

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
 - 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
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- 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 Larrkin to understand why women give differently than men (Tom)