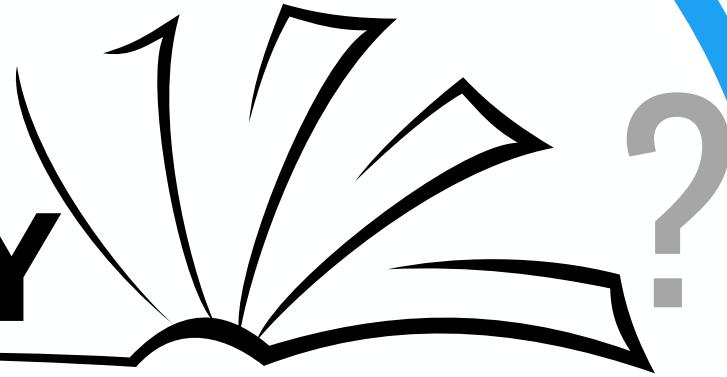




WHAT'S

Her
STORY



**The Inspirational Stories of Service Leadership
by the Empowered Women of the
Miss Florida Organization**

By Lindsey Franxman

Miss Lakeland 2022

Miss Orlando 2020-2021

Miss Jacksonville 2019

WHAT'S
Her **STORY?**
Let me tell you...



Harley is one of
the first girls to
experience the
empowerment
of the
HerSTORY
program

" THERE IS NO GREATER AGONY THAN
BEARING AN UNTOLD STORY INSIDE YOU. "
- MAYA ANGELOU

empowerment

THE BEGINNING OF *Her* STORY

As five-time titleholder in the Miss America Organization (3 in Florida and 2 in Indiana), I have learned to apply my skills to a social issue for which I have passion. While the “glitz and glamour” of pageantry is fun and appealing, it is the “in-the-trenches” service work requiring days, weeks, months, and even years of commitment which has provided my most satisfying rewards and empowered me as a young adult and professional in one of the world’s most recognized companies.

Over the past four years, I worked to advance accessibility and sustainability of educational theatre. From my first role as an Enchanted Cheese Grater in a grade school production of *Beauty and the Beast*, to leads in collegiate and professional productions, I had the benefit and privilege of theatre education throughout my life and witnessed its impact in others’ as well. I launched four month-long advocacy campaigns over three years in conjunction with national programs; achieved 6 million impressions via social media, presentations, and guest columns published in major newspapers; attracted and established partnerships with eight educational theatre organizations in Florida; initiated \$50K in grant funding for new school theatre programs; and earned five Proclamations from the Mayors of Orlando and Jacksonville. My efforts to PLAY MY PART to prepare all of Florida’s kids for the world’s stage were recognized with MAO state-level community service awards in all four years I competed at that level.

AS A LIFELONG READER, WRITER, AND
ACTRESS, STORIES HAVE ALWAYS BEEN THE
KINDLING TO MY DREAMS.

As Miss Lakeland, my fifth local MAO title, I founded a
new initiative: *Her* **STORY**

A childhood illness that almost took my sight taught
me to cherish my love of reading, writing, and stories
as the kindling to my dreams.

Now with a Master's degree in Communications and a
communications and public relations role for the
world's greatest storyteller, I've represented many
great women with a message of empowerment -
including Minnie Mouse when she was "promoted" to
Captain to inspire girls to pursue STEM careers.

However, after a year-plus of shutdowns with
countless kids kept away from school, I learned about
the insidious ways that illiteracy is perpetuated in
many communities, including my own in Central
Florida, effectively blocking kids from stories and skills
which could fuel their futures.

**HerSTORY ignites
the dreams of girls
across Florida.**

Read about it and more
stories of how Miss Florida
titleholders impact their
communities.

HERE'S A SPOILER ALERT...

With these young women
as the protagonists, their
stories are sure to have
happy endings!



Lindsey Franxman

the storytellers

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Her **STORY: GIRLS' EMPOWERMENT
THROUGH STORYTELLING**

Lindsey Franxman, Miss Lakeland 2022

**SPACE GIRLS:
ENCOURAGING WOMEN IN STEM**

Cassie Roby, Miss Jacksonville 2020-2021 &
Miss Los Angeles County 2022

& her stories...

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#BREAK THE CYCLE:

HUMAN TRAFFICKING AWARENESS

Cassidy Goldman, Miss Winter Haven 2020-2021

BE A LEADER:

IGNITING THE SPARK WITHIN

Leah Roddenberry, Miss Florida 2021

inspiration

Once upon a time...

I met Harley. HerSTORY is that she wants to be a 1st grade teacher, an Olympian, or maybe an astronaut.

