

## **MISSION**

The Women's Foundation of Arkansas engages people to promote women and girls in Arkansas so they can realize and achieve their full potential.

## **VISION**

WFA envisions a state in which Arkansas women have the voices, choices, and opportunities to participate in their community.

## **2020 GOALS**

- Increase girls high school graduation rate by 2% yearly (Baseline 80%; Our Common Journey: Economics of Educating Women, 2014)
- Close the income gap between men and women by narrowing the gap by 2 cents per year on the dollar (Baseline 82 cents; Social and Economic Status of Women, 2012)
- Expand financial resources by 20% yearly to address the organizations mission. (Baseline \$312,000; WFA 2014 total revenue)
- Expand the base supporters of WFA by 20% yearly to promote philanthropy. (Baseline 346 donors; 130 volunteers; 9 partner organizations/institutions)

## **STRATEGIES**

Increase girls' high school graduation rate by 2% yearly (Baseline 80%; Our Common Journey: Economics of Educating Women, 2014)

- Address childcare services for teen moms
- Address teen pregnancy through prevention
- Promote mentoring of girls
- Educate parents
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Close the income gap between men and women by narrowing the gap by 2 cents per year on the dollar (Baseline 82 cents; Social and Economic Status of Women, 2012)

- Promote STEM among women and girls
- Promote women's engagement in leadership (elected offices, corporate and government boards and commissions)
- Promote awareness of inequalities
- Educate influencers in government, corporate, and civil society
- Promote skills building for women in the workforce

Expand financial resources by 20% yearly to address the organizations mission. (Baseline \$312,000; WFA 2014 total revenue)

- Encourage women to give
- Partner with women owned business to raise funding
- Develop specific campaigns to raise money around specific projects (endowment, etc)

Expand the base supporters of WFA by 20% yearly to promote philanthropy. (Baseline 346 donors; 130 volunteers; 9 partner organizations/institutions)

- Promote giving circles and peer fundraising
- Promote women's engagement in nonprofit (volunteer)
- Expand the constituency

## Activities

Increase girls' high school graduation rate by 2% yearly (Baseline 80%; Our Common Journey: Economics of Educating Women, 2014)

- Address childcare services for teen moms
  - Support non-profits and startups providing childcare services to teen mothers through grant making
  - Recognize outstanding achievements for childcare providers for teen mothers
  - Support policy action through research and partnerships
    - Arkansas Department of Education (ADE)
    - Arkansas Department of Higher Education (ADHE)
    - Arkansas Center for Health Improvement (ACHI)
    - Arkansas Department of Health (ADH)
    - Arkansas Department of Economic Development (ADED)
    - Arkansas Children's Hospital (ACH)
    - Corporate
    - Other non-profits
  - Convene thought leaders
    - Arkansas Advocates for Families
    - Clinton Health Initiative
  - Create a list of resources for young mothers
- Address teen pregnancy through prevention
  - Partner for family planning services
    - ADH
      - Southeast Targeted Area Resources (STAR)
    - Teen Pregnancy Task Force
  - Support sex education through implementation of comprehensive educational curriculums
    - Arkansas Children's Hospital (ACH)
      - [healthteacher.com](http://healthteacher.com)
      - Go Noodle
    - Comprehensive School Health Curriculum (CSHC)
      - ADE
      - Centers for Disease Prevention and Control (CDC)
  - Promote governmental support for CSHC
    - Black Caucus
    - Women's Caucus
    - Community Health workers
      - University of Arkansas for Medical Sciences (UAMS)
  - Affect policy through promotion of activities like Long acting reversible contraception (LARC)
  - Identify best practices
    - Women's foundation of Mississippi
    - State of Colorado
    - Centers for Disease Prevention and Control (CDC)
    - ~~Promote tolerance~~

- Prevent intolerance
  - Improve self-esteem
  -
- Promote mentoring of girls
  - Girls of Promise
    - WFA program
    - Funding by WFA
    - collaborating with partners to implement GoP
    - convene with others
      - AR STEM Coalition
    - recognition and honors event
      - providers
      - graduates of GoP
  - Take your daughters to work day
  - Work with industry (i.e. Maybelline) to promote Beautiful and Smart
  - Support evaluation of programs that serve girls through research
  - Develop mentorship model for others to implement
  - Support mentorship models others have created
  - Promote efforts from partners
    - Court Appointed Special Advocates (CASA)
    - Big Brothers/Big Sisters
- Educate parents
  - Get them more involved
  - Stop them dealing and using drugs
  - Educate parents on the value of education and need for parental involvement
  - State wide PTA
  - advocate for reduction in child neglect and abuse
  - mentor young parents
  - stop kids being pulled from schools to support families financially
  - improve self-esteem
  - prevent intolerance

