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**Power of the Purse raises over \$425,000 for The Women's Fund Miami-Dade  
Sold out luncheon celebrates the work of Ruth Shack for her visionary leadership**

**MIAMI, Florida** – The Women's Fund Miami-Dade's signature 2015 **Power of the Purse** Luncheon and Auction held at the Hilton Miami Downtown on lucky Friday, March 13<sup>th</sup> raised over \$425,000 for the women and girls served in Miami-Dade County. Businesswoman, fashion icon and Master of Ceremonies Elle Macpherson led a lively and emotional program showcasing the work of this 22-year-old organization to a sold out audience of 1,000 South Florida leaders, philanthropists and government officials.

Luncheon Co-Chairs Victoria Cummock and Tiffany Zientz Heckler, Honor Roll Chair Marj Adler and returning Auction Chair and Board member, Cyndi Hibnick, along with a spectacular luncheon committee, celebrated the power of women and girls to create change in our community. "I was delighted to see partners like Macy's, Baptist Health South Florida, LSN Partners, Duty Free Americas and so many other companies and individuals support and share our vision of a community where all women and girls have equal access and opportunity. That is the kind of Miami-Dade I am proud to call home," said Tiffany Zientz Heckler.

Marilynn Gladstone, founder of The Women's Fund, presented the inaugural Marilyn Gladstone Achievement Award to Ruth Shack for her visionary leadership in civic, political, and philanthropic work for the entire Miami community. In addition, community leaders Lisa Schejola Akin, Saliha Nelson and Anne Helliwell were inducted into the annual Honor Roll for their important work in The Women's Funds' effort to empower women and girls. "I feel so proud to support an organization that continues to advocate for the rights of women and girls and honors women who are changing the face of our community. There is much work ahead and these leaders move us forward," said Victoria Cummock.

"It is humbling to be part of this journey, which began in 1993 with a group of women who saw a need to help women and girls in our community. Like the personal stories our Co-Chair

Victoria Cummock and LEAP participant Lori Collins shared at the luncheon, we are all vulnerable to life's unexpected challenges. The Women's Fund is here to help women and girls face these challenges and come out stronger," said Executive Director Marilyn March. Victoria's and Lori's inspirational testimonials received a standing ovation from the sell-out audience. The Women's Fund has funded the Ladies Empowerment and Action Program (LEAP), an in-prison re-entry and post-release program designed to self-employ and employ ex-offenders, since its inception in 2010.

2015 Power of the Purse sponsors included Macy's, Baptist Health South Florida, Miami Herald and El Nuevo Herald, Duty Free Americas, LSN Partners, LlorenteHeckler, P.A., Empower IT, GNR8N Kulture, Akerman, BB&T, American Airlines, South Florida Luxury Guide, Noca Consulting, Comcast, H&H Jewels, Cherry Bekaert, Commissioner Sally Heyman, Research Management Corporation, BNY Mellon, Creative Staffing, Berger Singerman, Wells Fargo, Kaufman Rossin, TotalBank, Sandals, Ernst &Young, Mercedes Benz Coral Gables and Cutler Bay, Florida Dental Benefits, and FPL. Additional supporters included Vivian's Petals, Chloe Wine Collection, Cort Furniture, and the Florida Women of Achievement.

For more information about The Women's Fund Miami-Dade, please visit [www.womensfundmiami.org](http://www.womensfundmiami.org) or call 305.441.0506.

#### **About The Women's Fund Miami-Dade**

The Women's Fund Miami-Dade empowers women and girls through advocacy and funding for innovative initiatives that build equality, foster social change and create community partners.

Founded in 1993, The Women's Fund is Miami-Dade's only organization directing all of its energy toward creating equal opportunity, access and influence for women and girls. Through research, collaboration, and grant-making, WFMD exposes the issues, gives voice to the silent majority, and pools our collective giving power to provide grassroots solutions. We believe that by pooling our resources we can create a just and safe Miami-Dade, where power and possibility aren't limited by gender.