

ISSUE No. 01
March 2025

beyond the flow



Celebrate Her 2025:
Honoring the Power, Resilience &
Impact of Jamaican Women

A HerFlow Foundation Publication

Table of Contents

03	FROM THE FOUNDER
04	ABOUT HERFLOW
05	ABOUT CELEBRATE HER
08	2025 AWARDEES
14	HERFLOW EMPOWERHER AWARD
15	RED RUN

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From the Founder

At HerFlow Foundation, we are committed to recognizing and uplifting those who dedicate their lives to serving others—and few do this more selflessly than Jamaica's Guidance Counselors. These unsung heroes provide mentorship, advocacy, and unwavering support to our nation's students, helping them navigate challenges and unlock their full potential.

This year marks a historic milestone as we proudly welcome our first-ever male nominees for the Celebrate Her Awards. Their inclusion is more than just a moment of recognition; it is a powerful acknowledgment of the critical role men play in advancing the welfare of Jamaican girls. These dedicated counselors have championed gender equity, created safe spaces, and empowered young women to succeed—reminding us that when it comes to building a better future, everyone has a role to play.

Additionally, we are thrilled to introduce the inaugural EmpowerHer Award, a new honor designed to recognize young girls who go above and beyond to serve their communities. These future leaders are changemakers, advocates, and role models, proving that service has no age limit. By investing in their efforts today, we are cultivating a generation of empowered women who will continue to uplift Jamaica for years to come.

As we look to the future of Celebrate Her, our mission remains clear: we must continue to amplify, support, and invest in those who dedicate themselves to the betterment of others. This initiative is more than just an awards ceremony—it is a movement. But to expand its impact, we need your support. Funding Celebrate Her means investing in mentorship, empowerment, and sustainable change. Your support for the HerFlow Foundation ensures that we can continue to provide resources, advocate for menstrual equity, and celebrate those who make a difference every day.

To every Guidance Counselor and young girl we honor today—your work is seen, valued, and deeply appreciated. Thank you for shaping the next generation, standing in the gap, and proving that true leadership is rooted in service.



Shelly-Ann Weeks

FOUNDER & EXECUTIVE DIRECTOR
HERFLOW FOUNDATION

About HerFlow Foundation

The HerFlow Foundation is a non-profit organization dedicated to improving menstrual health and addressing key social issues affecting women and girls in Jamaica. Through advocacy, education, and direct support, HerFlow works to break the stigma surrounding menstruation and empower women to live healthier, more fulfilling lives. HerFlow's flagship project is to end period poverty in Jamaica. Since inception in 2016, HerFlow has donated over 10 million menstrual products to Jamaicans in need.

HerFlow Foundation Objectives

HerFlow Foundation has 3 main objectives:

ADVOCATE for comprehensive sexual and reproductive health education in all Jamaican schools to ensure every student is informed and prepared.

EMPOWER women and girls to understand and advocate for their reproductive health and rights, building confidence and self-agency.

EDUCATE by developing a thorough and accessible resource for female reproductive health, creating a foundation of knowledge for lifelong well-being.



ABOUT



In recognition of International Women's Day, Celebrate Her is an initiative designed to recognize and award Jamaican women who make significant contributions to their communities at the grassroots level. The project will celebrate these unsung heroes while equipping them with the tools, skills, and knowledge needed to scale their efforts for greater impact. Since inception 78 Unsung Sheroes have been honored including School Nurses, Guidance Counsellors and Community Organizers.

Over the years, we have witnessed the unwavering dedication of countless Jamaican women who go above and beyond to uplift their communities. Often working quietly, they selflessly invest their own time and resources—feeding the homeless, providing books and school supplies for children, covering exam fees, and spearheading numerous other life-changing initiatives.

This is why we Celebrate Her.

the history

Celebrate Her was launched in 2019 and honored 13 outstanding Jamaican women who were doing groundbreaking work in their communities. Celebrate Her Brunch was held at the Jamaica Pegasus Hotel.



Celebrate Her was transformed to a photoshoot to honor 20 Guidance Counsellors who worked hard during the COVID 19 pandemic to supported their students even though school was not in session. Not all the recipients were able to make the shoot due to challenges with resources so their plaques and gift packages were delivered to them.



15 School Nurses were recipients of the HerFlow Unsung Shero Award on Sunday, March 27, 2022 at Celebrate Her Brunch held at the JDF Officer's Club for their work supporting their students during the pandemic. The event was endorsed and supported by the Nurses Association of Jamaica.



