

THINK BIG. BE BOLD. STAY FOCUSED. ACCOMPLISH MORE.

SPRING 2012

THE WOMEN'S
FOUNDATION
OF COLORADO

SILVER STRATEGY

25 Years of Thinking Bigger

THIS YEAR IS BIG. The Women's Foundation of Colorado is thrilled to celebrate 25 years of making a profound difference in the lives of women and girls. With a new strategic plan in place, we are gearing up for the big work still to be done - that every woman and girl in the state of Colorado reach her full potential.

THIS GOAL IS BOLD. In order to ensure future financial stability, the Foundation is launching a 25th Anniversary asset growth campaign, with a goal of reaching \$25 million by the year 2016, thus creating a sustainable source of revenue.

STAYING FOCUSED. WFCO will launch a special "25th P.E.P. Class" to commemorate our 25 years of service. 2012 has just begun, so mark your calendars as there are many opportunities for you, our WFCO family and friends, to participate in many events during this quarter-century, silver celebration. Save the Date for September 21, our 2012 Denver Luncheon, as it will be our biggest and boldest yet. For the latest, check out www.wfco.org and LIKE us on Facebook. Together, we will

ACCOMPLISH MORE.



MESSAGE FROM THE PRESIDENT & BOARD CHAIR



Louise C. Atkinson, President & CEO
Margie Gart, Chair, Board of Trustees

As we reflect on the past year, we want to thank everyone for your collective action to support the women and girls in Colorado. It is through our grantees, donors, board and staff, honorary trustees, corporate and not-for-profit partners,

continued inside...

LIKE WFCO ON FACEBOOK TODAY!



WFCO EARNS HIGHEST RANKING
Four Star Charity
CHARITY NAVIGATOR
★★★★

Charity Navigator, a leading independent charity evaluator, has recently named The Women's Foundation of Colorado a four-star charity. This ranking is reserved for organizations that are considered "exceptional" in exceeding industry standards and outperforming most charities for a particular cause. This national ratings system works to advance a more efficient and responsive philanthropic marketplace by evaluating the financial health, accountability and transparency of America's largest charitable organizations.

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volunteers and the entire community that we achieve a broad and significant impact. We are grateful for all of you who have been a part of an amazing year full of progress. Ultimately, our hope and dream is for women and girls to have full economic, political and social equality within society.

Our tagline continues to remind us of how we must be strategic in our thinking, planning and giving: *"Think Big, Be Bold, Stay Focused, and Accomplish More."* We are seeing these words come to life in the work that we do each day. Our multi-year strategy enables us to be recognized as the voice for women and girls on the many issues that impact their ability to reach their full potential. We are clear about our top priorities for 2012: The Cliff Effect (especially as it relates to public policy), Girls Drop Out, and Research. Solid measurable progress must be made to ensure that every woman and girl achieves economic self-sufficiency.

The updated data available through "The Self Sufficiency Standard," helps us build the compelling case that the earnings of women in Colorado fall far short of what is needed to meet basic family needs. Thus, we must continue our focus on the public policies that will improve the lives of women living in poverty. The Girls Drop Out data tells us that girls pay dearly the rest of their lives for dropping out of high school. We continue our work to implement the best practice recommendations for keeping girls on the path to graduation.

Lastly, we have initiated annual strategic research to review everything we do, and to look at the status of women and girls along a variety of indicators. We are launching a statewide Listening Tour this March to ensure this initiative is inclusive of all communities in Colorado. In early 2013, our findings will be available.

In this important year, our 25th Silver Anniversary, we invite you to help us celebrate all of our tremendous accomplishments and to continue the important work that lies ahead. With your continued support, we are positioned for a year that allows us to boldly lead change to advance opportunity for all women and girls in Colorado. We look forward to more collaboration and partnership in 2012.

