

Sage Hill School's GEMfest - Girls Empowerment Movement Festival

Event Date: Saturday, February 29, 2020



InspirED Brilliance Awards - Category 24 "Special Event"

Special Event - GEMfest

- ▶ This submission represents the category “Special Event.”
- ▶ Sage Hill School has a Service Learning program, in which students can identify and create their own solutions for a community need.
- ▶ GEM - the Girls Empowerment Movement - was created as a Service Learning project by a group of Sage Hill students in 2017. The mission is to “give young girls the inspiration and information they need to take on middle school, high school and the world!”
- ▶ The group puts on an annual half-day conference for approximately 300 middle school girls, parents/guardians and local educators. The conference includes inspiring female role models, hands-on workshops, a marketplace with crafts, food and information about local non-profit organizations, lunch with mentors and an awesome swag bag!
- ▶ All of the marketing, event planning, design and production is done by the student organizers, with oversight from adult advisors.
- ▶ The goal of GEMfest is for attendees to leave feeling special, empowered and confident, with tools to take on any challenges they may face.

Special Event - GEMfest



GEMFEST 2020: LEAP INTO YOUR PASSIONS

SATURDAY, FEBRUARY 29, 2020
9 AM to 2 PM

A Day of Conversation and Celebration for Girls in grades 6, 7 and 8

SAGE HILL SCHOOL | 20402 NEWPORT COAST DRIVE
NEWPORT COAST, CA

TICKETS: \$17 students | \$27 adults (plus service fee) - includes
keynote speakers, marketplace, workshops, snacks, lunch
& an epic swag bag!

Special Event - GEMfest



Inspired by the date, Leap Day (February 29, 2020), the GEM Team decided on “Leap into Your Passions” as the theme for the event.

Special Event - GEMfest



The morning kicked off with snacks and a themed GEMfest donut display, an interactive post-it note wall where girls could post about their passions, and an intention setting opening session with 3rd degree black belt and motivational speaker Jenn Cassetta.

Special Event - GEMfest



After a warm welcome from the GEM Team, guests were inspired by fireside chats with entrepreneur Gorjana Reidel and author/ CEO Sophia Amoruso.

Special Event - GEMfest



Next, guests visited the “Marketplace” for snacks, crafts and information booths from a variety of non-profit groups and other local businesses.

Special Event - GEMfest



Guests pre-registered for hands-on workshops on topics such as Self-Defense, Intro to Bullet Journaling, Creating a Personal Mission Statement, Public Speaking and Yoga for Self-Care.

Special Event - GEMfest



Following lunch with GEM Team mentors, guests heard from closing keynote speaker Kellee Kim, a contestant on *Survivor* who had stood up to sexual harassment during her season.

Special Event - GEMfest



Guests departed with branded swag bags filled with donated gifts from event sponsors. All gifts were solicited and collected by GEM Team members.

GEMfest Outcomes

- ▶ GEMfest 2020 welcomed nearly 300 attendees, consisting of girls in grades 6, 7 and 8 plus parents/ guardians and local educators. Approximately 15% of attendees were recipients of free tickets, provided to local schools and non-profit organizations focused on underserved populations.
- ▶ While not an admission event for Sage Hill School, many girls in attendance were applicants to the school, and the day gave them an opportunity to visit the campus and meet Sage Hill students, faculty and staff. Approximately 20 currently enrolled girls in the class of 2023 (out of a class of 135) attended GEMfest at least once, and many families indicated that they had learned about Sage Hill School as a result of attending GEMfest.
- ▶ The event was featured in local press and all of the speakers and workshop presenters mentioned and tagged Sage Hill School/ GEMfest in their personal social media, resulting in thousands of impressions.
- ▶ The student members of the GEM Team (high school juniors and seniors) gained valuable experience in professional skills including outreach to speakers and brands, coordinating numerous volunteers, PR, event planning and more!
- ▶ For more details see the GEMfest website: <https://www.gemfestoc.com/gem-2020.html>