



WNY WOMEN'S FOUNDATION

ANNUAL REPORT
2020

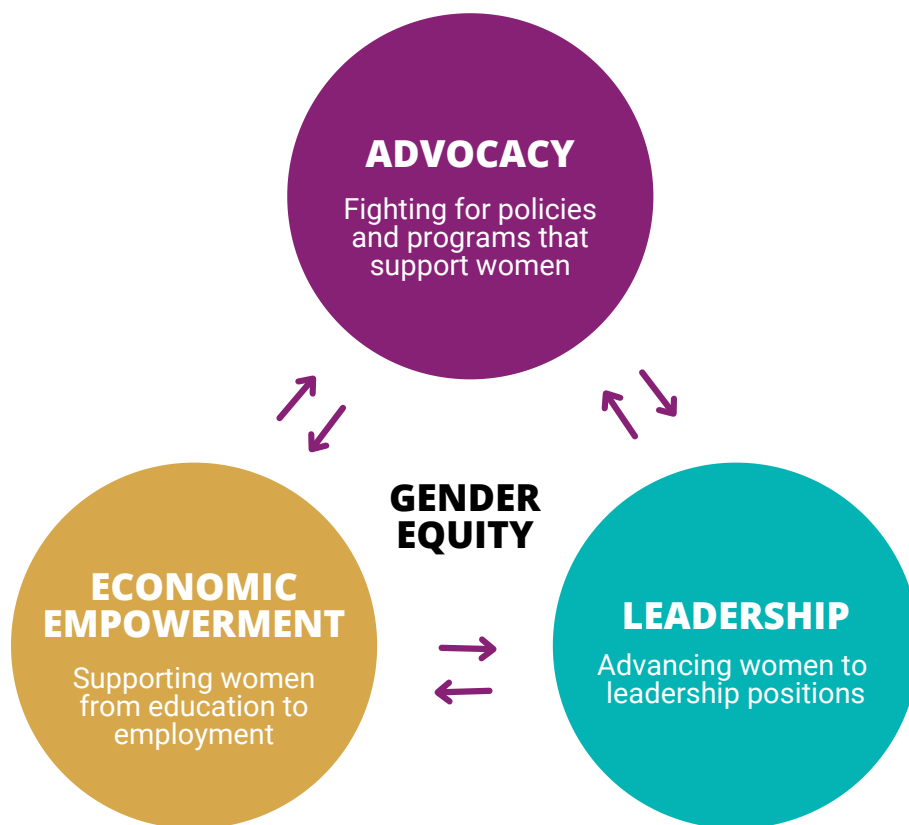


FOCUS ON WOMEN

In 2020, the WNY Women's Foundation participated in the Western New York Foundation's Impact Capacity Assessment Program.

This valuable program helped us to refocus and realign our strategic priorities to focus on two key measures of gender equity in our community: women's economic empowerment and advancing women into positions of leadership so they can create systems change benefitting all women.

The diagram below illustrates this new strategic alignment and how our data-driven work advances gender equity to move Western New York forward.



ON THE COVER:

Upper row: A Niagara County MOMs: From Education to Employment® graduate with her family; WNYWF Board member Lenora Foote-Beavers; WNYWF Board member Alison Kupferman. Middle row: WNYWF founders Gail Johnstone & Arlene Kaukus; a MOMs program graduate; *What She's Made Of* panelist Angie Kennedy. Lower row: *What She's Made Of* moderator Morgan Williams Bryant; WNYWF Vice Chair Terri Bair; Women Who Lead program participants

A MESSAGE FROM OUR EXECUTIVE DIRECTOR & BOARD CHAIR



2020 was a uniquely challenging year for women as the COVID-19 pandemic disproportionately affected women, and especially women of color. The WNY Women's Foundation focused on its mission with added urgency to provide additional support to working mothers, women business owners, essential workers, and employers.

This report provides an overview of our work in 2020.

