

# The Power of Giving Together



**Washington Area  
Women's Foundation**  
Annual Report 2004

## Washington Area Women's Foundation Grantee Partners

### Fiscal Year 2004 Highlights

**African American Women's Resource Center**  
Washington, DC  
\$2,000

**Asian Women's Self-Help Association, Inc.**  
Washington, DC  
\$10,000

**Barrios Unidos: Girl Power Program**  
Fairfax County, VA  
\$5,000

**CASA of Maryland: Women's Program**  
Takoma Park, MD  
\$10,000

**Child and Family Network Centers**  
Alexandria, VA  
\$10,000

**Child Center and Adult Services:  
Healthy Mothers, Healthy Babies Program**  
Gaithersburg, MD  
\$5,000

**Community Bridges: Jump Start Girls!  
Adelante Ninas! Program**  
Silver Spring, MD  
\$10,000

**Community Ministry of Montgomery  
County: Friends in Action Program**  
Rockville, MD  
\$10,000

**Computer C.O.R.E.**  
Alexandria, VA  
\$5,000

**Crossway Community**  
Kensington, MD  
\$10,000

**DAARA, Inc.: SECRETS**  
Capitol Heights, MD  
\$5,000

**DC Employment Justice Center**  
Washington, DC  
\$16,000

**DC Redwings: GoGirlGo! Program**  
Washington, DC  
\$5,000

**Digital Sisters**  
Washington, DC  
\$5,000

**Empower Girls, Inc.**  
Oakton, VA  
\$5,000

**Facilitating Leadership in Youth**  
Washington, DC  
\$5,000

**Family Support Center: SISTERS**  
Bethesda, MD  
\$15,000

**Florence Crittenton Services of Greater  
Washington: SNEAKERS Program**  
Silver Spring, MD  
\$10,000

**Friends of Guest House, Inc.**  
Alexandria, VA  
\$10,000

**Hispanics Against Child Abuse and  
Neglect: Morning Star Program**  
Falls Church, VA  
\$10,000

**Into Safe Arms of Northern Virginia**  
Alexandria, VA  
\$5,000

**JHP, Inc. and Living Wages**  
Washington, DC  
\$10,000

**La Colectiva -  
Multicultural Nonprofit Village**  
Silver Spring, MD  
\$20,000

**Mary's Center for Maternal  
and Child Care, Inc.**  
Washington, DC  
\$10,000

**My Sister's Place**  
Washington, DC  
\$5,000

**New Neighbors Education Center  
of Northern Virginia**  
Alexandria, VA  
\$5,000

**Northern Virginia Coalition of Churches**  
Fairfax, VA  
\$5,000

**Our Place**  
Washington, DC  
\$8,000

**Polaris Project**  
Washington, DC  
\$5,000

**Ramona's Way**  
Washington, DC  
\$5,000

**Silver Spring Interfaith Housing Coalition**  
Silver Spring, MD  
\$10,000

**Tahiri Justice Center**  
Falls Church, VA  
\$10,000

**Tenants & Workers Support Committee:  
Pa'Adelante/Moving Forward**  
Alexandria, VA  
\$5,000

**Virtuous Enterprises**  
Fort Washington, MD  
\$5,000

**Women and Philanthropy**  
Washington, DC  
\$1,000

**Women Empowered Against Violence**  
Washington, DC  
\$6,500

**WVSA Arts Connection - ARTiculate  
Employment Training Program**  
Washington, DC  
\$10,000

**Young Women's Project**  
Washington, DC  
\$10,000

**President's Fund Grants**  
\$10,175

**“When women thrive,  
everyone thrives. Empowering  
more women and girls with  
the tools they need to thrive  
is why Washington Area  
Women’s Foundation exists.”**

Anne Mosle, President of  
Washington Area  
Women’s Foundation



## **Washington Area Women’s Foundation**

Washington Area Women’s Foundation was founded in 1998 with a mission to foster a powerful wave of philanthropy to improve the lives of all women and girls through:

- Donor education and engagement;
- Grantmaking and leadership development; and
- Public awareness programs and research.

Through fostering this powerful wave of philanthropy and focusing on the power of giving together, we believe that every woman and every girl can have the tools she needs to reach her full potential.

**“Among all of the organizations doing wonderful work in Washington, I think The Washington Area Women’s Foundation could have the biggest impact because of its focus on women and girls. If you look at communities anywhere in the world, it is the women who have proved time and again to be the change agents. With a little help to meet their basic needs and achieve a bit of financial independence, we have seen women lift up themselves, their children, and their entire community. This is the kind of help that The Women’s Foundation offers women and girls in Washington.”**

Cathy Isaacson, Washington 100 member

## **Board of Directors**

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Anne Mosle, President  
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Katherine Borsecnik  
Patrice Brickman  
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\*Founders



## Friends,

Imagine peering through a kaleidoscope. Viewed in relative darkness, the tones and shapes are muted. But when held up to the light you see a wonderful and seemingly endless array of colors and shapes. It's brilliant. Shining a light on the lives, challenges and aspirations of the diverse women of the Washington metropolitan area is what the Washington Area Women's Foundation is all about. The mission of The Women's Foundation is to foster a powerful wave of philanthropy in order to meet the critical needs of women and girls in the Washington Metropolitan Area. And we have been busy.

