

THE WOMEN AND GIRLS FOUNDATION IS CELEBRATING *12 years*

....OF TIRELESS GIRL POWER AND GRANTMAKING IN A REGION WHERE OUR
VERY OWN WONDER WOMEN CONTINUE TO PUSH FORWARD EACH DAY
-ALL IN THE NAME OF EQUALITY.

The Women and
Girls Foundation
supports and is
supported by some
of the most dynamic
women - and men -
in our state.

From young girls
dreaming of careers in
government, to women
of color fighting for
reproductive rights: WGF's
range of work reflects the
undeniable strength of
our collective power to
make Pennsylvania a place
where all can live, work
and thrive.

In this special
report, explore
how this powerful
organization is
developing the
female leaders of
tomorrow while
advancing women's
rights today.



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UPMC LIFE
CHANGING
MEDICINE
UPMC HEALTH PLAN

Special Report Written
By Stephanie Rex

HOW CAN A *few* WOMEN IMPACT *millions* MORE?

- FOUNDING BOARD MEMBERS -

SUSAN CHERSKY, HILDA FU, MARLENE GARY HOGAN, CATHERINE RAPHAEL, JUDITH A. RUSZKOWSKI, CECILE SPRINGER, AND PATRICIA ULBRICH



CATHERINE RAPHAEL

"There are grassroots organizations that have been strengthened by WGF grants and young women who've discovered philanthropy and leadership. There are more women on boards and councils – and more awareness when there is a lack of women's participation."



HILDA FU

"Men are not our enemies. Men are our friends. Our enemy is gender inequity and in this monumental war for justice, we need every troop on the field, men and women working together, to achieve justice."



PATRICIA ULBRICH, PH.D.

"I'm proud that a small group of women went against the odds to successfully launch the Women and Girls Foundation and that WGF has helped to raise awareness of significant barriers to equality for women and girls in our region."

SUSAN CHERSKY

"I am most proud of how the foundation has been deliberate in making young women and girls an equal partner in the work. WGF's investments and partnerships have been strategic, thoughtful and results oriented. They are creating ways to enact real change."



IT ALL BEGAN WITH A GROUP OF WOMEN WHO ARE AS STUBBORN AS THEY ARE FEARLESS.

While many foundations are born out of family funds handed down from generation to generation, WGF rose up out of a movement comprised of local women working for change. These leaders recognized the importance of systemic change, deciding early on that WGF's mission would be one that focused on shaping public policy to impact the future for women and girls in the state of Pennsylvania for years to come. The roots of the organization reach back to the late 1990s when the founders invited women leaders to meet and discuss the topic of women as philanthropists. Specifically, they had the goal of encouraging women to become more involved in philanthropy, pooling their resources to support programs they care about. The seed for WGF was planted and quickly began to grow.

In 2002, the founding board was established, the organization was incorporated as a non-profit and the board worked together to form the framework of WGF and spread the word about this new foundation with boots to the ground. Their challenges were numerous but one thing was clear – female leaders across the city all agreed that the creation of WGF was critical to their collective future. The founding members had the support they needed.

Since then, WGF has granted almost \$1 million to organizations to seed systemic change for women and girls. These grants have helped support the passage of over a dozen new laws in WGF's first dozen years, increasing rights and opportunities for over 6 million women and girls throughout the state. Because of the founding board members' collective vision, millions of lives have improved and the path to equality is clearer than ever.



CECILE SPRINGER

"I am most proud of our leadership in addressing issues that are important to women and girls; that we are leaders in addressing girls' issues by training them to be articulate about their issues; and that we are known to use our own resources to communicate and address women's issues."



JUDITH A. RUSZKOWSKI

"WGF presented an opportunity to create a funding mechanism that would be responsive to the needs of grantees and increase the impact of local social change initiatives."



Tacy Byham, Ph.D., is a working mom who knows the value of a strong female leader – especially because she was raised by one. "My mother, Carolyn, was pivotal in the building of Development Dimensions International – the human resources consulting firm my father founded – and she was one of the first 100 donors to the Women and Girls Foundation," Byham said. Byham said her company supports the mission of WGF because it has a workforce that is 65 percent women. Since 1970, DDI has worked with corporations around the world to help them hire, promote, train and retain female leaders at all levels.

