

# Perfect Fit: Key4Women aligns with global women's advocacy group

Zonta International's mission is to advance the status of women worldwide through advocacy, assistance and partnership

Brittany Van Brunt had never heard of Zonta International before she was recently asked to speak at the annual luncheon for the organization's chapter in Everett, Wash. Once there, she realized Zonta was a perfect fit for much of what Key4Women brings to the table.

Van Brunt, relationship manager at KeyBank in Everett, received the invitation from an existing business client who is president of the Everett chapter for Zonta, an organization whose mission is to advance the status of women worldwide through advocacy, assistance and partnership.

Since 1919, [Zonta International](#) has supported projects in 46 countries and provides scholarships to women globally. A great deal of its work aligns with Key4Women, Key's program for women in business.

A recent luncheon's theme was "Financial Competency -- Why it Matters for Women," where Van Brunt used the occasion to talk about retirement planning, investment and other products Key offers.

## Shine on

"It was a great experience," Van Brunt said of her presentation at Everett Country Club. "The Key4Women program really had a chance to shine, and the women who attended were very appreciative of the information I was able to provide. I think they were really comfortable with how open we are. We explained to them that it's OK if you don't know all the answers right now. We'll help you find them."

Van Brunt saw a noticeable increase in leads in the days following the presentation and set more appointments to help women clients with retirement planning. Additional networking through the luncheon led to Van Brunt's being asked to give a presentation to other groups, including the local YWCA's "Financial Literacy Class."

She also met Kathy Atwood, Everett's first-ever female chief of police. Van Brunt discussed with Atwood the Key@Work program, and how it could potentially benefit the more than 200-member police force.

Van Brunt's efforts earned her recognition as the Seattle Cascades March Key4Women Success Story. It also caught the eye of Macile Cowman, portfolio administrative analyst at KeyBank in Yakima, Wash., and a longtime Zonta member of the Zonta Club of Yakima Valley, one of Zonta International's network of local clubs.

## Relationship building

After learning of Van Brunt's presentation, Cowman wrote a note to Kristine Pratt, client service

manager in Renton, Wash., pointing out how appropriate it was for Key4Women and Zonta International to share their networking resources.

"Although I'm new to Key and have been here for just about a year, I've been a Zonta member for more than 30 years and through Zonta I've been able to meet women in all areas of business and actually from all types of backgrounds," Cowman said. "Zonta really opens doors for women in business to be involved in everything else that goes on in their community to help improve the lives of women.

"The relationship between Zonta and Key4Women can really be two-fold, with each one helping the other," Cowman continued. "It's a great way for Key to find a way to make contacts and help assist women yet still play a good role in the community."

In Yakima, Cowman said Zonta members participate in a major fundraiser each year that raises funds for local and international programs that improve the social, economic, and political status of women, in addition to networking and advocacy. They have a number of hands-on projects such as bell ringing for the Salvation Army's annual Christmas charity campaign, cooking meals for homeless shelters for women and, advocate for efforts to stop domestic minor sex trafficking in their community.

"The women in this club really want to be educated and they want to help educate other women as well," Cowman said. "That's what makes it such a good fit with Key4Women."

### **On the road**

Van Brunt says she's looking forward to more opportunities to speak to groups about Key4Women, adding that several women who attend the Zonta luncheon commented on how relaxed and well-prepared she seemed.

"They said, 'You must do this all the time,' and I said, 'Nope, I really don't!'" Van Brunt said. "But it's definitely something I would like to do more of. The reception for me and for Key4Women was really phenomenal."

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