We have made exciting headway toward our twin strategic goals – investing in women and girls in need, and providing information and tools that support women as powerful philanthropists. In our last fiscal year we:

- Expanded our community investment work, including increasing grantmaking by nearly 50%. Since making our first grant in 1998, we have supported 65 nonprofit organizations across the region. From providing employment and financial literacy training to investing in the well-being of adolescent girls, these organizations are doing innovative and courageous work;
- Touched more than 30,000 women and girls through our programs and grantee partners;
- Provided leadership development resources to 500 community leaders and volunteers working on issues affecting women and girls;
- Engaged 3,000 donors — individuals, companies, and foundations — in supporting our objectives;
- Developed the region's leading giving circle, which brought 20 women together to collectively invest \$80,000 to strengthen the health and self-esteem of vulnerable girls in the District of Columbia;
- Launched the *Women and Families Financial Independence Initiative* which, for the coming decade, will provide a strong framework for our programmatic and grantmaking strategies, and will focus on both concrete economic changes in the lives of low-income women and their families as well as influence the systems that perpetuate the cycle of poverty.

We are proud of the work that The Women's Foundation is doing to celebrate and support women as leaders and contributors to the vitality of our community. We are deeply appreciative of the early funding that the *Women and Families Financial Independence Initiative* received from the Fannie Mae Foundation, and for the support of all those who have contributed to our work. We are proud of the economic, geographic, age, ethnic and racial diversity of our donors — they are the heart of The Women's Foundation, and of our region. Their generosity and commitment allow us the honor of leading a special organization that belongs to the Washington community. For this privilege we are sincerely grateful.

There is still so much work to do. With this report, we celebrate the **passion** that hundreds of women and many men are bringing to this effort. We applaud the people who are ardent change makers, and we revel in the **promise** of the vision of what we can accomplish through **the power of giving together**. Whether this is your introduction to The Women's Foundation, or you are a long-time friend, we hope you will be moved and inspired by the brilliance and vibrancy of the women highlighted in this report... and in the hopes and dreams of women living in our community. We invite you to join us in ensuring that each Washington woman has an opportunity to be held up to the light.

Sincerely,  
Donna Callejon, Board Chair  
Anne Mosle, President



## The Passion that drives our work

We started as we mean to finish – with empowered women who want to empower other women.

The Washington Area Women's Foundation was founded in 1998 by a diverse and committed group of ambitious women – women who were struck by the fact that many low-income women were often just surviving when, with some targeted help, they could be thriving.

Those founders were passionately committed to increasing the prosperity of our region by sparking a new and powerful wave of philanthropy by and for women. They were compelled to document local need and success to inform their giving in a way that would provide women, girls, and families from every background with the tools they need to succeed in school, at work, and in life.

Like those founders, we dare to dream. We imagined what our region could be and we are working hard to deliver the results to make the dream come true.

Today, just six years after our organization was established, some of the dream has become a reality with The Women's Foundation at the forefront of empowering thousands of women, girls, and their families every year – and creating an agenda for positive social change. We have held gatherings, small and large, to learn about local needs and how to best address them through philanthropy. We have raised funds to provide funding and targeted technical assistance to 65 promising organizations serving women and girls. And we have created donor circles to spread the gospel of giving.

We have crystallized our dream into a bold and audacious vision: a region where every woman has a good job and a chance for a better one; quality child care and healthcare services; financial stability and savings in the bank; and a safe home in a safe neighborhood. Through our learning, our doing, and our giving, the Washington Area Women's Foundation is dedicated to making this vision a reality.

## Why Women and Why Now

Why do we care about this vision? Why should you? History shows us that often women are the glue that binds a family and a community. Thus, when women's quality-of-life improves, everyone's life is improved. The condition of women and girls is an important indicator of the health of a community. Too often, however, women's unique needs are overlooked, especially if they are poor or are not seen as politically valuable. In this blind spot, society often misses investment opportunities that could pay big dividends in healthier families and stronger communities.

There is no time like the present to take action. To prepare a young girl for college, we must prepare her in school *now*. To help a mother get a good, steady job, she needs child care and training *now*. The pace of this world is accelerating rapidly, so we haven't a moment to waste.

## A Portrait of Need and Untapped Potential

To fulfill our mission and to help women and girls achieve their potential, we knew that we needed to clearly understand the challenges and needs facing them, and gain some insight about possible solutions. That need for knowledge prompted The Women's Foundation's most important undertaking so far – the 2003 publication of *A Portrait of Women & Girls in the Washington Metropolitan Area* or *The Portrait Project*.