HERE TO LISTEN WFCO KICKS OFF STATEWIDE LISTENING TOUR

The Women's Foundation of Colorado is launching annual research on the status of women and girls in our state with a first-quarter Listening Tour. The Listening Tour events will provide the research project with a thematic frame for the data analysis anchored in the experiences and viewpoints of Colorado women and girls. In addition, we hope to catalyze local organizations, residents, WFCO activists and elected officials to work together on behalf of women and girls. These tours, listed below in the calendar, are designed to be interactive, inclusive, and welcoming for women ages 13 to 105, and will answer the fundamental question of the 2011-2016 Strategic Plan, **"WHAT IS THE FULL POTENTIAL OF A GIRL & WOMAN IN COLORADO?"**



Senator Angela Giron celebrates with Aaliyah, a member of the Girls Rock Volleyball Team of the Boys' and Girls' Club of Pueblo.



The Snowshoe team of The Youth Foundation in Edwards, Colorado.

JOIN US! WFCO UPCOMING EVENTS

March 1
March 6
March 7

WFCO Listening Tour: Pueblo, 5:30-7:30 p.m.
WFCO Listening Tour: Durango, 4:30-6:30 p.m.
Free Screening of the film, "Miss Representation," presented by the Youth Foundation & GirlpowHer
Beaver Creek, 6:30-9:00 p.m.

March 8
March TBA

Colorado Women's Hall of Fame Banquet

March 13

WFCO Listening Tour: Alamosa, TBA

March 14

WFCO Listening Tour: El Jebel, 6:00-8:00 p.m.

March 19

WFCO Listening Tour: Grand Junction, 6:00-8:00 p.m.

March 22

WFCO Listening Tour: Fort Collins, 5:30-7:30 p.m.

March 28

WFCO Listening Tour: Sterling, 5:30-7:30 p.m.

March 29

WFCO Listening Tour: Vail, 6:00-8:00 p.m.

-April 1

Colorado Ballet's TRIBUTE, featuring women choreographers

March 30

A Special 20% Offer for WFCO*

March 31

Girls' Leadership Council Applications Due, 5p.m.

April 3

WFCO Listening Tour: Colorado Springs, 9:00-11:00 a.m.

April 4

NCAA Women's Final Championship Game

April 5

WFCO Listening Tour: Denver, 6:30-8:30 p.m.

May 5

Women's Family Action, Day of Action

June 4

Empowerment Council Kentucky Derby Event

August 3

Denver Post: Unique Lives Series, WFCO with Connie Chung
Vail Luncheon

SAVE THE DATE, SEPTEMBER 21, 2012 Denver Annual Luncheon

PUBLIC PROGRAMS IMPROVE SELF-SUFFICIENCY FOR COLORADO WOMEN

Updated research from the Colorado Center on Law & Policy, funded in part by The Women's Foundation of Colorado, measures how public programs can improve conditions for women whose wages aren't high enough to pay basic expenses.

The Self-Sufficiency Standard for Colorado, a measurement of the income needed to make ends meet in each of the state's 64 counties. The Self-Sufficiency Standard is valuable because it shows many workers throughout Colorado have earnings that fall far short of what's needed to meet basic family needs, even if their income is well above what the federal government classifies as poor.

The Self-Sufficiency Standard is especially relevant for women. Reaching economic self-sufficiency can be tougher for women than for men because women's wages are often lower, even when they have the same or more education.

For example, take the case of a woman with one

preschooler and one school-age child living in Denver. Median earnings for women in Denver who did not graduate from high school is \$12,757 annually, or less than minimum wage for a full-time job. That's only 28 percent of the income needed to meet basic family needs, the Self-Sufficiency Standard shows.

Public programs can help fill the gap. The programs are often called "work supports," because they help recipients continue working and defray some of the costs of working such as child care. If a woman receives child care assistance, her monthly child care expense goes from \$1,418 to \$85. Her wages then come a lot closer to her expenses — with child care assistance her wage adequacy increases to 43 percent.

If the woman receives housing assistance, food stamps, Women, Infants & Children Program, and Child Health Plan Plus with child care assistance, and if she works a full-time job at Colorado's

minimum wage, her wage adequacy reaches 97 percent. It's not quite enough to pay all expenses, but the work supports go a long way toward helping a woman become economically self-sufficient.

The Self-Sufficiency Standard for Colorado sets realistic benchmarks for people who are struggling to become economically self-sufficient and for policymakers as they evaluate the effectiveness of public programs. The Self-Sufficiency Standard offers a more realistic and dynamic measurement of the income needed to pay basic expenses than other benchmarks such as the federal poverty level. Find the full Self-Sufficiency Standard for Colorado online at <http://bit.ly/cosss2011>.