This year, we served the thousands of women in our communities affected by COVID by advocating for policies and direct funding to best support women at the local, state, and national level (page 4).

We launched our crowd-sourced WNY Women-Owned Business Directory to provide much-needed attention to women entrepreneurs hard-hit by the pandemic (page 5).

Through our ALL IN Initiative, we provided guidance to employers looking to support women and working parents re-entering the workforce after COVID (page 6).

We increased access and availability of our invaluable Pathways to Progress Speaker Series sessions by shifting to a virtual format and offering monthly webinars free to our community (page 7).

We supported the single mother students in our MOMs: From Education to Employment® program as they adjusted to juggling their and their children's remote school (page 8).

And we launched the first-ever Women's Economic Mobility Hub in our region to uplift hundreds of women and their families (page 9).

When we look back on this tough year, we are proud to know that, while the pandemic has disproportionately impacted women, women are also part of the solution. When women work together, incredible things happen.

Thank you for your continued partnership as we advance gender equity in Western New York. We're excited to continue moving our region forward—together.

ANDREA VOSSLER
Chair, Board of Directors

SHERI SCAVONE
Executive Director

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.



ADVOCACY

Advocacy is how we tackle big issues. We work to drive policy decisions and funding for our region that will directly improve the lives of thousands of women in Western New York.

In 2020, we communicated and met with elected officials, external campaign partners, and journalists to raise awareness around the need for affordable, accessible child care for all; to spotlight the large number of women who have left the workforce due to COVID-19; and to garner much-needed support for women-owned businesses during the crisis, such as child care centers.

CHANGING LIVES



Laura has a job as a grocery store clerk. Her salary is slightly above the poverty line, but it's still challenging for her to afford child care each month for her two toddlers.

Our advocacy efforts secured \$2 million in funding for child care subsidies for working families.

Now Laura can breathe a little bit easier when it comes to making sure her children have safe, affordable child care.

2020 SUCCESSES

- Advocated for a statewide salary history ban, an important step towards pay equity, took effect in January 2020.
- Worked with Erie County to direct \$25M CARES Act funding to support child care businesses and establishment of Virtual Learning Centers with a racial equity lens.
- Provided data, connections, and support to drive the case that employer-supported child care became part of the Reimagine NY strategy.
- Secured NYS federal stimulus support for child care small businesses in Erie County.
- Ensured an increased eligibility level for child care subsidies for people in need of affordable, quality child care and free child care for essential personnel.
- Together with coalition partners, worked extensively with New York State to waive or change burdensome regulations allowing for greater flexibility for child care and afterschool providers during the pandemic.
- Influenced federal child care funding for parents and providers in a second round of stimulus funding.
- Provided leadership and a gender lens for the final report of the NYS Child Care Availability Task Force submitted to the Governor in December. This report would go on to direct millions of dollars in federal funding to the State.

The Foundation also inspired national elected officials to get involved and champion the rights of women through persistent data-based education about the disproportionate impact of COVID-19 on women.

The Foundation served on the NY27/NY23 Regional Economic Recovery Council and as a result inspired the Council's leader to advance a \$19 million federal bill to sustain child care small businesses and support working parents.

RESILIENCE

In 2020, the work of the WNY Women's Foundation became more urgent and more critical than ever as the COVID-19 pandemic disproportionately affected women. We rose to the challenge, moving quickly and decisively to realign our work to address the most immediate needs of our community.

In April 2020, seeing how seriously women-owned businesses were being hit by the pandemic, we launched a brand-new, crowd-sourced WNY Women-Owned Business Directory. To date, this online resource has been visited thousands of times, driving much-needed business to the women entrepreneurs of Western New York.

Throughout the spring of 2020, we worked with our partners at community colleges across the region to make sure the single mothers enrolled in their programs had the technology and resources they needed to continue their studies.

