



WNY WOMEN'S FOUNDATION

ACCELERATE IMPACT & OPPORTUNITY

2021 ANNUAL REPORT

Get Ready, Set, THRIVE!

As we moved beyond the uncertainty of 2020 into 2021 – in a **MOMENT** of clarity, we **ACCELERATED** our **IMPACT** with new **OPPORTUNITIES** for women as they joined the **MOVEMENT** for gender equity!

The WNY Women's Foundation adopted an intersectional approach to our work – one that considers the challenges faced by those who experience compounding forms of discrimination and bias related to gender, race, and other factors. We are committed to creating opportunities for all women to learn, earn, and lead.

How We Do Our Work



Your **WNY Women's Foundation** (WNYWF) is focused and more committed than ever to creating opportunities for all women to learn, earn, and lead. We believe that collaboratively tackling issues women struggle with – like economic mobility – is the best way to catalyze change in our community. Your investment **accelerates our impact and broadens opportunities for local women.**

What are you investing in?

- As a **women's foundation**, we develop deep, trusted community connections and are skilled in facilitating work between funders, and corporate and community partners.
- Our **systems-changing** work brings a gender lens to complex social issues – a perspective that is often not at the table.
- We are an altruistic, nonpartisan, grassroots community partner with a strong track record for addressing the changing societal needs of our most marginalized community members, **whose voices we amplify.**
- **Grounded in data**, we drive solutions to advance gender equity – a fundamental issue to every individual's economic security, safety, and health. Equity remains essential to our community's economic growth and development.
- Our rich history demonstrates passionate, visionary, and influential leadership, which opens doors to **creative solutions**, such as the nine-year-old MOMs: From Education to Employment® Program, newly rebranded to mPower: From Education to Employment®.
- We use our **influence and resources** to challenge conventional thinking, lead with unmatched innovation, connect 'silos,' and change hearts and minds.
- We **advocate** for policies and funding that break down barriers and invest in movements that create economic change so everyone has the opportunity to thrive and lead meaningful lives.

As an essential community asset, our work is more important than ever. We move forward with you, together in solidarity, support, and strength. Now is the moment – and the **movement!** Thank you for joining us. Your support enables crucial change in our community.



Andrea Vossler
Chair, Board of Directors



Sheri Scavone
CEO

The WNY Women's Foundation is committed to creating opportunities for all women to learn, earn, and lead. Grounded in data, we drive solutions to advance gender equity and move Western New York forward.

Mission

Our mission is to create a culture of possibility so each woman can live, grow, and lead to her fullest potential.

Vision

Our vision is that all women have the opportunity to thrive, leading to a vibrant, inclusive WNY community.

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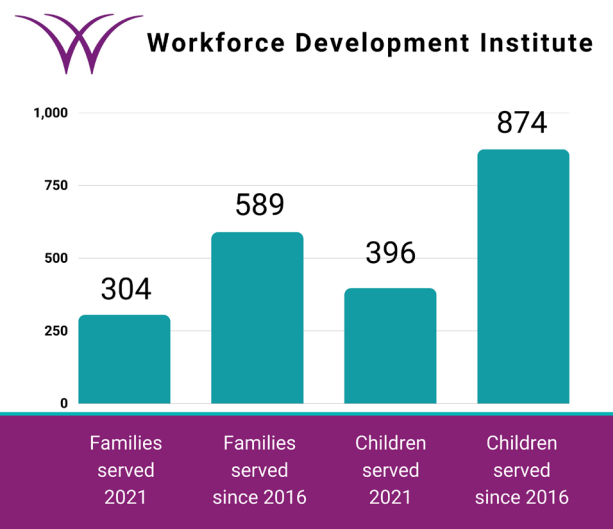
As the leading advocate for women in our region, the WNY Women's Foundation works to ensure the women in our community have the support, resources, and networks they need to thrive. We work to drive policy decisions and funding that will directly improve the lives of thousands of women in Western New York.

