

# ANNUAL REPORT

September 1, 2017 – August 31, 2018



ADVANCING  
GENDER EQUITY

**WOMEN'S  
WAY**

**CONNECTS  
EMPOWERS  
INVESTS**

# DEAR MEMBERS OF THE WOMEN'S WAY COMMUNITY,

It brings us great joy to share with you our FY2018 Annual Report and the many accomplishments that occurred with your support. We were able to make a real impact through the power of individuals and organizations working together toward a common vision of gender equity and justice.

Fiscal Year 2018 was a year of deep learning, collaboration, and significant growth for WOMEN'S WAY. Hundreds of individuals joined the WOMEN'S WAY community because they wanted to effect change and be part of a community that believes in the dignity, worth, and power of all women and girls. With a unified vision for a more inclusive, compassionate, and equitable future, we built a stronger foundation upon which to grow. This foundation includes a high-performing and cohesive staff, an engaged and deeply committed board, two new grantmaking programs, broader and deeper partnerships, an expanded donor base, and a reinvigorated Young Women's Initiative.

Our work evolved in dynamic ways over the past year. For example, the "travel ban" threatened the safety of thousands of immigrant women and girls. Amid a chaotic and challenging political climate, we transformed our grantmaking approach to be more nimble, resulting in the launch of the Immediate Response Action Fund (IRAF). IRAF allows us to rapidly get money into communities in order to address unanticipated and urgent needs of women and girls. Since its launch, we have awarded \$90,100 to 11 organizations, impacting more than 18,000 individuals in our community. Our agile approach to decision-making allows us to make immediate and far-reaching impact.

As we worked to address unanticipated needs, we also understood that economic power is the most promising entry point for gender equity. With Philadelphia's skyrocketing poverty rate (the highest of the 10 largest U.S. cities), and with women aged 25-34 as the region's largest demographic group living in poverty, we knew we had to do better. We asked ourselves: how can philanthropy shift systems in the region from serving to solving problems, from managing poverty to ending poverty for all women and girls?

Our answer was to launch the Women's Economic Security Initiative (WESI), whose vision is that all women in the Philadelphia region attain financial well-being for themselves and their families. Comcast NBCUniversal Foundation seeded WESI with its first investment, followed by M&T/Wilmington Trust, New Century Trust, and Wells Fargo.

Since WESI's launch, we have built a network of 60+ organizations committed to working together toward our common vision. With WOMEN'S WAY as the backbone, the WESI network works to dismantle the systemic causes of gender, racial, and socioeconomic inequities, and put new systems in place that build community leadership and power. In June of 2018, WESI launched its first collaborative initiative – a pilot program through which two full-time financial coaches are serving staff, caregivers, and children at 12 early care and education centers in the region. We look forward to sharing the pilot's outcomes in next year's Annual Report.

Amid a rapidly shifting society whose future, at times, feels uncertain, we remain hopeful about the future of women and girls because of the inspiring efforts of so many individuals working together to drive and deepen progress in our region. Thank you for your partnership and for standing firmly with us as we look forward to another year of meaningful and impactful work.

In solidarity,



Diane Cornman-Levy  
*Executive Director*  
WOMEN'S WAY



Paula Crowley  
*Chair of the Board*  
WOMEN'S WAY

# WOMEN'S WAY | CONNECTS EMPOWERS INVESTS

## Our Mission

Our mission is to inspire and mobilize the community to invest in organizations and leaders that will advance the rights of, and opportunities for, women and girls, and achieve gender equity for all.

## Our Mission In Action: Connect, Empower, and Invest.

- We **connect and build** a community of donors, volunteers, activists, and organizations supporting women, girls, and gender equity.
- We **empower organizations and individuals** to speak out and take action to support equal opportunity for women, girls, and gender equity.
- We **invest in organizations and leaders** that work to advance the rights of, and opportunities for, women and girls, and achieve gender equity through grantmaking and other forms of capacity building.

## Our Principles

At WOMEN'S WAY, our **core principles** guide the work we do. We promise to:

- build a dynamic, diverse, and inclusive **community**;
- honor each person's right to enjoy unfettered access to **opportunity**;
- shape and assess all our strategies through the lens of **intersectionality**;
- pursue solutions that are more effective, efficient, just, and **innovative**; and
- be responsive to our community, environment, and resources to hold ourselves to the highest standards of **accountability**.

# THANK YOU FOR MAKING GREAT MEMORIES

## 2018 WOMEN'S MARCH

WOMEN'S WAY supporters, staff, board members, and Young Women's Initiative members attend the 2nd Annual Women's March in Philadelphia.



