

# Generation Female

FIVE QUESTIONS WITH



**ANNA SHPAK**  
PRESIDENT, GENERATION FEMALE

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INTERVIEWED BY  
SHIRIN ONG



# G/F

## TELL US MORE ABOUT GENERATION FEMALE

Our non-profit association Generation Female was born in July 2020, and we call it our "baby" as it is still so young.

We aim to support the growth and development of women leadership and promote gender inclusiveness and equity.

We provide support to both individuals as well as organizations that share our belief in the importance of our mission, through various activities such as the [Generation Female Global Summit](#).

As an organization, we try our best to embody the values that we stand for and believe in.

In particular, since our mission is to improve gender equity, we try to make sure that we don't just pay "lip service" to the values of inclusiveness and diversity, but that these are deeply embedded in our organization's DNA.

Generation  
Female  
Values:

Service and  
Community  
Trusted  
Stewardship  
Inclusiveness  
and Diversity

WHAT IS THE ETHOS OF  
GENERATION FEMALE?

“

We are  
Generation Female and  
together we can **create,**  
**connect and conquer**  
to build a better  
tomorrow for ourselves  
and the generations of  
women after us.

”

- ANNA SHPAK

# CONNECT | CREATE | CONQUER

2020 was quite a year. How did you manage to set up Generation Female amidst all that was going on?

“2020 changed most of our lives. We faced new realities and we were forced to adapt our skills and our lifestyles - first for survival, and then for success.

My life has also changed in many ways, and I faced several personal and professional challenges, but I did my best to turn them into advantages and opportunities.

Looking back, I can say that I overcame all the hurdles I faced. But I could not have done it by myself and alone.

My husband became my business partner and biggest cheerleader, and has been a huge encouragement with his unwavering belief in my work and efforts.

My friend, although based far away from Europe, all the way in Hong Kong, became my partner, and we have managed to work closely despite distance and time differences, based on our shared values and vision.

I have been very grateful to have this support network, and I want to be able to create a similar community of support for all other women across the globe.

*Together, we can be stronger and amplify our successes and achievements, which is especially important in this new reality.*

This is a cause that I am very passionate about and truly believe in.

It's an ambitious goal, but we want to do all we can to help create greater awareness of just how inherent and pervasive the gender burden shouldered by women really is, promote efforts to improve gender inclusiveness and equity, as well as combat gender-based discrimination in homes, workplaces and professions across the globe.

# HOW CAN GENERATION FEMALE SUPPORT INDIVIDUALS AND ORGANIZATIONS?

For individuals - it is free to [sign up to join our community mailing list](#). You'll receive updates about and access to all our [events](#) (for now, we run a monthly virtual event and our annual [Summit](#)), discounts to ticketed events, as well as special masterclasses and workshops. We'll also be adding more perks for our community as we go along.

Any gender is welcome to join our community. While we set out to support women leaders who want to benefit from a positive, empowering environment, we recognize that there are also other marginalized genders who need the same support, or those who want to become better allies to genders other than their own. We strive to be an open and inclusive community that is here to support one another on all of our journeys.

For organizations - many organizations are increasingly recognizing the need to support their women leaders, which is definitely a step in the right direction. Besides providing access to our activities, we can also work with organizations to create and customize activities, guidelines or programs to help achieve specific goals in supporting women leaders. We are also planning to offer corporate memberships in the future. If your organization is interested to find out more, you can get in touch with us: [admin@generationfemale.net](mailto:admin@generationfemale.net)



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## How can individuals and organizations support Generation Female?

We rely on philanthropic support to sustain our activities and grow our impact, and we always appreciate any donation or contributions to help fund these efforts. If you would like to contribute, simply [click here](#).

We also rely on volunteers and partners to make our activities a success. Whether you would like to contribute financially or in-kind, or volunteer your time and skills, we would love to hear from you, just reach out to us at: [admin@generationfemale.net](mailto:admin@generationfemale.net)