



**FUND FOR  
WOMEN**

AT THE COMMUNITY FOUNDATION OF  
ELMIRA-CORNING & THE FINGER LAKES



Annual Membership Meeting

October 12, 2011

# Today's Agenda

- |                                     |               |
|-------------------------------------|---------------|
| n Welcome                           | Penny Gregg   |
| Strategic Framework & Goals Review  |               |
| n Accomplishments                   | Penny Gregg   |
| n Enable Women & Girls To Thrive    | Amy Schwartz  |
| n Building The Endowment            | Deb Mills     |
| n Building Community                | Penny Gregg   |
| n Building Effective Infrastructure | Penny Gregg   |
| n 2012 Goals                        | Ann Nicholson |
| n Closing Remarks                   | Ann Nicholson |

# Review: Our Strategic Framework

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## **OUR VISION**

We live in a community of women empowered and equipped to realize their life goals

## **OUR MISSION**

We help girls and women achieve economic self-sufficiency and realize life goals through funds and programs in the areas of education, health, wellness, career and life skills

## **OUR VALUES**

Respect, Inclusiveness, Transparency, Sustainability

# Review: Our Goals

## **GOAL #1:**

**Enable Women and Girls to Thrive**

## **GOAL #2:**

**Build the Endowment**

## **GOAL #3:**

**Build Community**

## **GOAL #4:**

**Build Effective Infrastructure**



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- n Closing Remarks Ann Nicholson

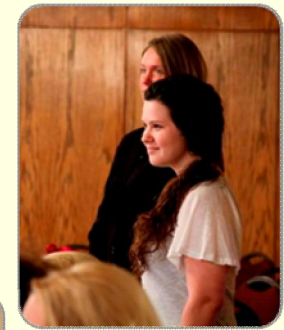
# Our Accomplishments

## *Goal #1: Enable Women & Girls to Thrive*

- n **Awarded \$28,600 in grants to:**
  - n 16 girls & women, most of whom are applying their grants toward college tuition
  - n 6 non-profit organizations offering programs in the areas of education, healthcare, & career development
  
- n **Awarded 7 grants from the Patricia Murphy Young Memorial Fund**
  - n Supports individuals and organizations in the field of community nursing
  
- n **Awarded grant from the Pamela Kish Memorial Fund to the Falck Cancer Center**

# Grant Recipients: Individuals

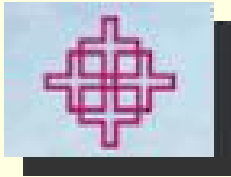
- n **Awarded \$13,100 to 16 individuals**
  - n \$10,000 granted through the Fund for Women
  - n \$1,900 granted through “wish list appeal”
  - n \$1,200 granted through the Sara Zurenda Fund at the Community Foundation



# Grant Recipients: Organizations



- n **Career Development Council, Inc. \$1,500**  
Life Powered by You



- n **Catholic Charities \$ 700**  
First Step Victim Services – Women’s Support Group

**Family  
Service  
Society**

- n **Corning Area Youth Center \$ 700**  
Developing Healthy Lifestyles in Young Women

# Grant Recipients: Organizations



- n **Health Ministry of the So. Tier**      **\$1,500**  
Lab Costs and Interim Medications  
in Support of Women's Health



- n **So. Tier Hospice & Palliative Care**    **\$ 500**  
Lost But Not Forgotten Grief Program

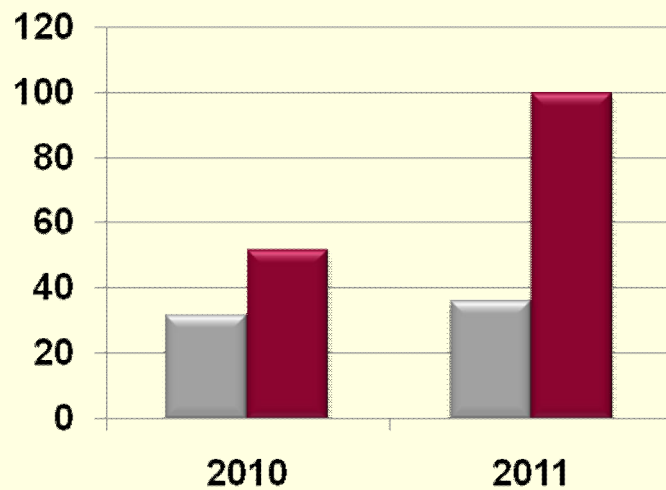


- n **YWCA of Elmira & the Twin Tiers**    **\$ 950**  
Women's Wellness Event – Fight for your Health