The Women's Foundation spearheaded this unprecedented study to illuminate the challenges facing women and girls in the Washington Metropolitan Area. Two dozen research organizations donated their time, expertise and data in an extraordinary display of collaborations. The research focused on five intertwined areas of women's lives: economic security; education; health and well-being; violence and safety; and leadership and giving back. We looked at the 1.8 million women and girls of all races and ethnicities, ages, educational levels and professions who live in the District of Columbia, Prince George's County, Montgomery County, Alexandria, Arlington, and Fairfax County.

We also held 14 community forums with a diverse group of women and girls throughout the region to understand their hopes and fears. We heard from single women, mothers, girls and teens, community leaders and entrepreneurs. They told us about successful community innovations that are already working in their communities.

**“Women and girls are the core of our community – under-recognized as a powerhouse and underutilized as a resource. Washington Area Women's Foundation is leading the way for our community to help women and girls reach their full potential.”**

Connie Morella,  
US Ambassador  
to the Organization  
for Economic Cooperation  
and Development,  
former US Representative  
(R-MD), and Women's  
Foundation Honorary  
Council member

**“In the marketplace of ideas to improve the quality of people lives, The Women’s Foundation has one of the brightest – invest in women, and our region and the world will be a better place.”**

Jan Brandt,  
Women’s Foundation  
investor partner and  
Vice Chair and Chief  
Marketing Officer Emeritus  
of America Online

## What We Learned

We were surprised, heartened, and humbled by what we learned. We discovered that throughout our region — in the cities and the counties — there were two very different portraits of women. One image is that of unprecedented success. Women in the Washington area are the most highly educated, employed, and well-paid in the nation.

The other portrait is that of a woman of struggle. This woman and thousands like her in our region is the family breadwinner, living in or near poverty. Her income is surprisingly low and she has limited access to child care, a safe place to live, or health care for her family.

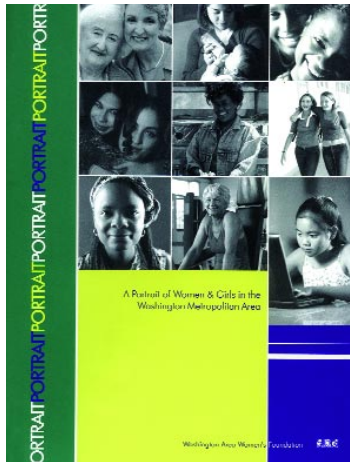
Two portraits. So much success, so much need, and so much untapped potential. The Women’s Foundation serves as a bridge between both groups of women.

## How We Responded

We shared the powerful findings of the *Portrait Project* quickly and broadly. We talked to the business community, local foundations, nonprofit and grantee partners, and elected officials in each jurisdiction and on Capitol Hill. We sounded a clarion call to address the needs of local women and to begin formulating a regional response that would focus on economic and education resources and financial literacy as well as improving health and safety for low-income women and girls. We also instituted Portrait Project Response Grants to support nonprofits and groups of organizations using community organizing, advocacy, and communications strategies to address key issues identified in the report.

The *Portrait Project* equipped us with documented evidence of need that enabled us to chart a course for our own strategic plan. Through our fundraising, philanthropy, and leadership development, we are taking bold steps to combat women’s poverty by providing tools that will help women gain financial stability and through educating others about how they can help.

We’ve got our work cut out for us, as supporter Dara Duguay of Citigroup illustrates. “When you are living from paycheck to paycheck and subsidy to subsidy, even minor life events like a snowstorm, the flu or a late check can push you over the edge. Without adequate income, savings, or benefits, unexpected expenses can create a domino effect that causes everything else to fall apart.”



We invite you to learn more about the findings in *A Portrait of Women & Girls in the Washington Metropolitan Area*. You can download the entire report from our website: [www.thewomensfoundation.org](http://www.thewomensfoundation.org)

## From the Portrait Project:

### A Snapshot of Our Strengths

#### Education

Women in this region are the most educated in America; 46% have college degrees, compared to 27% nationally.

#### Earning Power

Women's median annual earnings in all local jurisdictions in this region are about \$39,000 compared with the national median salary of \$28,000.

#### Health

Teen pregnancies across our region have been declining. Births to teens also declined in 2000 – down by 23% in the District, 20% in Maryland, and 8% in Virginia.

### A Snapshot of Our Challenges

#### Education

Educational attainment varies dramatically by race: 62% of white women and 56% of Asian women in the region hold college degrees, compared to only 30% of African-American women and 26% of Latinas. Nearly half of area Latinas do not complete high school.

#### Earning Power

Over the past 10 years, the number of people living in poverty in the region increased by 32%. And, while the national unemployment rate for women is 5.8%, it is significantly higher in the Washington, DC area for women of color.

#### Health

Women of color and their children have a higher incidence of heart disease, obesity, and diabetes and are less likely to have health insurance. The incidence of new AIDS cases among teen girls and women is ten times higher in the District of Columbia than the national rate.



