



In Her Shoes Foundation  
155 N Michigan Ave  
Chicago, IL 60601

**FOR IMMEDIATE RELEASE**

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**Contact:**

**Tamara Jensen, Chief Marketing Officer, In Her Shoes Foundation**

[Cmo.ihsf@gmail.com](mailto:Cmo.ihsf@gmail.com) | 312.678.9004

**IN HER SHOES FOUNDATION LAUNCHES NEW LOGO AND BRAND IDENTITY  
Reaffirms Commitment to Empowering and Inspiring Women and Girls**

Chicago, May 2, 2018 – In Her Shoes Foundation (IHSF) today announced an evolution in its brand identity. The Chicago-based not-for-profit best known for its curriculum-based youth program Ready Set Girls Academy has unveiled a new logo, a reimagined brand identity, and redefined brand messaging.

IHSF's new Vision is "to empower and inspire every woman and girl to be her personal best."

The rebranding decision was a culmination of a year-long strategic planning process wherein the organization's mission and purpose were evaluated by an executive team that included IHSF's founder, Kasia Wereszczynska, MA, LCPC, RYT, as well as committee chairs for marketing, human resources, development, finance, and programs. This planning effort resulted in a new Vision and Mission, as well as identification of a set of Core Values that were specifically established to represent the culture of the organization and its approach to delivering its program and services.

"With our redefined brand identity, we are putting In Her Shoes Foundation on the map among the very best charitable organizations in Chicago. Our evolving brand continues to align with the vision I had when starting this organization over a decade ago – spurred by my experiences as a crisis worker helping young women on the South-side of Chicago. It has always been about doing everything we can to empower and inspire women and girls. Now we're doing it with a crystal clear focus and a powerful, modern new look," said Kasia Wereszczynska, MA, LCPC, RYT, IHSF's founder and executive director.

Building upon the organization's 10-year history and commitment to "inspire, connect, educate and support the development and maintenance of a healthy and positive lifestyle," a refined Mission Statement was also developed: IHSF's redefined mission is to embrace the potential of all women and girls by providing positive influences, learning opportunities, community partnerships, and leadership development.

As a 100-percent volunteer-run organization, the strategic planning team wanted to emphasize the characteristics that are embodied by those who commit their time and efforts to IHSF on a



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daily basis with a goal of achieving operational excellence and seamless program delivery. The following Core Values were identified as guiding principles for IHSF's culture: Accountable, Empathetic, Intentional, Authentic and Inclusive.

Building upon all of this, a new logo was designed by as-needed volunteer Warren Window, Director of Interactive Services at LKH&S by day, to visually support the organization's new messaging. With a focus on inclusion and diversity, the new logo introduces a broader palette of colors and gives a nod to the concept of "walking in her shoes" through "footprints" that are organized as petals on a flower.

Tamara Jensen, IHSF's chief marketing officer, said "IHSF's new logo reflects the organization's history, shows pride in the way it has blossomed and grown, and serves as a bright and positive symbol for the continued empowerment of women and girls striving to be their personal best."

Through its brand revitalization, IHSF is reaffirming its commitment to its causes, especially its education-focused programs Ready Set Girls Academy and Women's Professional Development Workshops.

The new logo and messaging will be complemented by a new website, revamped marketing collateral, and a new line of for-purchase promotional products that will support fundraising for the organization's programs. The full roll-out of the organization's rebranding effort is scheduled to continue through 2018.

#### About In Her Shoes Foundation

In Her Shoes Foundation (IHSF) is a 501c3 organization that is dedicated to making a positive impact on society by empowering women and girls. IHSF connects women of various backgrounds through programs and events focused on improving our communities and spurring personal and professional growth. IHSF was founded by Kasia Wereszczynska in 2008 as a forum for women of all ages to build strong individual and community relationships in the Chicagoland area. Ms. Wereszczynska served for many years as a crisis worker supporting young girls and women on the south-side of Chicago. For more information, please visit our website at [www.inhereshoesfoundation.org](http://www.inhereshoesfoundation.org).