

LETTER FROM OUR CEO



Dear Woman of Impact,

You are now part of a national movement of changemakers -powered by women united by purpose, compassion, and the belief that together, we can change the future of brain health.

100 Women of Impact are taking brain health into our own hands, championing research that shows Alzheimer's can be reduced by up to 40%. Because when women lead with knowledge, courage, and community, we don't just change outcomes; we change the future.

Each of us brings a unique perspective, shaped by personal experience, professional expertise, and a shared determination to make a difference. Together, our collective voice will create ripples of change that will extend far beyond ourselves.

Together, we are changing how the world sees dementia, care, and community.

Because when women lead with knowledge, courage, and community, we don't just change outcomes, we change the future.

Welcome to the movement.

Eleonora Tornatore-Mikesh
President and CEO
CaringKind

OFFICIAL LANGUAGE & MESSAGING FRAMEWORK

Mission Statement

(What we do)

(Short)

100 Women of Impact mobilizes women leaders to advance brain health through leadership, care, policy, and progress.

(Expanded)

We convene women across industries and lived experiences who recognize that advancing brain health requires collective leadership, strengthened care systems, informed policy, and sustained progress. Together, we shape what comes next.

Signature Belief Line

(What we know to be true)

When women lead, change follows.

Positioning / Identity Line

(Who we are)

100 Women of Impact is a national movement of women leading the future of brain health and well-being.

Tagline

(What people remember)

100 Women. United in Care. United for Brain Health & Well-being.

Four Pillars

- Leadership → Convening women with influence to shape direction, accountability, and investment.
- Care → Advancing compassionate, evidence-informed support for individuals and communities shaped by lived experience.
- Policy → Elevating brain health within public, economic, and legislative priorities - advancing systems, funding, and policies that reflect real lives.
- Progress → Driving measurable, sustained impact across communities and systems in research, access, and innovation.

OFFICIAL LANGUAGE & MESSAGING FRAMEWORK

Foundational Website Language

(Why it matters)

We bring together women who understand that leadership carries a shared responsibility to advance care, influence how brain health is prioritized, and help shape what comes next.

When women lead together, change follows.

100 Women of Impact exists to help build a more informed, compassionate, and connected future, one where brain health is recognized as essential to well-being and supported across every stage of life.

100 Women of Impact is a national movement of women leading the future of brain health and well-being.

Times Square / Visibility Framing

The Times Square billboard represents a moment of visibility for a growing national movement. The movement itself is rooted in sustained leadership, shared responsibility, and long-term impact.

Language Guardrails

- Always say “national movement,” not campaign
- Do not say “initiative”
- Lead with mission, not moment
- Protect “When women lead, change follows” as a standalone line
- Do not rewrite or remix the mission statement
- Do not reference it as a “membership”

TOP 5 OFFICIAL TALKING POINTS

1. Women are shaping the future of brain health, together

100 Women of Impact brings together women leaders across sectors who are committed to shaping the future of brain health and well-being through shared responsibility, leadership, and sustained action.

2. 100 Women of Impact is a national movement

This is a growing national movement built for long-term leadership, collective influence, and sustained impact – not a one-time initiative or moment.

3. Leadership carries shared responsibility

Women in this movement understand that leadership carries a shared responsibility to advance care, influence policy, and shape how brain health is prioritized across communities.

4. The movement informs what comes next

Through leadership, care, policy, and sustained progress, 100 Women of Impact helps inform what comes next for how brain health is understood, supported, and addressed.

5. When women lead, change follows

This movement is grounded in a simple truth: when women lead together, change follows – for individuals, for communities, and for the future of brain health.

MEMORIZED LANGUAGE SET

One-Sentence Version (Primary)

100 Women of Impact is a national movement of women leaders shaping the future of brain health through shared responsibility, collective leadership, and sustained action.

This is the default line.
It works everywhere.

One-Paragraph Version (Primary)

100 Women of Impact is a national movement of women leaders committed to shaping the future of brain health and well-being. Convened by CaringKind, the movement brings together women across sectors who understand that leadership carries a shared responsibility — to advance understanding, expand access to compassionate care, and help inform what comes next for brain health. When women lead together, change follows.

caringkind
100 WOMEN
of **IMPACT**

WELCOME TO THE MOVEMENT

Questions or need support?

Reach out to the team:

hello@iam100woi.org

or

cdawson@cknyc.org for marketing/communications

Connect & Follow our journey:

iam100WOI.org

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