TACY BYHAM PH.D.,

SENIOR VICE PRESIDENT OF LEADERSHIP SOLUTIONS AT DDI AND WGF SUPPORTER



Name: DENISE LYNN JONES

Age: 21

Education: 2013 GRADUATE OF ALLEGHENY COLLEGE

Occupation: 7TH GRADE PRE-AP MATH AND 8TH GRADE ENGLISH LANGUAGE ARTS TEACHER AT DAVIS MIDDLE SCHOOL, TEXAS

CAN *one* GROUP OF GIRLS *change* THE WORLD?

DENISE JONES was not your typical pre-teen girl. After all, she launched her first national protest at the age of 12.

A member of WGF's first-ever Girls as Grantmakers group, a program that allowed girls to make grants to other girls in the community, Denise took away an important lesson: never take "no" for an answer.

"WGF ignited a fire in me – one that has yet to burn out," Jones said. "This program taught me the value of education, of advocacy, of critical thinking and the power of a small group of committed individuals. These girls opened my eyes to a whole new world of which I wanted to be a part. They were unconventional and radical – fighting for issues I had silently been aware of but afraid to stand up to. They helped shape and mold me into the person I am today."

Denise is now a teacher living in Texas and one of many girls who has moved on to success after working with Girls as Grantmakers, which has evolved over time with the help of the girls themselves.

Shortly after WGF's founding, the organization wanted to find an innovative way to engage girls as leaders in the organization.

Girls as Grantmakers began in 2005, giving away more than

\$10,000 to girl-focused and girl-run programs in Allegheny County. As the girls learned about investing their dollars, they also quickly learned how to make their voices heard. When they noticed degrading phrases being printed on Abercrombie & Fitch t-shirts, made for girls their own age, the group took a stand and brought the issue to the national news by launching a national "Girlcott" of the retailer. The Women and Girls Foundation empowered these young women to

"ONE OF THE *most important lessons* I LEARNED FROM WGF'S PROGRAMMING WAS TO *challenge everything*. TO THIS DAY, I NEVER TAKE NO FOR AN ANSWER."

realize their own potential, as the Girlcott campaign grew organically out of their own goals to hold Abercrombie accountable for their decisions.

In 2008, Girls as Grantmakers evolved into the Regional Changemakers program, in which advocacy was permanently built into the program. This also expanded the program to serve girls in Greene,

Fayette and Washington counties, in addition to Allegheny County. Each county focused on a different issue, some of which included clean air campaigns, LGBT issues and launching programs to encourage girls to get more involved in politics.

Through WGF's Regional Change Agents program, the girls were shocked to learn how few women were elected to office in their own state. Through this discovery, WGF's GirlGov program was born, and another evolution of girls' programming at WGF took place, once again led by the girls themselves.

In 2009, WGF's girls program was officially re-named GirlGov. This program is all-encompassing and includes girls grantmaking, civic engagement, and community advocacy. It also gives young girls the chance to shadow state legislature members in Harrisburg, giving them a first-hand look at the world of politics. Since 2005, WGF's girls programming has served nearly 500 girls and is now in the process of expanding to include new legislators and young women throughout Pennsylvania.

WGF's girls' programming has received national and international media attention for their work inspiring a new generation of female leaders. WGF CEO Heather Arnet, joined by young women from the program, has been interviewed on NBC's Today Show, CNN, Fox News, MSNBC, ABC and CBS Nightly News as well as National Public Radio and the BBC. They have even been invited to attend a private luncheon with the President of the United States at the White House.

WGF is proving that girls just like Denise can and will change the world.



Revolutionizing PHILANTHROPY One DONOR AT A TIME

Heather Arnet proves that advocacy is the key to systemic change. This young leader, activist, playwright, filmmaker, mother and wife knows that marching in the streets and shaping public policy must go hand in hand with philanthropy in order to build the future that we want - one in which women and girls are truly equal citizens. Heather has been with WGF since 2004, serving as its Chief Executive Officer. Her commitment to issues of gender equality is unmatched locally and recognized nationally. Here are her thoughts on the mission, work and future of WGF.