## The People transforming lives and being transformed

At The Women's Foundation, we approach our work with gusto and passion born of an impatience to improve our communities and inspired by those women who labor daily to make change happen. Within the circle that is The Women's Foundation, we are building a new community. We are African American, Caucasian, Latina, Asian, Muslim, Jewish, Christian. We wear suits, aprons, uniforms, head scarves, and braids. And whether we drive buses, administer medication, or give closing arguments, we are both teachers and students as we learn to be leaders and learn to give, whether we have little or much.

It's the people – our 65 grantee partners, 3,000 investors, 250 volunteers, dedicated Board of Directors, Honorary Council members, and staff that make us unique and collectively powerful. Women and men throughout the region have made The Women's Foundation their own strategic and accessible engine for positive social change. We are helping to lift low-income women and girls, and the organizations that serve them, to new levels of achievement.

At the heart of this extended family of action and change are our grantee partners. They are a diverse group of woman-led, community-based organizations providing a multi-faceted continuum of support for Washington area women.



At the DC Employment Justice Center, Judith Conti's job is to make work better for others.

## The DC Employment Justice Center

A pregnant woman is assigned increasingly difficult tasks, such as moving very heavy objects, after she tells her employer about her pregnancy. The stress of the work causes her to go into labor and her premature baby later dies. Adding insult to injury, the woman is fired because she misses too much work after the birth. Where does she go? What about the scared and frightened woman who loses her job because she misses a few days of work while she hides at a shelter for battered women? These women and many others turn to The DC Employment Justice Center (EJC). EJC helps more than 1500 workers each year who have been used and abused by employers. EJC helps some workers pursue legal remedies and educates others about their legal rights and how to avoid problems on their next job.

EJC is also a well-muscled advocate for the rights of low-income workers in the Washington Metropolitan Area. "The Women's Foundation generously supported our development of the *DC Women's Agenda*, a coalition that was instrumental in securing passage of The Unemployment Compensation and Domestic Violence Amendment that will protect victims of domestic violence who lose their jobs as a result of that violence," said EJC Co-Director, Judith Conti.



Photo Credit: Rick Reinhard

Alexandria child care providers discover their political power through organizing and working together.

## Tenants' & Workers' Support Committee/ Unity Project

Who hears the voices of low-income Latina and African American women in Alexandria who are eking out a living by caring for other people's children? Who cares about helping them upgrade their homes, or increasing child care subsidy so that they can earn livable wages? The people at the *Unity* project of Tenants' and Workers' Support Committee (TWSC) care very much. They have organized these women and taught them how to be advocates for themselves and the families they serve. A Women's Foundation grant supported a successful organizing and political advocacy campaign by these child care workers to increase the number of Alexandria City families eligible for government child care subsidy.

"Thanks to the grant from The Women's Foundation, we have more access and more leadership among these women. We were able to train them about how to speak in public and start an advocacy campaign," says Evelin Urratia, TWSC's lead organizer.

Photo Credit: Community Bridges



At Community Bridges in Silver Spring, girls gain confidence through new experiences.

## Community Bridges

Word has gotten out about the effectiveness of *Jump Start Girls ¡Adelante Niñas!*, the girls empowerment program run by Community Bridges in Silver Spring, MD. Many organizations have asked them to share their recipe for successfully reaching young girls through tutoring, mentoring, health and fitness, building career aspirations and community involvement. The Women's Foundation gave the organization a grant to help them document their program.

While the professional staff worked on their manual, the girls were inspired to create a document of their own. The girls, in grades three through eight, are African American, Latina, and Asian living in vibrant, changing, and sometimes dangerous, neighborhoods. They are writing a community safety guidebook that addresses avoiding peer pressure and gang activity, provides helpful phone numbers, and self defense tips that they learned in Tae Kwon Do class.

"This kind of leadership development has worked so well with our girls, that one of our long-time participants who will graduate this year has asked us to help her start a club to support Vietnamese girls in the community. We are delighted that The Women's Foundation is supporting this kind of success," says Community Bridges Executive Director Meagan Labriola.



Fatoumata Thiam helps young women in Prince George's County reclaim control of their lives.

## DAARA, Inc.

Once a month, in a cozy home in Capitol Heights, MD, two groups of teen girls gather to tell secrets. These aren't always the typical giggly secrets of adolescence. These are deep, hurtful secrets about being raped, about watching parents use drugs, about fear of AIDS, prison and death. Eight years ago, Fatoumata Thiam, a mental health professional, started DAARA (Developing AIDS & Addiction Response Alternatives) for women and family members struggling with issues related to AIDS and drug addiction.

