



5 Women's foundations, working together and in their local communities.



A cross-cultural approach spanning two continents, with participants sharing practices from **Mississippi to New York City to Ghana** and beyond.



90 current and potential donors engaged in focus groups to find messages that inspire them to give.

Raising Leaders, Raising Millions was an initiative focused on shifting the conversation about reproductive health and justice issues. Around the world, women's access to reproductive health continues to be shaped by misinformation, lack of funding, and lack of access to essential services. Through new messaging and stronger donor engagement, participants invested in their communities to address those problems... while also creating tools and practices for other communities to use.



45 hours of 1on1 consultation for participating women's foundations, plus a \$7,000 grant to each participant to help meet their goals.



3 retreats for women's foundations to engage with donors.



6 new messaging and training tools created for the women's funding movement to advance reproductive health and engage donors.

The Results

\$1.1
MILLION

Over \$1.1 Million Raised

\$120
THOUSAND

Given by millennial donors, strengthening the future of the movement.

59%

Average increase in giving by existing donors – more than twice what participants had projected at the initiative's start.

625

Donors engaged – including over 200 new donors.



Take Action

Download the toolkit and request presentation materials at WomensFundingNetwork.org/RLRM.

Webinars

- Making Use of Media
- Messaging Power: How to Build Your Elevator Speech
- Orientation to "Put the Power in Her Hands" Toolkit
- Attracting Young Donors

Put the Power in Her Hands

A messaging **toolkit** for organizations working on reproductive health, rights, and justice – plus a special version for Africa. Grounded in donor research from the United States, Africa, and Europe.

Donor Retreats

- Investing in Women: New Models for Giving, Impact & Collaboration
- Advancing Change in Reproductive Health: A Retreat for Philanthropic Changemakers
- Advancing Sexual Rights and Reproductive Health

