



# Lifting Lucy: BIWOC in Beer

Supporting Black, Indigenous, and other Women of Color (BIWOC) to have true representation and economic participation in the brewing industry.

## ABOUT US

Lifting Lucy (LL) is a nationwide 509(a)(2) tax-exempt organization committed to supporting the most underrepresented communities within brewing industry businesses - Black, Indigenous, and other Women of Color (BIWoC). Through various initiatives, LL partners with philanthropists, breweries, non-profits, and others to support BIWoC along their journey in beer. Thanks to this support, LL is able to lead the charge of challenging barriers of entry and any hindrance of progress for BIWoC in beer.

## CONTACT INFORMATION

**Website:** [liftinglucy.org](http://liftinglucy.org)

**Phone:** (240) 659-8167

**Email:** [contact@liftinglucy.org](mailto:contact@liftinglucy.org)

**FB & IG:** @BIWOCinBeer

## TEAM

### **Sarah Perez (@akbeerdness)**

*Co-founder – Secretary  
Brewer, Maui Brewing Co.  
Alaska Chapter, Pink Boots Society*

### **Ashlie Randolph (@mobettabrews)**

*Co-founder – Director  
Founder, Brawta Craft & Brews  
Board Member, Pink Boots Society*

### **Tranice Watts (@trekind)**

*Co-founder – Officer  
Member, DEI Education Committee – Brewers Association  
Co-chair, Charles County Business Outreach*

## SUPPORTERS

**Debbie Cerda**  
*Jester King Brewery*

**Mick Nardelli**  
*The Nardelli Group*

**Yakima Chief Hops**

## MISSION

Inform, promote, connect, and strengthen the brewing industries' individual and collective efforts of increasing authentic representation for all Women of Color.

## GOALS

- Lead the charge of challenging barriers of entry and any hindrance of progress for BIWoC in beer, so we may learn from these most worthy educators.
- Foster opportunities for BIWoC to increase and develop their knowledge and careers within the craft beer industry alongside peers.
- Offset expenses associated with BIWoC attending, exhibiting, participating, and presenting at cornerstone industry events and conferences.
- Create safe spaces to engage in dialogue that will promote representation of BIWoC talent and businesses supporting the brewing industry.
- Developing a network of influencers, organizations and industry-related businesses which support BIWOC in beer.
- Expanding the longevity, success, and impact of the brewing industry.

## INITIATIVES

### TRAVELING SISTERHOOD

Distributing crucial professional development funds; including funding for memberships, event and conference attendance, and travel; as well as matching funds for brewery employers who invest in staff development.

### ROOM FOR ALL

Resource tools, consulting, and networking assistance to foster BIWoC representation.

### WOMEN OF BREWSTERS PLACE

Curating events honoring BIOWC in the brewing industry that also celebrate our rich history in fermentation - and solidifies sisterhood.

### FERMENTING THE FUTURE

Supporting and fostering educational (and vocational) pathways that prepare BIWOC for careers that support the brewing industry.

## AREAS OF SUPPORT

Currently, Lifting Lucy is seeking funding and technical support for:

1. Scholarships and funds for BIWoC to obtain important industry association memberships.
2. Critical travel and professional development funds and/or sponsorships for BIWoC in the beverage industry.
3. Costs associated with travel for engagement, and events hosted by Lifting Lucy.

**FOR MORE INFORMATION ON HOW YOU CAN SUPPORT,  
PLEASE CONTACT US TODAY!**