Q. WHAT IS IT LIKE TO WORK FOR A FOUNDATION WITHOUT AN ENDOWMENT?

A. Like being Tarzan, swinging from vine to vine without a net. Each year we begin anew. It takes a lot of faith, a lot of courage and hundreds of individuals giving what they can to support the advancement of women and girls. Individual donors generate 80 percent of our income. The average gift is under \$1,000. So it takes a lot of people and a lot of work to ensure we

have the resources we need each year to support our girls' program, make powerful advocacy grants and advance women's rights at the policy level.

Q. IS WGF A NON-PROFIT OR A FOUNDATION?

A. We are both. We are a non-profit that raises funds each year to support our own programming efforts to develop the female leaders of tomorrow while advancing women's rights today. But we also use a portion of the funds we raise from individual donors each year to invest back into the community through grants. It can be challenging for organizations to secure grants from private foundations to engage in public advocacy. That is why our grants are focused exclusively on supporting advocacy efforts to improve gender inequities at the root cause. On average, \$150,000 a year is granted from WGF and invested in other non-profit organizations' efforts to advance women and girls' rights. Through our grants program, we build partnerships, coalitions and expand the capacity of our sector to engage in lasting policy change.

Q. ONE OF THE FIRST INITIATIVES YOU STARTED WHEN YOU JOINED THE ORGANIZATION WAS THE GIRLS' PROGRAM. WHY WAS IT IMPORTANT TO YOU FOR GIRLS TO BE INVOLVED IN WGF?

A. Girls are key to our success as an organization and to the future fiscal health of our region and our state. Each year, through the GirlGov program, WGF introduces hundreds of teen girls to the political process in our state, trains them to be advocates for the issues they care deeply about and encourages them to run for elected office as adults. We have found, that when we give young women the tools to discover how public policies impact their daily lives and provide a safe space for them to discuss critical issues of the day, that 100% of the time they come up with creative, powerful, and effective strategies for long term change. Girls have the creativity and passion to make our world a better place.

Q. DURING YOUR TENURE, WGF RECRUITED MEN TO SERVE ON ITS BOARD AND HELD AN EVENT HONORING MEN WORKING TO ADVANCE WOMEN'S RIGHTS. HOW DOES ENGAGING MEN HELP ADVANCE THE CAUSE?

A. We all love soccer moms - but bring me a soccer dad, and I'll show you a fierce champion for women and girls' rights. The same, of course, is true of basketball dads, hockey dads, piano recital dads, and yearbook editor dads. Just like mothers, fathers want their daughters to have equal opportunities to succeed and thrive in life, love and career. So, it makes sense for us to engage men in our efforts to pursue gender equality. We have incredible men on our board and more and more men joining our organization each day as donors, volunteers and advocates. I am proud that my husband, David, and son, Travis, are counted among them. Travis attended his first Equal Pay Day rally at age 3 and he has rarely missed one since.

Q. IN ADDITION TO THE GRANTS WGF MAKES TO SUPPORT POLICY CHANGE, HOW ELSE DOES WGF SERVE AS A PUBLIC RESOURCE AND ADVOCATE FOR WOMEN AND GIRLS' RIGHTS?

A. WGF representatives present testimony to local and state legislators, write op-eds and appear on television, online, and on the radio talking about the news and policies of the day and how they impact the lives of real women and their families. We commission annual research on the economic status of women and an assessment of the state budget with a gender lens. And we share all of this information with the public. We conduct quarterly policy briefings for our donors and empower them with the knowledge and tools to be effective advocates for social change.

Q. YOU RECENTLY CAME BACK FROM A TRIP TO BRAZIL, WORKING ON AN INTERNATIONAL PROJECT FOR WGF. HOW DOES THAT CONNECT TO WGF'S WORK HERE IN PENNSYLVANIA?

