



Endowment Campaign “I’m IN” - INvesting in the Future of Women and Girls

Imagine What We Can Do Together?

The Women and Girls Fund provides opportunities for women and girls to reach their goals and achieve their dreams. Since the fund’s inception in 2004, our sole focus has been enriching and enhancing the lives of women and girls of all ages and socio-economic backgrounds in Waukesha County.

- Our mission is to advance the **health, well-being, education** and **empowerment** of women and girls in Waukesha County by growing our endowment to provide financial grants and support.
- We engage with community leaders and subject experts to identify the most critical needs in the community each year.
- We are research-based and results-driven, allowing us to meet current needs in this ever-changing world.
- We are local, making a difference right here in Waukesha County.

Imagine if she had full access to opportunities and felt empowered to pursue her greatest potential.



We believe everyone is a philanthropist. Large or small, your INvestment in the Women and Girls Fund is combined with the gifts of others, helping women and girls realize their full potential. Together, we can accomplish so much.

Campaign Goal: Reach \$3 Million Endowment – INvesting in the Future

The Women and Girls Fund has grown dramatically since its inception as a result of the generosity and compassion of philanthropists. Today our endowment totals more than \$2 million. We have ambitious goals to continue to help more women and girls overcome barriers and move forward.

Through our “I’m IN” campaign, we plan to build this fund to a \$3 million endowment by 2023, so we can make an even greater impact for those who need us most. Growing our endowment will allow us to fund more programs, provide larger, more impactful grants, and reach more women and girls than ever before.

Those we serve continue to INspire us. We hope you will be INspired to get INVolved.

Embracing the Challenge Before Us

Right here in Waukesha County, women fall victim to sexual assault and trafficking, mothers fight substance addiction, seniors battle isolation, and young girls endure stereotypes that hold them back. Many of these women and girls feel afraid, alone, invisible. Too often, the odds are not in their favor.

Research shows that despite advancements, women and girls still face significant challenges in reaching their full potential - challenges that impede them from securing better futures for themselves and their families. For too many, the frustrations of just attaining basic needs as they relate to health, education, well-being and safety are overwhelming. The startling statistics include:

- In Waukesha, female-headed households are three times **more likely to live in poverty**. (*U.S. Census Bureau*)
- In 2016, Wisconsin received **369 tips from the National Human Trafficking Hotline**. In the same year, Waukesha police received **901 calls of potential domestic violence**. (*Lotus Legal Clinic*)
- Waukesha County has **almost 80 percent more opioid-related hospitalizations** among youth and young adults (ages 12-25) than Wisconsin’s state average. (*Addiction Resource Council*)
- In Wisconsin, women **earn 79 cents** on every dollar that men earn. (*Wisconsin Women’s Council*)

The Women and Girls Fund is dedicated to changing these statistics through meaningful, carefully reviewed grants and scholarships, turning statistical odds into positive gains for women. What if every woman and girl felt positive self-worth and confidence? Waukesha County communities would thrive. Odds are, we’d have:

- Less poverty – Today, **1 in 6 families** are parented by a single mother living at the poverty level.
- A more highly educated community – Today, for **3 out of 5 girls**, education ends with high school.
- A thriving economy – Today, only **1 in 4 Waukesha County businesses** are female owned.