In 2023, 20 Jamaican Women were honored for their selfless work in their communities. Our youngest recipient was 9 years old and she completed a drive to End Period Poverty collecting and donating over 1200 packs of menstrual products. Not all the recipients were able to attend. Celebrate Her was held at the Jamaica Pegasus Hotel on March 26, 2023 and included a live performance by Tanya Stephens.



15 Jamaican Women doing amazing work in their communities were celebrated on March 24, 2024 at the HerFlow Foundation's Celebrate Her Awards. Nominees were submitted through social media and featured outstanding Jamaican women who had initiatives that range from animal activism to starting a home for unattached youth. The event was held at the Jamaica Pegasus.



Celebrate Her proudly recognizes the achievements of Jamaican women with disabilities, honoring their invaluable contributions to society. We are dedicated to fostering inclusivity and amplifying the voices and impact of every Jamaican woman.



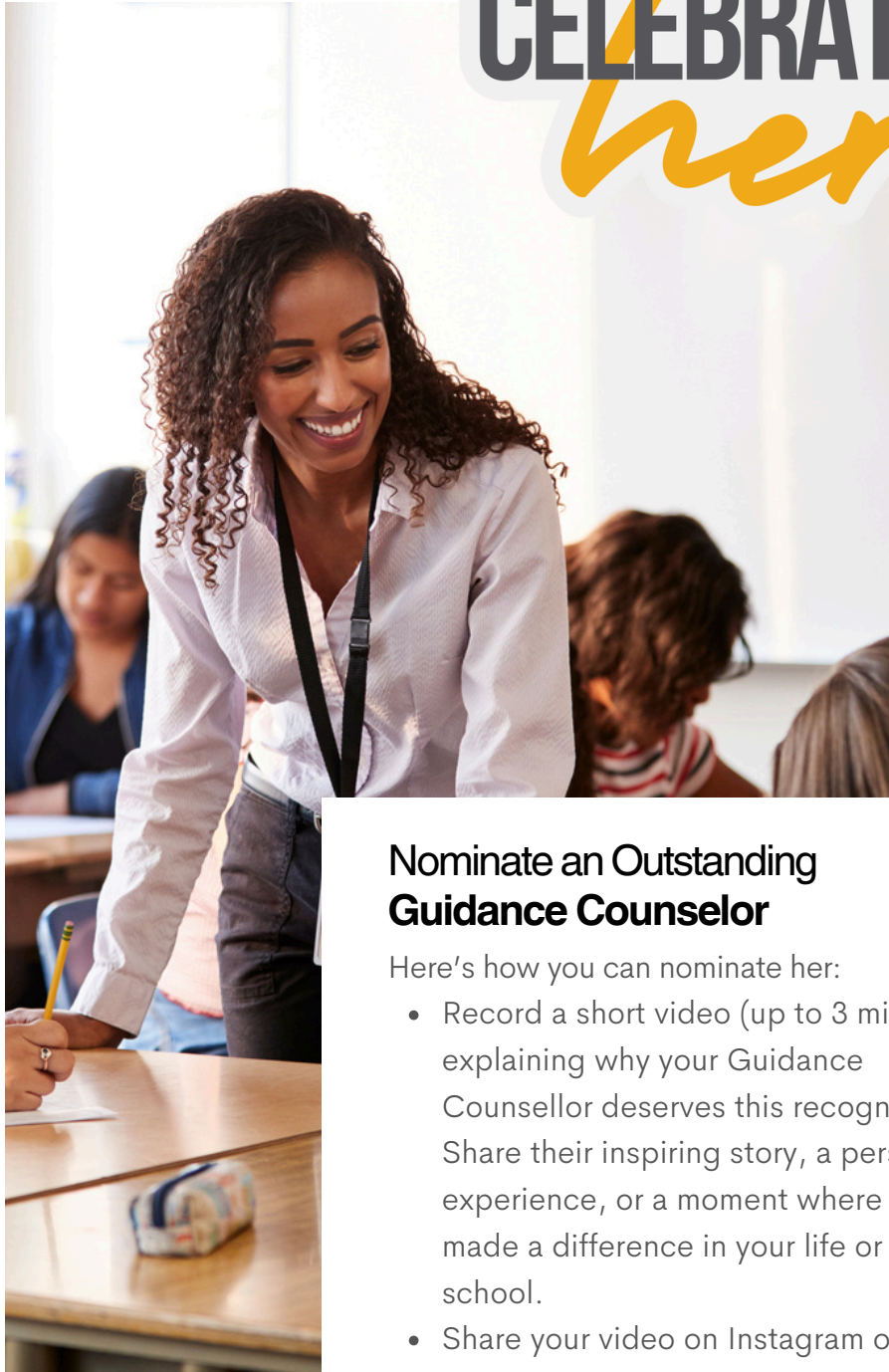
2025 AWARDEES

Nominations were opened on social media, and this year, we received over 55 submissions from across the country. The 2025 HerFlow Unsung Sheros have been carefully selected for their exceptional dedication and unwavering commitment to service, embodying the true spirit of selflessness and community impact.

Each nominee was asked the following questions:

1. What inspired you to dedicate your career to supporting and uplifting young people?
2. Can you share a moment when you realized the impact of your work?
3. What are the biggest challenges facing students today, and how do you help them navigate these obstacles?
4. If you could implement one major change to improve the lives of students in Jamaica, what would it be and why?
5. What legacy do you hope to leave for the next generation?





Nominate an Outstanding Guidance Counselor

Here's how you can nominate her:

- Record a short video (up to 3 minutes) explaining why your Guidance Counsellor deserves this recognition. Share their inspiring story, a personal experience, or a moment where they made a difference in your life or your school.
- Share your video on Instagram or TikTok, tagging @HerFlow and using the hashtag #NominateHer2025.
- Send your video along with your name and contact details to embraceherflow@gmail.com to ensure your nomination is received.

Deadline for nomination: **15.03.2025**