Our 2021 Advocacy Priorities

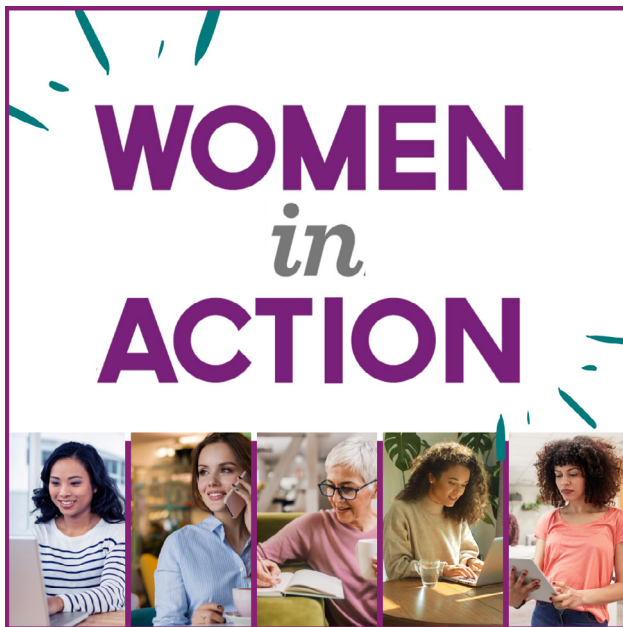
- **The disproportionate impact of COVID-19 on women:** We are committed to ensuring equitable recovery opportunities and resources are directed to issues impacting women.
- **Women ascending as leaders:** We work to eliminate barriers to women's advancement, including occupational, gender, and racial oppression and discrimination.
- **Women's economic empowerment:** We want to make sure every woman has the opportunity to engage in her community and experience economic success.



Since 2016, as a direct result of our collaborative efforts at the state level, Erie County received \$4.5 million for child care subsidies for working parents, allowing for expanded eligibility for the county program.



“If the Workforce Development Child Care Subsidy Program was unavailable, I would not be able to provide for me or my children. This program gives us the opportunity to work full-time in meaningful jobs while knowing our children are in a safe, loving, and healthy environment. Without this, we have nothing.”



Activism delivered to your inbox once a month!

Every voice matters in the fight for gender equality! Stand up and take action on a monthly basis with our grassroots **Women in Action** activism group.

As part of **Women in Action**, at the end of each month, you'll receive an email with timely, actionable steps you can take to make our community better for all women.

Women in Action is 100% virtual. We make it easy for you to be an activist—and every voice matters.

Sign up today and share this information with your family, friends and colleagues.

www.wnywomensfoundation.org/work/women-in-action/



WNY WOMEN'S FOUNDATION

Connect with us to stay in the know!

Follow us on Social Media



WNY Women's Foundation



@wnywomensfoundation



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WNY Women's Foundation

OUR WORK IN ACTION

“I want every girl to
know that her voice
can change the world”
– Malala

The WNY Women's Foundation (WNYWF) is the go-to source for data and information when it comes to issues impacting women, including gender equity, economic mobility, and child care as an essential workforce support. Since March of 2020, WNY Women's Foundation leadership has been sought out for over 80 media interviews locally and across the country. Our Fact Sheets were constantly updated with the latest data on the disproportionate impact of the pandemic on women. We have issued statements of solidarity with our Women's Funding Network partners that amplified our presence and engaged women on a national level. This invaluable exposure has helped change hearts and minds, as we lifted our voice to drive solutions to the challenges barring women from achieving their full potential.

Thought Leader

Erie County Emergency Child Care Task Force and Cornell ILR Cost of Child Care Study

Erie County and Cornell University released a vital report that illustrated the immense difficulties child care providers face under the current system. These providers are predominantly female small business owners who choose to serve our most marginalized families. The report supports investing in quality child care as critical to creating a better functioning, more equitable, and democratic economy and society.

The WNY Women's Foundation proudly serves on the Erie County Emergency Child Care Task Force and we have made securing universal child care a cornerstone of our 2022 advocacy priorities. We were pleased to collaborate with Erie County and Cornell University in producing this important study.

WNYWF visits local child care center with NYS elected officials from across the state to amplify the issues and drive policy solutions.



Influencer

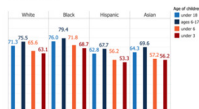
Congressional Regional Economic Recovery Team (NY 23/NY 27)



Impact of COVID-19 on Women in the Workplace and Child Care



maternal labor force participation rates (%) by race or ethnicity and age of youngest child



Notes: This chart from participation rates reported by the Department of the Labor states non-institutionalized civilian labor force participation rates by race or ethnicity and age of youngest child.

Source: U.S. Bureau of Labor Statistics, Current Population Survey, 2020 Annual Average

Source: U.S. Department of Labor, Bureau of Economic Analysis

Labor force participation rates (%) of men and women by presence and age of youngest child



Notes: Labor force participation rates by gender and age of youngest child are reported in the chart. Labor force participation rates by gender and age of youngest child are reported in the chart.