A few years ago, it became clear to Thiam that teen girls in these families needed their own safe place where they could share their anger, fear, and shame. So *SECRETS* (Sisters Empowered Can Redefine Events Through Sharing) was formed. *SECRETS* received a Women's Foundation leadership award to pay for materials and training for peer counselors, which Thiam says was invaluable for the girls. "The girls are learning to help each other. Through very real conversation and role play, they explore choices they can exercise in their situations. They are learning to redefine very serious situations, stop blaming themselves, and find something positive to focus on."



Urban Alliance nursing students working their way to a brighter future.

## Urban Alliance Foundation

For a bright, but discouraged high school student, or a teenage mother with no place to live and dreams to pursue, one big intervention plus a blanket of supportive services can change a life. The Urban Alliance Foundation was created to introduce low-income high school students to the real world of work through academic tutoring, mentoring, and internships, plus access to the social services needed to help those youngsters succeed. Urban Alliance has helped hundreds of teens and young adults – mostly female – get mentors and paid internships with employers including the World Bank, National Public Radio, and Merrill Lynch.

High school graduates can apply to the *Health Careers Program*, which gives them a job at Providence Hospital, a monthly stipend, tutoring, child care support, and admission to the three-year nursing program at the University of the District of Columbia. Upon completing the program, students graduate with an RN (registered nurse) license and begin working at Providence Hospital with a starting salary of \$41,600.

“A grant from The Women’s Foundation enabled Urban Alliance to host a Certified Nursing Assistant class that immediately increased students’ earning capacity,” said Urban Alliance Director Veronica Nolan.

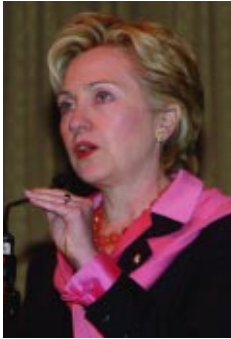


Through the Rebecca Project, Imani Walker and Malika Saada Saar advocate better treatment options for drug-addicted women and their families.

## The Rebecca Project for Human Rights

Moving from the darkness of drug addiction to a life of self-respect and stability can be a difficult journey. Few people are able to make the trip alone. The Rebecca Project for Human Rights offers a helping hand to low-income, Washington area women who are struggling with the intersecting issues of poverty, substance abuse, the criminal justice system, and access to family-oriented treatment. The organization is dedicated to giving a local and national voice to those women – mostly single mothers in recovery, many in prison. The Rebecca Project advocates the social, emotional, and economic needs of these families.

A grant from The Women’s Foundation helped the Rebecca Project support its *Families in Treatment Not Jails* campaign, which seeks to create alternatives to incarceration for mothers suffering from the disease of addiction. Malika Saada Saar, executive director of The Rebecca Project says, “It is an honor to be funded by a community of women invested in the well-being, transformation, and power of low-income mothers recovering from substance abuse. We stand on the shoulders of The Women’s Foundation, which has made the Rebecca Project for Human Rights a better and stronger organization for the needs of low-income families here in the District and nationally.”



In 2003, Senator Hillary Rodham Clinton (D-NY) was one of several nationally known women leaders who came to inspire us at our annual *Leadership Awards* luncheon. Senator Clinton, who knows our region well, says, "Washington Area Women's Foundation is responding to the core of our community – the women building it. If we add our expertise and resources, the potential to transform this region is incredible."



Mary Center Executive Director Maria Gomez is both a Women's Foundation donor and grantee.

## Minds and Money

At The Women's Foundation, we bring people together to share information and ideas. We listen, and then we act. We are using our minds and our money to create social change.

For the last seven years, our signature *Leadership Awards* program has sought out and rewarded dozens of people and organizations that are making a difference in the lives of women and girls in their communities. At the annual *Leadership Awards* luncheon, we publicly celebrate the vision and innovation these community leaders have shown, especially in low-income immigrant and minority communities. We continue to support many of those efforts with additional *Open Door* grants and technical training to help them build the systems that will make their organizations more effective and sustainable.

We're also developing leaders among our donors as well as our grantees through training and educational forums on pressing topics such as safety and economic empowerment. Each spring we host a philanthropy conference to provide area women with inspirational speakers, practical giving strategies, and an opportunity to network with people who have similar interests. Through these efforts we are turning up the volume of women's voices and bringing their challenges and triumphs to the forefront.

The exchange of ideas and talent is central to our collective. Community leaders like Maria Gomez at Mary's Center in the District, and Nancy Navarro, cofounder of Centro Familia and now a school board member in Montgomery County, are Foundation grant recipients and are active Foundation members and donors. Everyone has something to give and something to learn.

"As a donor, I am able to promote community involvement and the bringing together of women to share their economic power, knowledge, and heart," says Gomez. "Together, we are empowering other women in less advantaged communities to live up to their potential. It is also heartening to receive funding from the Foundation because it is very powerful for women in vulnerable communities to know that their heroic efforts to escape poverty are being acknowledged and supported by other women who live and work nearby."

