

# SHE LEADS

## About She Leads

She Leads is a women's investment and financial empowerment seminar series hosted by Georgia Secretary of State Brad Raffensperger as part of his multi-faceted financial literacy platform administered through the Securities and Charities Division. These free workshops feature expert speakers, interactive exercises, and facilitated group discussions designed to increase attendees' knowledge about money, their own personal relationship to money, and financial issues and strategies for increasing their money confidence.



## Why She Leads

The existence of a serious gap for women related to investor education and retirement savings has been well documented. Here are just a few statistics that demonstrate the magnitude and pervasiveness of this issue.

## Success

The inaugural She Leads event in Atlanta was a tremendous day with over 400 registrants, 12 illustrious speakers, and 13 sponsors. Our speakers included best selling authors and award winning journalists. Our show featured a professional audio visual team with video creation, personalized music, and state-of-the-art sound production.

**51%**  
of all Georgia  
residents  
are women

**48%**  
of women say  
they are not  
"money confident"

**40%**  
women save  
40% less for  
retirement  
than men

**33%**  
of women report  
they do not have  
the tools to save  
for retirement

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## Timeline

We want to invest in all Georgia women who are steering the direction of Georgia's future! With the success She Leads had in Atlanta, our goal is to bring this free program to women all across the state, no matter their zip code! Our South Georgia event brought together rural job creators, renowned speakers, and financial gurus to Abraham Baldwin Agricultural College's campus in Tifton. She Leads is now headed to Columbus in November. And in 2020, look for us in Savannah and Augusta.



## Become a Partner

Thanks to Secretary of State Brad Raffensperger, the Investor Protection Trust, and our generous sponsors, we are able to bring the life-changing curriculum free of charge. Join our partners in helping to grow women's financial investment and money confidence.



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Visit our website to find more details:  
<https://bit.ly/2IIL4uQ>

You can see our social media footprint by following along on Instagram, Twitter, Facebook, and LinkedIn and by searching our hashtags.

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