



WNY WOMEN'S FOUNDATION
Strong Women. Stronger Community.

In This Issue

1. The New & Improved WNY Women-Owned Business Directory
2. Join Our Movement & Give Monthly
3. New Partner Alert: Flower Studio Company
4. Congratulating our ALL IN Partners
5. Register Today for "Salary Negotiation & Fair Compensation"



Support Women Entrepreneurs

One year ago, when we launched the first-ever [WNY Women-Owned Business Directory](#), we made the directory crowdsourced and community-focused. Then as now, we believe that the best way to support the resilient, creative, and vital women entrepreneurs of Western New York is to do so collaboratively—we are all stronger together.

This week, we are proud to introduce a **new and improved version of the Directory**. Still crowdsourced by our community, the Directory is now easier to navigate so you can find the right business for your needs.

You'll find restaurants, fitness classes, pet boutiques, consultants, and more on this dynamic and constantly-updated list.

These small businesses are the backbone of our community and have been hit hard by the pandemic. **Women business owners have seen a 69%**

drop in revenue during the pandemic, compared to 47% for men business owners.

As we recover, it's more important than ever to shop local and support women.

So next time you're looking for the perfect gift or a yoga class or a tasty meal, check out the WNY Women-Owned Business Directory!

View Directory

**WNY WOMEN-OWNED
BUSINESSES**

The WNY Women-Owned Business Directory is part of our [ALL IN Initiative](#), supporting and uplifting women entrepreneurs and leaders.

Join Our Movement & Give Monthly



Over the past year, we've seen how the pandemic has disproportionately impacted women. More than **2.3 million women** have now left the labor force since last February and some economists estimate that the pandemic will cause the gender wage gap to widen by 5%. These truths are real and hard for so many women in our community.

But we also know that women can be part of the solution.

In the past year, we've launched the new [Buffalo Women's Economic Mobility Hub](#), created the [WNY Women-Owned Business Directory](#), and advocated tirelessly in favor of affordable, accessible child care for all.

You can join our movement and help drive solutions that advance gender

equity and move Western New York forward. Your monthly gift of any size ensures the smooth continuation of our data-driven and collaborative work throughout the year.

A small amount each month makes a big difference.

**Become a Monthly
Donor**

New Partner: Flower Studio Company



We are excited to announce our latest partnership with Flower Studio Company, a new woman-owned business designed to make a difference while bringing joy to every flower lover in our community.

When you sign up for a Flower Studio Company monthly flower subscription, you will receive beautiful flowers to your doorstep every month—and they are generously donating a portion of proceeds from every bouquet to advance the causes of the WNY Women's Foundation and other charitable, non-profit partners in our community.

Visit www.flowerstudioco.com and subscribe today!



Congratulations to our ALL IN Partners

We were so proud to see many of our ALL IN partners win big recently at the [Buffalo Business First IDEA Awards](#), celebrating champions of diversity and inclusion.

Founding ALL IN employer partner [Linde](#) was a company honoree for their efforts to advance gender equity in their company. As individuals, [Kristy](#)

[Farrell](#) of M&T Bank (another founding ALL IN employer partner) and [Shatorah Donovan](#), Chief Diversity Officer with the City of Buffalo (another ALL IN employer partner) were honored for their commitment to equity and inclusion.

Kudos to all for their incredible work to advance gender equity and create more inclusive workplaces in Western New York!

PATHWAYS TO SPEAKER SERIES PROGRESS

Register Today: Salary Negotiation & Fair Compensation Webinar

The WNY Women's Foundation is committed to creating opportunities for all women to learn, earn, and lead. Join us online for one of our [Pathways to Progress Speaker Series](#) sessions, providing practical tips for navigating your professional world.

Salary Negotiation & Fair Compensation

Friday, April 23 | 9-10 a.m.

Free on Zoom!

Tackle difficult conversations about compensation with confidence!

Only 7% of women negotiate when it comes to salary, meaning that women still earn \$0.81 for every dollar a man earns. For women of color, it's \$0.75 for every dollar a white man earns.

Fight the pay gap and gain practical insights into getting the pay you deserve today.

Presented by Michelle Plesh, Director of Human Resources at Excelsior Orthopaedics

[Register Today](#)

Plus, did you know you can watch our past sessions anytime on our YouTube Channel? Enjoy, like, and subscribe today!

[Check out the WNY Women's Foundation YouTube](#)

The mission of the WNY Women's Foundation is to create a culture of possibility so each woman and girl can live, grow, and lead to her fullest potential.

GIVE. EMPOWER. REPEAT.

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