Close the income gap between men and women by narrowing the gap by 2 cents per year on the dollar (Baseline 82 cents; Social and Economic Status of Women, 2012)

- Promote STEM among women and girls
  - Partner with other organizations focused on STEM
    - State educational organizations
    - Industry
    - governmental agencies
    - non-profits
      - AR STEM Coalition
      - AR nonprofit Alliance
  - Promote implementation of Girls of Promise
  - Support/alignment with government priorities
    - Solicited for funding
  - Grant funds
- Promote women's engagement in leadership (elected offices, corporate and government boards and commissions)

- Convene with organizations
  - Women Lead
- Recognition of women in leadership positions
- Education on legislature
- What is in it for women to be in politics
- Reach influential women
  - Hillary Clinton
  - Elizabeth warren
- Educate and recognize men who promote and support women in leadership positions
- Help men understand value of women in politics/corporate BODs/Commissions/etc.
- Promote awareness of inequalities
  - Promote women telling their story
  - Sponsorship with “Tales of the South” for women in AR
  - Research and disseminate findings that impact women
  - Educate men and women on values women bring
  - Educate influencers in government, corporate, and civil society
  - Partner with Corporations
    - Concept of community is most powerful with women
  - Leverage website
  - Adopt and convey concepts such as “Lean In”
  - Create “Lean In” circles
  - International conference of women
- Educate influencers in government, corporate, and civil society
  - Research and dissemination of WFA work/studies
  - Ally with Pulaski Co
  - Partner with League of Women Voters
- Promote skills building\* for women in the workforce
  - Create "Lean In" circles
  - Advocate for women education in prisons
  - Grant making for originations
    - Women Lead
  - Skills building\*
    - Negotiation skills
    - Improved self esteem
    - Cross gender communication
      - Not “I feel....” but “I think....”
    - Not “I have to get you to like me”, but “Here are the values I bring”
    - Dressing for success
  - Collaborate with
    - Chamber of Commerce
      - State
      - Local
    - Civic groups
      - Rotary Club

colleges and universities to provide educational programs Expand financial resources by 20% yearly to address the organizations mission. (Baseline \$312,000; WFA 2014 total revenue)

- Encourage women to give

- Understand how women give
- Educate ourselves as well as others on how women give
- Consult with other Women's Foundations to research the giving pattern (women vs men)
- Brand foundation so that others values resonates through the WFA brand
  - Building self esteem
  - recognition
  - wanting to belong to something
- Partner with women owned business to raise funding
  - Expand Engender Women to all women owned businesses statewide to donate a percentage of sales during Women's Day and/or Women's History Month
  - Promote, publicize and honor outstanding achievements
  - Table 28 concept
    - Expand to other types of businesses
      - Sell popcorn
      - Fudge
      - Cookies
      - Ice cream
      - Entrée/appetizer/dessert
  - convene with other women organizations
- Develop specific campaigns to raise money around specific projects (endowment, etc)
  - Girls of Promise
  - Power of the Purse
  - Arkansas Gives
  - Engender the Future
  - Teal Tuesday
  - Portion of proceeds from other program should go to endowment funds
  - Brainstorm women who know women of wealth and develop plan to increase funds by reaching out to them
    - Alice Walton
  - Conduct ROI of fundraising events to ensure value is commensurate with effort
  - Direct mail appeals
  - Develop big fundraising events such as Heart Ball, Saints and Sinners
  - Get a big store to produce an item that benefits and give a percentage of their sales of that item
    - Shoe
    - purse

Expand the base supporters of WFA by 20% yearly to promote philanthropy. (Baseline 346 donors; 130 volunteers; 9 partner organizations/institutions)

- Promote giving circles and peer fundraising
  - Create a fund through Arkansas Community Foundation for local giving circles
  - target other areas of the state
- Promote women's engagement in nonprofit (volunteer)
- Expand the constituency
  - Develop tiered membership (Power of the Purse as the annual members meeting, members download reports for free, monthly newsletters)

**Action items**

- Talk with Dr. Elders about Teen Pregnancy Task Force (Michelle)
- More information on Go Noodle and Health teacher (Michelle)
- Research what is required to get a sponsorship with “Tales from the south” (Elizabeth)
- Create "Lean In" circles (Katherine, Lee Lee, Michelle)
- Work with Heather Larkin to understand why women give differently than men (Tom)