WNY WOMEN'S FOUNDATION

2019 COMMUNITY IMPACT REPORT
CREATING A CULTURE OF POSSIBILITY FOR EACH WOMAN AND GIRL

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COMMUNITY IMPACT REPORT

The WNY Women’s Foundation’s Strategic Plan lays out specific goals related to Community and Organizational Impact. They are reviewed each year to assess progress and revise action items as necessary.

In 2019, the Foundation focused on the Community Leadership and Engagement goals found in the Strategic Plan.

COMMUNITY LEADERSHIP
Engage, lead, and invest in cross-sector collaborations to improve key community indicators for women & girls in WNY related to their economic potential and leadership.

ENGAGEMENT
Expand engagement of community members (including current and former board members, community leaders; new and seasoned professionals; current and potential donors, advocates) in support of the Foundation’s mission and vision.

Through our internal work to focus our efforts to be a leading voice for women and girls in WNY, we have made significant progress towards achieving our community impact goals through our work in the areas of advocacy, investments, communications, and outreach. The following report summarizes the Foundation’s work in these areas in 2019.
The WNY Women’s Foundation’s Advocacy Agenda promotes gender equity and women’s economic empowerment by convening stakeholders, sharing stories and collective knowledge, and utilizing research and influence to affect policy and funding for the benefit of women and girls in Western New York. We aim to be a leading voice for our community’s women and girls through direct and grassroots advocacy in collaboration with local, state-wide, and national partners.

We work to drive policy decisions and funding for our region to maximize opportunities, leading to economic empowerment and family sustainability.

The distribution of the advocacy efforts of the WNY Women’s Foundation is based on the number of direct legislative activities completed and their focus areas. The majority of our advocacy work in 2018 was childcare. This fact is indicative of the complexity of the issue as well as the leadership role WNYWF took.

**ADVOCACY ACTION AREAS**

- **Childcare Reform**: 82.1%
- **Women in the Workplace**: 10.4%
- **Equitable Community**: 4.5%
- **Poverty Reduction**: 3%
ADVOCACY

The WNY Women’s Foundation participates in advocacy efforts on the local, state and federal levels. In 2019, the Foundation increased its New York State-level advocacy efforts, decreasing time spent on federal and local advocacy.

In 2019, advocacy efforts of the WNY Women’s Foundation partnered to advocate for childcare subsidy funding and raise awareness of subsidy programs. Successfully advocated for eligible parents in qualified workforce training program to access DSS childcare subsidies, as well as targeting employers between 200%-240% FPL for Facilitated Enrollment/WDI subsidy program. Niagara Lutheran Health Systems were able to afford and build a work-site child care center, only the 3rd in WNY.

When women lead, our community succeeds!

With the goal of making Western New York a premiere place for women to live, work, and leading, ALL IN entered its second year in 2019. To date, 13 organizations have taken the ALL IN Pledge, committing to creating an environment of equity at their workplace.
CONVENE

The WNY Women’s Foundation convenes influential partners to spark critical conversations and create long-lasting change.

**CORE (Creating Opportunities Restoring Equity)** was borne out of efforts to bring together Catholic Charities, Buffalo Center for Arts and Technology, Harvest House, Peaceprints, and WNYWF's MOMs: From Education to Employment®. This initiative has created a support system to identify unemployed individuals and navigate them through a variety of training and job placement, health, and barrier reduction resources of the partner organizations.

**ALL IN Employer Cohort I** targeted employer efforts to maximize facilitated enrollment child care subsidies in Erie County.

WNYWF brought together the Partnership for the Public Good, the Buffalo Niagara Partnership, the Child Care Resource Network, and NYS Workforce Development Initiative to advocate for child care subsidy changes.

**NYC Women's Foundation** met with select organizations that the WNY Women's Foundation and the Community Foundation for Great Buffalo brought together to discuss civic engagement through a gender lens.

