

# Sheryl Kurland

turned a gesture of compassion into a powerful national movement, Find Your Fabulosity, donating 95,000+ new lipsticks to domestic violence victims. With wit, wisdom, and a few tears, she'll take you on her lipsticks journey oozing with inspiration. You'll be ready to soar, both personally and professionally.



# Sheryl Kurland • Bio

## President and Founder • Find Your Fabulosity

From a gesture of compassion, Sheryl Kurland grew a powerful national movement donating 100,000+ new lipsticks to victims healing from domestic violence. Find Your Fabulosity, the nonprofit she founded and serves as president, has given away more than \$1 million worth of lipsticks supporting the healing process of victims and helping them begin to love the person they see in the mirror.

Sheryl has been featured in Woman's World, PEOPLE, and Costco Connection, and she has been interviewed by TV and radio stations across the U.S.: KCBS2 Los Angeles; FOX 5 New York "Hero of the Day"; FOX 32 Chicago; ABC News 5 Cleveland; NBC 10 Philly Live Philadelphia; ABC-TV 10 "Your California Life" Sacramento; WWJ News Radio Detroit; NBC 2 "6 In The Mix" Miami; Bay News 9 Tampa Bay; Spectrum News 13 "Everyday Hero" Orlando; WMTW News 8 Portland, and others.

Sheryl says creating Find Your Fabulosity "was the most unbelievable calling I never saw coming." Inspiration struck while Sheryl was volunteering at her local domestic violence shelter, SafeHouse, giving workshops to the residents and she was gripped by the darkness of their souls. Her "lipstick" idea changed their world.



Sheryl is deeply immersed in domestic violence victim advocacy work. She completed the Community Law Enforcement Academy (Seminole County, Florida) and became a Certified Domestic Violence Advocate through the Florida Coalition Against Domestic Violence in 2015. Additionally, Sheryl is a sought after speaker for women's conferences and other events, addressing a variety of topics including domestic violence awareness and prevention, business leadership, and turning dreams into reality.

Sheryl was selected as one of 12 inspirational women in the U.S. to have a lipstick named in her honor when Thrive Causemetics makeup company introduced its new Impact-FULL™ lipsticks in 2023; the Berry Brown shade is called "Sheryl." In 2022, Find Your Fabulosity was awarded "Honoree" in the category of Outstanding National Organization in the Purple Ribbon Awards sponsored by DomesticShelters.org and Theresa's Fund. On International Women's Day, Find Your Fabulosity was the only charity/nonprofit selected to be honored by The Beauty Crop in 2020 and Tarte Cosmetics in 2019.

A published author, Sheryl wrote "Everlasting Matrimony: Pearls Of Wisdom From Couples Married 50 Years Or More," featuring 75 couples sharing 4000+ years' worth of relationship advice. Publication of the book garnered over 100 media appearances including ABC-TV World News Tonight.

Prior to founding Find Your Fabulosity, Sheryl owned her own business as an award-winning freelance writer and public relations and marketing consultant. Sheryl earned a Bachelor of Arts Degree in Communications from University of Georgia. She holds a First Degree Black Belt in Martial Arts. Sheryl resides in Longwood, Florida, a suburb of Orlando.

# Sheryl Kurland • Speaking Topics

Sheryl Kurland's speaking presentations are a mix of riveting, inspiring, and humorous (and sometimes a few tears). Audiences are taken on a journey of heart, hope, and healing. Sheryl offers a variety of topics, and each can be tailored to your conference/event theme and objectives. Don't see what you need? Just ask!

## Business: "It's Raining Lipsticks!"

A spontaneous moment of compassion sparked Sheryl's incredible journey to create a business, a nonprofit organization that would give new lipsticks to women healing from domestic violence. Find Your Fabulosity was a huge risk. People told her "there's no way, absolutely no way you can do this, it's impossible, a crazy idea." But, she started—with no knowledge, no lipsticks, and no money! She shares never-give-up business-building experiences and lessons learned applicable to every business owner — from courage, dedication, leadership, and relationships to rejection, fear, adversity, and failure. As Find Your Fabulosity has grown to today's success donating 85,000+ new lipsticks to victims, the challenges also have grown bigger. This business of lipsticks has changed lives.....and it will change yours, too.

