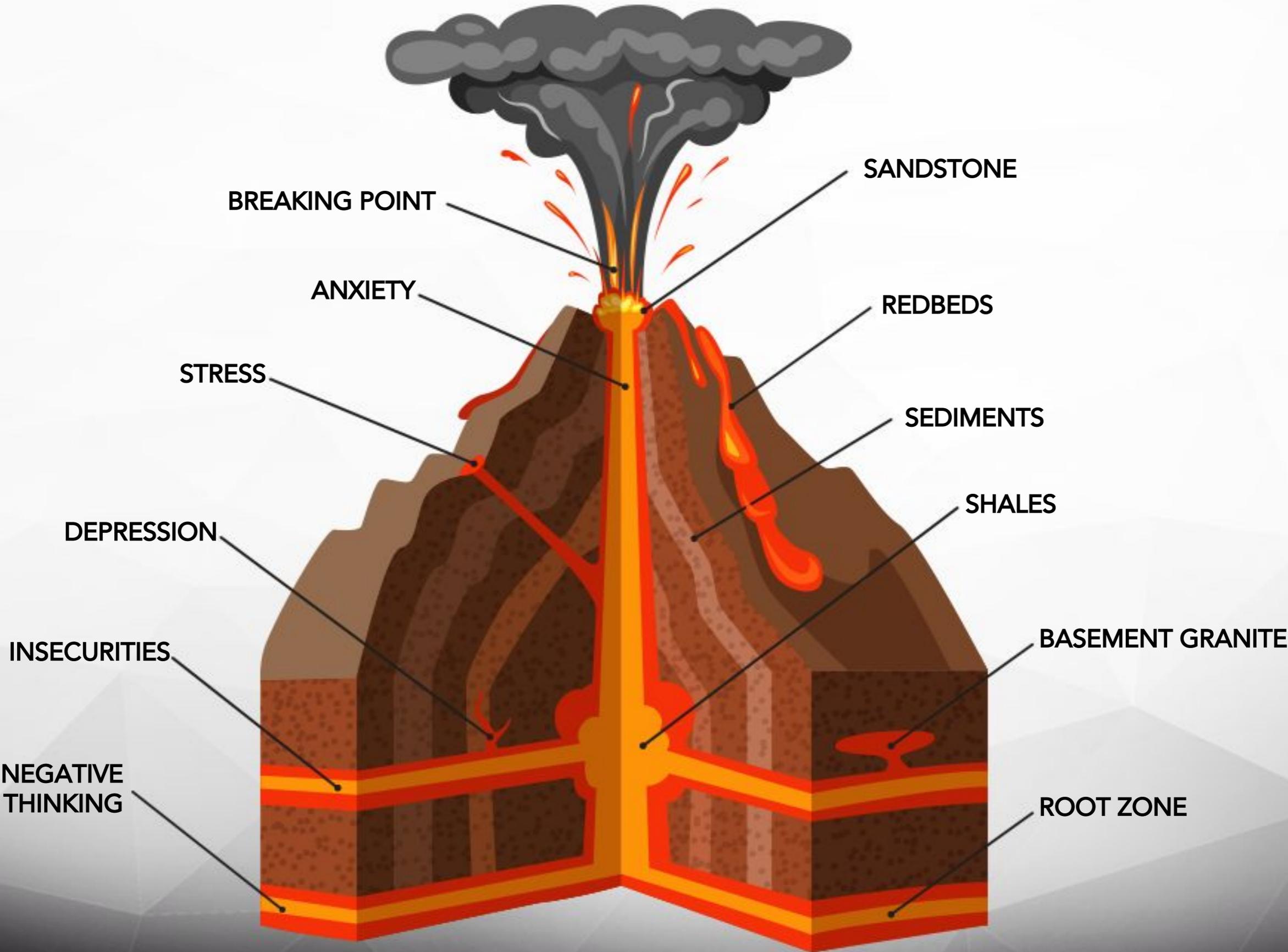
### Launching Your Personal Action Plan

Create your own 30-60-90 day plan and get ready to hold yourself accountable for your next steps.

### Panel Topics

Unhealthy Relationships  
Verbal & Physical Abuse  
Health & Body Image  
The Importance of Self Love & Acceptance

# METHODOLOGY OF THE CAMPAIGN



## SPONSORSHIP SOURCES

PRINT ADS AT EVENTS

BANNER ADS

SOCIAL MEDIA ADS

DIGITAL MEDIA ADS

ON-SITE ACTIVATIONS

## YOUR BRAND & PRESSURE MAKES DIAMONDS

Becoming a Pressure Makes Diamonds event sponsor makes you a partner in our efforts to create a space where women of all ages can laugh, dream and grow. The women will be challenged, inspired and encouraged to pursue excellence in their lives. Your support towards these events will further support our goal of reaching 20,000 girls and women during the 2019 calendar year.