The Women's Foundation and the women and girls we serve have benefited greatly from these efforts. Our grantmaking increased 46% over last fiscal year. We invested more than \$300,000 in 29 organizations last year – a wonderful leap from the \$24,500 we gave just four years ago. We have 250 volunteers who help with our many activities and we now have a base of more than 3,000 donors who support our work. And we are doing our very best to ensure that those numbers grow.

## Recognizing Philanthropic Leadership



Describing philanthropy as "a gift, a privilege, and an utter joy," internationally renowned philanthropist Vicki Sant, President of the Summit Fund of Washington and The Summit Foundation, received The Women's Foundation's 2004 Entrepreneurial Philanthropist Award. The award honors dynamic leadership in philanthropy and a commitment to investing in women and girls as a winning strategy for building healthy and economically secure families and communities.

## Using Our Leverage

We have created a variety of vehicles for engaging women and men involved in The Women's Foundation. Our premier leadership network is the *Washington 100*. We rely heavily on the support and guidance of this group which does so much to support our core operations. They are CEOs, retirees, mothers, grandmothers, elected officials, and researchers, local and global leaders committed to helping The Women's Foundation pursue strategies that are bold and ambitious and helping one and another along the way.

"I have known about the work of The Women's Foundation since I was an elected official," says Charlene Drew Jarvis, a former member of the DC City Council and a *Washington 100* member. "After I became president of Southeastern University, making a personal and financial commitment to the Foundation was easy because the missions of our organizations are similar. That is, we share a responsibility to help 'lift all boats'."

In looking for ways to engage donors and make giving a rewarding, personal experience, we called upon an old tradition – the women's community quilting circle where the value of sharing was far greater than needle and thread. Two years ago we began creating giving circles.

The first, our *Rainmakers Giving Circle*, came about through The Women's Foundation's participation in a national learning project to explore new giving strategies sponsored by the Kellogg Foundation. The Women's Foundation competed to be included in this national project. Acceptance put us in the company of organizations like the Global Fund



"I am a member of *Washington 100* because it gives me the opportunity to network with a powerful and committed group of like-minded women. Our get-togethers offer a safe place to talk about important issues facing women and girls. These women are deeply rooted in their communities and their involvement is helping The Women's Foundation become stronger and more influential." *Maya Ajmera, Washington 100 member and Executive Director of Global Fund for Children.*



Members of the *African American Women's Giving Circle* celebrate the launch of their new fund.

for Women and the Ms. Foundation. As a result of what we learned about new approaches to philanthropy, we created the *Rainmakers Giving Circle* in 2002. Each of the 20 *Rainmakers* committed to contributing \$5,000. They raised enough money to award seven grants totaling \$80,000. The group decided to focus their giving on organizations in Washington, DC, that address adolescent health. The *Rainmakers* are now preparing to start a second round of sharing and giving.

"The Rainmakers and giving circles are one of the greatest ways to give back – and to focus your giving on issues you feel passionately about. For some Rainmakers the priority might be health, for some it might be literacy, and for others it might be education. In fact, if you are a member, 'your issue' will be part of the on-going conversation as together we set grant-making priorities," says Lisa Claudy Fleischman, co-chair of *The Women's Foundation Rainmakers Giving Circle*.

In 2004 we formed the *African American Women's Giving Circle*. C. Lynn McNair, Jane Fox Johnson, and Ruth Goins, all Women's Foundation board members, co-chair this project. They opened their homes to colleagues and friends of friends to introduce this opportunity to give in a new way. The women have begun meeting to develop their own choices and strategies for supporting the causes they care about. "There's a long tradition of giving both time and money in the African American community – perhaps most often to our churches and alma maters. It's a great tradition that, through the giving circle, we have an exciting opportunity to expand, focus, and strengthen," says McNair.



## The Promise to listen, learn, and act

Olympic gold medal runner Wilma Rudolph said that one should never underestimate the power of a dream. We agree whole-heartedly. The Women's Foundation had a dream that by coming together, area women could tackle and successfully address many of the challenges facing women, girls, and low-income families in our region. We have worked diligently to recognize opportunities and to unleash our collective talents and efforts to fulfill the promise of our dream.

### Women and Families Financial Independence Initiative

Knowing that we wanted to address issues facing low-income women, especially single heads of household, we also knew that we had to build our case. *The Portrait Project* helped us do that by providing us with the data to tell the story, identify needs, and outline strategies for action. We shared the information with potential partners around the region and invited them to join us in finding and pursuing innovative solutions.

