



2025 COMMITTEES

One of the best ways to maximize the value of your FWSF membership is to join a committee. We encourage you to join an FWSF committee that matches your interests, talents, or aspirations. As a volunteer-run organization, we rely on your efforts to keep FWSF an essential source of insight and inspiration to women in finance in the San Francisco Bay Area.

You must be an FWSF member to serve on a committee.

If interested, contact Membership Co-chairs:

- Minako Steel, Co-chair (minakosteel@gmail.com)
- Heather Kerr, Co-chair (heatherc.kerr@outlook.com)
- Denise Field, Vice President (dfield@buchalter.com)

FUNDRAISING

Corporate Sponsorship

The Corporate Sponsorship Committee cultivates corporate relationships, the primary source of funds for the FWSF Scholarship Fund, and also provides support for FWSF. Service on this committee expands your network with national and Bay Area companies and gives you valuable fundraising experience.

Individual Fundraising

The Individual Fundraising Committee raises funds for the FWSF Scholarship Fund from individual donors. This committee organizes events, solicits donors, and builds strategies to grow the donor base and total donations.

Financial Woman of the Year

This committee plans and executes the Financial Woman of the Year event, held each fall to raise funds for the Scholarship Fund and honor exemplary women in finance. This event draws more than 700 attendees annually and involves collaboration with various committees and external vendors like event planners and videographers.

MARKETING & COMMUNICATIONS

The Marketing & Communications Committee focuses on internal and public relations, and social media to heighten awareness of FWSF and its members.

PR and Social Media

This subcommittee manages media relations, public relations, and social media strategies. Members work with PR firms and develop content for FWSF's social channels and newsletters.

MEMBERSHIP

This committee expands the membership base and fosters a strong community. Activities include membership drives, new member events, and initiatives to boost engagement and retention.

CULTURE, COMMUNITY, AND CONNECTION (3C's)

Culture, Community, and Connection ensures all FWSF activities reflect the diversity of the Bay Area. This committee develops strategies, plans events, and collaborates across teams to integrate culture, community, and connection in all programs.

PROGRAMS

Programs Committee

This committee recruits and hosts speakers for Industry Leadership, Professional Development, and Lifestyle & Special Events Series. Members gain access to leaders in finance, government, and civic affairs.

East Bay Committee

Similar to the San Francisco committee, the East Bay Committee organizes events and promotes FWSF to companies and prospective members in the East Bay.

Alliance Committee

The Alliance Committee connects FWSF with other organizations to co-sponsor programs and initiatives.

SCHOLARSHIP

Scholarship

This committee manages the scholarship program, encouraging applications and conducting interviews. Members meet and mentor inspiring young women pursuing careers in finance.

Scholarship Mentoring

The Mentoring Committee oversees mentor-protégé relationships and organizes events that connect scholarship winners with FWSF members.