

Sherida V. Morrison



Biography

Sherida V. Morrison is best described as a motivator, public speaker, and visionary for today's youth and young adults. She is a native of Chicago (South Side), where she serves as Founder and CEO of Demoiselle 2 Femme, NFP. Demoiselle 2 Femme (D2F), French for "Young Ladies to Women" is a 501-(c)-(3) not-for-profit organization with a rich history of providing community-based programs to girls on the far south side of Chicago as well as the south suburbs. The mission of D2F is to provide holistic services, education, instruction and training to assist adolescent females in a successful transition to womanhood. In fulfilling its mission, D2F has provided prevention and education programs to more than 3,000 girls ages 13-19 in the Chicagoland community for almost 20 years.

Under the leadership of Sherida Morrison, Demoiselle 2 Femme challenges girls to utilize critical thinking skills in operation of one of the greatest powers humans possess-*the power of choice*. The community-based model developed by D2F is an approach which encourages the avoidance of at-risk behaviors as a strategy for success while empowering girls with the hope of accomplishing their educational and professional goals through self-discipline, hard work, commitment and service to their community. D2F provides an array of prevention and education programs which address: HIV/AIDS, obesity, teen pregnancy, substance abuse and violence, as well as financial literacy, leadership development, college access, media literacy and STEM (Science Technology Engineering Mathematics) centered programming for girls. D2F is also the convening organization for the South Side Coalition on Urban Girls and Partnership for a Better Roseland. The success of D2F has been featured in the Chicago Tribune, Sun-Times, the Chicago Defender, the STAR Newspapers, N'DIGO and ABC 7 News. The vision of Demoiselle 2 Femme, NFP is to build the HOPE Center for Girls in the Roseland community of Chicago. This state of the art facility will provide social and cognitive development programs to girls ages 12-18 which inspire them to achieve personal, academic and social success. It will also house the first Institute for Research on Urban Girls in the country.

Sherida Morrison obtained a Bachelor of Arts degree in Communications from Southern University in Baton Rouge, Louisiana, and a Master of Arts degree in Sociology from DePaul University, Chicago, IL. Sherida enjoys working with youth and has facilitated workshop sessions and served as keynote speaker at churches, universities, community agencies, and at national conferences across the country. She served as Adjunct Faculty at Kennedy King College for seven years as a professor of Sociology. Sherida is the author of the 3-D P.R.I.D.E. (Power Respect Intelligence Desirable Endurance) curriculum, which is comprised of 40 sessions which uses holistic approaches to teach self-esteem and the avoidance of at-risk behaviors to adolescent females. The curriculum is approved by the Illinois Department of Human Services and the U.S. Department of Health and Human Services and is currently being evaluated as an evidence-based approach to reduce teen pregnancy by Chapin Hall of the University of Chicago. She has served on federal grant review panels for the Office of Population Affairs, the Maternal Child and Health Bureau, and the Administration for Children and Families. Sherida currently sits on several community boards, and provides consulting services to state and federal entities through SheVash Consulting where she serves as President. Sherida has received numerous awards and commendations which include the "Community Treasure's Award" from the office of Dorothy Brown, Clerk of the Circuit Court of Cook County IL, "Women and Girls Inspiring Change Award" of Global Girls Inc., "Leading Ladies of Chicago Award", "Leadership Service Award" from the Christian Guild of Chicago, and "Woman of the Year Award" on behalf of Working on Wholeness Inc.

For more than 20 years, Sherida Morrison has dedicated her time and resources to teach a generation with a questionable identity-leadership, integrity, and service that will refute and eradicate all questions and doubts concerning their future. Sherida ultimately believes that "leadership by example" is critical to the personal, social and educational success of youth. She feels that "youth are the heartbeat of our community, and as adults we have the ability to either produce a healthy heart or contaminate the very blood it needs to survive!"