## 41<sup>ST</sup> ANNUAL CELEBRATION

LUCRETIA MOTT HONOREE, LINDA CLIATT-WAYMAN

**Top left:** Lucretia Mott Honoree, Linda Cliatt-Wayman with award presenters: Fatmata Bah, Senior at Temple University and Kenesta T. Mack, Special Education Advisor, PA Department of Education



**Right Panel:** Linda Cliatt-Wayman giving the Keynote Address



**Bottom left:** Linda Cliatt-Wayman with Executive Director, Diane Cornman-Levy



# THANK YOU FOR MAKING GREAT MEMORIES *(Continued)*

## FIRST CONVENING OF THE WOMEN'S ECONOMIC SECURITY INITIATIVE



## 10<sup>TH</sup> ANNUAL WOMEN'S WAY BOOK PRIZE Honoring Lindy West for "Shrill"

*Lindy West with Moderator, Loraine Ballard Morrill*



## WOMEN'S WAY YOUNG WOMEN'S INITIATIVE Combating the Impostor Syndrome Panel Discussion

*From Left to Right:*

*Jessica Muslin (Moderator) - COO, WOMEN'S WAY  
Doreen Mosher - Client Director, Korn Ferry  
Melissa Ivone - Director of Marketing, Curalate  
Jasmine Sessoms - Founder/CEO, She Can Win  
Liz Brown - Founder, Design Jawn*

# IMMEDIATE RESPONSE ACTION FUND (IRAF)

## ADDRESSING UNANTICIPATED AND URGENT NEEDS OF WOMEN AND GIRLS

After the 2016 presidential election, an unforeseen series of actions and policies by our government took place that undermined the health and safety of women and girls throughout our region, state, and country. WOMEN'S WAY rapidly responded by launching the Immediate Response Action Fund (IRAF) on June 22, 2017. This nimble and agile grantmaking program is designed to quickly address unanticipated and urgent needs of women and girls in the greater Philadelphia region. From receiving a completed application to communicating a decision – **the IRAF grant review process is completed within 10 business days.**

**Since its launch, WOMEN'S WAY has received 49 applications requesting \$476,550 - demonstrating a remarkable need for this type of agile grantmaking.**

### IRAF HIGHLIGHTS

**\$100,000**  
RAISED

**\$90,100**  
AWARDED  
TO ELEVEN  
ORGANIZATIONS

**OVER**  
**18,000**  
INDIVIDUALS  
IMPACTED

*"We've been in need of a security overhaul for some time, but when we had multiple police incidents at our facilities within a single month, we knew something had to be done immediately. WOMEN'S WAY responded so quickly: within 10 days, we had the funding we needed, and by the day after receiving the grant, new security features were already being installed at all four of our facilities. These features make our staff and clients feel safer and make our emergency shelter (and all of our offices) feel like the safe havens they are meant to be."*

- Mae O'Brien, Interim Executive Director,  
A Woman's Place



*"There is a particularly hostile climate out there for trans people right now. Our callers are in heightened states of fear, anxiety, and panic around gender markers and safety for themselves and their families. The calls we have received are beyond our capacity. With this award, TCP will be able to offer mental health support and advocacy to meet this spike in demand for help."*

- Alison Gerig, LCSW, Executive Director,  
Therapy Center of Philadelphia



*"Support from the WOMEN'S WAY Immediate Response Action Fund means we are able to relocate our shelter with minimal disruption to the critical services we provide to families experiencing homelessness. It's reassuring to know there are funds out there to help quickly address the unexpected bumps in the road."*

