



Woman of Distinction

Public Service



Gisele Barreto Fetterman

Second Lady of Pennsylvania and
Founder of the Free Store #15104

In 2012, Gisele founded Free Store #15104, a non-profit where surplus and donated goods are received and redistributed to neighbors in need. Gisele founded Free Store #15104 with the goal of eradicating food and clothing insecurity in the city of Braddock, but today it has grown and inspired over 13 spin-off locations in cities all throughout the country. The Free Store also inspired the birth of 412 Food Rescue, a community-wide effort to end hunger and reduce food waste.

As a co-founder of 412 Food Rescue, Gisele has led the non-profit to rescue over 21 million pounds of food. Gisele is also a co-

founder of For Good PGH, a non-profit that works to advocate for inclusion and inspire kindness.

As part of its first initiative, For Good PGH launched Hello Hijab, a campaign that has been praised nationally and internationally for its effort to promote inclusion, tolerance, and diversity by making hijabs for Barbies and other dolls.

Gisele was born in Brazil and emigrated as a child to the United States, living as an undocumented immigrant for over a decade.