



Community Update

The Passion • The People • The Promise • The Power of Giving Together

Passion Meets Potential: *Washington 100 Visits CASA of Maryland*

Recently, Washington 100 and board members engaged clients and staff of CASA of Maryland in a morning of open discussion and vibrant learning that celebrated the best of Washington Area Women's Foundation by bringing together donors and the organizations, women and communities we serve.

Washington 100 is a network of The Women's Foundation's supporters who make a \$10,000 commitment over two years, underwriting core operations and freeing up resources for important program activities. This "circle of donors" gathers quarterly to learn about the status of women and girls in our community and the ways in which The Women's Foundation's strategies help women and girls reach their full potential.

A Grantee Partner since 2001, CASA has been serving immigrants—primarily Latinos—in Maryland for 22 years. CASA works to improve the quality of life and fight for equal treatment and full access to resources and opportunities for low-income Latinos and their families.

With The Women's Foundation's support, CASA has provided computer training to 33 women, career training to 51 women and helped more than 60 women increase their wages from \$12 to \$18 per hour.

Though these facts indicate impact, the site visit is where the full impact and vision of CASA's work become evident.

Sharing Potential, Passion

Kim Natovitz, a Washington 100 member and sponsor of the site visit, explained, "It's very difficult to understand what you're supporting without some tangible experience. The people you meet are so inspiring, and that really helps to foster a greater connection to the organization."

Jenny Freedman, development director for CASA, explained that the visits hold a similar value for the host organization. "The site visit was a wonderful opportunity to share the potential of these women, their passion for moving their lives and the community forward, and in some cases, introducing the world of low-income immigrant women to folks who may not have known much about it before."



Herminia Servat celebrates graduation with a class of women completing a Through the Kitchen Door training on catering and leadership. The course was co-sponsored by CASA of Maryland.

One of the most valued aspects of the visit was the opportunity to talk with the women CASA serves. CASA's Executive Director Gustavo Torres and Director of Services Christy Swanson sat on a panel with Herminia Servat, a CASA client and board member, and Iris Murillo, a business owner and CASA volunteer. All four shared their perspectives about CASA's work and its value to the women they serve.

Murillo explained her journey from an immigrant who spoke very little English and had few job skills to becoming a self-taught businesswoman in the nontraditional trade of drywall. She now employs 27 people.

"She has provided opportunities for so many other women," Natovitz said. "It was so inspiring to hear how she was giving back to the community and had mastered all of the intricacies of running a small business in this country. As a business owner who had a heck of a lot more support starting out than this woman has had, it was just unbelievable."

From the President



Dear Friends-

I want to offer my deepest gratitude for the wonderful opportunity I have had to work with all of you to improve the lives of women and girls in the Washington metropolitan area. This July, I will be bringing the best of our collective impact and innovation at Washington Area Women's Foundation to my new position as Vice President for Programs, Philanthropy and Volunteerism at the W. K. Kellogg Foundation.

Every minute of every day leading The Women's Foundation has been filled with incredible people – individual and institutional donors, Grantee Partners and the women and girls they serve – partnering to make a fundamental difference in the lives of women and girls, and each other.

And *together*, we have achieved so much! From being the fifth largest women's foundation in grantmaking in the nation, to exceeding \$1 million per year in grantmaking, to developing more than 120 partnerships through Stepping Stones, we have demonstrated innovation and impact at every turn. In this issue of Community Update, you will get a glimpse of the vibrancy of our collective efforts.

I have been touched personally by every single individual who comprises our dynamic, growing and wondrous community and have many people to thank. From the many early individual donors who, in 1998, took a chance on a vision, to the foundations and corporations who encouraged us to think big and be bold, to the Grantee Partners who do the real work of meeting the needs of women and girls in our area. Together our work as investors, as innovators and as implementers has increased opportunity and strengthened communities in meaningful ways.

Thank you again for the privilege – and the joy – of being a part of implementing a social change agenda in the service of women and girls in the Washington region. I look forward to staying in touch as I embark on my new adventure!

With heartfelt thanks,

Anne Mosle
President



1411 K Street, NW, Suite 800 • Washington, DC 20005
t 202.347.7737 • f 202.347.7739

e info@wawf.org • TheWomensFoundation.org

Washington Area Women's Foundation is a powerful nexus for social change, philanthropy and women's leadership.