## BENEFITS OF SPONSORSHIP

### Angela's Digital Footprint



5.7 M  
FOLLOWERS



1.3M  
FOLLOWERS



250K  
FOLLOWERS

- **Connect With Your Customers**  
Customers are becoming more and more discerning in their brand selections. What better way to communicate your values than by sponsoring an event that matches theirs?
- **Potential for Increase Sales**  
You will have unparalleled in-person access to hundreds of the area's leading women when you become an integral part of the Summit through our CEO package, having your brand featured on stage and throughout the venue as well as many other customer reaching channels.
- **Boost Brand Awareness**  
Event sponsorship gives your brand the opportunity to generate awareness, boost the perceived image of your business and gain media exposure. The more your brand name is associated with positive experiences or emotions the stronger your brand awareness will be.
- **Tell Your Story And Win New Customers**  
Tell a whole new audience how much your company cares about the women of our area. The Summit offers packages for a range of target audiences.

# SPONSORSHIP OPPORTUNITIES

Sponsorship levels consist of the following to be customized based on optional events.

## Optional Events:

1. School & Community
2. Stand Alone
3. Collaborations

## Benefits of Sponsorship

- **Gain visibility for your leaders and brand**  
Exposure to our engaged community of teen girls and millennial women continues year-round through the Pressure Makes Diamond website, quarterly e-newsletter, on-site signage, a printed brochure, and a comprehensive digital marketing campaign including e-mail, Instagram, Twitter, Facebook, LinkedIn and other social channels.
- **Showcase your corporate support for diversity and inclusion initiatives**  
By participating as an event sponsor, you are demonstrating your corporate support for diversity and inclusion initiatives to the community.
- **Engage influential leaders as speakers**  
Highlight the thought leadership of women in a variety of sessions on topics including professional and leadership development, health and wellness, financial management, and life skills.
- **Enhance community outreach and recruitment**  
Speaking opportunities on topics related to women's initiatives and corporate social responsibility, provide valuable opportunities for community outreach and recruitment.