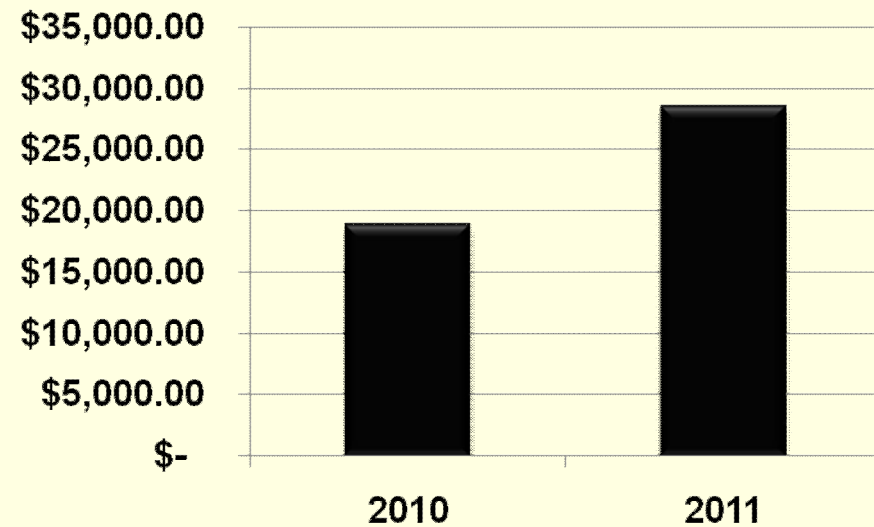
# Our Accomplishments

## *Goal #1: Enable Women & Girls to Thrive*

### IMPACT OF FFW GRANTS



- Number of Grants Awarded
- Number of Women Impacted



- Total Monies Granted

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# Our Accomplishments

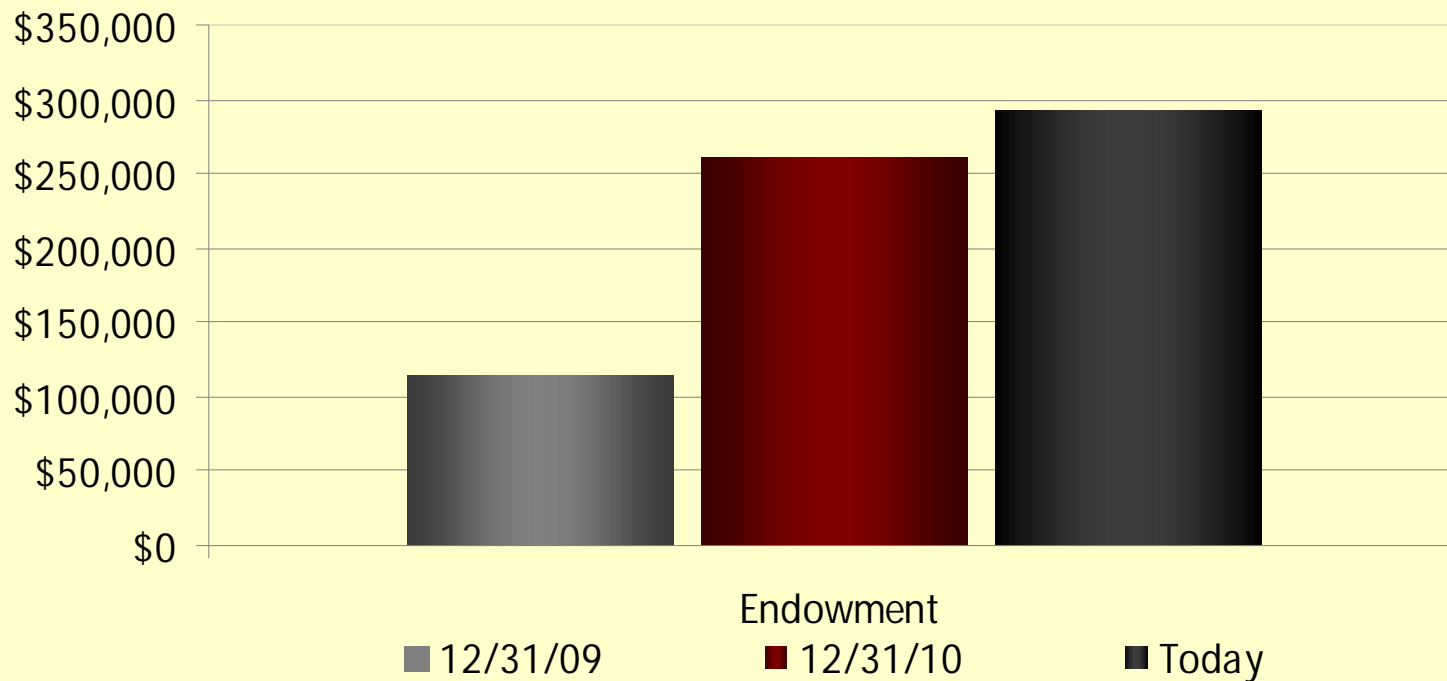
## *GOAL#2: Build the Endowment*

### **ENDOWMENT / MEMBERSHIP GOALS**

	<b>GOAL</b>	<b>ACHIEVED</b>
Founders	225	217
Friends	150	209
Corporate Funders	12	6
Annual Brunch Attendees	250	150
Annual Meeting Attendees	150	130
Endowment Growth	\$250,000	\$295,000

# Our Accomplishments

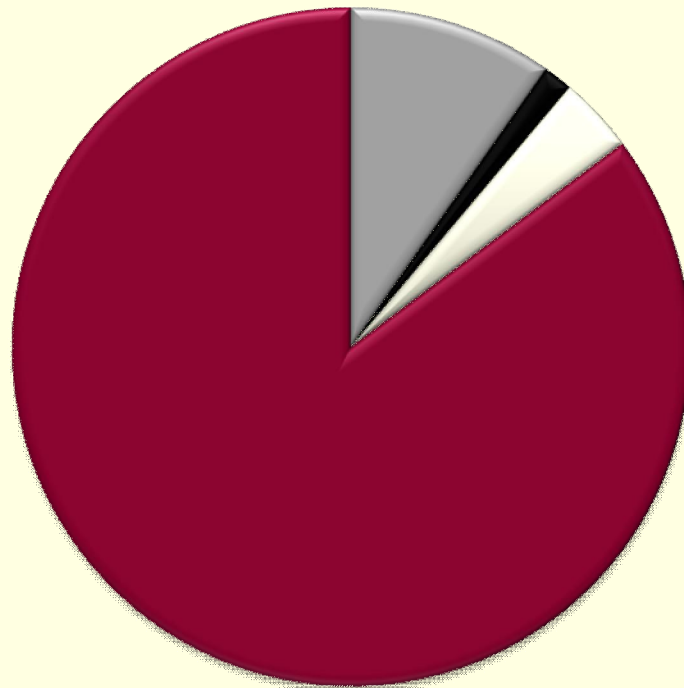
## *GOAL#2: Build the Endowment*



# Our Accomplishments

## *GOAL #2 Build the Endowment*

### **ENDOWMENT FUND DISTRIBUTION**



- Patricia Murphy Young Fund
- Pamela Kish Fund
- Janet's Fund
- Fund For Women

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# Our Accomplishments

## *GOAL #3: Build the Community*

- n **Supported other non-for-profits:**
  - n Susan B. Komen Race for the Cure
  - n Wine Glass Marathon
  - n Gaffer District Apartment Tour
- n **Sponsored Holiday Giving Tree**
- n **Initiated Janet's Fund for emergency relief**
- n **Partnered with the following to deliver services:**
  - n The Salvation Army
  - n The Red Cross
- n **Sponsored Film Series**



