



2020 COMMUNITY IMPACT REPORT



WNY WOMEN'S FOUNDATION

CREATING A CULTURE OF POSSIBILITY FOR WOMEN IN WESTERN NEW YORK

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COMMUNITY IMPACT REPORT

The WNY Women's Foundation is committed to fostering a vibrant and diverse community, where women have the opportunity to grow and thrive. Our work focuses on women's economic empowerment and female leadership, supporting women across the region.

2020 has been a uniquely challenging year for women as the COVID-19 pandemic has disproportionately impacted women, and especially women of color. Throughout this strange year, the Foundation has worked nonstop to provide additional supports to working mothers, female business owners, essential workers, and employers.

This report, released annually, demonstrates the Foundation's continued commitment and impact throughout Western New York—and beyond.



ADVOCACY PROMOTING ISSUES IMPORTANT TO WOMEN

We work to drive policy decisions and funding for our region to maximize opportunities for women, leading to economic empowerment and family sustainability.



ALL IN WNY EMPOWERING WOMEN IN THE WORKFORCE

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



INVESTMENT LIFTING FAMILIES OUT OF POVERTY

Our MOMs: From Education to Employment® program and new Women's Economic Mobility Hub, focus on research-based programs that enable single mothers to gain and retain family-sustaining jobs.

Joining the Foundation as a corporate sponsor or ALL IN Employer ensures your company will be part of this movement to ensure all women in Western New York have every opportunity to live, work, and thrive.

ADVOCACY

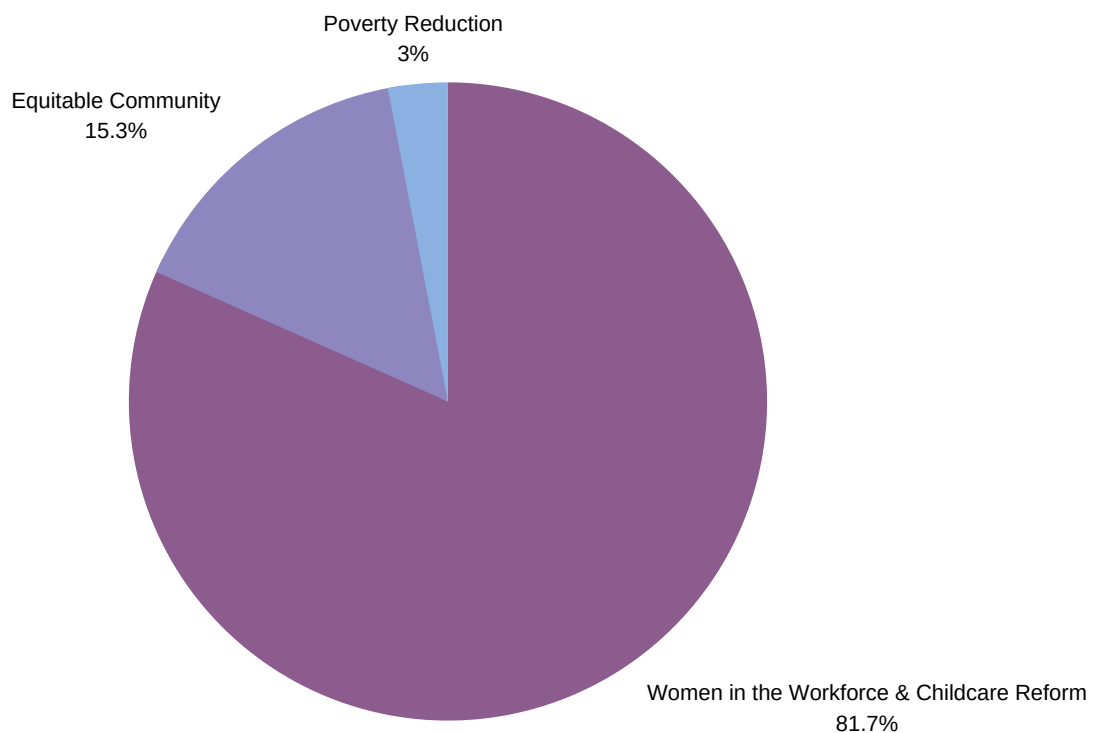
The WNY Women's Foundation's 2020 Advocacy Agenda focused on economic equality, child care reform, and gender equity, identifying opportunities to convene partners, educate the community, and support policies that would enact positive change for women in the community.

