

THINKING BIG. LEADING CHANGE.

THE WOMEN'S
FOUNDATION
OF COLORADO

SPRING 2009



POWER THE CHANGE ENDOWMENT CAMPAIGN

Fill the Purse to Change the Future

Our research shows that education is an important factor in economic success for women. But 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.

Sometimes it takes years to regain the ground lost by dropping out of school. Kathleen's story is an example: "I was a straight A student, but when my parents divorced (I was 16), I just gave up and then made one bad choice after another for about 10 years.

I am now 44 and have three wonderful children—all of whom are successful in school. I have shared this story with them and other teens, hoping to have an impact. My key message is, 'dropping out doesn't hurt anyone as much as it hurts you.'"

The WFCO Power the Change Endowment campaign was launched in 2008 to raise money and awareness to help reduce the Colorado girls' drop-out rate and continue to support research and advocacy efforts. The Fill the Purse Campaign is the community gifts portion, and is focused on raising \$1 million of the overall goal.

continued inside...

MESSAGE FROM THE PRESIDENT

**Endowments are for
the Long Haul...**

Our endowment sends a message of permanence and significant action, from thousands of women and men who care so deeply for the issues facing Colorado's women and girls that they have chosen to invest in them today, and into the future. We started with an endowment 22 years ago because we knew our work would not be done in a decade, or two, or three. Our endowment epitomizes the power of collective philanthropy. Together, we can think big, be bold, and make change.

continued inside...



NON PROFIT ORG.
US POSTAGE
PAID
DENVER, CO
PERMIT NO. 1607

THE WOMEN'S
FOUNDATION
OF COLORADO
1901 EAST ASBURY AVENUE
DENVER, CO 80208
WFCO@WFCO.ORG • 303-285-2960

Message from the President

Continued from the cover...

We embarked upon our current endowment campaign for very specific reasons. Over 8,000 girls are dropping out of 7th through 12th grade every year in Colorado. These girls face tremendous obstacles in achieving economic success in their lifetime, as do their children. We must create a sustained funding stream to address this issue. These girls need us to believe in them, and invest in them, in a significant way.

Our work has already begun. Through our participation with Governor Ritter's P-20 Council on Education, and the Drop-out Coalition, we have gained valuable insight into what we know, and don't know, about why girls are dropping out, and what we need to do to increase the graduation rate. We have initiated our own research study on best practices for keeping girls in school, and will utilize this groundbreaking research to determine our investment strategies to achieve the greatest outcomes.

We must also endow our research and education efforts to ensure that critical issues, such as the Cliff Effect, are focused upon in our state. We have made great progress on this issue. It warmed my heart to hear, during my recent legislative testimony, two State Senators reference the Cliff Effect. They are listening to us, thanks to you.

This is not the easiest time to give. But it is perhaps the most important. Many of you have already contributed to this campaign, and I can only hope you know how grateful we are for your investment in our work. Now is the time to affirm our work by investing in our future, and the future of Colorado's women and girls. Please help us "Fill the Purse" to impact the lives of thousands of women and girls every year.

As always, my door is always open, and I welcome your comments and suggestions. On behalf of the women and girls we serve, thank you. We really couldn't do it without you.

Fill The Purse; Power the Change

Continued from the cover...

"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. "Through the Fill the Purse campaign, every woman and man in Colorado can collectively feel like an important part of giving a 'million dollar gift.'"

Funds raised will support our strategies for change: research, education, public policy reform and nonprofit grants.

▪ **Research**—Building upon the work of Governor Ritter's P-20 Council and collaborating with other partners, we are poised to fund gender-specific research on the primary drop-out causes for girls, and best-in-class solutions and interventions for addressing this issue.

▪ **Education**—We are building awareness for this issue with Public Service Announcements on CBS4 and Comcast, and continuing educational events throughout the state to shine a spotlight on this issue and the solutions necessary to solve it.