President and CEO of the Fannie Mae Foundation, Stacey D. Stewart, understood right away. She and the Fannie Mae Foundation are committed to improving the economic condition of residents of this region. The Fannie Mae Foundation gave The Women's Foundation a generous \$1 million gift to help us launch the *Women and Families Financial Independence Initiative*. This is our most ambitious undertaking yet. The goals of the Initiative form the core of our philanthropic focus for the next several years. We are committed to helping to ensure that low-income women and their families have the tools they need to build long-term financial independence and economic security. Those tools include financial literacy, job training, and adequate child and health care. Our funding and public education activities will focus on:

- financial literacy and wealth creation
- jobs
- microenterprise and business ownership
- child care and early education
- health and safety



**“If you are thinking about the best way to give back and invest in the future, think of The Women’s Foundation as being like a philanthropic mutual fund that accelerates the growth of your giving dollars, leveraging multiple dividends and delivering higher rates of positive social change for low-income women and girls.”**

Deb Gandy, Women’s Foundation Board Member and Senior Vice President of US Trust Company NA

Through outreach and educational forums, we have been able to leverage our research and the Fannie Mae Foundation’s support to attract additional commitments from individuals, family foundations, local and national corporations and foundations. We want this project to benefit from a broad range of voices and experiences. Julie Jensen, a tax attorney, a single mother, and a philanthropist, was moved by this effort to contribute \$1 million. Soon after, US Senator Mary Landrieu (D-LA), cast a vote in favor of our initiative by sponsoring legislation in the District of Columbia Appropriations Subcommittee that provides new resources to low-income women.

Senator Landrieu, Julie Jensen, and Stacey D. Stewart have agreed to be Honorary Chairs of the *Financial Independence Initiative*. We recently issued our first call for proposals for planning and impact grants in the areas of financial literacy and wealth creation, and jobs and education.

As Stewart explains, “This *Financial Independence Initiative* is philanthropy with a real objective. Through it, The Women’s Foundation is building long-term stability and security for women.”

## **Our Agenda for the Future**

This quest for long-term social and economic security for low-income women and families drives our agenda for the future. We will pay special attention to key areas such as homeownership, affordable, quality childcare, education and job training, and programs that improve the health and safety of women and their children. Key to our vision of this Initiative is the involvement and support of women who may be in need, but who also have the skills and the ideas to help us create workable solutions for other women.

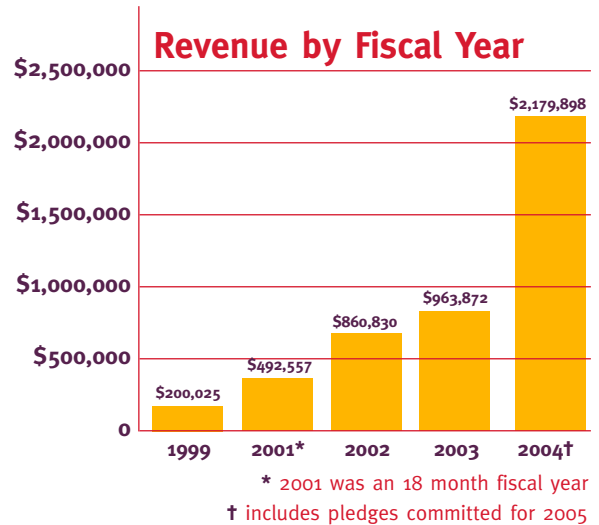
Our goals are to affect change in perception and action in social, business, and government systems so that these sectors work together to bring resources and solutions to the challenges facing low-income women. We are working toward concrete economic improvements for low-income, women-headed households, and we will support successful, holistic approaches that help women become leaders in their families and in their communities.

## Financial Highlights

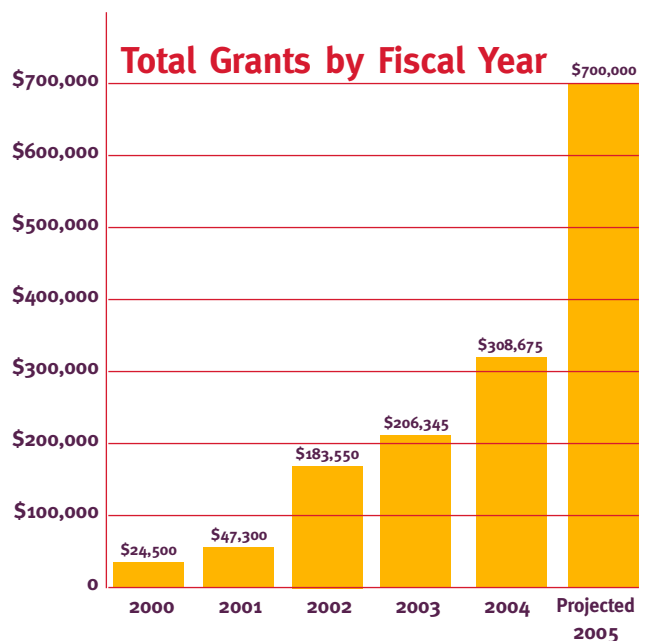
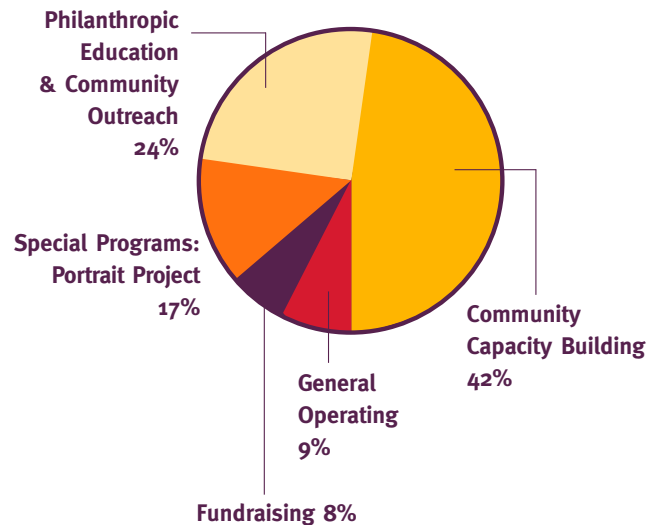
The last five years at The Women's Foundation have been marked by exceptional growth - in revenue, organizational capacity, and in an increased ability to support others. Revenues of \$2.1 million last fiscal year represent a tenfold increase over our 1999 income. The dramatic increase in support is a powerful reflection of the generous support of our community, and of women's philanthropic potential, economic progress, and commitment to give back. Our greatest sources of income continue to be foundations (56%) and individuals (28%). This growing stream of support has allowed us to significantly expand our programs and capacity building grants to organizations helping women and girls. Our grantmaking grew by 46% in fiscal 2004 over the previous year.