So, what's stopping her? Limited awareness of role models, below-grade level reading ability, and a lack of confidence to express her dreams.

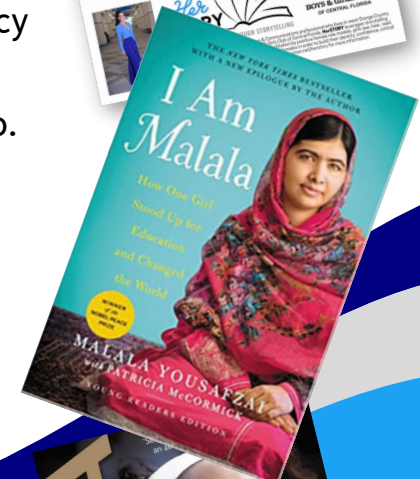
As a lifelong reader, writer, actress, & now a professional communicator, I created HerSTORY to inspire girls via stories of empowered female role models to build literacy and communication skills, with this basic mission:

- 1) Motivate via inspirational stories girls can relate to.
- 2) Provide encouragement & practice to build reading, writing, & speaking skills.

Her **STORY** leverages storytelling to empower girls to find and use their voices.

"STORIES INSTILL HOPE,
AGAIN AND AGAIN."

- WALT DISNEY



+ skills...

I facilitate activities and discussions with girls using stories of female empowerment from books, videos, podcasts, and guest speakers. Girls see, hear, read, write, and discuss these inspirational stories to build identity, confidence, critical thinking, communication, and leadership skills.

The Boys & Girls Clubs of Central Florida and Polk County selected **HerSTORY** for application in 44 regional clubs across 7 counties, impacting 8,000 girls. **HerSTORY** has attracted leadership involvement from other literacy-focused organizations, has been featured in the *Orlando Sentinel* and *Lakeland Ledger*, was awarded a Proclamation from the Orlando Mayor, is the focus of my podcast series on Spotify, and the University of Florida invited me to apply to its PhD program on the merits and potential of this initiative.

So, will Harley find her voice in order to achieve her goals to become a teacher, win Olympic gold, and launch into space? From "Once upon a time" to "...happily ever after," empowerment through inspiration and literacy will help her stories come true.



SPOILER ALERT:
HerSTORY creates happy endings!