▪ **Public Policy Reform**—We are working with the Colorado Coalition for Girls and other partners to identify policy changes that will increase the number of girls graduating from high school.

▪ **Nonprofit Grants**—We will invest in the nonprofit organizations throughout Colorado that are implementing the research-based solutions for keeping girls in school.

We need your help to Fill the Purse to reach our \$1 million community gifts goal by July 2009. Please consider making a gift today to Fill the Purse for women and girls of Colorado.

For more information and to watch our progress, please visit www.fillthepurse.org!

Help Fill the Purse by hosting a House Party!

A Fill the Purse house party is a simple party with a goal of raising awareness for the Foundation and the Fill the Purse Campaign. Help us share the work of The Foundation with your friends!

Your contribution is vital to our work. The house party has proven to be a useful organizing and campaigning tool. House parties are an invaluable way of communicating the important message of Fill the Purse in a casual, friendly and relaxed atmosphere. This is an energetic way to educate people and a great way to identify others in your community who may want to join the cause and get involved!

You can host a gathering of any size—from a small group of close friends for appetizers to a large dinner gala—it's entirely up to you. You can hold the party at any time you like. Be creative and have fun with it! All the materials and information that you will need to host a successful party are available from our website at www.fillthepurse.org. If you are interested in hosting a house party, please contact Kelly Fox at kellyf@fco.org or at 303.285.2974.

Special Thanks!

The Women's Foundation of Colorado would like to say a special thank you to Swanee Hunt and Hunt Alternatives Fund for underwriting The Power the Change Endowment Campaign.



Mark Your Calendar



Colorado Springs: Fill The Purse, Make Change Breakfast

- Tuesday, May 5, 8-9:30 a.m.
- Cheyenne Mountain Resort, 3225 Broadmoor Valley Rd, Colo. Springs

Join the Colorado Springs Regional Steering Committee as they host the Fill the Purse, Make Change Breakfast. Become a table captain at \$250.00 and recruit 9 other guests (or 4 if you are a co-captain). Sponsors: Colorado Springs Independent; Holme Roberts & Owen LLP; KOAA - TV/News First 5/30; Pikes Peak Library District and Wendy Pearce Nelson/Blue Fox Photography.

For more information or to purchase a table, please visit www.fillthepurse.org and click on the Colorado Springs event page.

Denver: Fill The Purse Summer Cocktail Party

- Tuesday, May 19, 5-7 p.m.
- Parallel 17, 1600 E 17th Ave, Denver

Join The Women's Foundation of Colorado's Empowerment Council as they host a Cocktail party to Fill the Purse. Enjoy great prizes and Silent Auction items. Tickets are \$30. For more information or to register please visit www.fillthepurse.org.

Pueblo: Fill the Purse Culinary Arts Benefit Tasting

- Thursday, June 11, 5:00 p.m.
- Pueblo Community College

Join the Pueblo Regional Steering Committee as they host a tasting to Fill the Purse. Enjoy entertainment from pianist Desiree Floyd, great food and a cash bar. Sponsored by Kaiser Permanente and Pueblo Community College. For more information or to register please visit www.fillthepurse.org.

Investing in our Future

WHY NOW IS A GREAT TIME TO INVEST IN THE WFCO ENDOWMENT

As every investor is aware, 2008 was the worst year for the stock market since 1931. The Women's Foundation portfolio was not immune; we were down 32%, but this was in line with other foundations in Colorado.

Better news to report than the market last year were all the significant changes the WFCO investment committee made to the endowment structure in 2008. For the very first time in the history of The WFCO we hired an outside asset consultant to help with the endowment. They implemented a new asset allocation model which lowered risk and increased our diversification.

Currently four members of the investment committee are investment professionals. It is unusual to have so much expertise on an investment committee with an endowment of \$10 million. We have also made the investment committee report part of the agenda for every Foundation board meeting.

In short, our endowment is a top priority of the Women's Foundation.