In June 2020, we joined with women's groups across the nation to issue a statement of solidarity and a strong condemnation of police brutality. In part, this statement read: "As women's funds, foundations, and gender justice funders – we stand with Black communities in the affirmation of Black lives, and vow to work with all who envision a world free from the institutions and violence perpetrated by racism and patriarchy." There is no gender justice without racial justice, a principle that guides our work every day.

During the 2020 election, we made a strong push to encourage women to vote. Our 2020 Voter Education Guide provided vital information about how and where to vote, and urged readers to vote for candidates who support women.



**"THERE IS NO GENDER
JUSTICE WITHOUT
RACIAL JUSTICE."**

– Women's Funding Network statement on police brutality



CHANGING LIVES



Liz is an accountant and mother of two. When the pandemic hit, she was thrust into a constant rush of Zoom meetings for her job and helping her children with remote school.

When her employer told her she would have to return to the office, Liz despaired—there was no way she could make it all work.

Our ALL IN return-to-office recommendations saved the day. Liz was able to share them with her company, which amended their return plan to make sure it worked for everyone, including working mothers like Liz.

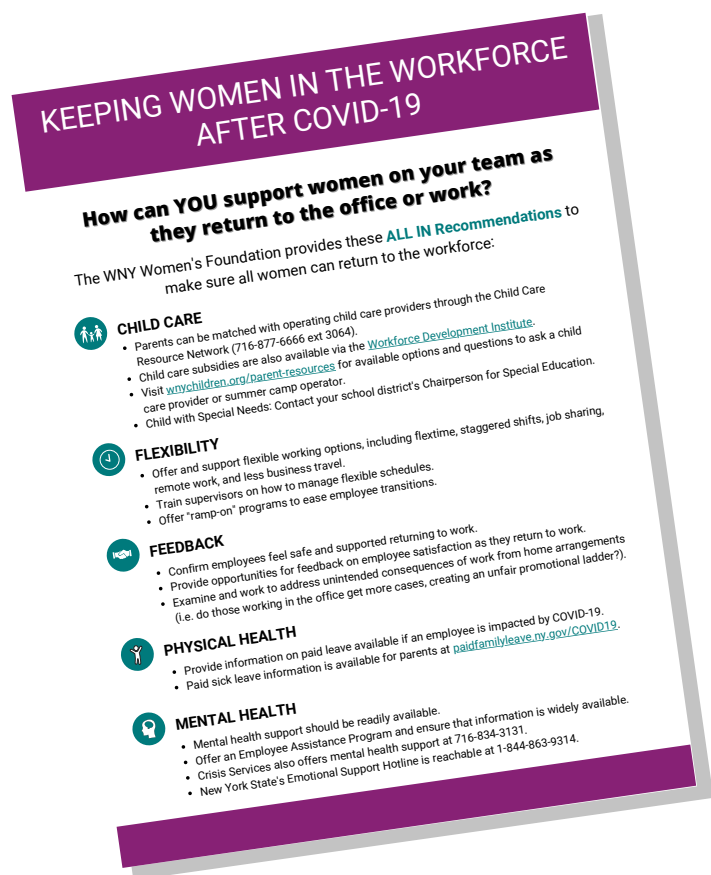
LEADERSHIP

Our ALL IN WNY initiative engages our community in purposeful efforts to empower women and illuminate pathways to leadership.

In 2020, the Foundation signaled the need for specific and concrete support for return to work early in the pandemic. We published our ALL IN recommendations for "Keeping Women in the Workforce After COVID-19" in June 2020 and have continued promoting the importance of flexibility, child care, and other workplace supports to ensure women are not set back a generation by this pandemic.

In 2020, ALL IN began two partnerships to provide mentorship to women throughout the region. The Foundation first joined forces with Women Who Lead, a program designed to support women at all stages of their careers. To date the program has matched 24 aspiring leaders with seasoned female community volunteers.

The Foundation also supported the Women 2 Women program in Northern Chautauqua in association with the Chautauqua Coalition for Women & Girls. The program provides mentorship and coaching to aspiring women in college.



