



"Women are stronger together!"
November 2025 Newsletter

IN CASE YOU DIDN'T HEAR...

Over one hundred members and friends of Impact 100 St. Lucie were present at The Saints Pub on Saturday, October 25th, to hear the announcement that our 2025 grant had been awarded to Tykes and Teens Inc. Their Walk-in Assessment Center will provide same-day compassionate care for children and teens in crisis, a critical need for those in St. Lucie County. Impact 100 St. Lucie was also pleased to present a \$2500 check to the other two finalists, The ARC of the Treasure Coast and The Source.

A MESSAGE FROM THE PRESIDENT

Now that Impact 100 St. Lucie has reached 100 members, I'd like to share with all of you my hope for the future as I outlined in my speech at the Annual Celebration. What follows is my goal for our organization and a challenge that the Executive Committee and I have issued. I hope that you will read it through and seriously consider accepting it.

"What I have learned and have seen in my four years as your president is that the need in St. Lucie County is great and is only becoming greater, especially with all the recent cuts to government funding.

Now that we have climbed back to 100 members, I am eying the future and setting a new goal for Impact 100 St. Lucie.

It is not an oversimplification to say that the more members we have, the more people we can help. With that in mind, the Executive Committee is issuing a challenge to each of you here, whether you are a member or a friend. We are

challenging each of you to find one person who might be interested in joining our mission in the coming year. Bring them to our socials. Encourage them to participate in our volunteer activities on our Give Back Saturdays. Have them see for themselves what and how great the need is. Let them get to know the wonderful women who make up Impact 100 St. Lucie. Whether a woman decides to become a member or not, everyone is always welcome to participate in our events" but it is a way to make ourselves better known in the community and to spread our mission.

"Another way to help is to talk about us to your friends and relatives. You never know whose heart might be touched. Almost every member who has joined Impact 100 St. Lucie has come to us by a friend or a member. So I ask all of you to accept our challenge and talk us up with your friends. Wouldn't it be wonderful if next year at this time we could give out two large grants to support two new programs to help the underserved in St. Lucie County?!

Now I know that there is a very practical aspect to becoming a member, the elephant in the room so to speak, and that is the \$1100 donation. There are a couple of methods that we offer to make that a little easier. The first is an installment plan of four payments of \$275 due in November, January, March and May.

The second is that you can withdraw the money from your Required Minimum Distribution of your IRA if you are at an age where you must take one. That money becomes tax-deductible. Talk to your financial advisor about this.

The third is through our scholarship program. We have three \$550 scholarships still available. The information for that is on our website and we hope that three new members will take advantage of that this year.

I ask all of you to help us reach our new goal. I know that 100 members in one year is a lot to ask but, just as we crawled our way back to 100 members after COVID, I promise you that we will keep working our way to 200 members and, the more help we get from all of you, the more quickly we will get there. Please join our challenge and help make St. Lucie County a better place for all! Thank you."

SAVE THE DATE!

Our annual Holiday Luncheon will take place this year on December 5th at Tutto Fresco. Watch for the invitation which will be coming out later this week.

It has been our custom over the last couple of years to support a St. Lucie County non-profit during the holiday season and this year will be no different. However, the non-profit that we have chosen is unlike any we have helped so far. PATCHES was one of our semi-finalists but did not make it to the final round. However, the Grant Committee members were so moved by the work that the women of PATCHES do every day that we decided that we wanted to help in any way we can.

PATCHES is a prescribed pediatric extended care center that provides pediatric nursing care for children with severe and chronic illnesses. They are open from 6:00 AM until 6:00 PM five days a week, providing this care so that parents can go to work without worrying about their children. Funding for PATCHES comes mainly from Medicaid which has recently been significantly reduced and from private donations.

PATCHES has a lengthy wish list of needed items, both ordinary and costly. Three of the items on their list are a washer and dryer and a full-size refrigerator. We are in touch with Jetsons to see if they can help in any way, either through donation or reduced pricing. Many of us on the committee are planning on donating to this cause and we decided to extend this same opportunity to all of you. We don't know at this point how much money is needed but we will let you all know when we find out. In the spirit of holiday giving, we are hoping that we can collect enough money to fund these items for the amazing women of PATCHES and the children they serve.

In addition, along with the invitation we will include a wish list from PATCHES for smaller, daily needs. Hopefully, through your generosity, we can assist them with those needs as well. Please watch for the invitation and the wish list. Thank you.

Our Events chair, Diane Stark-Kennedy, has a request. She has an opportunity for a fun event in March that would best be enjoyed at a private home. If you would like to volunteer your home for this event, please call

Diane at 772-979-0903 for details and to see if hosting is something that you would like to do.

GIVE BACK SATURDAYS!

On Saturday, October 18th, our volunteers worked two different events. Led by Ruth Stromak, Crystal Samuel, Gwen Cunningham, Merilee Landrigan, Eve-Marie LaCroix, Cris Adams, Veronica Montoya, Marsha Thompson and Phyllis D'Amore helped at Heathcote's Plant Sale. This was an unusual volunteer event because our ladies were assigned to different jobs at different times. If anyone was left out from the list, our apologies. These were the only names we were given.

Also, on Saturday, October 18th, Janet Maffucci, Diane Stark-Kennedy and Joanne Stearns spent the day at the Boys and Girls Club Chili Cook-off at Clover Field, introducing Impact 100 St. Lucie to interested passers-by and offering Halloween tattoos and trinkets to their children. Gwen Cunningham and Val Hellriegel also assisted in setting up for this event.

Thank you to all for your help.

