

# CREATED WOMAN

A non-profit, leadership ministry for women.

"Therefore go and make disciples of all nations,  
baptizing them in  
the name of the Father and of the Son and of  
the Holy Spirit, and teaching them to obey  
everything that I have commanded you.  
And surely I am with you always, to the very  
end of the age."  
Matthew 28:19-20



## OUR WHY...

"Two in five Christians (39%)  
aren't engaged in  
discipleship at all." —Barna

A recent Barna Study showed that with each  
generation, we're seeing a decline in the  
number of people who live with a biblical  
worldview.

We have allowed comparison fueled by social  
media to breed insecurity in our ability to  
lead in the places God has called us to. We  
have chosen surface level over depth in  
friendships and knowing our Bibles.

The result is a generation of women who are  
not being discipled or making disciples.  
Christians tell Barna that lack of confidence,  
lack of thought and lack of opportunity are  
the greatest hurdles to discipleship.



## OUR MISSION...

To Equip & Empower women to be  
who they are created to be inside &  
out through leadership  
development, community, and  
discipleship.

### WE HELP WOMEN

- CLARIFY THEIR PURPOSE
- GET EQUIPPED TO LEAD
- BE EMPOWERED TO LAUNCH
- CHANGE THE WORLD AROUND THEM





# FULFILLING OUR "GO" THROUGH PROGRAMS THAT EMPOWER.



## GATHER HER FREE MONTHLY EVENTS

This free monthly event is a girls-night-out that helps women connect, gain spiritual and business insights & tools for success.



## DREAM LAUNCHERS CONNECTION CLASS

A 6 week online course that helps women strategize and mastermind their God-given dreams, helping them come to life.



## INTERACTIVE LEADERSHIP CONFERENCE

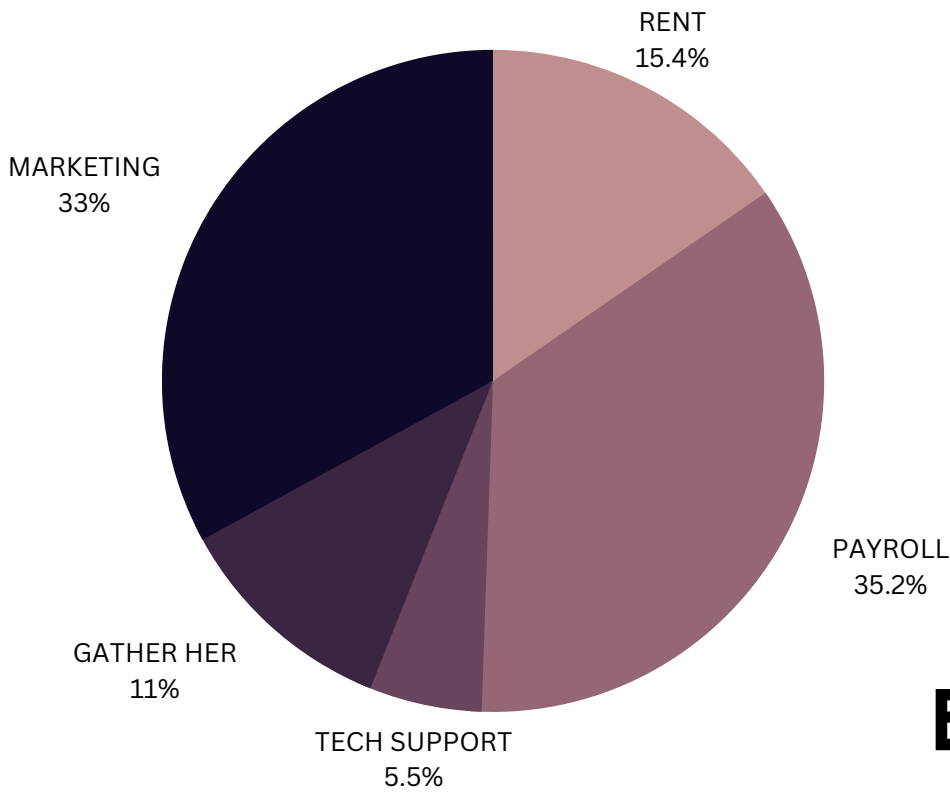
Our 1-day Leadership Conference for Women fast-tracks those wanting to increase their influence in the marketplace.