The pandemic highlighted the need for care and economic opportunity for women, and we have focused our efforts to the current need through direct and grassroots advocacy in collaboration with local, state-wide, and national partners.

We communicate and meet with elected officials and the media to make them aware of the need for affordable child care and the great number of women who have left the workforce, sign-on to external campaigns to garner much needed support for child care businesses during this crisis, and many other communications to ensure resources and aid to those most affected.

We collect and analyze data to inform our advocacy efforts and collaborate with partners to move forward as a team for the good of the community.

ADVOCACY ACTION AREAS



ADVOCACY

The WNY Women's Foundation participates in advocacy efforts on the local, state and federal levels. In 2020, the Foundation increased its federal-level advocacy efforts to ensure distribution of federal pandemic relief funding to our region.



The Foundation has been an active member of the Erie County Emergency Child Care Task Force, working to ensure quality, affordable child care and school-aged care throughout the pandemic.

As a result of intensive state-level coalition leadership and the Foundation's role on the NYS Child Care Affordability Task Force, the Foundation was able to quickly relay information, data, and concerns between Erie County and the State to drive solutions and make informed decisions. This convening role offered the Foundation opportunities to make recommendations regarding closures and funding challenges that resulted from the pandemic.

The Foundation also worked with the Task Force to ensure access to necessary resources and protective equipment, developed communications to inform essential personnel about free child care, and helped launch 72 Virtual Learning Centers to support students in a virtual environment—and parents who worked outside the home.

As a respected thought leader, the Foundation also penned the Western Regional Economic Development Council's position on child care as an economic driver.

ADVOCACY

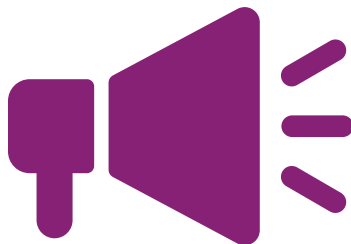
ADVOCACY SUCCESSES

The Foundation's advocacy successes in 2020 included:

- Advocating for a statewide salary history ban, which 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,
- Providing data, connections, and support to drive the case that employer-supported child care became part of NY's Reimagine NY strategy,
- Securing NYS federal stimulus support for child care small businesses in Erie County,
- Ensuring 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 NYS to waive or change burdensome regulations allowing for greater flexibility for child care and afterschool providers during the pandemic, and
- Influenced federal child care funding for parents and providers in a second round of stimulus.

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 \$19m federal bill to sustain child care small businesses and support working parents.



ALL IN WNY

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

When women lead, our community succeeds. When women are able to reach their full professional potential, families are healthier, communities are more vibrant, and employers find and retain the talent they need.

Women are one of our region's greatest asset. In WNY, women make up over 51% of the population, 49% of the workforce, and 53% of the college graduates.

Cross-sector engagement and collaboration will increase reach and improve outcomes. Engaging businesses, government, non-profit organizations, community groups, and individuals in a collective effort will generate strategies informed by multiple perspectives, increasing the impact on the complex challenges of gender equity.



EMPLOYERS

ALL IN employers have committed to promoting diversity, inclusion, and equity in their workplaces. Participation in ALL IN allows these organizations to provide tangible examples of progress to their regulators, investors, funders, community, and employees.

In 2020, the Foundation signaled the need for specific and concrete supports 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.

ALL IN WNY

ASPIRING LEADERS

Individual members of ALL IN gain access to the Leadership Development Pathway for aspiring female leaders in WNY, a curated list of actions you can take to move yourself up the leadership ladder.

The Pathway includes resources available in our community to support your journey and offers the opportunity to connect with other like-minded women.

Mentorship is also critical to women's success in the workplace: women with mentors experience increased connection, broader perspective, and more engagement at work, plus women with mentors are more likely to advance in their careers.

Accordingly, 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 mentorship 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 college women.

BUSINESS OWNERS

The ALL IN Entrepreneurship Pathway is designed as a central hub of resources for women interested in launching or growing their own business. Programs are specifically designed to meet the unique needs of female entrepreneurs.