We are entrepreneurial by design; led by a strong, savvy board that explores new ideas, provides responsible financial stewardship and encourages us to seek and embrace best practices in our philanthropic work as well as in our business management. Our dedicated staff has worked diligently to ensure that all resources, financial and human, are used wisely and for maximum impact.

The Women's Foundation's current success is due in large measure to the early support of a group of funders who understood the value of investing in women and girls. We are grateful for the early support of America Online, The Meyer Foundation, Morgan and Belle O'Brien Foundation, The Moriah Fund, Patrick and Aimee Butler Family Foundation, The Charles Engelhard Foundation, The Morris and Gwendolyn Cafritz Foundation, New Society Fund, Women's Funding Network, and Colgate Palmolive Co. Each of these provided invaluable guidance and encouragement that has helped us become an emerging institution in the Washington Region.



## FY 04 Total Expenses \$1,034,106





# Washington Area Women's Foundation

## Statement of Activities for the year ended June 30, 2004

<b>Revenues:</b>	<b>Unrestricted</b>	<b>Temporarily Restricted</b>	<b>Total</b>
<b>Contributions:</b>			
Individuals	\$381,896	\$221,319	\$603,215
Foundations	176,872	1,063,462	1,240,334
Corporate	234,170	25,000	259,170
Not for Profit	19,566	-	19,566
Total contributions	812,504	1,309,781	2,122,285
Contributed services	39,978	-	39,978
Contributed equipment & goods	1,200	-	1,200
Dividend & interest income	2,046	-	2,046
Loss of disposal of equipment	(922)	-	(922)
Gain on investments	15,381	-	15,381
Total revenues	870,117	1,309,781	2,179,898
Net assets released from restrictions	264,029	(264,029)	-
Total revenues & net assets released from restrictions	1,134,146	1,045,752	2,179,898
<b>Expenses:</b>			
<b>Program Services:</b>			
Community capacity building	431,130	-	431,130
Philanthropic education & public awareness	247,793	-	247,793
Special programs	171,117	-	171,117
Total program services	850,040	-	850,040
<b>Supporting Services:</b>			
Management & general	96,883	-	96,883
Fundraising	87,183	-	87,183
Total supporting services	184,066	-	184,066
Total expenses	1,034,106	-	1,034,106
<b>Change in net assets</b>	100,040	1,045,752	1,145,792
Net assets - beginning	439,904	14,029	453,933
<b>Net assets - ending</b>	539,944	1,059,781	1,599,725

If you would like more information about giving back and supporting our work, please visit our website [www.thewomensfoundation.org](http://www.thewomensfoundation.org). You can also call us at 202.347.7737 or send an email to [info@thewomensfoundation.org](mailto:info@thewomensfoundation.org).



# The Power of Giving Together

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July 1, 2003 -  
December 31, 2004

**“With each day, and with each new headline, the world seems to be a more complicated and disparate place. Yet, one thing is certain and inspirational, that from Adelphi, Maryland to Addis Ababa, Ethiopia, women leaders — and newly empowered women and girls — are making the world a better place. The Women's Foundation is an organization that dares to dream of a better world, and provides the strategic leadership, takes the risks, leverages systemic changes, and delivers the results to help make that dream a reality.”**

Kathy Bushkin,  
Executive Vice President & Chief Operating Officer  
United Nations Foundation

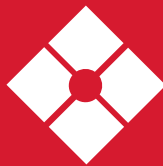
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**We are grateful to The Meyer  
Foundation for their support  
to produce this annual report.**