EDUCATION

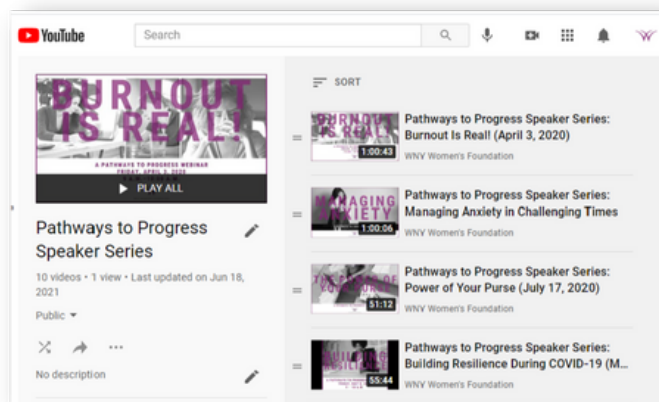
For over a decade, our Pathways to Progress Speaker Series has served as a valuable space for women professionals to learn and network.

In 2020, the Series entered a new chapter. Due to the pandemic, the Series went completely virtual and was offered as webinars, rather than in-person workshops.

This new virtual format, offered entirely for free to our community, exponentially increased the reach and impact of these invaluable sessions. Hundreds, rather than dozens, of professional women and men were able to attend, re-watch, and share with their colleagues.

Additionally, we greatly increased the number of sessions offered—moving from quarterly to monthly.

Plus, we uploaded each webinar recording to our YouTube Channel at <https://bit.ly/WNYWFYouTubeChannel>.



2020 SESSIONS

- Generational Differences in the Workplace
- Elect Women: Lessons in Running for Office
- The Art of Suffrage: Struggle, Sacrifice and Success
- The Power of Your Purse
- Innovating in Isolation
- Managing Anxiety in Challenging Times
- Building Resilience During COVID-19
- Mindful Meditation & Movement
- Burnout Is Real!





CHANGING LIVES



"I can't express to you what a big help the MOMs program has been to me, from the time I started right up to graduation.

"The program has helped me in so many ways from helping me apply for scholarships to having the nice space there to study. I tell anyone I can about the program!"

— K., a single mother and SUNY Erie nursing student who participated in our MOMs program

UPLIFTING MOTHERS

In 2020, the Foundation's largest investment continued to be our MOMs: From Education to Employment® initiative, a research-based program designed to support single mothers in obtaining family-sustaining jobs.

Emergency scholarships are one of the signature components of the MOMs program. These scholarships help mothers stay in school while also taking care of themselves and their families. Emergency scholarships cover unexpected costs which would otherwise derail their education. **Since 2013, the MOMs program has awarded more than \$62,000 dollars in scholarships.**

NIAGARA COUNTY

Niagara County Community College (NCCC) provided \$5,500 in Emergency Scholarships to 15 students during the 2019-2020 year, a great deal of those supporting students during the start of the pandemic to assist with sudden loss of wages and technical barriers with virtual learning.

ERIE COUNTY

The program expanded to SUNY Erie in April 2017 and served 68 mothers in the 19-20 year. SUNY Erie partnered with Ingram Micro to bring a resume writing workshop to students, and the new Achievement Coach brought in 12 new students for the Fall of 2020. Every other weekend throughout 2020, students met virtually to provide each other with support, tips on navigating virtual school, and share the challenges that they are working to overcome.

CHAUTAUQUA COUNTY

The program at Jamestown Community College has supported 100 mothers and helped them persevere through the movement to virtual learning, leading to 27 graduates in May 2020. Students on the verge of dropping out due to pressures from the pandemic have been able to stay in school and receive the support that they need.

ECONOMIC MOBILITY



**CHANGING
LIVES**

Over the years with our successful MOMs Program, we have found that community college education is not the right fit for all single mothers. Many still find community college programs too burdensome and logistically challenging to complete.