In April 2020, seeing the devastation wrought by the pandemic on area small businesses, the Foundation launched its WNY Women-Owned Business Directory. Visited by hundreds of people, the Directory shines a line on local female entrepreneurs and encourages our community to support these valuable businesses.

INVESTMENT

The WNY Women's Foundation Foundation's **MOMs: From Education to Employment® program** and new **Women's Economic Mobility Hub** are research-based programs that enable single mothers to gain family-sustaining jobs.

MOMs: FROM EDUCATION TO EMPLOYMENT®

In 2020, the Foundation's largest investment continued to be in this research-based program designed to support single mothers in attaining 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 Community College | est. 2013



In 2020, the MOMs program completed its seventh year at Niagara County Community College (NCCC). The MOMs program has become funded by the college, demonstrating their confidence in and commitment to the success of single mothers.

NCCC expended \$5,500 in Emergency Scholarships to 15 students during the 2019-2020 year, a great deal of those being to support students during the start of the pandemic to assist with sudden loss of wages and technical barriers with virtual learning.

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MOMS: FROM EDUCATION TO EMPLOYMENT®

SUNY Erie | est. 2017



The program expanded to SUNY Erie in April 2017 and has served 68 mothers in the 19-20 year. MOMs has set the stage for a campus-wide awareness of the barriers that single mothers face.

SUNY Erie partnered with Ingram Micro to bring a resume writing workshop to students, and the new Achievement Coach has brought in 12 new students for the Fall of 2020. Every other weekend, moms have been able to meet virtually to provide each other with support, tips on navigating a virtual space, and challenges that they are working to overcome.

Jamestown Community College | est. 2018



In January 2018, a partnership with Empire State Poverty Reduction Initiative was forged to bring the MOMs program to Jamestown Community College.

The program has supported 100 mothers and helped them persevere through the movement to virtual learning, leading to 26 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 report that they need.

INVESTMENT

WOMEN'S ECONOMIC MOBILITY HUB

In 2020, the MOMs program expanded to two workforce training programs, Buffalo Center for Arts and Technology (BCAT) and Harvest House, which will support women, with special focus on black and brown single mothers, in attaining a family-sustaining job and finding mentorship opportunities in the field.

WHAT IT DOES



The Hub features experiences that **support economic mobility for single mothers**. The Hub is part of a national cohort of nine women's foundations across the United States. It is **not a physical location**, but a **powerful tool for systems change**.

WHY IT'S IMPORTANT



The Hub will focus on **Buffalo's east side**, a historically segregated and economically depressed area with high employment potential. The Hub will **uplift hundreds of women and their families** using our successful two-generation model.

Creating systems and cultural change at health care employers will lead to greater job retention and a pathway for women's success.

Launched in autumn 2020, the Hub is currently serving 54 single mothers and their families, and this number is expected to grow as new classes begin and more people are enrolled.

NATIONAL IMPACT

RACIAL JUSTICE

In June 2020, the WNY Women's Foundation 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.

2020 ELECTION

During the 2020 Election Season, the WNY Women's Foundation made a strong push to encourage women to vote and to shift the presidential debates to directly address issues affecting women.

The Foundation's 2020 Voter Education Guide provided vital information about how and where to vote and urging voters to support candidates who support women.

Together with the Women's Funding Network, the WNY Women's Foundation published a letter to the editor in *Philanthropy Women* demanding the final presidential debate force presidential candidates go on the record on issues affecting women, including workforce recovery post-pandemic.



GET INVOLVED

SPONSOR THE WNY WOMEN'S FOUNDATION



Sponsoring the Foundation both supports our work year-round and benefits your company. Perks include social media promotion and event tickets, among others.

Learn more by contacting our Director of Development Melanie Jaskolka at melanie@wnywfdn.org.

BECOME AN ALL IN EMPLOYER



ALL IN employers have committed to promoting diversity, inclusion and equity in their workplaces. This can boost your bottom line and help with recruitment and retention.

Learn more by contacting our Executive Director Sheri Scavone at sheri@wnywfdn.org.

SUPPORT WITH AN INDIVIDUAL GIFT



Individual donations to the Foundation provide support for our critical work and can be targeted to directly benefit the programs that matter most to you.

Donate today at wnywomensfoundation.org.