Mission

Washington Area Women's Foundation's mission is to foster a powerful wave of philanthropy to improve the lives of women and girls through:

- Expanding and leveraging women's philanthropy;
- Increasing social change philanthropy in our community;
- Providing programmatic, operational and grantmaking resources to local organizations; and,
- Serving as a regional voice for women and girls.

Board of Directors

Donna Callejon, Chair
Anne Mosle, President
Maya Ajmera
Marion Ballard
Patrice Brickman
Carolyn Berkowitz
Jennifer Cortner
Siobhan Davenport
Laurie Emrich

Jane Fox-Johnson
Deb Gandy
Doreen Gentzler
Cathy Isaacson
Sandra Brock Jibrell
Rachel Kronowitz
Sherburne Laughlin
C. Lynn McNair
Lori Weinstein

Welcome aboard!

Washington Area Women's Foundation welcomes three new board members.

Julie Jensen co-founded The Chasdrew Fund and is a trustee of The Genesis Group. Julie works in her family's business and volunteers extensively with nonprofits throughout the country.

Kim Natovitz is president of The Natovitz Group, Inc., an independent insurance agency that specializes in disability, life and long-term care insurance.

Barbara Strom Thompson is a child development specialist in private practice in the greater Washington area.

Search firm selected!

The executive search firm, Isaacson, Miller, will be working with the search committee to select and hire The Women's Foundation's next president. For information on the details of the search, including a job description, or for questions, ideas or suggestions, contact Isaacson, Miller at 3441@imsearch.com.

Do you have feedback, a letter to the editor, or a story idea?
Please contact Lisa Kays at lkays@wawf.org.

Community Update photographs (unless otherwise noted)
compliments of Michael J. Colella - colellaphoto.com

In addition, participants learned about the market rental costs for the area (similar to those in Bethesda in an area where the average worker earns about \$14,000 annually), and saw the community center that CASA is negotiating to purchase to serve as a cultural and educational forum for residents of the area.

***"I am very proud of The Women's Foundation in that it partners with Grantee Partners, rather than just cutting them a check."
—Cathy Isaacson***

"What was very special about this site visit was that donors could get a feel for the neighborhood and what a typical day is like in the life of a Latina immigrant," Freedman explained. "Something that is very hard to convey, no matter how talented of a writer you have doing grant proposals."

Cathy Isaacson, a board member of The Women's Foundation, agreed. "We're both enriched. It's very important for donors to see the impact our money is having. And in terms of CASA, it's important for them to know there are people who care about what they're doing and what their communities are like."

Pride in True Partnership

This, Isaacson said, is precisely the purpose of engaging donors in partnership. "I am proud of The Women's Foundation's true partnership with Grantee Partners, rather than just cutting them a check. That hands-on interaction is incredibly valuable, in terms of understanding their programs, monitoring the impact they have and helping them grow in a deliberate way."

For CASA, that has meant increasingly approaching their work through a gender lens. Freedman explained, "The Women's Foundation has helped us allocate resources and time to focus specifically on women. Our first grant from The Women's Foundation was our first funding concentrated on women. Being part of Stepping Stones has allowed us to focus on analyzing our impact at a higher level—to really see the difference we're making in the lives of women's economic success."

The work of CASA is slowly, "breaking down the incredible isolation faced by women immigrants," Torres said.

To learn more about becoming a member of Washington 100 and how it is supporting the work that strengthens women, girls and communities, contact Ruth Swanson, Director of Development and Philanthropic Services, at rswanon@wawf.org.

A Salute from The Women's Foundation!

The Women's Foundation thanks Marion Ballard, Laurie Emrich and Sherburne Laughlin for nine years of board service and lasting contributions!

Marion Ballard

President Anne Mosle hails Marion Ballard's contribution to The Women's Foundation by saying, "There are no words to describe the impact she has had. She poured her heart and soul into it." A technology consultant and founder of DataPlus, Inc., Marion was a strong founding presence of The Women's Foundation—always keeping the momentum and spirit of its mission alive.

Marion's contributions include serving as board chair, inspiring and executing the first Leadership Luncheon, service on every committee and stewardship of the organization's financials. She also shared the gift of her husband, Frederic L. Ballard, Jr., Esq., who, has been a tremendous supporter of The Women's Foundation.

Marion is one of two women to have received The Women's Foundation's Lifetime Service Award, a testament to her being a "tireless, relentless Ambassador for the organization," said Board Chair Donna Callejon.