To better support more single mothers and their families, in 2020 we launched the Buffalo Women's Economic Mobility Hub at two local already-established workforce development programs.

These workforce training programs can be completed more quickly than a college degree and get women into the workforce sooner. These programs are also focused on high-demand healthcare jobs with stackable credentials. So, if a mother wants to return to school to advance her career at a later date, she can do so with work experience already under her belt.

We know that single mothers face unique barriers to completing their education; through the Buffalo Women's Economic Mobility Hub, we address these challenges with holistic, wraparound supports including:

- Coaching and mentoring
- Soft skills training and professional development
- Child care subsidies
- Health care
- Emergency scholarships for one-time expenses that would otherwise derail education

Launched in autumn 2020, the Hub served 56 single mothers and their families in 2020, and that number is expected to grow as new classes begin and more people are enrolled.

PARTNERSHIPS

The Hub is part of a national cohort of nine women's foundations across the United States, supported by the Women's Funding Network. Our Hub started with partnerships between the Foundation, Harvest House, and the Buffalo Center for Arts and Technology (BCAT).



Donna is a single mother working on her Licensed Practical Nurse (LPN) certification in one of our Women's Economic Mobility Hub programs.

Donna had been working full-time in addition to school, but lost her job late in the year. Without her job, she had trouble paying her rent and feared she and her daughter would be facing homelessness.

Thanks to our Women's Economic Mobility Hub, Donna was able to secure an emergency scholarship and get back on track. She now reports she found a new position and will be continuing her education.

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Rebecca Collins
By Jacquelyn Gurney

Sheri Scavone
By Maureen Millane Rusk

Sue Gardner on her 90th birthday
By Susan Lichtblau

Susanne Kelley
By Ellen Moffat

Therese Vita
By Anne Moot

GIFTS RECEIVED IN MEMORY OF

Ann Holland Cohn
By the Foundation for Jewish
Philanthropies

Betsy Stovroff Corrin & Betty
Stovroff
By Lisa Corrin

Carolyn Taylor Flynn
By Barbara C. Flynn

Darlene Mrozek
By Glen Noworyta

Ruth Kahn Stovroff
By Joanne R. Kahn



PATRICIA GARMAN TORCH CIRCLE

BUILDING A STRONG FOUNDATION FOR FUTURE GENERATIONS

Founding Board Member Patricia Garman recognized the lasting importance of and need for the Foundation's work and expressed her commitment through a generous legacy gift. She inspired other Founding Board Members to create the Patricia Garman Torch Circle.

TORCH CIRCLE MEMBERS

Peggy Balbach *
Ann Evanko
Sue Gardner
Patricia Garman *
Marsha Henderson
Gail Johnstone
Arlene Kaukus
Sally Marks
Anne Saldanha
Tricia Semmelhack
Therese Vita



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

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

LIFELONG GIVING



Peggy* & Charles Balbach	Mother Cabrini Health Foundation
BlueCross BlueShield of WNY	New Era Cap, Inc.
Community Foundation for Greater Buffalo	New York Power Authority
Patricia* & Richard* Garman	Ralph C. Wilson Jr. Foundation
Health Foundation of Western & Central New York	Paula Joy Reinhold & Joy Family Foundation
Alice & Jerry Jacobs, Jr.	Say Yes to Education
M&T Bank	United Way of Buffalo & Erie County

First Niagara Foundation	Sally Marks
Garman Family Foundation	Patrick P. Lee Foundation
Susan Hoskins	R&P Oak Hill, LLC
Mary Jo & Peter Hunt	Anne Saldanha, MD
John R. Oishei Foundation	Kristin & John Somers
Gail & Bruce Johnstone	
M&T Charitable Foundation	