## Leadership: "Do you have Red? Hot Pink? Purple?"

The beginning: An "impossible" idea. Today: A powerful national movement, Find Your Fabulosity, donating 85,000+ new lipsticks to 300 women's domestic violence shelters throughout the U.S. Accomplished with a 100% volunteer organization. Original thinking, expanding perspectives, navigating obstacles, crisis creativity — Sheryl is in "leadership" mode (almost) 24/7/365. Through twists and turns, triumphs and failures, her eye remains steadfast on the goal: helping thousands more domestic violence victims begin to love the person they see in the mirror through the power of a lipstick. Jab Sheryl with a "You can't possibly do that!" she'll jab back, "Yes I can! Just watch!" Using the "Red? Hot Pink? Purple? Method," you, too, will be empowered, "Yes I can!"

## Personal/Professional Growth: "Dream Big & Go For It!"

You're busy, busy, busy all long day but when night falls your head hits the pillow and the same gnawing questions creep up: What is my big dream? My passion? My purpose? You can't sshhhhhhhh them into silence. Sheryl leads you to treasured answers. Using the development of her charity Find Your Fabulosity as the backdrop, she'll guide you to unearth the next steps in your life journey. Taking risks, tackling fears, carving out possibilities, welcoming challenges, exposing vulnerability, and practicing perseverance. Bring them on, they hold the key. Personally or professionally, you'll discover your big dream — your passion and purpose — and be equipped and ready to go for it!

**Continued on next page**

# Sheryl Kurland • Speaking Topics

Page 2

## Social Responsibility: "Domestic Violence – The Silent Epidemic"

*This program fits today's hot topics of diversity, inclusion, and equity.*

1 in every 4 women in the U.S. will be a victim. Every 9 seconds a woman is beaten or assaulted. The CDC estimates that abused women miss nearly 8 million days of paid work in a single year, equivalent to losing more than 32,000 full-time jobs. Domestic violence cuts across all demographics. It impacts all of us! What is "domestic violence"? What if it's happening to you? A friend? A loved one? This program gets up close and personal, it's an eye opener. Though a heavy topic, the program is balanced with great positivity — tips and ideas to help prevent domestic violence from happening to you and others, and how to help someone you know who's a victim right now.

## Spiritual: "God Winks"

Spiritually uplifting, this program resonates with people of any faith. One thing is absolutely certain, a Higher Power has been riding in the passenger's seat in Sheryl's lipsticks journey. Something beyond our human world has been instrumental in creating the most improbable and extraordinary milestones and pivotal moments in the growth and success of Find Your Fabulosity. Translation: Greater opportunities and increased ability to provide thousands more new lipsticks to women healing from domestic violence. Coincidence? Fairy tale? Nope. 100% true stories! Your heart and mind will become illuminated to the God Winks in your life — past, present, and future.

# Speaking Reviews for Sheryl Kurland

**Video Reviews are located on the Find Your Fabulosity website:**

1. Go to [FindYourFabulosity.org](http://FindYourFabulosity.org) home page
2. On tab bar, click on NEED A SPEAKER?
3. On pull-down menu, click on REVIEWS.
4. Click on any of the video reviews to play.

"Sheryl delivered a captivating message to the Women of Cole, a group of female Financial Planner Advisors, at our annual National Symposium. Her story of how she started Find Your Fabulosity was truly moving. But even more inspiring was the Why behind her story. Every woman in the room was touched by the care, compassion, and tremendous impact that Sheryl has had helping so many through Find Your Fabulosity. If you have a group of women that by the nature of their business or their collective interest want to be inspired to make a difference in the lives of other women, then Sheryl would be the one to have speak at your next event."

**Melissa Robinson**

**Senior Vice President, J.W. Cole Financial, Inc.**

"Our annual National Convention of Daughters of Penelope was held in Orlando, Florida this year, 2022, and we were honored to host Sheryl as a speaker. It's incredible that she grew an idea into a business that impacts women of all demographics across the country. That's what we do.... empower women! Sheryl was a breath of fresh air. She was engaging, inspiring, and powerful. Interestingly, two of our national philanthropic projects are shelters/organizations that Find Your Fabulosity sends lipsticks to. Lipsticks were donated by our attending members from across the U.S. Thank you, Sheryl!"

**Kathy Bizoukas**

**Grand President 2021-2022, Daughters of Penelope**

"Listening to Sheryl Kurland speak about Find Your Fabulosity is a wonderfully compelling testament to the power of how one person can positively impact the lives of others. As a guest speaker at our synagogue's Women of Reform Judaism YES Fund luncheon, Sheryl deeply touched us with her stories of how she empowers women who are victims of domestic abuse. Her heart-warming story of taking her mother's words of wisdom to heart about the power of lipstick to make you feel better and turning this philosophy into a highly successful nonprofit charitable initiative is well worth hearing about. Her compelling style of speaking leads the listener on an incredible journey of what Sheryl refers to as a series of "God winks" that brought her to being able to provide tens of thousands of donated new lipsticks to abused women's shelters around the country."