Thank you



On behalf of the HerFlow Foundation, I want to extend our heartfelt gratitude for your generous support of Celebrate Her 2025.

Your partnership made it possible for us to honor and uplift the incredible guidance counselors and unsung heroes who are making a profound impact in their communities.

Your commitment to empowering women and girls plays a vital role in creating a more supportive and equitable Jamaica. Because of you, we were able to not only recognize these phenomenal individuals but also inspire others to continue their selfless work.

We look forward to continuing this journey together and hope to strengthen our partnership in the future. Thank you for being a part of this mission!

With appreciation,

Shelly-Ann Weeks
Executive Director, HerFlow Foundation



2025 AWARDEES



Dorothea Lawrence
DUNROBIN PRIMARY



Denisha Howell
ST RICHARDS PRIMARY



Elaine Wilks
ELTHAM HIGH



Shanika Worrell
JESSE RIPPOL PRIMARY



Kamille Brown
HALF WAY TREE
PRIMARY



Shernette Edwards-Rowe
CENTRAL HIGH

2025 AWARDEES



Cheyenne Lester
SALVATION ARMY
SCHOOL FOR BLIND



Nicole Palmer Hunter
ALPHA ACADEMY



Renae Raymond
CHRISTEL HOUSE JAMAICA



Abigail Clarke
ELLETSON PRIMARY



Jennifer Jarrett
CALABAR HIGH



Jermaine Young
VERE TECHNICAL HIGH

2025 AWARDEES



Rosalee Treasure-Smith
CAMPERDOWN HIGH



Sue-Donna Brown-Barrett
ST THOMAS TECHNICAL HIGH



Donnette Gibbs
LISTER MAIR/ GILBY HIGH
SCHOOL FOR THE DEAF



Joy Nicholson
MONA HIGH



Joel Rickman
CLAN CARTHY HIGH



Colleen Phillips
CLAN CARTHY HIGH

Introducing the

HerFlow EmpowerHer Award

Celebrating girls who empower their communities through selfless action.

The EmpowerHer Award honors remarkable young women who go above and beyond to uplift their communities through dedication, leadership, and selfless service.



These inspiring individuals are changemakers, using their time, talents, and resources to create meaningful impact—whether by advocating for important causes, supporting those in need, or leading initiatives that drive positive change. By recognizing their extraordinary efforts, the EmpowerHer Award shines a light on the next generation of leaders, mentors, and role models, encouraging them to continue making a difference and inspiring others to do the same. This year, the HerFlow EmpowerHer Award is proudly supported by the Canadian High Commission, as part of their commitment to humanitarian support.