# Our Accomplishments

## *GOAL #3: Build the Community*

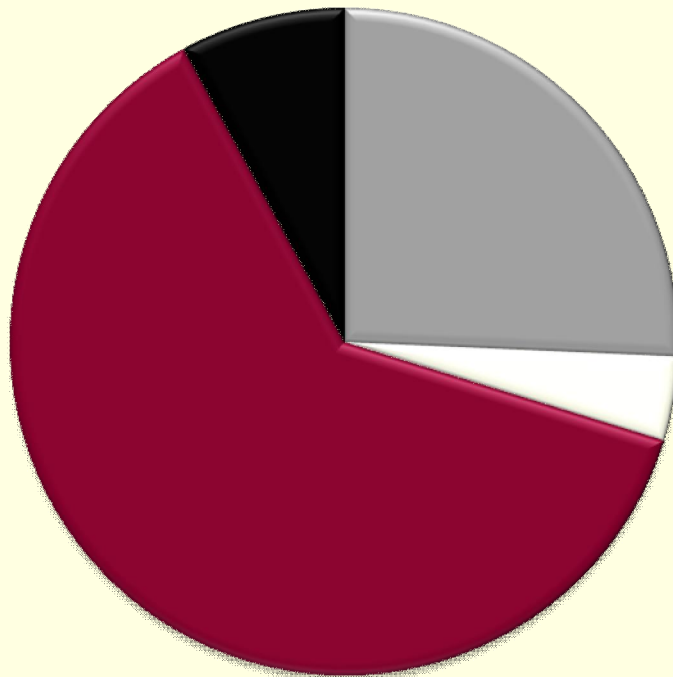


- n Partnered with local businesses who hosted our events:
  - n American Legion Hall
  - n Aniello's Pizzeria
  - n Atlas Pizza
  - n The Radisson
  - n Southeast Steuben County Library
  - n Tony R's

# Our Accomplishments

## *GOAL #3: Build the Community*

### **MEMBERSHIP REPRESENTATION BY COUNTY**



- Chemung- 26%
- Schuyler- 4%
- Steuben- 62%
- OOA- 8%

# Our Accomplishments

## *Goal #4: Build Effective Infrastructure*

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- n Adopted by-laws & review policy
- n Established operating budget
- n Identified data management system for 2012 implementation
- n Appointed a qualified treasurer
- n Increased geographic representation in the membership base and on the Steering Council
- n Conducted membership survey

# Our Accomplishments

## *Goal #4: Build Effective Infrastructure*

<b>STEERING COUNCIL</b>	<b>CURRENT ROLE</b>	<b>2012 ROLE</b>
Rachel Wood	Chair	Past Chair
Penny Gregg	Vice Chair*	Chair
Melanie Anastasio	Events Committee	Events Committee
Nancy Andrews	Member-at-Large: Steuben County	Member-at-Large: Steuben County
Suzanne Blowers	Member-at-Large: Schuyler County	Member-at-Large: Schuyler County
Kimberly Cutler	Volunteer Committee	Volunteer Committee
Wei Gu	Treasurer	Treasurer
Carol McGill	Data Management Committee	Data Management Committee
Deb Mills	Strategist	Strategist
Ann Nicholson	Communications & Marketing*	Retired
Missy Rittenhouse	Membership Committee*	Retired
Amy Schwartz	Grants Committee	Grants Committee
Chris Sharkey	Corporate Sponsorship	Corporate Sponsorship
Bonnie Sirianni	Secretary	Secretary
<b>OPEN SEAT</b>	<b>Member-at-Large: Chemung County</b>	<b>Member-at-Large: Chemung County</b>

\* New Vice Chair, Communications & Marketing Chair, and Membership Chair to be announced.