**Helene Becker**

**President, CRJ Women of Reform Judaism**

# Speaker Fee for Sheryl Kurland

## Sheryl Kurland does not charge a speaker fee.

In lieu of a speaker fee, Sheryl requests:

1. A generous financial donation to Find Your Fabulosity from the event sponsor
2. New Lipsticks Drive, attendees are invited to bring new lipsticks to donate to Find Your Fabulosity

Find Your Fabulosity is a 501(c)(3) nonprofit organization, the generous financial donation is a charitable tax deduction for the event sponsor.

Find Your Fabulosity is an all-volunteer organization. Thus, this donation will be invested in purchasing new lipsticks and mailing them to women healing from domestic violence in the U.S. A small portion of funds will be used for marketing.

The event sponsor is required to cover all of Sheryl's travel expenses: flight, rental car, car mileage, food, overnight lodging, etc.

## New Lipsticks Drive

As part of her presentation package, Sheryl suggests that the event sponsor hold a "New Lipsticks Drive" whereby attendees are invited in advance of the event to bring new lipsticks to the event for donation to Find Your Fabulosity. All lipsticks will later be given by Find Your Fabulosity to women healing from domestic violence.

A New Lipsticks Drive will:

- Make your event especially memorable
- Provide an abundance of inspiration and positive energy
- Be a unique way to do an act of social responsibility, women empowering women
- Establish a sense of "interconnectedness" among event attendees
- Be a fun conversation piece as everyone watches the lipstick collection bin fill up with all kinds and colors of lipsticks

# Find Your Fabulosity “Fact Sheet”



## 100,000+ new lipsticks donated to victims of domestic violence

Established in August 2016, Find Your Fabulosity is a 501(c)(3) nonprofit organization that collects and donates new lipsticks to domestic violence victims. The lipsticks are given free to women's domestic violence shelters throughout the U.S., in all 50 states. The shelters distribute them to their clients. Find Your Fabulosity currently gives new lipsticks to nearly 300 women's shelters. The nonprofit has donated 100,000+ new lipsticks – valued at more than \$1 million – to women healing from domestic violence. Find Your Fabulosity is an all-volunteer organization headed by president and founder Sheryl Kurland.



### Why lipstick?

From a gesture of compassion rose a national movement. When volunteering at her area's women's domestic violence shelter presenting workshops, Sheryl Kurland sensed their heartbreak, their emptiness, their sense of worthlessness, and she felt a yearning, "How can I truly help these women feel like women again?" Sheryl recalled her mother's long-held words of wisdom, "If you want to feel better, put on a little lipstick" and she purchased a bunch of lipsticks and gave them away to the women at the conclusion of her workshops. Magic happened! According to Sheryl, "The pain in the room lifted, replaced by abundant joy and happiness! The room filled with laughter as the women chit-chatted like women love to do while helping each other pick just the right color lipstick. Their souls came alive!" Workshop after workshop after workshop, this same reaction to the lipsticks occurred over and over and over. And next, says Sheryl, "I knew I had to turn this miracle of lipsticks into thousands of miracles....and Find Your Fabulosity was born!"

To the typical woman, putting on lipstick gives her an instant boost. To a victim of domestic violence, a new lipstick means far more, "I have a voice, an identity, and beauty inside and out – 'fabulosity'!" To a woman healing from this atrocity, a new lipstick is a beacon of hope and helps her begin to love the person she sees in the mirror.



### How does Find Your Fabulosity get lipsticks?

Find Your Fabulosity acquires new lipsticks and financial contributions for the purchase and shipping of new lipsticks from individuals, philanthropic and community organizations/clubs, professional associations, corporations, and businesses of all types and sizes. Many have held New Lipstick Drives and fund-raising events. Find Your Fabulosity also has and is continuing to develop charitable partnerships with makeup manufacturers in the U.S., inviting them to donate new lipsticks to Find Your Fabulosity.



### Get Help Gift Bags

In addition to collecting and donating new lipsticks to women's shelters, Find Your Fabulosity sends free "Get Help Gift Bags" to individual victims as a unique way to encourage them to take the first steps toward freedom from abuse. There are six items in each small, pretty pink organza bag: lipstick, clear lip gloss, mini-compact mirror, Courage stone, "You are not alone" card and "You Are Fabulous" card, with both cards providing the National Domestic Violence hotline phone number.