



Empowering Women. Inspiring Girls.

**PRESS RELEASE**

**Contact:** Amanda Gay  
Donor Engagement & Stewardship Manager  
Greater Green Bay Community Foundation  
[amandagay@ggbcf.org](mailto:amandagay@ggbcf.org) 920.362.2075

FOR IMMEDIATE RELEASE: **August 3, 2022**

**17<sup>th</sup> Annual Power of the Purse Event to Feature Former Undercover Police Officer & Nonverbal Communication Expert Pamela Barnum**

*Women's Fund of Greater Green Bay's primary fundraising event will take place on September 15, 2022*

Green Bay, Wis. – You have 50 milliseconds to make an impression with people who already have their guard up. Trust is at an all-time low, and people are looking for a reason to say no. On Thursday, September 15, 2022, former undercover police officer and federal prosecutor Pamela Barnum will share her insight into nonverbal communication and trust, to turn a “no” into a “yes.”



At the Women's Fund of Greater Green Bay's 17<sup>th</sup> annual Power of the Purse luncheon, Barnum will share insights from her decades of experience, including her unique background of working deep undercover in the drug enforcement section, followed by a rewarding legal career. Barnum will offer real-world strategies to help our audience crack the code on trust, using proven, field-tested techniques.

Building on her experience in the criminal justice system, Barnum studied corporate negotiations in graduate school and now

shares her experience, research, and expertise with candor, energy, and humor, blending actionable strategies with memorable stories.

The Women's Fund of Greater Green Bay is grateful to have Pamela Barnum speaking at the Power of the Purse, the primary fundraising event for the Women's Fund of Greater Green Bay. The event on September 15 includes a popular silent auction of high-end purses and an engaging program. All members of the community are encouraged to attend to learn more about the Women's Fund mission of empowering women and inspiring girls in Northeast Wisconsin.

Doors for Power of the Purse at the KI Convention Center will open at 10:00 a.m. for networking, to view the silent auction, and to purchase raffle tickets. Lunch will begin at 11:15 a.m., with the program featuring Barnum to follow. For more information and to purchase tickets, visit <https://e.givesmart.com/events/rn6/>.

Purse donations for the silent auction at the event are being accepted until August 15, 2022. Contact [womensfund@ggbcf.org](mailto:womensfund@ggbcf.org) for more information about how to donate.

Since the inception of the Women's Fund, more than \$3.2 million has been raised for its endowment, which has distributed more than \$1.2 million in grants to over 150 local nonprofit initiatives and programs in our community.

***About the Women's Fund of Greater Green Bay***

*The Women's Fund of Greater Green Bay, a fund of the Greater Green Bay Community Foundation, supports programs in the local community that meet its mission of empowering women and inspiring girls while promoting leadership and building self-esteem. For more information, visit [www.womensfundgb.org](http://www.womensfundgb.org).*

***About the Greater Green Bay Community Foundation***

*Celebrating 30 years, the Greater Green Bay Community Foundation has provided more than \$152 million in grants since inception to improve the quality of life in Northeastern Wisconsin. As a nonprofit charitable organization, the Community Foundation manages more than 700 funds with assets exceeding \$200 million. Over the past year, \$17.7 million in grants were distributed to nonprofit organizations. The mission of the Community Foundation is to inspire and encourage charitable giving in Northeast Wisconsin by connecting caring people with solutions to strengthen our community. [www.ggbcf.org](http://www.ggbcf.org)*

###