

**THE WOMEN'S
FOUNDATION
OF COLORADO**

www.wfco.org

Give the money
to spread the knowledge
to power the change
to alter the future
for women and girls
in Colorado.

NEWS RELEASE
FOR IMMEDIATE RELEASE

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The Women's Foundation of Colorado Unveils
Fill the Purse Campaign at Today's Annual Luncheon
Make change. Together we can.

DENVER, Colo. (November 13, 2008) — During the 2006-2007 school year, over 8,000 Colorado girls dropped out of 7th through 12th grades, according to the Colorado Department of Education. Without a high school education, the chances of these girls achieving economic success are slim. To help ensure the future economic self-sufficiency of Colorado's girls and women, The Women's Foundation of Colorado (WFCO) kicked off its *Fill the Purse* campaign today to raise money and awareness to help reduce the Colorado high school girls' dropout rate and continue to support research and advocacy efforts. The purses were unveiled at noon following the luncheon keynote speaker, comedienne and co-host of ABC's *The View*, Joy Behar that will take place at the Colorado Convention Center at 700 14th Street, Denver, Colo.

The goal of the *Fill the Purse* campaign is to raise \$1 million by July 2009; that \$1 million will be a part of the WFCO's *Power the Change* larger endowment campaign, which aims to raise a total of \$15 million by July 2009. The *Power the Change* endowment campaign will:

- Provide funding so the WFCO can support research pertaining to why girls drop out of school
- Increase grant funding for both women and girls
- Sustain and increase awareness around the state about the pressing needs of women and girls
- Assist in public policy pertaining to issues affecting girls
- Improve financial stability for research, education, public policy and grantmaking.

Suffragette Elizabeth Cady Stanton once said, "a woman will always be dependent until she holds a purse of her own," therefore, the WFCO is working to *Fill the Purse* to help build a better future for Colorado's women and girls. The purse icon of the campaign symbolizes a way to collect a large number of gifts to make a big difference, like loose change adding up in the bottom of a purse. The *Fill the Purse* Campaign depends on all sizes of contributions from around the state and will reach out to the community through regional events, social media and other new communication channels.

One woman and girl at a time, one piece of research at a time, one public policy change at a time and one grant at a time, the WFCO is making a difference – and one gift at a time helps the WFCO continue to make change. The WFCO is fueled by the power of collective philanthropy – philanthropy at every level. Through the *Fill the Purse* community gifts portion of the *Power the Change* Endowment Campaign, every woman and man can be part of giving a million dollar gift.

To illustrate the campaign, today the WFCO will unveil 10 candy-apple red purse sculptures made out of fiberglass and resin, representing different communities in Colorado. The purses, which will be roaming throughout the state over the next nine months, will be filled with donations at regional events and outreach programs. The purses measure in at 29-inches across by 24-inches high and were created by sculptor and artist Brett Chomer, who is currently working on the model for the Crazy Horse Memorial near Mount Rushmore in South Dakota. The purses will appear at WFCO's annual luncheon today before being distributed to WFCO regional committees throughout the state.

"The Women's Foundation of Colorado values philanthropy at every level, and we recognize that by joining together, we can give more," said Gretchen McComb, president of the WFCO. "Every year we recognize our million-dollar donors, but through campaigns like *Fill the Purse*, every woman and man in Colorado is empowered to give part of a 'million dollar gift.'"

The campaign will run from Nov. 13, 2008 through July 2009. Campaign highlights include developing a Facebook community for the Women's Foundation of Colorado and utilizing other social media outlets, partnering with a variety of women's groups, theme events throughout the state and much more.

The Women's Foundation of Colorado

Think Big. Be Bold. Make Change. Now in its 21st year, The Women's Foundation of Colorado builds resources and leads change so the women and girls of Colorado are full and equal participants in society. Since 1987, The WFCO has invested millions in nonprofit organizations throughout the state to dramatically change the lives of Colorado's women and girls. Through research, education, advocacy and collaboration, The WFCO sets the agenda and leads systemic change, creating greater opportunities for women and girls to succeed in the 21st century economy. The goal of the foundation is for every woman in Colorado to be economically self-sufficient, and every girl in Colorado to be on the path to economic self-sufficiency in adulthood. We believe that changes in public policy will have the greatest impact in assisting women in their efforts to achieve economic self-sufficiency. For more information visit www.wfco.org or call 303-285-2960.

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NOTE: For more information, images and details visit, www.fillthepurse.org