Laurie Emrich

A founding board member, Laurie Emrich has brought "an unparalleled passion for social justice," Callejon said. With a career including a consulting practice in organizational development, grantmaking and program evaluation, and work in international health, Laurie greatly informed the foundation's evolution.

Laurie served on every committee and is proud of having been a part of creating The Women's Foundation. "When institutions like this succeed, they are among the most effective investments a social change philanthropist can make," she said.

Laurie hopes future board members will, "Remember to keep the heart, spirit and values of the organization at the core. That we're here, above all, to partner in making positive, systemic change."

Sherburne Laughlin

A founder of The Women's Foundation, Sherburne Laughlin helped establish its high standards for effectiveness. "She brings real commitment and depth to nonprofit development and governance, which was key in the early days," said Mosle of Sherburne's tenure, which has included co-chairing the board, serving on almost every committee, a stint as interim director and establishing the Leadership Awards.

Sherburne is an adjunct professor in nonprofit management and manager-in-residence of the graduate arts management program at American University and is a graduate of the Yale School of Management.

Sherburne's legacy will continue on the board, Mosle said. "She represents the early values and purpose of The Women's Foundation and she's carried it forward through the evolving generations of the board."

Beyond Endowments, to Empowerment: 2007 Philanthropy Forum: Families, Money and Philanthropy: Building a Legacy Across the Generations

Engendering giving is of paramount importance to families who know the power of philanthropy but fear the “affluenza” privilege can have on young people. Yet, the existence of 13 year-old Claire Ross makes the effort worthwhile.

Ross, who kicked-off this year’s Philanthropy Forum—Families, Money and Philanthropy: Building a Legacy Across the Generations, cosponsored with Charles Schwab, is a philanthropist in her own right. When little, she helped her parents host functions for The Women’s Foundation and soon contributed from her allowance to our work.

Ross explained, “Watching my mom give makes me proud, because I know that women have something to offer to the world.”

As nearly 40 percent of the nation’s top wealth holders with a claim on much of the \$41 trillion expected to pass among generations over the next 50 years, women, outliving men by an average of seven years, have much to offer the world.

Following Ross, A’Lelia Bundles, television executive and biographer of entrepreneur and philanthropist Madame C.J. Walker (her great, great grandmother), moderated a conversation between Carrie Schwab Pomerantz, president of the Charles Schwab Foundation and chief strategist of Consumer Education for Charles Schwab and Co., Inc. and Loribeth Weinstein, board member of The Women’s Foundation, executive director of Jewish Women International and family foundation trustee.

Each has thought carefully about women’s philanthropy and how it stretches beyond endowments to empowerment—on a personal, family and societal level.

“Writing that check is so rewarding. It’s a learning experience. It’s a growing experience,” Pomerantz said, an idea echoed by Weinstein.

Weinstein sits on all sides of philanthropy—giving, asking and governing—and knows the importance, and difficulty, of saying no to get to yes. “Saying no is hard,” she explained, “especially for women, who often prefer to write a number of small checks instead of focusing on larger investments.”

Weinstein shared a story of helping a woman to evaluate her giving. After reviewing every check the woman had written that year, they discovered that—while feeling limited by her ability to give—she had given \$3,000 in \$25 checks!

With Weinstein’s guidance, she focused her priorities

and impact. “It is necessary to give,” Weinstein said, “but it is more necessary to know how to give.”

Yet, investing philanthropic dollars wisely is only part of creating a legacy, Pomerantz explained. “Personal philanthropy is inextricably linked to financial literacy, the foundation of emotional and physical health.”

Inspired by this rich discussion, table conversations ensued with stories of mothers serving as models of financial

responsibility, teaching daughters to balance checkbooks, while also passing on legacies of generosity and service.

“Money isn’t just about ‘the talk,’” Pomerantz concluded. “It’s about lots of little moments and exposures throughout life.”

From left to right, top to bottom: Claire Ross, Lisa Ross, Anne Mosle, Loribeth Weinstein; A’Lelia Bundles, Carrie Schwab Pomerantz, Weinstein; Pomerantz, Deborah Gandy, Mosle; Beth Hadley, Marion Ballard, Lauren Greenberger and Laurie Emrich.



More than \$1 Million Invested in Women and Girls This Year!

June docket totals \$792,185, bringing 2007 grantmaking to \$1,094,825 invested in local women and girls!