NOTE: Randi Hewit serves on the Steering Council as a non-voting representative of the Community Foundation.

# Our Accomplishments

## *Annual Membership Survey Highlights*

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### n **Objectives:**

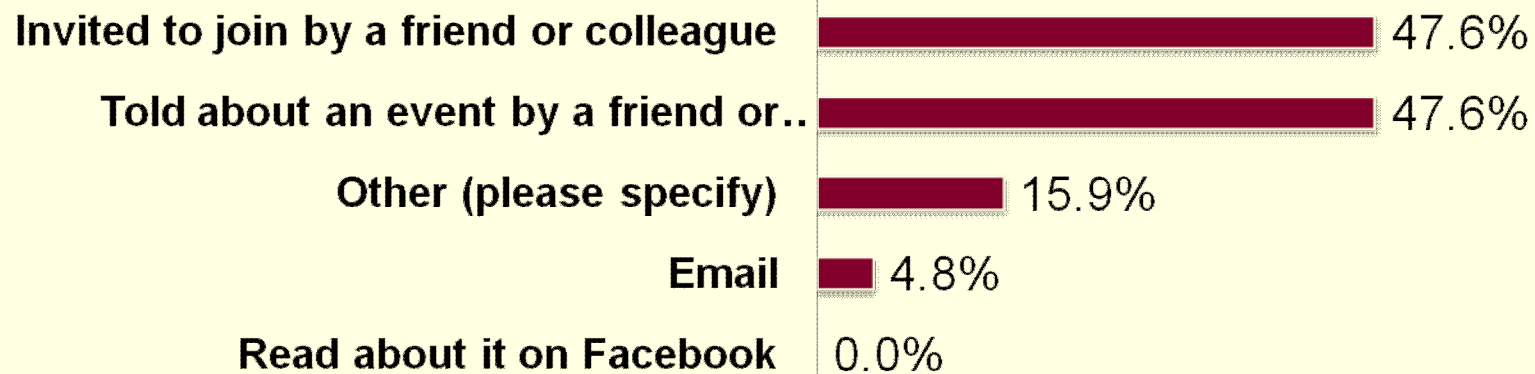
- n Understand how and why people become members
- n Measure satisfaction levels with events and experiences
- n Identify ways the experience could be made even better
- n Determine the perceived effectiveness of FFW communications

### n **Strong 20% Response Rate**

# Our Accomplishments

## *Annual Membership Survey Highlights*

### HOW YOU FIRST BECAME AWARE OF THE FFW



# Our Accomplishments

## *Annual Membership Survey Highlights*

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### **MAIN REASONS FOR JOINING FFW**

- n Empower women and girls
- n Network with like-minded individuals
- n Do something for our community

# Our Accomplishments

## *Annual Membership Survey Highlights*

### **THREE AREAS OF PRIMARY INTEREST:**

<b>PHILANTHROPY</b>	<b>SOCIAL</b>	<b>EDUCATIONAL</b>
<i>Things like...</i>		
Hands on volunteerism	Networking	Grant recipients & accomplishments
Food Bank	Lunch/brunch	Hunger
Make a Difference	Informal gatherings	Homelessness
	Bowling	Poverty
	Golf	Community issues
	Fashion shows	

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# Looking Ahead: 2012 Goals & Objectives

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## **GOAL #1: Enable Women and Girls to Thrive**

- n Award \$10K in grants to girls & women
- n Develop planned giving strategy

## **GOAL #2: Build the Endowment**

- n Increase endowment to \$400K
- n Increase membership to 475 with representation from all counties we serve
- n Engage 12 corporate funders

# Looking Ahead: 2012 Goals & Objectives

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## **GOAL #3: Build Community**

- n Continue to develop & leverage partnerships with other local organizations
- n Further extend reach into all counties that we serve
- n Design social events to provide philanthropic, educational & social opportunities for members

## **GOAL #4: Build Effective Infrastructure**

- n Implement data management system
- n Manage the operating budget
- n Develop succession planning process
- n Secure 501(c)(3) status

# THANK YOU!