In 2019, WNYWF brought together national groups with similar goals in fruitful, important conversations, including: the National Women's Law Center, the ASPEN Institute, the National Center for Children in Poverty, the Working for America Institute, MOMS Rising, the Pritzker Foundation, the Women of AT&T, and the New York Women's Foundation.
INVESTMENT

The WNY Women's Foundation Foundation provides grant investments in two categories – MOMs: From Education to Employment® and Impact Grant Partnerships.

MOMS: FROM EDUCATION TO EMPLOYMENT®

In 2019, the Foundation’s largest investment continued to be in this research-based program designed to enable single mothers to gain family-sustaining jobs. This year, the MOMs program finished its sixth year at Niagara County Community College (NCCC), its second year and a half at SUNY Erie, and its second year at Jamestown Community College (JCC).

This year, Governor Andrew Cuomo used this model to create the NYS Family Empowerment Fund, which awarded $5 million to CUNY/SUNY schools and provided the opportunity for statewide expansion of the program.

<table>
<thead>
<tr>
<th>Year</th>
<th>Location</th>
<th>TO DATE GRANTED</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>Niagara County Community College</td>
<td>$353,863</td>
</tr>
<tr>
<td>2017</td>
<td>SUNY Erie</td>
<td>$199,916</td>
</tr>
<tr>
<td>2018</td>
<td>Jamestown Community College</td>
<td>$118,500</td>
</tr>
</tbody>
</table>

450+ MOMS AND THEIR 700 CHILDREN BENEFITED TO DATE!
INVESTMENT

IMPACT GRANT PARTNERSHIPS

Through Impact Grants Partnerships, the Foundation works with service organizations on innovative programming to positively impact the lives of adolescent girls in WNY.

In 2019, the Impact Grant Partnerships between the WNY Women’s Foundation and enrichment programs for adolescent girls grew from ten to thirteen grantees, impacting 567 girls—a 134% increase over 2018!

13 GRANTEES + 4 COUNTIES + $30,070 IN DONATIONS

= 567 GIRLS IMPACTED

Currently, women comprise 48% of the overall workforce, but only 24% of the STEM workforce. Girls assess their STEM abilities lower than their male peers, but preform better on assessments. The WNY Women's Foundation aims to empower girls in the STEM field to ultimately increase the number of women engaged in STEM education and careers.

This year, 6 of the 13 grantees focused on STEM and STEAM, totaling $16,170, or 54% of the total investment.

Additionally, the 2019-20 partners continue to benefit from formalized “value-added” opportunities for their students, including learning collaborative luncheons, mentoring panels, and other extracurricular activities.
COMMUNICATIONS

The WNY Women’s Foundation continued to build awareness of the Foundation’s work through our communications platforms including: social media (Facebook, Instagram, Twitter, Facebook), ALL In & WNYWF websites, e-newsletter, and print communications.

SOCIAL MEDIA GROWTH IN 2019

<table>
<thead>
<tr>
<th>Platform</th>
<th>Followers</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>2,141</td>
<td>+ 309</td>
</tr>
<tr>
<td>Instagram</td>
<td>1,304</td>
<td>+ 263</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>363</td>
<td>+ 254</td>
</tr>
<tr>
<td>Twitter</td>
<td>934</td>
<td>+ 64</td>
</tr>
</tbody>
</table>

E-NEWSLETTER

- 9 e-newsletters
- 6,000+ contacts

Story Highlights:
- ALL IN updates
- Advocacy Calls to Action
- Event invitations
- WNYWF In the News
- Monthly mission highlights

WEBSITE

- 27,726 unique pageviews
- 12,769 users

Most Popular Pages:
1. Homepage
2. Fall in Fashion
3. Leadership
4. What She’s Made Of
5. About Us
Your support of the WNY Women's Foundation is crucial to sustain the many programs happening in our community and throughout Western New York.

TO SUPPORT THE WNY WOMEN'S FOUNDATION, VISIT:

www.wnywomensfoundation.org