A. One of the challenges of our GirlGov program is that there are few female elected officials for girls to shadow in Harrisburg. Women are 52 percent of Pennsylvania's population but are only 17 percent of the state legislature. We are so grateful to the male legislators who participate in our program, but we also wish our girls could see more women in leadership. This project was born out of our need to see how other countries and communities were advancing female political leadership and our desire to bring back success stories to inspire our girls. The resulting one-hour documentary "Madame Presidentá: Why Not U.S.?" will debut on WQED in 2014. It explores how Brazil came to elect its first female president and what Americans can learn from our international sisters' journey towards increased female representation in government.

Q. WHAT ARE YOU MOST PROUD OF WHEN YOU LOOK BACK OVER THE LAST TEN YEARS?

A. I am proud that our work has had a measurable impact on the lives of women and girls. In 12 years, we have helped pass 12 new laws and increase the rights of over 6 million women and 450,000 girls across the state. We have doubled the number of women on boards and increased the number of women running for elected office. Some of the laws that we helped pass include: the banning of shackling of female prisoners during childbirth; another that developed a domestic violence prevention policy for the City of Pittsburgh Police; and the Equality in Athletics Bill for public high schools which expanded girls' athletic rights. The truth is, I wish we lived in a world where these laws were unnecessary and that equality was as available as the air we breathe. But until that day comes, I am so proud of being a part of the organization that is making that dream a reality.

CAN CHANGING *Laws*, CHANGE *Lives*?

WGF knew from the beginning that it would be a challenge to achieve its mission of increasing the rights and opportunities of women and girls in Pennsylvania on a small budget. The founders, board, staff and donor community of WGF challenged themselves to consider how they could make a real impact on real women's lives leveraging the small amount of philanthropic dollars they had to invest.

After careful deliberation and research, they concluded that for the organization to have the greatest impact, it would need to make grant awards to supporting non-partisan policy advocacy to advance women's rights at the systemic level. That meant making grants to change laws to change lives.

"We realized that if we changed a law, we could improve the lives of millions of women and girls," said CEO Heather Arnet. "Because traditional private foundations supported charitable programs but rarely made grants to support public policy advocacy, there was a niche for our grant making to have a positive impact in the community while leveraging every dollar donated to WGF to advance our mission."

WGF promotes social change by addressing fundamental social inequalities and raising the awareness of these inequities among the media, voters, legislators and corporate and non-profit decision-makers. A few of those initiatives include the creation of a bill banning the shackling of female prisoners during childbirth, which was signed into state law in July 2010. In addition, a wage and leadership gap in the City of Pittsburgh was exposed by the Gender and Race Wage Equity Audit, which WGF invested in and helped pass legislation to support, in 2008-2009. WGF also played a critical role in supporting a bill recommending that public schools throughout Pennsylvania include domestic violence and teen dating violence curricula in all middle and high schools, in honor of Demi Brae Cuccia.

In 2013 WGF will award a \$100,000 grant to a coalition effort to increase women's access to health insurance, reproductive healthcare, and healthcare jobs throughout the state.

This is what systemic change looks like.



CHRISTINE HAAS, MIDWIFE CENTER

"Grants from the Women & Girls Foundation have helped The Midwife Center educate and advocate to improve laws, regulations, insurance contracts and

public opinion regarding midwives and birth centers so that they can have a larger impact on improving health outcomes in the Pittsburgh region and provide women more options for care."



SUE FRIETSCH, THE WOMEN'S LAW PROJECT

"Funding from the Women and Girls Foundation has helped the Women's Law Project build our western Pennsylvania program,

which is focused on reproductive health and rights, economic justice for women and their families, gender equity at school and in the workplace and safety for women and girls."



GINA JONES, BUSINESS AND PROFESSIONAL WOMEN (BPW) OF FAYETTE COUNTY

"Without WGF's support, the MyOWN Campaign would not exist. With WGF's support, MyOWN

was able to introduce youth and young professionals to advocacy efforts and hopefully lead them to engage in their advocacy projects."

At PNC Bank, women comprise more than 63 percent of the workforce and play a vital role in the company's overall success. "As a result, we are committed to living our values of diversity and inclusion by providing an environment where women can grow professionally and have work-life balance to take care of themselves and their families," said Phyllis Silverman. "By respecting and leveraging the growing number and influence of women in business, we strengthen our business and position ourselves for ongoing success in an increasingly competitive market."