2025 Recipients - Best Working Girls



NIA PEDDIE



MADDISON GOODE



KEZIA BECKFORD



BELLA WILLIAMS



CASSIDY CATO

The Best Working Girls (B.W.G.), a group of five compassionate young philanthropists from St. Hugh's Preparatory School, took remarkable action to support Jamaican farmers affected by Hurricane Beryl. Inspired by a United Way initiative, these 10- and 11-year-olds organized a bake sale, using their time and talents to raise funds for the cause.

Their dedication and generosity reflect a deep sense of social responsibility beyond their years. By turning a simple idea into impactful action, they proved that even the youngest among us can create meaningful change. Their efforts not only provided much-needed support but also set an inspiring example of civic engagement.

The B.W.G. is just getting started—this initiative is the first of many as they look forward to expanding their impact and continuing their mission to help build a stronger Jamaica.

**REGISTER
NOW**



RED RUN 5K

END PERIOD POVERTY, ONE STEP AT A TIME.

May 25, 2025 | Hope Gardens
6:00am-10:00am

SCAN ME



Registration:
\$3000.00



beyond the flow



Curves

Overnight Maxi with wings
All-Night Comfort & Protection



COTTON SOFT



UNSCENTED



WITH WINGS



4 WALL PROTECTION

curvesjamaica



Empowering Women Celebrating Change

Curves has proudly supported Celebrate Her since its inception in 2019, standing alongside the HerFlow Foundation in honoring the remarkable achievements of Jamaican women. As a brand committed to women's empowerment, Curves recognizes the importance of amplifying the voices and contributions of those who drive change in their communities. Through this enduring partnership, Curves reaffirms its dedication to fostering a culture of recognition, resilience, and progress. By collaborating with HerFlow Foundation, Curves is not just celebrating achievements but actively contributing to the change Jamaica needs, ensuring that women are seen, valued, and empowered to thrive.

Proud Sponsor of



since 2019

HerFlow

EVERYDAY PERIOD



NEW EPISODE SUNDAYS AT 6:00PM



Watch on
PeriodTV





Her
Flow

**Beg Yuh Di
Ole Jeans
Dem Nuh
Please!**

Email
embraceherflow@gmail.com
us and we will arrange to
collect them.



PERIOD IS NATURAL SCHOOL TOUR

**We're about to hit the road.
Want us to come to your school?
Email herflowfoundation@gmail.com**

HerFlow Writing HERSTORY

28.05.2025

Writing HerStory is a transformative initiative designed for Jamaican girls ages 8-12, combining self-expression through journaling with essential menstrual health education. This program nurtures confidence, creativity, and self-awareness while equipping young girls with the knowledge they need to navigate puberty. Led by accomplished Jamaican women who serve as mentors, Writing HerStory provides a safe space for young girls to explore their dreams, share their experiences, and prepare for their menstrual journey without fear or stigma.

Why it Matters

Many young girls experience their first period unprepared, leading to confusion, embarrassment, and unnecessary stress. Writing HerStory bridges this gap by fostering open discussions about menstruation, helping girls understand their bodies, and ensuring parents have the tools to support their daughters. By normalizing period education, we empower girls to embrace this natural transition with confidence.

Program Components

Journaling & Self-Expression: Guided activities that encourage personal storytelling and creativity.

Mentorship & Inspiration: Successful Jamaican women share insights and encourage goal-setting.

Menstrual Health Education: Engaging workshops covering anatomy, cycle tracking, hygiene, product options, disposal, and pain management.

Parental Engagement: Resources to help families initiate conversations about menstruation.

Join Us in Making a Difference!

By supporting Writing HerStory, you are investing in a generation of confident, educated girls who will grow into empowered women. Let's work together to change the narrative and ensure every Jamaican girl has the knowledge and support she needs.

Sponsorship Opportunities

We invite partners to support Writing HerStory and help us reach more girls across Jamaica. Your sponsorship will fund program materials, workshops, and menstrual health resources.



For sponsorship and partnership inquiries:
herflowfoundation@gmail.com

beyond the flow



MAKE A DONATION

Here's how your donation makes a difference:

- US\$100 provides a year's supply of menstrual products for one child
- US\$500 supports period education workshops in schools
- US\$200 sponsors 10 students to participate in our Red Run 5K & Fun Run

Your generosity changes lives—donate now and be part of the solution!



Bank: Sagcor
Branch: Portmore
Account Name: HerFlow Foundation
Account Number: 5505535587
Account Type: Business Savings