Lastly, a unique volunteer opportunity is coming up in February. Last year, a small group of Impact 100 St. Lucie ladies (and a couple of husbands) gave their time to an event called "A Night to Shine." This evening provides a prom event for teens and adults in our area with special needs through the sponsorship of the Tim Tebow Foundation. The volunteers each served as "buddies" for one of the guests, accompanying them for the entire evening to be sure that they were safe and were having a good time. That event this year will take place at the Fenn Center in Fort Pierce on February 13, 2026. If you are interested in participating, go to tcnighttoshine.com for more information, including a list of different areas for volunteering if buddying doesn't appeal to you. If you just want to sign up, go to brushfire.com/tcnighthoshine. We wanted to sign up as a group but their system is not set up for that, although you can enter "Impact 100 St. Lucie" under organization when you register. Those who attended last year thought it was a very inspiring and uplifting event and enjoyed themselves as much as their guests did. Everyone would recommend it wholeheartedly and we can't wait to go back in February. Thank you.

A HUGE WELCOME!

The Executive Committee extends a welcome to Veronica Montoya, the newest member of our group. Veronica is on our membership committee and is an enthusiastic member and promotor of Impact 100 St. Lucie. She brings boundless energy and positivity to our group and is a definite asset to our Executive Committee. Thank you for agreeing to step into this role, Veronica. To read more about Veronica, visit our "Member Highlights" section.

MEMBER HIGHLIGHTS



Veronica Montoya

by

Ellen Contreras

From Cuba to the Treasure Coast: A Journey Fueled by Service, Strength, and Community

Q: Tell me how you first found out about Impact 100 SLC and what is your affiliation with the group?

When you meet Veronica Montoya, her warmth and enthusiasm make it easy to see why she's such an asset to both Impact 100 St. Lucie and the wider community. A recent addition to the Impact 100 Executive Committee, Veronica brings a wealth of experience in business, leadership, and volunteer service, and an inspiring story of resilience and generosity. She also enjoys serving on the Membership Committee.

Veronica first discovered Impact 100 St. Lucie through the Treasure Coast Premier Women's Network, a luncheon she loves attending. There she connected with someone who introduced her to Janet Maffucci and, after speaking with both, she knew she had found a group where she could make a meaningful impact.

Q: Tell us a bit about your background.

Born in Cuba, Veronica's early years were defined by political uncertainty that led her family to move to Spain when she was just six years old, and then to Miami, Florida, at age nine. Years later, she headed west to Colorado, where she spent three decades building her life and career before following her heart (and the sunshine) to Florida in 2010.

"It took some adjusting," she laughs, "but, once I fell in love with the community here, I knew this was home." Even though she grew up in a tropical climate, Veronica still misses the snow and cozy evenings by the fireplace.

Veronica's professional path reflects her unstoppable drive. She spent seventeen years with Home Interiors and Gifts, rising to become a national trainer, a role that honed her leadership and communication skills. Later, she owned a bail bonds company, an experience that deepened her understanding of people from all walks of life.

In 2014, she transitioned into real estate and, by 2019, she and her husband Vic, both strong-willed Tauruses, she jokes, opened their own boutique brokerage firm. Their goal: to grow thoughtfully to about fifteen agents while maintaining a family-style culture built on trust and mentorship.

Fun fact: The couple met at a Toastmasters meeting, and Vic later proposed to her during one of his speeches!

Beyond her business endeavors, Veronica is an active member of the Elks organization, where she leads the membership committee and helps guide the group's many charitable initiatives.

"The Elks do incredible work in the community," she explains. "It's about giving back and lifting others up." She brings that same spirit to her work with Impact 100 St. Lucie, where she's eager to help expand awareness and participation.

"Service is the rent we pay for living," she says, echoing Muhammad Ali's famous quote.

Q: What hobbies do you enjoy and what do you do in your spare time?

When she's not volunteering or working with clients, Veronica enjoys gardening, spontaneous road trips with her husband, and traveling, having visited all fifty states, including Alaska. Whether she's exploring new places or cultivating relationships close to home, her approach remains the same: live fully and give freely.

Q: What words of encouragement do you have for future members of Impact 100 St. Lucie?

Veronica is focused on helping Impact 100 St. Lucie strengthen its presence and continue making a meaningful difference across the county. Her advice for women considering membership? "Jump in. You'll meet incredible people, make an impact, and be part of something bigger than yourself."

Her giving spirit began early. At age 14, Veronica started donating to the Christian Children's Fund (now known as ChildFund International). She's continued that lifelong commitment to helping others, noting that, while the \$1,100 donation for Impact 100 membership may seem like a lot to some, members can split it into installments. "I've never missed the money," she says with a smile. "Being able to give back and help so many people is an incredible feeling."

Be sure to visit our website (www.impact100SL.org) and our Facebook page.

Impact 100 St. Lucie Executive Committee Members

Cris Adams, Secretary
Gwen Cunningham, Treasurer
Canieria Gardner, Vice President
Marsha Jones
Janet Maffucci, President♦mrsjfooch@gmail.com♦914-424-6728
Veronica Montoya
Kavitha Rao
Judy Salmon
Diane Stark-Kennedy
Ruth Stromak
Dr. Lillian Torres-Martinez

Executive Committee Members Emeriti

Debbie Butler Linda Chastain Becky Fisher Lisa Floyd
Patricia Garcia-King Bunny Webb Melanie Wiles

WE THANK OUR SPONSORS!







When Quality Matters

- Local/Long-Distance Moving
- Climate Controlled Storage
- A+ rated/Voted Most Trusted Mover
- Complimentary Survey 772-778-4750

WWW.WHITEGLOVEUSA.COM



IMF1852