

SHE FOR HER 2030

By women. About women.
For HER.



Imagine storytelling to expand us beyond the restraints of our currently perceived limitations. This is SHE for HER 2030, an integrated media arts platform showcasing HER-story on video, audio, print and mixed media to change the narrative for HER by 2030, currently in beta-form.



SHE tells stories of hope, healing, and HERstory to expand the story of who we are and what we are capable of when we learn, grow, and model a new way of leading, together. Our innovative and interactive media seeks to create an experiential and reciprocal two-way communication channel where audience members feel seen and heard as much as we do as the performers, producers, publishers, and presenters.

Contact: Impact Producer Charlene SanJenko charlene@powherhouse.com 1-604-741-7985

SHE FOR HER 2030

SHE for HER 2030 is responsive, curated, thought-provoking two-way digital storytelling offered live and as online gatherings. Our impact media includes short documentaries, animation campaigns, commercials with a conscience, 1-woman show experiences, editorial & opt-eds, and stirringly authentic social media campaigns, SHE for HER bridges cultures, geographical areas, and generations while sharing collective wisdom.

The following are an example of our productions to date:

- ☑ SHE for HER, integrated media arts platform (beta)
- ☑ Feed The Fire, 1-Woman Show, staged reading 2020 and launching 2021
- ☑ FireCircle 2020, Virtual & Live Global Leadership Listening Intensives, ongoing
- ☑ GATHER FOR HER, integrated impact media series, ongoing
- ☑ PowHERhouse lifestyle + leadership digital magazine, content creation and publication
- ☑ PowHER TV pilot series, 13 episodes, PowHER TV 2.0 in 2021
- ☑ PowHERtalks National Speaker Series, over 200 women on-stage
- ☑ Blended learning, development & delivery of capacity-building and competency transfer programs
- ☑ Live events, two decades of experience producing and promoting live leadership events now integrating a virtual component

What makes *SHE for HER* different is that we exist only and essentially for the collection and sharing of collective wisdom, celebrating and amplifying Indigenous and non-Indigenous women leading impact in constant communion with past and future generations.



EPISODIC SERIES | COMMERCIALS WITH CONSCIENCE | SHORT DOCS & FEATURE FILMS

Produced by PowHERhouse, a house leaders for global impact, SHE for HER 2030 is an amplification super-bridge connecting Indigenous and non-Indigenous women to authentic content with access to greater opportunities to amplify HER impact. We support and share HER stories, from HER perspective, free of bias, discrimination, and false assumptions, and in a trauma-informed and culturally sensitive way.

SHE for HER returns HER voice back to her. It is about women, made by women, for seven-generation impact. Media is our most powerful influence of change when used for its highest purpose: to heal, learn, grow, and model a new way of leading.

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PowHERhouse will be launching a capital campaign in 2021 to raise \$250,000 in development funds to bring to life the first interface of the SHE for HER 2030 integrated media arts platform.



Indigenous Founder and Impact Producer, Author, Speaker, Progressive Performance Coach, Media Visionary, Former two-term Politician and Community Economic Development Enthusiast, Charlene SanJenko has committed her life's work to the expansion of human potential.

Non-Indigenous Director, Story Listener, Tracker, Keeper, and Crafter, Tina Overbury is a core communications specialist who is committed to bringing the authentic narrative to the surface, cultivating safe containers for real change-based conversations calling for global impact.



“SHE for HER 2030 Impact Media amplifies leaders who crave a richer, more intentional experience of who we are, how we show up in the world, and the impact we’re here to make. Since 2000, PowHERhouse has been committed to the exploration and expansion of human potential. SHE for HER 2030 inspires hope and models possibility, demonstrating the impact potential of purpose-driven media while advocating for the better use of advertising dollars and decisions for HER, Human Expansion, Realized.” ~ Charlene SanJenko, PowHERhouse Founder

This innovative media initiative is guided by a team of in-the-field peer champions in film, philosophy, psychology, fundraising, and advertising.

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