- Erica Zaveloff, MA, MSW, Director of Development,  
Lutheran Settlement House



# 2017-2018 IRAF GRANTEES

ORGANIZATION NAME	URGENT NEED	AMOUNT	IMPACT
<b>A Woman's Place</b>	Sudden increase in police incidents	<b>\$4,765</b>	Overhauled security system: police incidents stopped, ensuring safety of 300 survivors of domestic violence
<b>Advocates for Homeless and Those in Need</b>	Program to be discontinued due to unanticipated major loss of funding	<b>\$7,500</b>	Helped continue program and provide life sustaining services to 116 women experiencing homelessness
<b>Career Wardrobe</b>	One-time opportunity to enlarge space and meet increasing demand for their services	<b>\$9,500</b>	Provided professional attire and job readiness services to 4,845 women
<b>Community Legal Services</b>	Re-institute The Working Group to Enhance Services for Incarcerated Women after the lead organization running the program shifted gears	<b>\$10,000</b>	Supported coordinated advocacy for incarcerated women across Philadelphia and Pennsylvania
<b>HIAS Pennsylvania</b>	Sudden increase in demand for relational violence protection services for immigrant communities in Chester County	<b>\$10,000</b>	Expanded legal services for 30 immigrant survivors of interpersonal violence
<b>Home of the Sparrow</b>	Roof damaged due to storm, threatening displacement of residents	<b>\$7,500</b>	Maintained shelter and life supportive services for pre-senior women (ages 55-62) facing homelessness
<b>Interim House</b>	Broken heater caused need for temporary displacement of residents	<b>\$6,585</b>	Continued holistic substance abuse treatment for 24 clients during an emergency relocation
<b>Lutheran Settlement House</b>	Unexpected eviction from their emergency homeless shelter	<b>\$9,250</b>	Relocated to a new facility with minimal disruption to the provision of critical services to 29 families experiencing homelessness
<b>Pennsylvania Health Access Network</b>	Protect access to healthcare for women and families in SE Pennsylvania following a 90% reduction in the advertising budget for ACA Open Enrollment	<b>\$10,000</b>	Highlighted the importance of enrolling in and maintaining healthcare coverage to 6,825 women through various media campaigns
<b>Take Action Philly</b>	Protection of immigrant and refugee populations in Philadelphia following the "travel ban" and threats to sanctuary cities	<b>\$5,000</b>	250 lawyers were trained how to provide pro bono legal advice to immigrant and refugee communities
<b>Therapy Center of Philadelphia</b>	Spike in demand for mental health care in the trans community	<b>\$10,000</b>	Expanded access to low cost psychotherapy services to 50 transgender individuals
<b>TOTAL</b>		<b>\$90,100</b>	

## Participating Organizations

Abacus Wealth  
Art Sanctuary  
Beckett Life Center  
Black Women Give  
Career Wardrobe  
Chester County Fund for Women and Girls  
Citizen's Bank  
Clarifi  
Comcast/NBCUniversal Foundation  
Communally  
Crossroads Women's Center  
Douty Foundation  
Drexel University Center for Hunger-Free Communities  
The Enterprise Center  
FINANTA  
First Up  
Independence Business Alliance  
Linda Creed Breast Cancer Foundation  
M&T/Wilmington Trust  
Mayor's Office of Community Empowerment & Opportunity  
Montgomery Early Learning Centers  
New Century Trust  
Permit Capital  
Philadelphia Area Cooperative Alliance  
Philadelphia Federal Credit Union  
Philadelphia Works  
PHL Pre-K  
Public Health Management Corporation  
Research for Action  
Resolve Philadelphia  
Sofia Financial  
Temple University Center for Inclusive Competitiveness  
University of Pennsylvania Field Center for Children's Policy, Research & Practice  
Urban Affairs Coalition  
Wells Fargo  
Women Against Abuse  
Women's Community Revitalization Project  
Women's Medical Fund  
Women's Opportunities Resource Center  
Year Up - Philadelphia

# WOMEN'S ECONOMIC SECURITY INITIATIVE (WESI)

*"We literally jumped at the chance to become early investors in the Women's Economic Security Initiative when it was launched by WOMEN'S WAY. It just might be the organization's most innovative initiative yet, empowering women with the financial knowledge to guide their own lives and to protect the well-being of their families at the same time."*

*-David L. Cohen, Senior Vice President, Comcast Corporation*

The Women's Economic Security Initiative (WESI) is a systems-level collaborative initiative centered around the shared vision that **all women in the Philadelphia region attain financial well-being for themselves and their families**. WOMEN'S WAY understands that poverty is a determinant of poor health outcomes, low educational attainment, unstable housing and other adverse outcomes that are destructive to Philadelphia families and prevents our city from achieving true economic vitality.

With the understanding that no one organization or sector alone can solve this deep-rooted issue, WESI brings together government, nonprofits, philanthropy, business, and women with the lived experience of economic insecurity around a common agenda and aligned activities. Using the collective impact framework, our network **identifies critical systemic gaps, enhances the coordination and capacity of organizations doing promising work, and builds a community committed to data-driven learning**.

As the backbone of this effort, WOMEN'S WAY guides vision and strategy, supports aligned activities, builds public will, and mobilizes funding.

**Since its launch in October 2017, WESI has held 26 stakeholder meetings and engaged over 100 partners.**

## WESI's Priorities for Action

In early 2018, a task force made up of WESI partners worked together to develop a robust theory of change and priorities for action for this initiative.