Source: U.S. Bureau of Labor Statistics, Current Population Survey, 2020 Annual Average

1 Emma Hinchliffe, "14% of women considered quitting their jobs because of the coronavirus pandemic," *Fortune*, April 23, 2020, <https://fortune.com/2020/04/23/coronavirus-women-should-quit-my-job-covid-19-childcare/>
 2 Lauren Bauer, "Mothers are being left behind in the economic recovery from COVID-19," *Brookings*, Thursday, May 6, 2021, <https://www.brookings.edu/blog/up-front/2021/05/06/mothers-are-being-left-behind-in-the-economic-recovery-from-covid-19/>
 4 Jasmine Tucker, "Uptick in Women's Labor Force Participation Still Leaves Rate at Level Last Seen in 1991," *National Women's Law Center*, January 7, 2022, <https://nwlc.org/resources/uptick-in-womens-labor-force-participation-still-leaves-rate-at-level-last-seen-in-1991/>
 5 Ibid.
 6 Ibid.
 7 "2020 Economic Recovery Strategy: WESTERN NEW YORK," *Regional Economic Development Councils*, <https://regionaleconomiccouncils.ny.gov/sites/default/files/2021-04/2020%20WNY%20RecoveryReport%20%201%20.pdf>

Working Women Facts and Figures

- 41% of women with children are the sole or primary breadwinners for their families.¹
- In January 2020, single mothers had the highest labor force participation rate (LFPR) of the female groups at just over 81%. Since then, the LFPR fell the most among single mothers— with a decline of about 7.5 % — and their rate has been the slowest to recover. As of March 2021, the LFPR for single mothers was 5% below its January 2020 rate.³
- Since February 2020, the economy has experienced a net loss of nearly 3.6 million jobs; women account for 59.2% of those losses.⁴
- The economy gained 199,000 jobs in December 2021. Women gained 23.6% of these jobs, or 47,000, while men gained 152,000 jobs.⁵
- 144,000 Black women joined the labor force in December 2021 and the entire net
- increase of Black women labor force participants were unemployed and looking for work, increasing Black women's labor force participation and driving Black women's unemployment rate up from 4.9% in November to 6.2% in December.⁶
- Nine out of ten low-income jobs lost in Western New York (WNY) due to COVID-19 were in the region's hardest hit industries. These industries include 76% of all WNY workers, and an even higher share of workers who are people of color (79%), Hispanic (80%), and African American (81%).⁷

The COVID-19 pandemic put unprecedented pressure on parents trying to balance work with child care responsibilities. Parents found themselves scrambling to deal with temporary or permanent child care facility closures due to the outbreak. Additionally, the cost of child care remains a major financial burden, particularly for single parents, who are mostly women.

The WNY Women's Foundation worked to inform legislators about the child care needs in our community, identifying solutions to this problem, and supporting critical programs and people involved in child care issues. This resulted in the advancement of millions of dollars in stimulus funds for child care providers and working families.

Trusted Expert

White House Gender Policy Council

WNY Women's Foundation CEO Sheri Scavone joined colleagues from the Women's Funding Network to deliver a presentation to the White House Gender Policy Council. Based on these presentations and the WNY Women's Foundation's data, the White House released the first-ever National Strategy on Gender Equity and Equality. This historic moment was a huge step forward!

NATIONAL STRATEGY ON GENDER EQUITY AND EQUALITY



Amplifying women's voices through pathways to leadership

The mission of ALL IN is to make Western New York a premier place for women to live, work, and lead by engaging our community in purposeful efforts to empower women and illuminate Pathways to Leadership.

Leadership Pathways

1. Employer Pathway

As an ALL IN Employer Partner, participating businesses gain valuable data to provide tangible examples of progress to their regulators, investors, funders, communities, and employees. Employer Partners who meet specific criteria earn the "POWER Seal" for one year.

The seal signifies verification from the WNY Women's Foundation as a good place for women and gender minorities to work. In this job market, employers need every edge to attract the best talent, and the POWER Seal can help businesses earn a leg up on recruitment and retention.

Inaugural Class of 2021 ALL IN Employer Partners

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Harter Secrest & Emery LLP
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M&T Bank*
Morgan Stanley

*Starred names indicate companies that earned the POWER Seal



**WOMEN LEADING.
COMMUNITIES SUCCEEDING.**



M&T Bank receiving their POWER Seal.