The WFCO provided a grant to the Colorado Center for Law and Policy in 2011 for a May/June 2012 Outreach tour. Look for updates on the schedule for the Self-Sufficiency Standard Program coming to your community soon. Check out our website at www.wfco.org.

THE WOMEN'S FOUNDATION PARTNERS WITH AT&T ASPIRE

The Women's Foundation of Colorado would like to recognize our valued corporate partner, AT&T. Through Colorado State President, Bill Soards, AT&T has been a tremendous advocate and supporter of WFCO's mission.

For more than 25 years, AT&T and the AT&T Foundation have been committed to strengthening communities through advancing education. In 2008, AT&T launched AT&T Aspire, specifically focusing on confronting the high school drop-out crisis to help ensure that students graduate prepared for the future challenges of continuing education and the workforce. An educated workforce is critical to the success of the future nation. These students power the economy of today, and more importantly, of tomorrow. Nearly one fourth of all students — and nearly 40 percent of African-American, Hispanic and Native American students — fail to graduate with their class. The Aspire AT&T and the AT&T Foundation are

working to help reverse this trend by identifying programs that work and bringing them to scale, and by supporting the work of educators and helping students get excited about setting and achieving their goals

"We are proud to partner with The Women's Foundation of Colorado, who is committed to the same goals — helping students strengthen their opportunities for academic and workforce success," said Soards.

"Their work to help girls and young women become leaders in the future by supporting their education efforts is exemplary." -Bill Soards, AT&T

With our nation's future global economic competitiveness at stake, AT&T has made Aspire the biggest and most significant education initiative in the company's history, and one of the largest corporate commitments of its kind.

We are deeply appreciative of our corporate partners and continually strive to create new opportunities for corporate involvement. If you or someone you know is interested in exploring potential opportunities, please contact Nancy Jo Houk, Vice President of Philanthropy, at nancyjoh@wfco.org.



GIRLS' LEADERSHIP COUNCIL

Applications Due March 30, 2012



The Girls' Leadership Council (GLC) is a program created by WFCO that inspires girls to be future leaders and learn about philanthropy. Through GLC, girls will engage in a challenging, hands-on program that allows each girl to discover the power of giving back to their communities. Through a competitive application and interview process, ten high school sophomore girls are invited to participate in the WFCO GLC Council at no cost to the participant.

Starting in 2012, these girls will participate in a one-week intensive residential summer program at the Women's College located on the University of Denver campus. Training components include overviews of the status of women and girls in our state, understanding the current issues that affect them the most, the legislative process, why women should pursue political office, and extensive team building activities. The group will also have the opportunity to grant \$20,000 to nonprofit organizations around the state that work to ensure girls complete their high school education and reduce the high school drop-out rate. At the conclusion of the program, two exemplary participants will be selected to each receive a \$1,500 Dottie Lamm Leadership Award.

The program will be held from July 29-August 4. Visit www.wfco.org for more details and to download an application, which is due by 5:00 p.m. on Friday, March 30. The Foundation strives to host a class that is inclusive and representative of the state's geographic and socio-economic diversity. Please help us spread the word about this program and share this opportunity with your networks!

VOLUNTEER VA-VOOM!

WFCO welcomes Becky Theis to its volunteer team. As one of two Volunteer Coordinators, Becky helps WFCO utilize volunteers to achieve its mission. Becky started her involvement at WFCO as an Empowerment Council member in 2010 and staff is thrilled she has assumed this new leadership role.

As the year continues, expect to hear more regarding our Volunteer Program. WFCO strives to connect volunteers with projects that mean the most to them, including opportunities to volunteer with grantees and partners that serve women and girls, and welcomes volunteer support of the Foundation's organizational activities.

WFCO would like to recognize all of our amazing volunteers for the countless hours they dedicate to numerous projects such as the Denver Luncheon, Girls' Leadership Council, data entry, and office administration. We couldn't do what we do without you!



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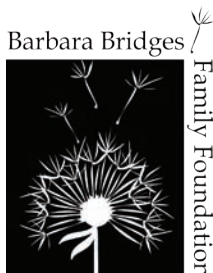
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