= empowerment

SpACE Girls

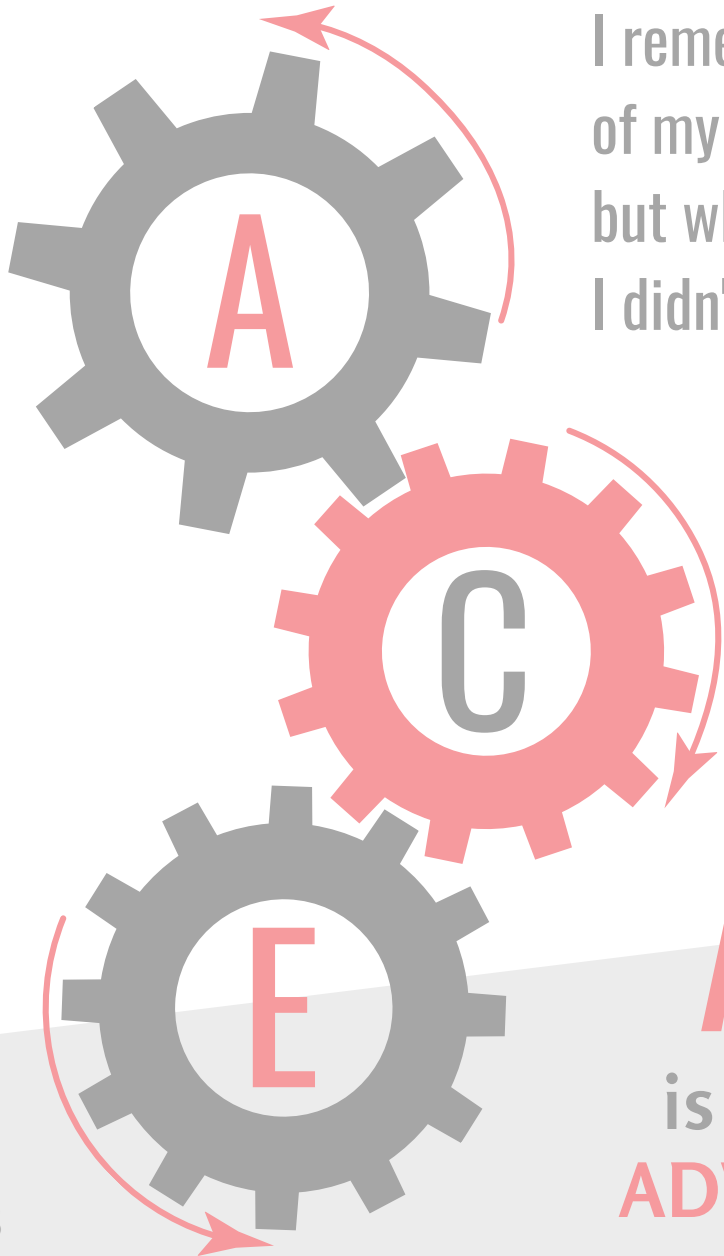
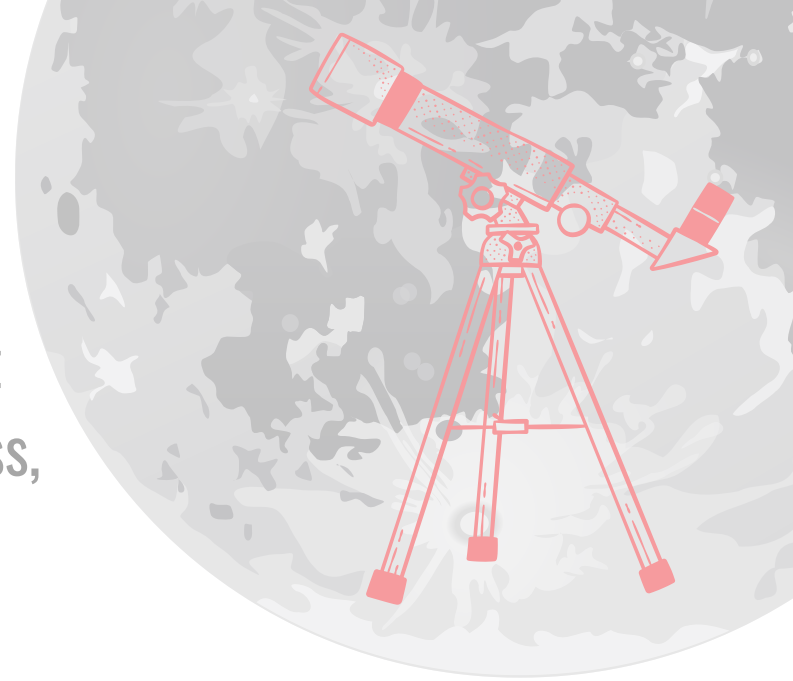
I remember the excitement of my first engineering class, but when I looked around, I didn't see where I fit in.

That's when I realized women make up only 27% of the STEM workforce.

I created SpACE Girls to encourage more young women to go into STEM.

SpACE Girls is summarized by the letters ACE, because every student should know they can ACE life:

A is for **ADVISE** **C** is for **COMMUNICATE** **E** is for **EDUCATE**



So come engineer with me as we innovate a new way to get more women in STEM.

"THE WORLD OF SCIENCE NEEDS MORE WOMEN, BUT FROM A YOUNG AGE WE GIRLS ARE ENCOURAGED TO CARE MORE ABOUT THE WAY WE LOOK THAN THE POWER OF OUR MINDS."

- THE BIG BANG THEORY

Cassie joined CA State Senator Archuleta during the "City of STEM" event and announcement of \$800K in funding for the Columbia Memorial Space Center.



More to HerSTORY:
@misslosangelescounty
www.womeninstemamerica.com



After completing a Bachelors and Masters in Mechanical Engineering at Florida State University, Cassie moved to Los Angeles, California, where she is employed as a space thermal engineer for Northrup Grumman and supported thermal flight operations on the new James Webb Space Telescope for NASA. She also "teaches physics" as a baton coach in her community.



Miss Jacksonville
2020-21
Miss Los Angeles
County 2022
Cassie Roby

#BreakTheCycle



#BreakTheCycle: Human Trafficking Awareness



Over 20 million men, women, and children are trapped in the cycle of human trafficking today and less than one percent of them currently have the hope of ever being rescued.

The sad truth is that the United States is the number one consumer of human trafficking in the world with Florida ranking third in the nation for reported human trafficking cases.

By using social media to spread awareness, supporting survivor employed businesses and working with the government to arrest and prosecute traffickers, together we can speak up and speak out for victims of human trafficking and help in the process to reach, rescue and restore.



Join me to #BreakTheCycle, ending human trafficking and making freedom a reality for everyone everywhere.



ReThreaded is a Jacksonville, Florida-based business which provides unique products created by survivors of Human Trafficking. Every purchase and donation directly helps survivors with employment, counseling, and career development.