2. Aspiring Leader Pathway (ALP)

ALL IN's Aspiring Leader Pathway gives individuals the tools to take on leadership roles in their communities. Aspiring Leaders are matched with a mentor who guides them as they develop new skills, and identify areas for growth and design while completing a community project.



3. Entrepreneur – Women-Owned Businesses

During the pandemic, we launched our WNY Women-Owned Business Directory to spotlight the unique offerings of local women entrepreneurs. Part of the ALL IN initiative, this crowd-sourced directory relies on submissions to our website. In 2021, the business directory consisted of over 320 women-owned businesses.



This empowering webinar series supported women professionals aspiring to lead and grow in their careers. In 2021, the WNY Women's Foundation hosted four webinars addressing inclusive work environments, salary negotiation, goal setting, and men as allies.

Woman-Owned Business Spotlight



Christie W. Berardi, MS, CX
 Certified in Customer Experience CX
 through Columbia Business School
 President & CEO
 WittCX.com

Do you really know your audience, and what they actually want? That's where we come in.

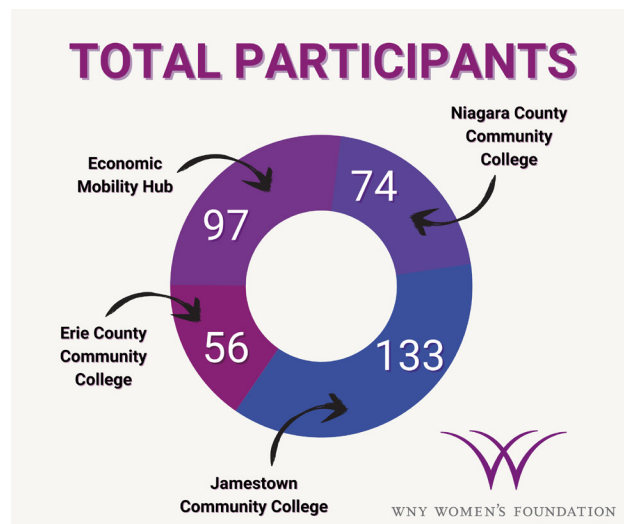
Customer Experience Analysis,
 Strategy Implementation, and Measurement

2021 Women's Economic Mobility: Rooted in Our MOMs: From Education To Employment® Program

What It Is

The MOMs: From Education to Employment® program supports single mothers pursuing a college education at three area community colleges: SUNY Erie, Niagara County Community College, and Jamestown Community College.

Our MOMs also have the opportunity to enroll in our Buffalo Women's Economic Mobility Hub at two local already-established workforce development programs.

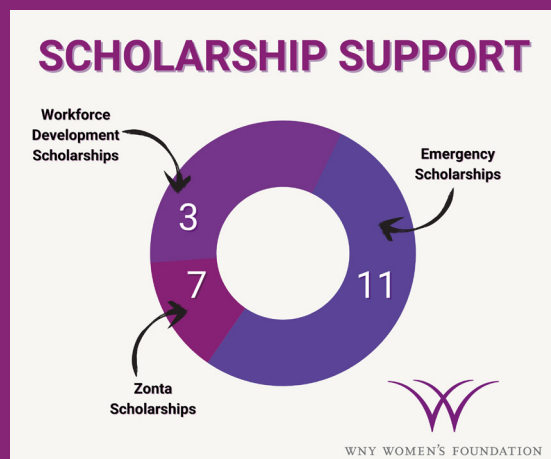


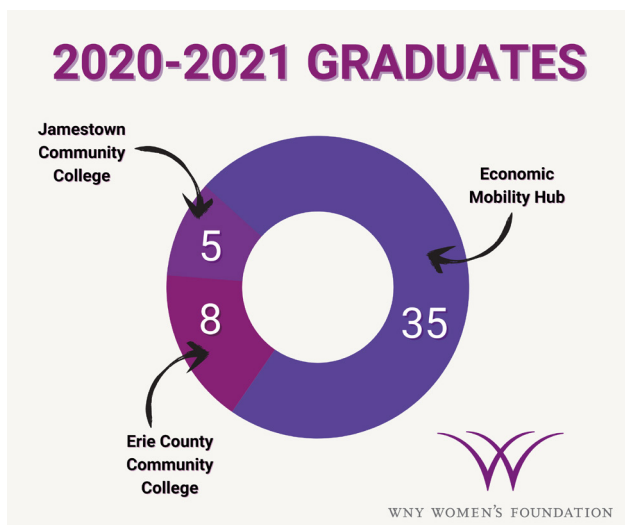
What It Does

The program works by eliminating barriers and providing targeted mentorship, support, and scholarships. Developed by the WNY Women's Foundation, the MOMs: From Education to Employment® model incorporates case management, academic success, coaching, mentoring, peer-to-peer community building, career guidance, internship and job placement support, and campus cultural awareness building.