## 1:1 AND GROUP MENTORSHIP & COACHING

Helping women change their communities, churches, homes and businesses through christ-centered, leadership coaching.

# 2023 YEARLY EXPENSES



- Rent: \$16,800
- Payroll : \$38,400
- Tech Support: \$6,000
- Gather Her: \$12,000
- Marketing: \$36,000

Total 2023 Expense Minimum:  
\$109,200

## EXPANDING OUR REACH...

Apart from our current expenditures, we are looking to expand and double our reach to women in 2023! We've taken our first steps by launching a leadership podcast, but we need a dedicated staff member to run our podcasts, Youtube, and social media handles. This is beyond the scope of the committed finances above. But, we a serve a BIG God, and can't wait to see how He provides.





# WE'RE ASKING YOU TO INVEST IN ANOTHER WOMAN'S...



- Spiritual development in Christ
- Discovering of God-given dreams
- Training in leadership
- Business strategies
- Kingdom & community influence
- Generational impact

## CREATED WOMAN IMMEDIATE NEEDS

### **Gather Her FREE Monthly Event Investment**

We're asking 50 woman investors to give \$20 a month so we can continue to offer this for FREE to women in the Austin, TX area and beyond.

### **General Ministry Expenses Investment**

We're asking 100 woman investors to give \$50 a month to cover our management and general expenses.

# LEARN HOW YOUR BUSINESS CAN HELP WOMEN REACH THEIR FULLEST POTENTIAL!

## IN-KIND RAFFLE DONATION

Gift a product to be raffled off during our GH events. The purchase of raffle tickets by attendees help fund the cost of coming for free.

## SPONSOR A MONTHLY GATHER HER

Invest into women by sponsoring a Gather Her and covering the total cost of this free event. As a thanks, your business will be highlighted in a two minute video during Gather Her and throughout email and social media.

## SPONSOR A MONTH OF GENERAL EXPENSES

Invest into women by sponsoring a month of our general expenses for Created Woman! This helps us continue to impact women through marketing, programs, coaching, and more!

GET LISTED ON OUR  
"BUSINESSES THAT BUILD WOMEN"  
DIRECTORY

Your investment holds immense power in shaping the trajectory of this generation of trailblazing women leaders, visionary entrepreneurs, and accomplished business owners.

By saying "yes" to supporting our ministry, you're unlocking a brighter future and catalyzing the growth of a new class of world changers in 2023.



# INTERACTIVE LEADERSHIP CONFERENCE



FOR

Women

APRIL 22ND  
2023

UNLEASH your God-given purpose and become a powerful ambassador of Christ in the marketplace. This inspiring, transformative, and interactive conference will empower you to make a lasting impact in your community and beyond.

## FEATURED SPEAKERS



**Sazan Hendrix:**

Entrepreneur, global beauty & lifestyle influencer, Christ ambassador.



**Cheryl Luke:**

Speaker & founder of The Mosaic Life non-profit ministry and podcast.



**Heather Frierson:**

Founder of Created Woman non-profit ministry and CW Collective Boutique.

### 200+ Women will Experience...

- Dynamic speakers
  - Interactive breakout sessions
  - Q&A
  - Live fashion show
  - Shopping
  - Food & Drinks
- Cost: \$85













### Sponsorship Opportunities

- \*Placement in our swag bags
- \*Raffle ticket item
- \*Have a vendor booth
- \*Prominent logo placement
- \*Podcast advertisement
- \*Social media & email advertisement

# HOW TO GIVE TODAY

When you invest in Created Woman you are supporting the ministry so that together, we can continue to further the mission of developing women in leadership & discipleship.