219 Creekside	Martha Hyde & The Hyde Family Charitable Fund
Jennifer Chalmers Balbach & Teo Balbach	Imagine Staffing
Ann & Robert Brady	James H. Cummings Foundation
Sarah Hill Buck	Key Bank
Buffalo Bills, Inc.	Lawley Insurance
Clover Group	Lippes Mathias Wexler Friedman
Rebecca Collins	Margaret L. Wendt Foundation
Brigid Doherty & René Jones	Margery Nobel
Ann Evanko	Nicole Nobel
Carol & Suzanne Fatta	Marcia O'Neil-White
Dorothy Ferguson	OSC Charitable Foundation
Darby Fishkin	Pegula Sports & Entertainment
Sue Gardner	Karen Penfold
Ellen Grant	The Peter C. Cornell Trust
Jane Griffin	Wendy Pierce
Gerald & Jody Lippes Foundation	Corrine & Victor Rice
Grigg Lewis Foundation Inc.	Rich Products Corporation
Marsha & Christopher Henderson	Tricia & Henry Semmelhack
Hodgson Russ LLP	Ann Swan
Hurwitz & Fine, P.C	Uniland Development Company
	Leslie H. Zemsky

VISIONARY

\$100,000 or more

CATALYST

\$50,000 – \$99,999

BALBACH FOUNDER'S CIRCLE

\$25,000 – \$49,999

SIGNATURE EVENTS

WHAT SHE'S MADE OF

Together with presenting sponsor M&T Bank, the WNY Women's Foundation turned our annual *What She's Made Of* event into a virtual celebration of women's civic engagement.

INSPIRATIONAL

This year's event inspired attendees to take action, be it voting, running for office, or helping others do so. There is no more important time than now to collectively raise our voices as women.

CRITICAL

Supporting the WNY Women's Foundation's critical work during the pandemic, *What She's Made Of* 2020 raised over \$115,000, thanks to the leadership of event co-chairs Teresa Bair and Susanna Schenk.

TIMELY

The event also honored the 100th anniversary of the passage of the 19th Amendment, providing women the right to vote. The importance and value of women's civic engagement has never been more relevant.



FALL IN FASHION

In 2020, *Fall in Fashion* focused on the creative and resilient women-owned businesses of our region, encouraging supporters to shop local and support women.

For two weeks, a fun online raffle featured items from numerous women-owned businesses while the Foundation's social media spotlighted a different boutique partner.

This smaller, online version of the event raised over \$14,000 in support of the Foundation's critical work and drove increased traffic to the WNY Women-Owned Business Directory.



SUMMARIZED FINANCIALS

REVENUE

Contributions	\$272,733
Special Events	\$134,327
Net appreciation of assets held in trust	\$205,022
Other	\$5,494
Net assets released from restrictions	\$289,645
TOTAL	\$907,221

EXPENSES

Program Services	\$505,121
Administration	\$85,965
Fundraising	\$118,211
Cost of direct benefit to donors	\$0
TOTAL	\$709,297

BALANCE SHEETS

ENDING DECEMBER 31, 2020

	2020	2019
Assets		
Cash	\$975,839	\$1,003,814
Receivables	\$114,231	\$137,779
Assets held in trust	\$1,962,060	\$1,822,376
Other assets, net	\$3,254	\$2,415
	\$3,055,384	\$2,966,384
Liabilities and Net Assets		
Accounts payable and accrued expenses	\$37,339	\$52,370
Refundable advances		\$300
Net Assets		
Without donor restrictions	\$2,755,137	\$2,557,213
With donor restrictions	\$262,908	\$356,501
	\$3,018,045	\$2,966,384

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GIVE. EMPOWER. REPEAT.



Join our recurring donors who have set up sustaining contributions to the WNY Women's Foundation. Your monthly donation will make WNY an even better place for women to earn, learn, and lead.

Giving small amounts at regular intervals makes a BIG difference.



www.wnywomensfoundation.org | 716-217-9056 | 742 Delaware Ave., Buffalo, NY 14209

We also accept donations through SEFA & United Way Campaign designated funds.