Joan Joy Angel Scholarship

In 2021, the WNY Women's Foundation was proud to rename our essential Emergency Scholarship program after our No. 1 advocate for MOMs, Joan Joy. Our deepest gratitude to Joan's daughter, Paula Reinhold and The Joy Family Foundation for their generosity and commitment.





Why Is It Important?

Only 8% of single mothers enrolled in college graduate within six years, compared with 49% percent of women students who are not mothers. Why? Single mothers often face intense and unique obstacles to completing their education, including balancing work, child care, and finances. This program isn't about just one woman succeeding—it's about lifting hundreds of families out of poverty and setting them on the path to economic self-sufficiency.

Exciting News – in 2022, we announced a rebrand of the MOMs: From Education To Employment® Program to...



Expanding on the MOMs: From Education to Employment® model, mPower: From Education to Employment incorporates trauma-informed coaching, mentoring, peer-to-peer community building, scholarships, internships and job support. mPower learners work together with an achievement coach to plan a course of action that addresses their individual barriers and helps them to seize opportunities.

How it Works



What She's Made Of



"Pearls of Intentional Leadership"

On May 17, 2021, the WNY Women's Foundation, along with Presenting Sponsor M&T Bank, proudly welcomed *What She's Made Of* keynote speaker Carla Harris to a virtual night of inspiration and empowerment. Carla, a nationally recognized business leader, author, and gospel singer, spoke about the vital importance of women's voices in positions of leadership. Her presentation held special relevance, as the COVID-19 pandemic by that point had set women back a generation in workforce participation.

Thank you
M&T Bank
What She's Made of Presenting Sponsor

2.3 million women have left the workforce since the beginning of the pandemic, taking with them their expertise, passion, and unique leadership abilities.

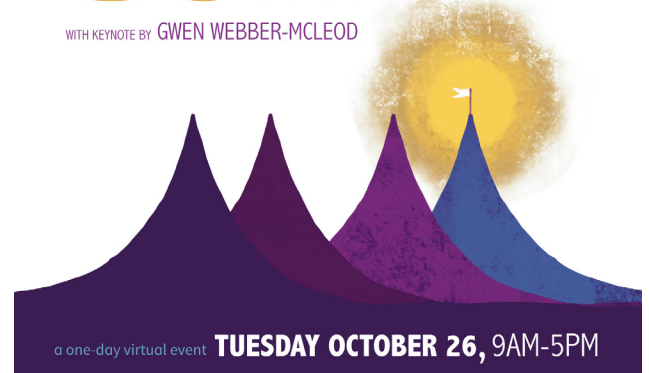
Women's Leadership Summit

The first-ever *Women's Leadership Summit* was held on October 26, 2021. This dynamic event, featuring keynote speaker Gwen Webber McLeod, was designed to help advance women in the workplace, and consisted of action-focused sessions that inspired change and produced powerful conversations with leaders from across the country. Two hundred women across all industries and at every level of leadership joined the movement to advance gender equity and move Western New York forward.

JOIN THE MOVEMENT TO ADVANCE GENDER EQUITY ACROSS OUR REGION
WITH ACTION-FOCUSED SESSIONS DESIGNED TO SPARK CHANGE.

