



## NEWS RELEASE

### Contact:

Misty Cruse

Managing Director

502-931-5549

[misty@w4w.org](mailto:misty@w4w.org)

## **Women 4 Women announces new managing director**

**LOUISVILLE, Ky. (August 18, 2014)** Women 4 Women has named Misty Cruse as the new managing director for the grantmaking organization. Cruse formerly served the organization as a public relations and marketing consultant since 2012. Women 4 Women was one of several clients managed by CrusePR, a consulting agency specializing in nonprofits founded by Cruse in 2007.

“We are excited to have Misty move into this new role with Women 4 Women,” said Tawana Edwards, board chair for Women 4 Women. “She has been instrumental in the refocusing of our mission from a program-based organization toward an effective grantmaking organization. We’re looking forward to the potential of her expanded role with us.”

In 2013 Women 4 Women announced its decision to return to the organization’s roots of fundraising and grantmaking. This renewed direction allowed them to support local nonprofits that are already doing great work in the focus areas of the Women 4 Women Economic Self-Sufficiency Model. Earlier this year, Women 4 Women awarded \$100,000 in grants to 15 nonprofit organizations in the community. Funds for those grants came from a combination of Champion Campaign donations and the Fund for Women and Girls at the Community Foundation of Louisville.

“I’m excited to serve Women 4 Women in this capacity,” said Misty Cruse, new managing director for Women 4 Women. “Being part of the mission of Women 4 Women opens doors to impact so many organizations throughout our community. The strategic partnerships we can build with one another can significantly contribute to the economic self-sufficiency of women and girls here in Metro Louisville.”

For more information about Women 4 Women, or the upcoming Annual Luncheon on Sept. 18, visit [w4w.org](http://w4w.org).

### **About Women 4 Women**

Women 4 Women is a nonprofit organization dedicated to improving the lives of women and girls in the Louisville community through grantmaking. The organization strives to empower women and girls through the Women 4 Women Economic Self-Sufficiency Model, which focuses on four key areas:

Education & Leadership, Social Change & Single-Parent Economy, Jobs & Earnings and Health & Safety. By encouraging women (and men!) to collectively pool their fundraising dollars with Women 4 Women, we can make grants with greater impact in these crucial areas of need for women and girls in Louisville. Women 4 Women believes that by empowering women and girls we are empowering entire family units that will have a lasting impact on our community and future generations.