PHYLLIS SILVERMAN, REGIONAL MANAGER AT PNC AND WGF BOARD MEMBER



IN ITS FIRST 12 years, WGF HELPED PASS 12 new laws INCREASING THE RIGHTS OF OVER 6 million women AND 450,000 girls THROUGHOUT PENNSYLVANIA



WOMEN AND GIRLS FOUNDATION

WGF established as a 501(c)3 November 2002.

2002

WGF celebrates its first 100 donors, hires CEO Heather Arnet, and makes its first grant awards to the community. Total grants awarded in 2004: \$15,000. By 2014, WGF has invested \$1 million in grants to the community.

2004



WGF makes grants to YWCA, Run Baby Run, and Chatham Center for Women in Politics to support candidate training programs for women. These collective efforts result in a 300% increase in the number of women running for elected office.

2005

WGF receives national media attention for its successful "Girlcott" of Abercrombie & Fitch appearing on NBC's Today Show, CNN, Fox News, MSNBC, National Public Radio, BBC, Bloomberg News, and on the front pages of newspapers across the country.

The Girlcott becomes a replicable model for teen-led consumer advocacy. It is included in scholarly textbooks and as an official entry in Wikipedia.



2006

WGF's "Zero No More" campaign launches to increase female representation on corporate boards. The Pittsburgh Post-Gazette agrees to publish an annual study of the representation of women in the corporate boardrooms of Pittsburgh's top 50 publicly traded companies.



WGF leads coalition effort to successfully advance legislation through City Council to double the number of women appointed to public boards.

2007

WGF works to pass legislation mandating the City of Pittsburgh and Allegheny County conduct gender and race wage gap audits. Both audits find significant wage gaps for government employees and both governmental units begin implementation of systemic improvements to remedy existing gaps.



2008

WGF works with city council, the mayor's office, domestic violence agencies, and women's rights groups to create a Domestic Violence prevention policy for the Pittsburgh Bureau of Police.

2009

WGF launches its first international collaboration, producing a one-hour documentary titled, "Madame Presidenta: Why Not U.S.?" The film explores why so many other countries have elected female presidents before the United States and inspires a new generation of young women to seek out the highest office in the land.

2010

WGF joins Gary Cuccia in advocating for the Demi Brae Cuccia bill introducing domestic violence and teen dating violence prevention curricula to all secondary schools in PA in honor of Demi Brae, Gary's daughter who was killed by her boyfriend at age 16.



Philanthropist Ritchie Battle establishes a matching challenge encouraging individuals to increase their investments in WGF. This campaign transforms individual investment in WGF raising more than \$250,000 for women and girls in two years and is still going strong!

2011

A state bill banning the shackling of female prisoners during childbirth is successfully signed into law. This bill was supported with advocacy efforts by WGF and WGF grantee agencies: Lydia's Place, New Voices Pittsburgh and the ACLU.

PA State Treasurer Rob McCord announces that as a result of successful WGF advocacy efforts, his office will leverage the PA Treasury as an Institutional Investor to advance efforts to increase corporate board diversity.

GirlGov program expands to serve 100 girls annually reaching five counties and including 50 legislators. By 2013, 500 girls will have participated in WGF programs.



2012

WGF works with grantee Women's Law Project to successfully pass state legislation "The Equity in Interscholastic Athletics Disclosure Bill" increasing athletic rights of 450,000 girls across the state.

2013

2014 and beyond - With your help, WGF will expand its GirlGov program to serve girls statewide by 2015. We will advance more legislation to remedy gender inequities where they occur at the systemic level and we will increase the rights and opportunities of millions more women and girls for generations to come.

2014

AND WE ARE JUST GETTING STARTED....

WHAT'S *Next* FOR WGF?

THE WOMEN GOING FORWARD CAMPAIGN

International development agencies and leading national philanthropists, including those at Davos, the Gates Foundation, and the Clinton Global Initiative have affirmed that investing in girls' leadership development and womens' economic security is a reliable path to economic prosperity for communities, states, and nations.