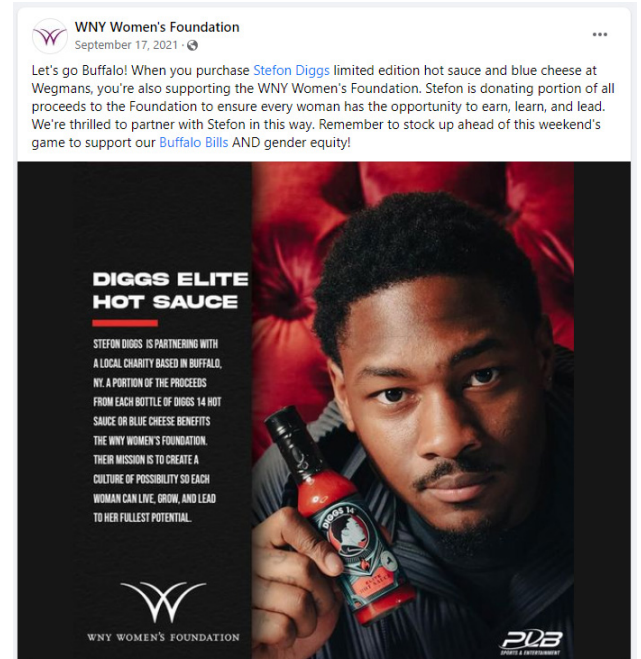
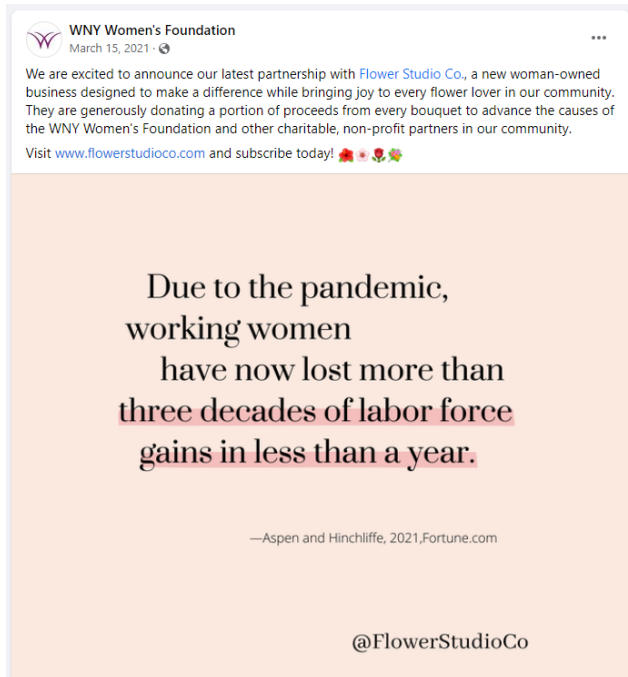
Women's Leadership SUMMIT

WITH KEYNOTE BY GWEN WEBBER-MCLEOD



Third-Party Events

Third-party events are a creative way to help the WNY Women's Foundation build new relationships and expose our critical work to new audiences. We would like to thank our "fund and friend"-raising partners in 2021.



If you are interested in hosting a third-party fundraiser on behalf of the WNY Women's Foundation please email wnywfdn@wnywfdn.org.

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Building a strong foundation for future generations

Founding Board Member Patricia Garman recognized the importance and need for the Foundation's work now and in the future. She affirmed her commitment to the WNY Women's Foundation and our mission through a generous legacy gift. Joined by other WNY Women's Foundation Founding Board Members, the Patricia Garman Torch Circle was created.

By naming the WNY Women's Foundation as the beneficiary of a planned gift, you will leave a lasting legacy in support of gender equity while remaining in control of your assets during your lifetime.

To learn more about legacy giving opportunities, contact the WNY Women's Foundation by phone at **716-217-9056** or via email at wnywfdn@wnywfdn.org.

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*in memoriam

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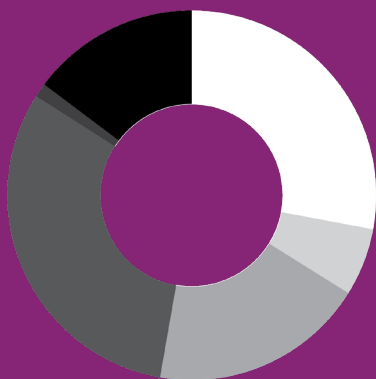
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SUMMARIZED FINANCIALS

REVENUE



Contributions	\$304,880
Paycheck Protection Program	\$65,694
Special Events	\$206,860
Net appreciation of assets held in trust	\$334,206
Other	\$1,871
Net assets released from restrictions	\$168,524
Total	\$1,082,035

EXPENSES



Program	\$334,230
Administrative	\$88,619
Fundraising	\$117,112
Total	\$539,961

BALANCE SHEET

(Ending December 31, 2021)

Assets	2021	2020
Cash	\$1,453,235	\$975,839
Receivables	\$57,893	\$114,231
Assets held in trust	\$2,229,305	\$1,962,060
Other assets, net	\$814	\$3,254
	\$3,741,247	\$3,055,384
Liabilities and Net Assets		
Accounts payable and accrued expenses	\$25,352	\$37,339
Net Assets		
Without donor restrictions	\$3,306,419	\$2,764,345
With donor restrictions	\$409,476	\$253,700
	\$3,715,895	\$3,018,045
	\$3,741,247	\$3,055,384



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