**GIVING LINK: [www.createdwoman.net/give](http://www.createdwoman.net/give)**

 <p><b>SKIP MANI/PEDI</b> \$75</p> <p>By skipping your mani/pedi, you could help fund one Gather Her so she can change the world around HER.</p> <p><a href="#">DONATE</a></p>	 <p><b>SKIP DINNER OUT</b> \$100</p> <p>By skipping one dinner out, you could help cover the cost of Gather Her room rental.</p> <p><a href="#">DONATE</a></p>	 <p><b>SKIP HOUSE CLEANING</b> \$150</p> <p>By skipping a week of your house cleaning service, you could help cover the cost of the Gather Her room rental.</p> <p><a href="#">DONATE</a></p>	 <p><b>SKIP WINE TOUR</b> \$200</p> <p>By skipping your fancy wine tour with the girls, you could help cover the cost of photography at one Gather Her event.</p> <p><a href="#">DONATE</a></p>
 <p><b>SKIP YOUR LATTE</b> \$10</p> <p>By skipping your double shot latte with extra WHIP for the week, you could be part of changing HER story.</p> <p><a href="#">DONATE</a></p>	 <p><b>SKIP AVACADO TOAST</b> \$15</p> <p>By skipping your Avacado Toast on gluten-free bread, you could invest in HER future.</p> <p><a href="#">DONATE</a></p>	 <p><b>SKIP LUNCH OUT</b> \$20</p> <p>By skipping your weekly lunch out for one day, you could help unlock HER purpose.</p> <p><a href="#">DONATE</a></p>	 <p><b>SKIP UBER EATS</b> \$50</p> <p>By skipping Uber Eats, you could help develop a future woman leader and change maker.</p> <p><a href="#">DONATE</a></p>
 <p><b>SKIP NEW CLOTHES</b> \$300</p> <p>By skipping a wardrobe update, you could help cover the cost of the room rental for Gather Her.</p> <p><a href="#">DONATE</a></p>	 <p><b>SKIP YOUR BOTOX</b> \$400</p> <p>By skipping your Botox appointment, you could help cover the cost of photography at one Gather Her event.</p> <p><a href="#">DONATE</a></p>	 <p><b>SKIP DESIGNER BAG</b> \$1,000</p> <p>By skipping your designer bag purchase, you could cover the cost of ENTIRE Gather Her event, impacting women for generations to come.</p> <p><a href="#">DONATE</a></p>	 <p><b>SKIP YOUR VAYCAY</b> \$12,000</p> <p>An investment this large would cover the cost of an ENTIRE year of Gather Her events. It would be an absolute game changer for hundreds of women at Created Woman. We believe in BIG things because we believe in a BIG God. So, why not ask?</p> <p><a href="#">DONATE</a></p>

## Follow us on social media:

INSTAGRAM: [www.instagram.com/createdwoman](http://www.instagram.com/createdwoman)

FACEBOOK: [www.facebook.com/createdwoman](http://www.facebook.com/createdwoman)

LINKEDIN: [www.linkedin.com/company/created-woman-foundation](http://www.linkedin.com/company/created-woman-foundation)

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# MEET HEATHER FRIERSON

Founder, Executive Director



In 2003, God called Heather out of the fashion industry as she knew it and into full-time ministry at a church in Austin, Texas. While she moved away from NYC career goals (Fashion Merchandising Degree in hand), it was in her obedience that God began to unveil dormant gifts and talents with new dreams and purpose. Through prayer, God showed her that she wasn't alone—so many women had untapped God-given dreams waiting to be unleashed. Through that realization, God began to shape a new story that blended her passion for Jesus, love of fashion, and desire to help women discover their purpose and learn how to use it for the glory of God. In 2010, Heather took another step of faith, and with the help of a Dream Launcher Friend, the Created Woman Foundation was born.