



EMPOWER, ENLIGHTEN, & ENABLE  
girls to grow into the  
highest expression of themselves.



## WHY iMATTER

**iMatter** was founded from a passion and calling to serve and support girls by providing early access and exposure to esteem building experiences. **iMatter** program experiences are intended to plant seeds that will enable our youth to grow into well-rounded, enlightened young adults who are empowered to make healthy and self-supporting choices. **iMatter** believes as author Mark Nepo that, 'There are no wrong turns, only unexpected paths'. In the case where a choice is made that is an unexpected turn, **iMatter** programs are designed to support girls to learn how to separate the choice and unintended outcome from who they are at the core and to empower them to consider different choices in support of a bright future.

Primarily focused on girls, **iMatter** program experiences can also be tailored for mixed gender audiences where gender diversity enriches the learning experience for both and directly supports the intended program objectives.

**iMatter** programs plant and nourish seeds within girls rooted in three main areas:

- Leadership & Enrichment
- Health & Wellness
- Arts & Culture

**iMatter** Program Experiences:

- Seed Mentoring
- Teen Talk Series
- **iMatter** Immersion Camp for Girls

## VISION:

**iMatter** believes that all girls should have the tools to make self-supporting life choices and decisions.



## Cheryl Wade iMatter, Founder and CEO

Cheryl Wade, is a strategic management consultant currently working as a leader of diversity & inclusion in a top management consulting firm. In conjunction with

her career as a management consultant and program manager, Cheryl simultaneously serves in leadership roles for non-profit and philanthropic organizations. With a passion for empowering young girls and improving the lives of future generations, Cheryl utilizes her business acumen, leadership skills, and personal commitment to fuel the success of **iMatter** and various affiliations.

As a past Program Coordinator for Black Girls Rock! Queens Camp for Leadership & Excellence, Cheryl developed and delivered curriculum for service learning and civic engagement for the 2012 summer camp.

Cheryl is an active member of the board of directors for Girls Inc. of the DC Metropolitan area. Her dedication to supporting youth is also demonstrated as member of the Northern Virginia Alumnae Chapter (NoVAC) of Delta Sigma Theta Sorority, Inc., a service sorority where she has served as Youth Chair and held responsibility for leading programs that serve middle and high school girls in the northern Virginia community.

Cheryl earned her Bachelor of Science in Industrial Engineering from North Carolina A&T State University and a Master of Business Administration from North Carolina State University. She is also a Project Management Institute (PMI) certified Project Management Professional (PMP).

## POWER IN PARTNERSHIPS

**iMatter** believes in the power of collaboration to serve the greater good. Through partnerships with organizations that share our vision for supporting girls, together we can broaden our reach and impact to exponentially increase the number of youth served in our communities!

Girls today are growing up surrounded by a media heavy and hyper-reality celebrity culture with images that are hard to compete with and could be damaging to their self-image.

- 75% of girls with low self-esteem reported engaging in negative activities like cutting, bullying, smoking, drinking, or disordered eating. This compares to 25% of girls with high self-esteem. Source: Dove Self-Esteem Campaign
- At age thirteen, 53% of American girls are "unhappy with their bodies." This grows to 78% by the time girls reach seventeen. Source: National Institute on Media and the Family
- 34 percent of teenagers have at least one pregnancy before they turn 20. Source: The National Campaign to Prevent Teen Pregnancy
- 7 in 10 girls believe that they are not good enough or don't measure up in some way, including their looks, performance in school and relationships with friends and family members. Source: Dove Self-Esteem Campaign
- About 20% of teens will experience depression before they reach adulthood. Source: Psychcentral