What do we need?

We need engagement and action. We need people to speak up, ask questions, mentor women, suggest solutions, and work together to achieve equal opportunities for all.

And, most importantly, we need you to partner with us. As a donor and partner, you too can be part of a larger, social change movement in the United States, one that encourages individual women as well as men, to see themselves as change agents working together to make a difference in their communities.

2012-2013 LEADERSHIP CIRCLE

Deborah L. Acklin
Heather Arnet & David Shumway
Heidi Bartholomew
Ritchie Battle
Ann L. Begler
Gregg & Yu-Ling Behr
Georgia Berner
Nancy Bernstein
Nadine Bogner
Patricia Boswell
Lisa Brush
Pamela Z. Bryan
Kathleen Buechel
Bracken Burns
Carolyn Byham
Helen Hanna Casey
Candi Castleberry-Singleton
Jamini Vincent Davies
Debbie Demchak
Kathleen DeWalt
Smita & Shyam Dighe

Margaret DiVirgilio
Susie Dorrance
Mary Ann Dunham
Joan Ellenbogen
Laura Ellsworth
Sheila & Milton Fine
Muge Finkel
Chris & Dawn Fleischer
Leslie & Hans Fleischer
Hilda & Freddie Fu
Cindy & Murry Gerber
Barbara Granito
Kathleen Guinn
Tanya Hagen
Samuel & Diana Harbison
Elsie Hillman
Diane Holder
Julie Fallon Hughes
Clyde Jones
Jui Joshi & Shubha Joshi

Mukami Kimotho
Joyce Kossol
David Krupp
Cheryl Kubelick & Kevin McCann
Suzan Lami & Robert Grubb
Doris & Joseph Letourneau In Memoriam
Elsa Limbach
Wendy Mackenzie
Linda Massaro
Ann & Martin McGuinn
Peggy McKnight
Marian Mosites
Rona Nesbit
Beth Newbold
Jessica O'Brien
Diane Knox Petronko
Helana Pietragallo
Sarah Pietragallo
Charles Porter & Hilary Tyson
Cathy Raphael

William Recker
Uzma Shah & Bakhtiar Chishti
Cindy Shapira
Patricia Siger
Phyllis & Steve Silverman
Bernadette & Lowell Smith
Susan Smith
Cecile M. & Eric W. Springer
John & Becky Surma
MJ Tocci & Jonathan Rest
Kelli Wall
Molly, May, & Rita Walton
Beth Winkler
Elise Roby Yanders
Susan Yohe

Leadership Circle members make donations of \$1,000 and above to WGF annually.

List as of October 1, 2013

The Women and Girls Foundation

is launching an historic campaign to improve the lives of women and girls for generations to come – and we invite you to be part of it. Throughout our 12-year existence, we have remained committed to creating a world where women and girls have equal access, opportunity and influence in all aspects of their public and private lives. We pursue this vision by developing the female leaders of tomorrow while advancing better public policy today. In order for WGF to continue to do this work, we are launching The Women Going Forward Campaign. The goal of this Campaign is to raise \$4 million by 2015.

The Women Going Forward Campaign

will establish a \$1 Million Reserve Fund to ensure the sustainability of the Women and Girls Foundation. With your support, we will ensure the future of WGF and improve the lives of women, girls, families, and communities for generations to come.



We invite you to join us in this historic moment by investing in the Women and Girls Foundation today.

412-434-4883
www.wgfp.org

UPMC has an established, long-standing commitment to supporting women in the workplace and communities – with good reason. Women account for three-quarters of UPMC's workforce and hold 44% of its leadership positions. "The UPMC and WGF partnership allows us to combine our internal and external efforts to help women and girls prosper," said Candi Castleberry-Singleton. "I share WGF's mission to achieve equality for women and girls, now and for generations to come. As far back as I can remember, I have had a personal passion for supporting women and children of all demographics – and making sure their voices are heard."

CANDI CASTLEBERRY-SINGLETON,
UPMC CHIEF INCLUSION AND DIVERSITY OFFICER AND WGF BOARD MEMBER

