



reflect. stand out.

INTENTIONALLY GIVING BACK TO THE COMMUNITY

EMPOWERING THROUGH TIME, TALENT, TREASURE

Since the inception of BrandMirror, philanthropy has been a critical part of the organization's DNA. The core areas of philanthropy include: entrepreneurship, ending homelessness, investing in youth and emerging leaders, providing insight and coaching to professionals searching for jobs.



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SERVING OTHERS

Serving others is an important part of how BrandMirror operates.

"If every person in the world knew their purpose and could live their purpose, the world would be a much better place." -Jen Dalton

BrandMirror gives back to specific mission-driven organizations.

Jen Dalton, the Founder of BrandMirror, provides time, talent, and treasure back to organizations in the Northern Virginia region and beyond.

Investing in the Community

Ms. Dalton invests at least 10% of the revenue into the community each year. Organizations that have received donations include: Homestretch, Business Women's Giving Circle, Community Foundation for Northern Virginia, to name a few.

Serving in the Community

Ms. Dalton serves on several Boards in leadership positions, and has been a Founding Member for organizations as well. She invests time throughout the year delivering workshops to specific organizations on topics such as career development, LinkedIn, entrepreneurship, and more.

Connecting with the Community

Ms. Dalton invests time to increase the visibility of organizations through interviews, social media, writing, and more.





YOUNG GIRLS & WOMEN IN STEM

Community Foundation for Northern Virginia Business Women's Giving Circle (www.bwgcnova.org)

Ms. Dalton has served as a member and Steering Committee member since 2018. She led the Communications Committee her first and second year, stepping into a leadership role in 2020 as Chair-Elect. She invests her time in marketing events, messaging, delivering on the brand and member experience to ensure the goal of impacting hundreds of young girls and women in STEM is met each year. The organization has raised over 300K since it was founded in 2014. Recently, Ms. Dalton assisted with the creation of content for the launch of the new website.





Pitch Judge and Coach

Ms. Dalton has served as the business pitch judge at the:

- 2019 Baltimore Without Wall Business Incubator Pitch
- 2019 EWI (Empowered Women International) Entrepreneur Bootcamp Business Pitch
- 2015 to Present Global Good Fund Leadership Summit Pitch and Personal Brand Coach for social entrepreneurs from around the globe in Washington, D.C.
- 2015-2018 Georgetown University Executive MBA Business Planning Residency
- 2017 - Coached small business & they won the George Mason University Business Pitch Competition (winning \$5,500)



Global Good Fund Speaker & Coach

Ms. Dalton has spoken every year at the Global Good Fund Summit since 2015 and coaches each of the social entrepreneurs from around the world on their personal brand, pitch, and leveraging storytelling to connect with their audiences.

StartUp Branding Workshops

Ms. Dalton spoke several times at 1776 as well as working with the Georgetown University Executive MBA as a pitch judge during their Business Planning Residency.





ECONOMIC & BUSINESS GROWTH

Organizer for 1MillionCups Fairfax (www.1millioncups.com/fairfax)

The 1Million Cups Fairfax Chapter is part of the Kaufman Foundation, a national organization helping startups and businesses get access to feedback and insight from the business community every Wednesday morning for free. The 1MC Fairfax chapter launched February 14th, 2018 and Ms. Dalton has been an organizer since it started. She provides coaching to startups and businesses on their pitch decks, she helps market the events (email, social media, events), and she attends weekly providing feedback and insight to startups and businesses on their challenges. To date, the organization has coached over 200 businesses and helped them accelerate their ideas, launches, pivots, and more



Entrepreneurship 101 Events

Ms. Dalton speaks several times a year in partnership with the Fairfax County EDA to 100+ entrepreneurs on how best to leverage 1Million Cups and business resources available in the county.





WOMEN'S LEADERSHIP & EQUITY

Speaker and Mentor

Ms. Dalton speaks to hundreds of women each year on personal branding, presence, and leadership. Her focus is on delivering intentional and actionable insights to help emerging leaders as well as executives continue to grow and excel.

Georgetown University Women's Leadership Institute Senior Industry Fellow (2015-2018)

GUWLI convenes faculty researchers, company executives, policymakers, and students to build a foundation of evidence-based, data-driven knowledge about the attitudes toward and the advancement of gender-intelligent leadership.