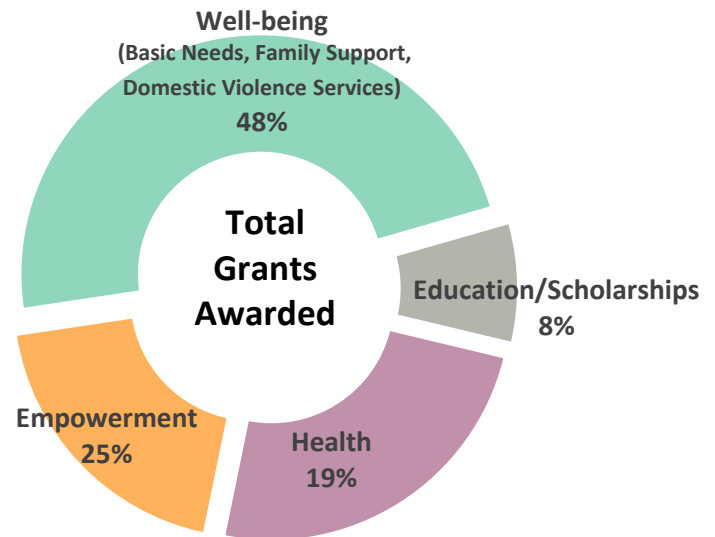


Improving the Odds

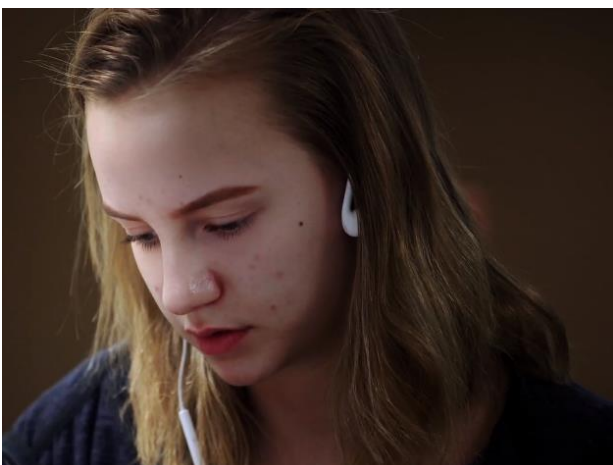
Through a comprehensive grant review process, the Fund assesses the unique needs of women and girls, evaluates the most efficient and productive ways to meet those needs, then partners with the most qualified organizations to deliver critical services -- turning statistical odds into positive outcomes.

Since 2004, we have awarded more than \$1,128,000 in grants to programs supporting women and girls throughout our county. These important investments are directly impacting lives right here in our community with measurable results. For example, because of 2019 Women and Girls Fund grants:

- 93% (41 of 44) of girls in a one-on-one mentoring program maintained or improved their educational expectations.
(Empowerment)
- 79% (23 of 29) caregivers maintain or demonstrate increased satisfaction with daily routines when parenting at-risk preschoolers.
(Well-being)
- 100% (380 of 380) of all female patients at a health clinic were able to receive all necessary medication at no charge for six months.
(Health)
- 77% (40 of 52) girls in a scouting program developed confidence to communicate their STEM-related knowledge (develop strong sense of self).
(Empowerment)



See complete grant list at wgf.waukeshacounty.org/impact.



The impact of YOUR gift to the Women and Girls Fund spreads quickly and broadly.

- Victims of gender-based violence, abuse or human trafficking are experiencing less mental and emotional strain through supportive services.
- Our New Hope and New Hope Trades Scholarships are helping women achieve their educational goals.
- Girls from throughout Waukesha County are confidently taking on new leadership roles and mentoring younger students.
- Others are living free from abuse, and effectively leading their families.

Together we are INstilling change

Combined contributions from generous donors are making a difference in our community. Together, we are:



- Helping young girls see themselves as scientists, engineers and mathematicians.
- Ensuring that a single mom doesn't have to choose between going to the doctor and putting food on the table.
- Providing safety, shelter and support to survivors of domestic and sexual violence.
- Helping seniors feel less isolated, women start small businesses, and young girls feel more confident.
- Giving women and girls the tools they need to overcome challenges and break down barriers that prevent them from reaching their full potential.

Can we count you IN?

We INvite you to become a part of this movement to change the lives of our girls and women. Today, more than ever, your generous contribution can help us improve the odds one grant at a time.

Endowment Funds – Giving Options

Many giving options exist. You can make gifts now, commit to a multi-year pledge or donate a planned gift through your will or estate plan. Thank you for your consideration of investing in our campaign.

Your INvestment today will be here
for her tomorrow.



For more information and to discuss your donation, please call Michelle DuBord at 262-955-1765.

Visit wgfaukeshacounty.org to learn more about how your contributions will help women and girls in Waukesha County.