FOLLOW US

The WNY Women's Foundation is active on social media and following us is a fantastic way to stay informed and involved in our work.



WNY WOMEN'S FOUNDATION



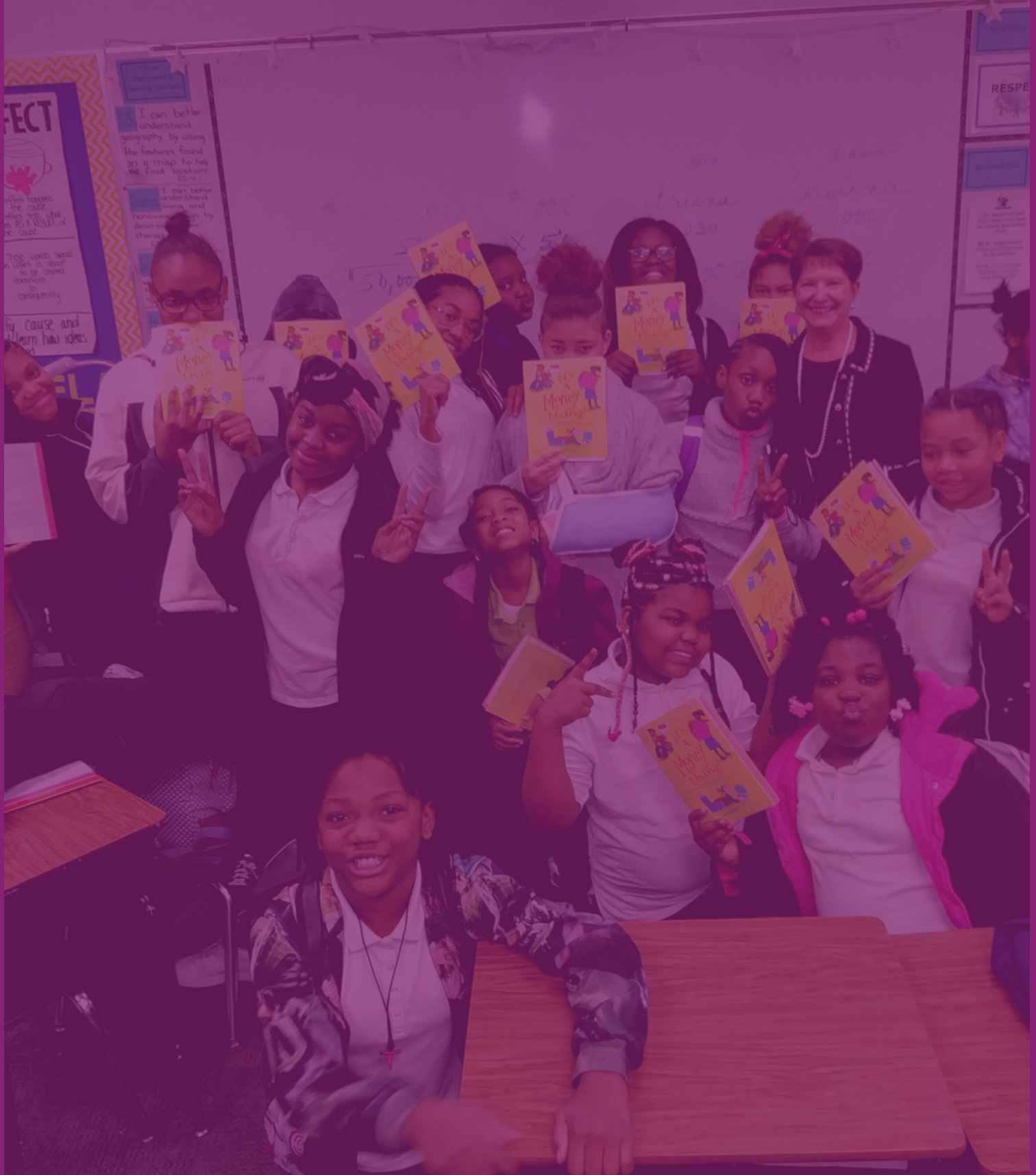
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Your support of the WNY Women's Foundation is crucial to sustain the many programs happening in our community and throughout Western New York.

TO SUPPORT THE WNY WOMEN'S FOUNDATION, VISIT:

www.wnywomensfoundation.org