Georgetown University WAGE Leadership Workshop

Ms. Dalton co-developed and delivered a Leadership Workshop to the undergraduate students in the WAGE program at Georgetown University.



GMU Women in Business Initiative Founding Member

Ms. Dalton was a Founding Member of the Women in Business Initiative through George Mason University. She served several years as a Board Member leading Communications and stepped down in 2018.





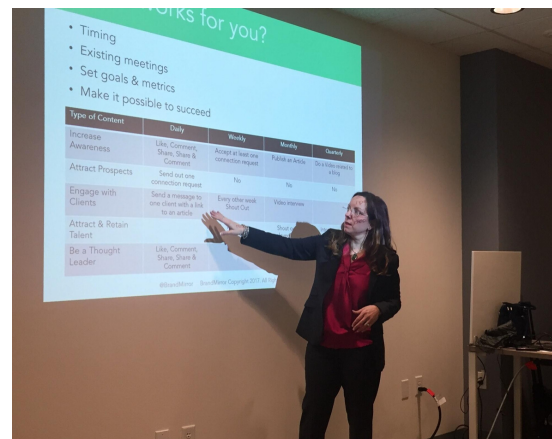
CAREER ADVANCEMENT

Speaker and Mentor

Ms. Dalton speaks to hundreds of individuals at workshops each year on how best to position themselves to from a communication and personal brand perspective.

Career-Confidence.org & 40PlusDC Speaker (2017-Present)

Ms. Dalton works with two organizations whose primary goal is to help individuals out of work get back into the workplace.



WILD Annual Conference

Ms. Dalton speaks annually at the WILD Network Conference on personal brand for global development leaders.

Georgetown CCT Graduate School

Every year Ms. Dalton works with the Graduate Students in the CCT program on their personal brands and how to pivot into a new career after their graduate program.





BOARD SERVICE

Board Leadership and Community Engagement

Ms. Dalton leverages her 17 years of management and marketing experience to help people and companies write their stories, define their reputation, and deliver on their unique promise of value. She is passionate about empowering women and families and ending homelessness in the Northern Virginia market and beyond.

Business Women's Giving Circle

Chair Elect 2020, Member 2018 to Present

Ms. Dalton serves on the Business Women's Giving Circle. With membership over 75, it is imperative to constantly reach out and engage members, grantees, and key stakeholders to ensure we are delivering value and impact in the Northern VA community.

Homestretch (www.homestretchva.com)

Board Member 2012-2018, Vice President 13-15, President 16-18

Ms. Dalton led the Homestretch Board of Directors and collaborated with the Executive Director to deliver on the organizations mission to empower homeless families to attain self-sufficiency. Closed a \$650K grant shortfall. She led the Strategic Planning Committee and the initial creation of a 5-year plan and worked with the Homestretch leadership, staff, and Board members to maintain focus and maximizing their impact with a \$3M budget.

Women on Course

Advisory Board Member

Led the Growth Committee during the integration of Women on Course with Women in Business. Worked with the Founder and President on setting a new strategic plan.

GIVING BACK



Helping Others with Our Talents

It is challenging in this busy world to create space and time to support non-profits. However, it is a critical role that businesses and leaders play when it comes to changing and positively impacting the community where we work and operate.

Special Projects

Investor: This Little Land of Mines - A Laos Documentary

<https://www.thislittlelandofmines.com/>

Ms. Dalton invested in this project in 2018. This Little Land of Mines is an independent feature documentary premiering in 2019. It's about the resilience of the Lao people as they live among and work to clear 80 million unexploded ordnance (UXO) that the United States dropped during the Vietnam War era.

Every Child Fed

<https://everychildfed.org/>

Ms. Dalton has sponsored events and donated to Every Child Fed since 2014. An entrepreneurial and community-based approach to treating severely malnourished children with life-saving therapeutic peanut butter.



Jen Dalton, Founder of BrandMirror

Committed to helping individuals discover their passion and purpose and move the needle on their visibility and impact in clear and compelling ways.

Visit www.brandmirror.com for more ideas to help build your visibility and impact. Thanks!



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