The Women's Foundation awards new grants on a quarterly basis, once proposals are reviewed by committee and giving circle members, staff and the board of directors. This quarter, nearly \$800,000 was awarded in grants, bringing The Women's Foundation's annual grantmaking to more than \$1 million! To learn more about all Grantee Partners, visit TheWomensFoundation.org and click on Volunteer and Connect.

Stepping Stones Financial Education and Wealth Creation Fund

\$ 220,000 Awarded

The Financial Education and Wealth Creation Fund helps low-income, women-headed families in the Washington, D.C. metropolitan area obtain a base level of financial knowledge and increase their collective wealth by \$27 million by December 2008.

*Capital Area Asset Builders
Community Tax AID (CTA)
Doorways for Women and Families
International Migrant Development Fund*

*Marshall Heights Community Development
Organization (MHCDO)
Tenants Empowerment Network of Catholic
Community Services*

Stepping Stones Strategic Opportunity and Partnership Fund

\$ 177,000 Awarded

The Strategic Opportunity and Partnership Fund provides grants to nonprofit organizations engaged in research, policy advocacy, grassroots efforts, capacity building or communications and media activities that support the overall goals of Stepping Stones.

*Community Bridges
Empower DC
Prince George's Child Resource Center
The Training Source
Urban Institute*

*DC Coalition on Long Term Care
Fairfax Futures
Suitland Family Life and Development Corporation
Virtuous Enterprises, Inc.*

Stepping Stones Jobs Fund

\$ 262,000 Awarded

The Jobs Fund helps build the life-long economic security of low-income, women-headed families in the Washington, D.C. metropolitan area by building better pathways to jobs for single mothers in targeted high-growth sectors and other non-traditional occupations.

*CASA of Maryland
Northern Virginia Family Service
Wider Opportunities for Women*

*Goodwill of Greater Washington
Urban Alliance Foundation
YWCA National Capital Area*

Open Door Capacity Building Fund

\$ 60,860 Awarded

The Open Door Capacity Fund helps Grantee Partners build their organizational capacity and strengthen their work and infrastructure.

*ASHA
Crittenton Services of Greater Washington
JHP, Inc.
Washington Middle School for Girls*

*AYUDA
Friends of Guest House
Polaris Project*

Stepping Stones Microenterprise and Business Ownership

\$ 3,000 Awarded

Trinity University

African American Women's Giving Circle

\$ 69,325 Awarded

The African American Women's Giving Circle connects African American girls and women to opportunities to build economic security, understand and use technology and network with successful women and girls.

*Ascensions Community Service
The Women's Collective*

Facilitating Leadership in Youth

Stepping Stones in Action:

Support building for collaboration around child care and early education

Armed with a solid framework for action and interest from key local stakeholders—including nonprofits, foundations and corporations—The Women’s Foundation is leading a group of partners committed to addressing the need for accessible, quality child care and early education for low-income women and their families.

“Of the four issue areas we have identified as barriers to the economic independence and success of low-income, women-headed families, access to quality child care and early education is one that inspires real interest and collaboration across funders and nonprofits,” Marjorie Sims, chief operating officer of The Women’s Foundation, said.

In partnership with PNC Bank, The Women’s Foundation hosted a strategy meeting earlier this year where grant-makers in the Washington region already focusing on child care and early education identified overlapping areas of interest, community needs and funding gaps, and committed to sharing information and action opportunities.

“We look forward to building on this enthusiasm by adding new voices with an interest in this important issue,” Nisha Patel, program officer with The Women’s Foundation, said.

The Women’s Foundation hosted a meeting of its existing Grantee Partners in April to further regional discussion and continues to identify local nonprofits with expertise in advo-

cacy in child care and early education to bolster the capacity and voice of the collaborative and its mission.

For information on how your organization or company can participate in this collaborative, contact Nisha Patel, Program Officer, at npatel@wawf.org.

SAVE THE DATE:

Washington Area Women’s Foundation 2007 Leadership Luncheon

Wednesday, Oct. 10, 2007
Noon until 2 p.m.

Omni Shoreham Hotel
Washington, D.C.

To learn more about becoming a sponsor of this powerful celebration of women’s philanthropy, contact Jackie Alafoginis: 202.237.0090 x20 or jackie@websterconsulting.com



PRESORTED
First Class Mail
U.S. Postage
PAID
Hagerstown MD
Permit No. 93