So why is now such a great time to invest in the WFCO endowment? From an investment point of view, this may be the best time to invest in the markets, for three reasons:

First, the stock markets are experiencing a "regression to the mean." This means that the great returns of the 1980s and 1990s have been wiped out and the last ten years have been the second worst decade to invest in stocks since the 1930s. If the long-term average return for stocks is 8-10% then investors have a much better chance to make money in the next ten years than they did investing in 1999.

Second: for the first time since 1958, stocks yield more than 10-year U.S. Treasury bonds, and investors can own large cap U.S. companies that pay dividends of 3-5% with long-term track records of increasing their dividends even during the worst recessions.

Third: at some point in the future, conservative investors earning less than 1% in money market funds or U.S Treasury bills will seek higher returns on their money and

be willing to take more risk. When these trillions of dollars come back into the equity markets we will have a new bull market and much higher returns.

All of this is especially good news for endowments which are meant to last in perpetuity. The longer the time horizon, the better chance stocks will have time to recover. A dollar invested in The WFCO today could double or triple over the next 10-20 years.

That kind of growth feeds the true power of an endowment. We started 22 years ago with \$2 million. Since then we've granted over \$7 million dollars in support of economic self-sufficiency for Colorado's women and girls, and we currently have over \$10 million dollars in our investment pool. Each gift to the endowment will be working for us far into the future, regardless of what happens to the stock market.

This is the reason why I have made a 3-year pledge to the endowment as part of the Dads for Daughters Special Interest Fund in honor of my daughter, Caroline. I sincerely hope you will consider investing in our endowment.

Fred Taylor

Northstar Investment Advisors; Chair of the WFCO Investment Committee; WFCO Board of Trustees member since 2008.



Dads for Daughters

The Dads for Daughters Special Interest Fund is a component of our Power the Change Endowment Campaign. To make a gift to the Dads for Daughters Fund in honor of your daughter and/or granddaughter please contact Kelly Fox 303.285.2974.

Mother's Day is May 10th.

Give a gift that will make mom proud.

This year, help us change the girls' drop-out rate in Colorado by making a donation in honor of your mother to our Fill the Purse campaign, www.fillthepurse.org.



To: Mom

From:

Happy Mother's Day. To honor you, I made a donation to The Women's Foundation of Colorado.

EASY GIFT IDEA: CUT, DONATE, GIVE TO MOM!



THE WOMEN'S
FOUNDATION
OF COLORADO

www.fillthepurse.org

LEARNING TO GIVE

When did you become a philanthropist? Do you even think of yourself as one? When we think of philanthropists, we tend to think of individuals who give large financial gifts. But the word philanthropy derives from Ancient Greek, and means "to love people". Most people get their start in philanthropy by watching their parents.

"My mom and dad have taught me to give. They were very selfless in raising my sister and me, and always advanced our needs in front of theirs. They also always placed a great deal of importance on helping others who may not have as much or were given as many opportunities as they had." —Eva Vyas, WFCO P.E.P. Club member, Honorary Trustee, and former chair of the Board of Trustees.

"Both my husband and I are involved in multiple charitable organizations. Our two daughters hear us talking about the work that we do around the dinner table—our philanthropy is just a part of our every day lives. They know that we feel lucky to be in a position to help others and see it as our duty to our community as well." —Ana Kemp, WFCO P.E.P. Club member and volunteer.

"What has my Mom taught me about philanthropy? It's not so much what she says as what she does. As long as I can remember she's always been involved in something. Whenever possible, she made sure we were involved as well. She has shown us that philanthropy is important because there are so many ways to help. There are so many unmet needs out there, you don't have to look very far to find a way to be involved and help someone out." —Traci Takaki, on her mother Sue Takaki, WFCO Honorary Trustee.

This year for Mother's Day, we want to help you show your mother how much you've learned from her example. Instead of flowers, give a gift that will enrich the entire community by making a donation to The Women's Foundation of Colorado in her name and giving her this special card (left) so she knows how much you care.