*The graphic to the right illustrates the strategies we will use to move toward achieving our vision.*





# IMPACT

**\$130K**  
GRANTED

**2**

COACHES HIRED  
AND TRAINED

**12**

CENTERS SERVED  
in 3 COUNTIES

**47**

CLIENTS SERVED  
IN TWO MONTHS

## WESI FINANCIAL EMPOWERMENT PILOT

WESI's first pilot program integrates financial coaching into early care and education (ECE) programs throughout the Philadelphia region, serving ECE staff as well as parents and caregivers in low-income, underserved communities.

**Program goals** are defined as follows:

- Provide financial coaching to approximately 300 clients by June 1, 2019
- Improve clients' financial knowledge and skills
- Improve clients' self-efficacy in managing personal finances
- Improve the financial status of the clients
- Improve the mental health status of the clients

WOMEN'S WAY chose two implementation partners to execute this pilot. Each partner organization hired one financial coach. Our implementation partners are:

**URBAN AFFAIRS COALITION:** An intermediary for the City of Philadelphia's Pre-K Initiative, UAC monitors 33 Pre-K centers which serve 904 children, ensuring compliance and providing on-site business and financial technical assistance.

**FIRST UP:** Formerly known as DVAEYC, First Up works directly with early childhood educators and professionals, providing them best-in-class training specialized for their needs and offering them affordable technical assistance to ensure they run effectively.



The pilot's two financial coaches – Alicia Farmer (left) and Tillie Jonas (middle) – speak with a financial coaching client.



WESI Members participating in the Financial Coach Training Program engage in a small group discussion.

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*"If we want to see significant change, we must be willing to invest in guiding people as they implement the tools and resources we provide them. The most successful people in the world have coaches – why would the people we serve deserve any less?"*

*- Carol Austin, Executive Director, First Up*

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## YWI HIGHLIGHTS

# 32

NEW MEMBERS  
JOINED

# 10

EDUCATION &  
NETWORKING  
EVENTS HELD

# \$3.8K

RAISED FOR  
WOMEN'S WAY

## YOUNG WOMEN'S INITIATIVE (YWI)

### EMPOWERING YOUNG WOMEN ACROSS THE REGION

Now in its 21st year, the WOMEN'S WAY Young Women's Initiative (YWI) is a dynamic group of people between the ages of 21 and 45 who identify as women. This volunteer-led young friends group is comprised of action-oriented individuals focused on social justice who are dedicated to moving the needle on achieving gender equity for all. YWI works to develop its members as community and business leaders, advocates for social change, and civically-engaged philanthropists raising critical funds for WOMEN'S WAY.



*YWI members volunteering for IRAF grantee, Career Wardrobe.*

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*"I joined YWI because I believe in the impact of WOMEN'S WAY, and the power of amplifying our collective voice as young progressive women making our mark in Philly. It's empowering to connect with a group of like-minded peers, with diverse perspectives and backgrounds, who share my desire to make a meaningful difference."*

*- Jess Gregan, Chair of the YWI Events Committee*

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## **WOMEN'S WAY at WORK:**

### **BOARD OF DIRECTORS**

Aletha Yvette Akers, MD, MPH, FACOG  
Catherine T. Barbieri, Esquire  
Melissa Brickhouse  
Celeste Collins  
Denise Collins  
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Kimberly Takacs  
Lauren Winchester, Esquire  
Mims Maynard Zabriskie

### **BOARD COMMITTEES**

(Non-board members)

#### **DEVELOPMENT COMMITTEE**

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#### **FINANCE COMMITTEE**

Emily Nathanson  
Katie Quinn  
Stephen Raab  
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Tracy Musser  
Emily Nathanson  
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### **STAFF**

Diane Cornman-Levy, Executive Director  
Jessica Muslin, Director of Operations  
Camille Nickow, WESI Program Director  
Mary Scout, Controller

### **PRO BONO GENERAL COUNSEL**

Ballard Spahr, LLP  
- Leslie E. John, Esquire  
- Sandra Wintner, Esquire

### **MARKETING ADVISORY COUNCIL**

Caroline Bean  
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Laura Cavender  
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### **YWI EVENTS COMMITTEE**

Jess Gregan, *Chair*  
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Liz D'Angel  
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Elizabeth Henry  
Madeleine Jacobs  
Samantha Jeune  
Kristen Levenick  
Melanie London  
Jackie Schrauger  
Caitlin Sullivan  
Marty Washo  
Lauren Winchester, Esquire

# HOW TO GET INVOLVED

**ACHIEVING GENDER EQUITY AND JUSTICE REQUIRES OUR ENTIRE COMMUNITY. BELOW ARE A FEW WAYS YOU CAN GET INVOLVED IN THIS TRANSFORMATIVE WORK:**

## ATTEND A WOMEN'S WAY EVENT

WOMEN'S WAY holds different educational and fundraising events such as the Annual Book Prize and Annual Celebration. Learn more about our upcoming events at [www.womensway.org](http://www.womensway.org).