The END IT MOVEMENT has declared a call to action by asking people to draw a red "X" on their hand and share a photo on social media using #ENDITMOVEMENT to shine a light on the current issue of slavery.





BE A LeadHER:

One in 3 girls are afraid to lead. What if girls were taught not only how to lead, but to believe in themselves as leaders?

As a young girl hesitant to use my voice, I limited my dreams based on what other people told me. Now, it's my mission to ensure that other young women never feel that way. That's why I founded my nonprofit, Be a LeadHER, and I have traveled across the nation engaging, empowering, and equipping young women with the tools they need to be successful today.

I have done this in a variety of ways from speaking with legislators in DC, authoring a children's book, and launching my LeadHERship institute, all designed as a scalable initiative to impact young women across the nation.

I partnered with Ignite, SheShouldRun, Youth Services America and others who were eager to collaborate with me and to become sustainable partners with the Miss America Organization.

Leah met with Florida lawmakers in Washington, DC



Miss Florida
2021
Leah
Roddenberry

IGNITING the spark within

Because together, we are going to propel young women into the next 100 years, and allow them to accomplish their dreams unapologetically.

Because I know that little girls with dreams become women with vision.

“Be a LeadHER: Igniting the Spark Within” was created to help girls find their voice, cultivate their passions, and confidently pursue their dreams.

BE A LEADHER

ENGAGE SPONSOR
\$100 = DONATE BOOKS TO
SCHOOLS AND LIBRARIES

EMPOWER SPONSOR
\$250+ HOST A
'LEADHERSHIP INSTITUTE'


EQUIP SPONSOR
\$300+ DONATE TO THE
SCHOLARSHIP FUND



Scan. Pay. Go.



*All proceeds go directly
to my 501(c)3 non-profit -
Be a LeadHER



In order to help build leadership skills at a young age, Leah wrote a children's book to encourage youth to become civically engaged citizens and active community members.

leahgoestowashington.com



HerSTORY creates

Empowerment...
how do you
measure it?

Do you
“know it
when
you see
it”?

I know
how it
feels and
how it
looks...

The Early Learning Coalition of Polk County, Florida, sought me out to meet with local leaders including the Mayor and County Commissioner, given my advocacy for literacy. Attention and engagement from those leaders to my story and message - and by the *Lakeland Ledger*, which ran a front/multi-page story on the event - was **empowerment!**

In an initial HerSTORY session, when I met Harley, her enthusiasm turned to dismay when she was unable to read the book (that I had given her) about a female role model aloud to the class. But, a spark of inspiration fueled her to take the book home and practice for a triumphant return to the next session when she read the book to her peers with confidence and pride.

Her motivation to master the book and demonstrate her improved skill was

empowerment!

happy endings...

In another HerSTORY session, one girl with a unique haircut, initially quiet and even a bit withdrawn, became increasingly engaged as my lesson plan played out. By the end, when I awarded her the “Miss HerSTORY” sash for her participation, her eyes sparkled and her smile was wide. The staff later told me she had been bullied by her peers for weeks over the haircut. Her transformation of spirit during the session was **empowerment!**

I was honored to be asked by the Boys & Girls Clubs of Central Florida to mentor and coach Gabby, its Youth of the Year nominee. I was able to help Gabby identify her authentic story and tell it with confidence, earning her a runner-up placement in the state competition.

The magic ingredient? You guessed it...

empowerment!

**I hope you
inspire someone
today with your
own story of
empowerment.**

Lindsey Franxman

Miss Lakeland 2022

MORE TO HerSTORY:

Use this QR to visit
my website at
lindseyfranxman.net



Boys & Girls Club - Badcock Chapter
Mulberry, FL



God's Little Helpers Childcare Center
Lakeland, FL



Thank you to the Boys & Girls Clubs of Central Florida and Polk County, the

Boys & Girls Club - Schowe Center
Lakeland, FL



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Boys & Girls Club - West Orange
Winter Garden, FL



Miss Florida Organization, and my sister queens who told her stories here.

Boys & Girls Clubs of Central Florida
Junior Youth of the Year, Gabby



Early Learning Coalition with Polk County
Commissioner Santiago and Lakeland Mayor Mutz



I am also grateful to the government leaders, literacy-focused agencies, and

Boys & Girls Club - Badcock Chapter
Mulberry, FL



Boys & Girls Club - James P. Austin Center
Lake Wales, FL



generous sponsors who have helped to advance HerSTORY. SPOILER ALERT...



Her **STORY** continues...

Her **STORY**



GIRLS' EMPOWERMENT THROUGH STORYTELLING

MORE TO HER STORY...

Please visit my website at www.lindseyfranxman.net



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