# SPONSORSHIP SOURCES

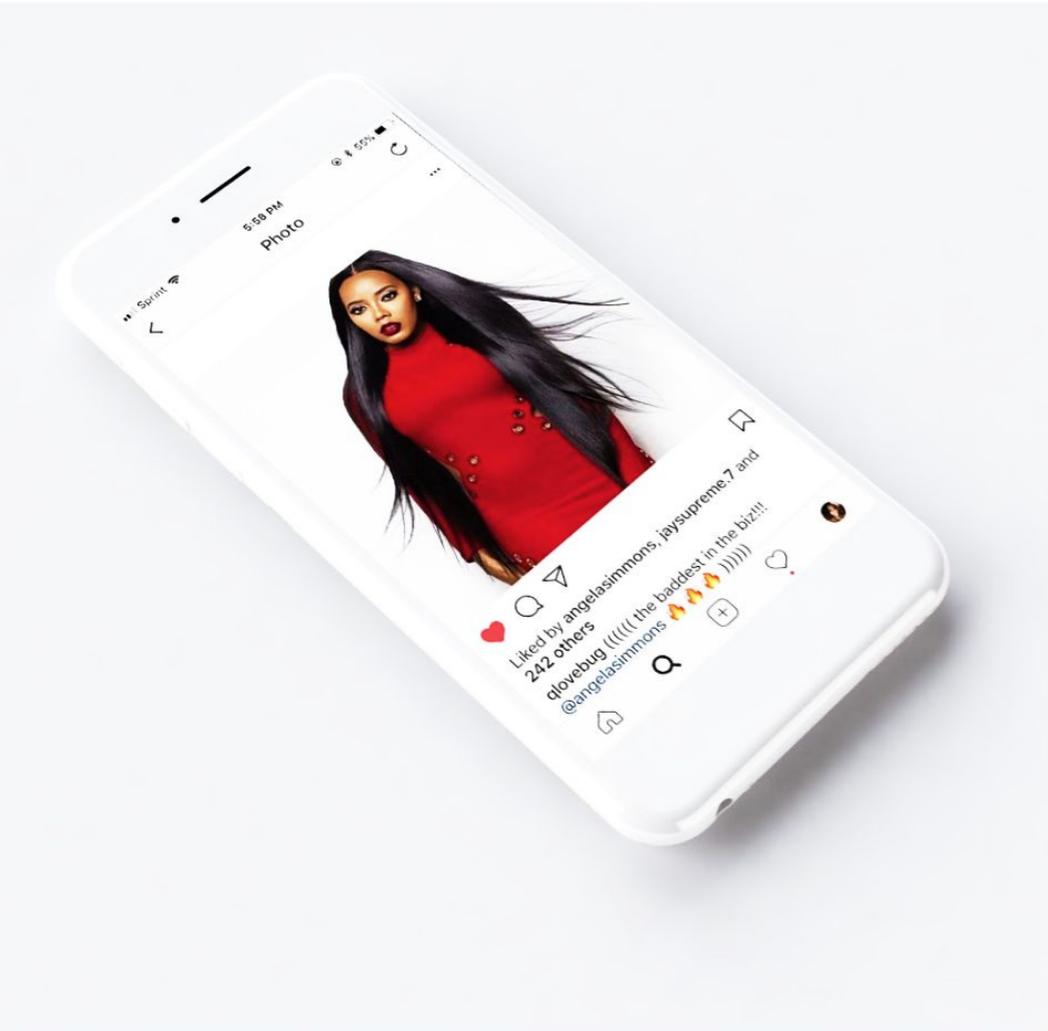
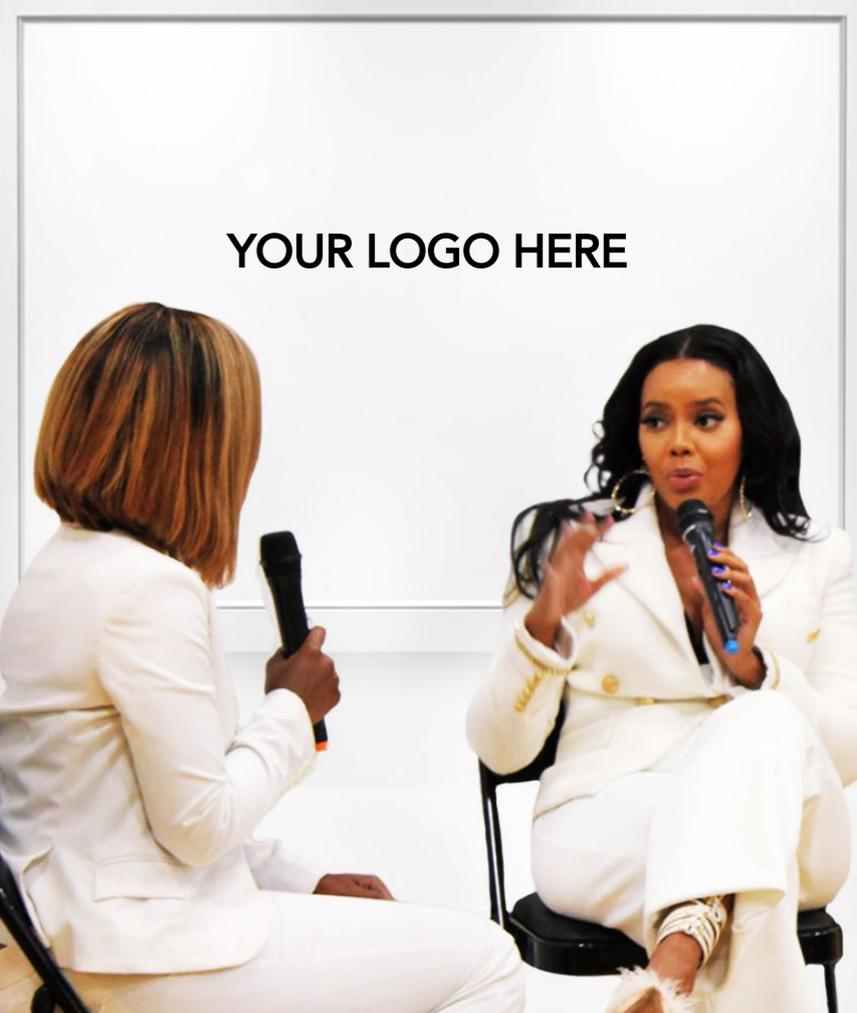
PRINT ADS AT EVENTS

BANNER ADS

SOCIAL MEDIA ADS

DIGITAL MEDIA ADS

ON-SITE ACTIVATIONS



# Thank You

in advance for your consideration.

If you'd like to discuss becoming a sponsor or if you have additional thoughts about how your company would like to partner with Angela Simmons, please contact the following:

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**Janine Saulsbury** [janine@angelaiam.com](mailto:janine@angelaiam.com) (917) 653-5965

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**website: [www.pressuremakesdiamonds.co](http://www.pressuremakesdiamonds.co)**



PRESSURE MAKES  
DIAMONDS