## SIGN UP FOR WOMEN'S WAY'S EMAIL LIST

Stay informed about our upcoming events, volunteer opportunities, and the impact WOMEN'S WAY is making on advancing the status of women and girls. Sign up for the email list at [www.womensway.org](http://www.womensway.org).

## JOIN THE YOUNG WOMEN'S INITIATIVE (YWI)

YWI is a dynamic group of individuals between the ages of 21 and 45 who identify as women. This volunteer-led young friends group works to develop its members as leaders and philanthropists, increase public understanding of issues impacting women and girls, and raise funds for WOMEN'S WAY. Join YWI at [www.womensway.org/get-involved/ywi/](http://www.womensway.org/get-involved/ywi/).

## INVEST IN THE FUTURE OF WOMEN AND GIRLS

Every single dollar counts in the fight for gender equity. Convenient donation options include one-time or monthly giving, providing a matching gift through your company, making a gift of stocks or appreciated assets, and making a planned gift by including WOMEN'S WAY in your will or as a beneficiary of your retirement plan. For more information about making a gift, visit [www.womensway.org/donate/](http://www.womensway.org/donate/).

## FOLLOW US ON SOCIAL MEDIA/LIKE AND SHARE

Be a social media ambassador for WOMEN'S WAY! Like us on Facebook, follow us on Instagram and Twitter, and keep up with us on LinkedIn. Share and like our posts!



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## OUR SUPPORTERS

We gratefully acknowledge the support of our donors. Our work would not be possible without your help. The following contributions of \$500 or more were made between Sept. 1, 2017 and Aug. 31, 2018.

### \$100,000 - \$250,000

Comcast NBCUniversal Foundation  
Estate of Frances P. Kellogg

### \$10,000 - \$50,000

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# FINANCIALS





September 1, 2017 - August 31, 2018

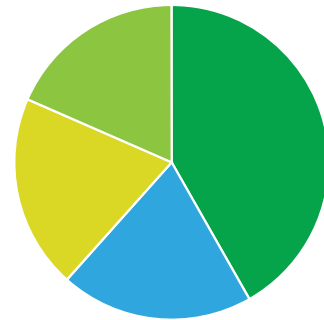
WOMEN'S WAY is committed to the highest quality fiscal management, ensuring that all contributions are used with integrity, transparency, and in a manner that will have the greatest impact for our grantees and partners. We were pleased to receive an unmodified opinion from our independent auditors – Friedman LLP – and to, once again, be classified as a low-risk auditee.

## SUMMARY OF REVENUE & EXPENSES






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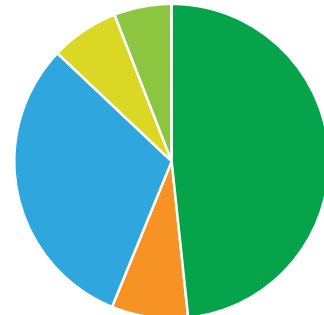
### REVENUE

Contributions-Individual	\$318,905	
Special Events	\$152,388	
Foundations/Corporate Grants	\$151,395	
Investment Income	\$140,661	
<b>Total Revenues</b>	<b>\$763,349</b>	



### EXPENSES

Grantmaking	\$334,072	
Education	\$213,298	
Research	\$ 54,259	
Management & Administration	\$ 48,645	
Fundraising	\$ 40,814	
<b>Total Expenses</b>	<b>\$691,088</b>	



## STATEMENT OF FINANCIAL POSITION

Current Assets	\$2,885,650
Fixed Assets (net of depreciation)	\$ 11,472
<b>Total Assets</b>	<b>\$2,897,122</b>
Current Liabilities	\$ 14,149
Prior Year Net Assets	\$2,810,716
Current Year Change	\$ 72,257
<b>Total Liabilities and Net Assets</b>	<b>\$2,897,122</b>

\*Audited financial statements are available at 123 South Broad Street, Suite 1320, Philadelphia, PA 19109.



**WOMEN'S WAY**

123 S Broad Street Suite 1320  
Philadelphia, Pennsylvania 19109

[womensway.org](http://womensway.org) | [info@womensway.org](mailto:info@womensway.org)