



### What's Inside

- Ready To Run Workshop Is Oct. 10
- Networking Event Brings Together Women-Serving Agency Professionals
- 2008 Financial Report
- Plans Under Way for 2010 Ready To Serve



## Women's Fund Fall Luncheon

Thursday, Oct. 1 - 11:30 a.m.  
Holiday Inn Central

*"He Says She Says: How to Effectively Communicate with the Opposite Sex at Work"*

Featuring author Audrey Nelson, Ph.D.

It's your opportunity to support the Women's Fund at an event you won't want to miss! Purchase your tickets online at [www.omahawomensfund.org](http://www.omahawomensfund.org) or call 827.9280.

### Our Mission

The Women's Fund of Greater Omaha examines issues and conducts research to provide informed support for initiatives that improve the lives of metropolitan area women and girls.

## Women's Fund Leadership Breakfast Targets Business, Community Leaders

Two of the most powerful women in U.S. healthcare will provide insights on what organizations can do to remove the barriers to women in leadership at an invitation-only breakfast for Omaha-area leaders and chief executives on Oct. 13. Angela Braly, president and CEO of WellPoint in Indianapolis, and Patricia Hemingway Hall, president and CEO of Health Care Service Corporation in Chicago, are keynote speakers.

In addition to talking about leadership opportunities for women, the two keynote speakers will reflect on their own career paths. Braly oversees the nation's largest health insurer based on 35 million members and operating revenues of \$61 billion. As



**Angela Braly**

*President and Chief Executive Officer,  
WellPoint Inc.*



**Patricia Hemingway Hall**

*President and Chief Executive Officer,  
Health Care Service Corporation*

CEO of the fourth largest health insurance company in the nation, Hall oversees Blue Cross Blue Shield plans in Illinois, New Mexico, Oklahoma and Texas, with 17,500 employees and 12.4 million members.

*Continued on Page 6*



**Ellie Archer**

*"We enter our third decade proud of what we have accomplished, but not about to rest on our laurels."*

## Message from the Director

This is a very exciting time at the Women's Fund. We are looking forward to celebrating our 20th anniversary year in 2010 with a multitude of projects both old and new. The board has completed its three year strategic plan, and our mission and vision statements have been fine tuned as follows:

**Mission:**

*The Women's Fund of Greater Omaha examines issues and conducts research to provide informed support for initiatives that improve the lives of metropolitan area women and girls.*

**Vision:**

*A community where every woman and girl has the opportunity to reach her full potential.*

We enter our third decade proud of what we have accomplished, but not about to rest on our laurels. While recent research

by the Women's Fund shows there have been some small victories, we are a long way from achieving equal representation around the tables in Omaha where important decisions are made. Too many women remain victims of poverty and domestic violence. Too many little girls are growing up lacking the encouragement and role models they need to succeed.

Make no mistake. We are determined. With your support we will continue to monitor the trends, do the homework, and provide the resources necessary to remove the barriers, one-by-one, that keep women and girls in our community from reaching their full potential.



## Networking Event Brings Together Women-Serving Agency Professionals

Representatives of women-serving agencies can learn about services other organizations provide and meet their colleagues during the "Make It a Date" networking event on Sept. 17.

This event is the result of a recent focus group that illustrated the need for - and benefits of - agencies interacting with one other. Becoming familiar with programs other agencies offer will enable nonprofits to better serve their clients. With more people seeking assistance from nonprofits during the economic downturn, there's no better time to work together to meet the ever-increasing needs for services in our community.

"Make It a Date" is the kickoff for what the Women's Fund hopes will become an ongoing networking initiative. The Sept. 17 event will feature a fun, fast-paced opportunity for participants to meet others working in the nonprofit community. In addition, those attending will learn about the Ready2ServeOmaha Web site that nonprofit agencies can use

to seek volunteers for leadership positions.

Members of the steering committee organizing the event are Dinah Gomez, Domestic Violence Coordinating Council; Tahnee Markussen, Consumer Credit Counseling Service of Nebraska; Kimberly Green Thomas, Lutheran Family Services; and Cathy Wyatt, Midwest Geriatrics.



"Make It a Date" will be held from 3 to 5 p.m. at CASA. Advance reservations are required. For more information or to sign up, call 827.9280 or email [www.omahawomensfund.org](http://www.omahawomensfund.org).

### Women's Fund of Greater Omaha Board of Directors

Sara Woods, President  
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# Ready To Run Workshop Takes Mystique Out of Running for Office

Since 2005, the Ready to Run™ workshop in Nebraska has helped educate women on what it takes to run for public office. More than 150 women have taken part in the first four sessions, and a dozen participants were elected to office during the past year.



Ready to Run™ will build upon these past successes with the fifth annual candidate school on Saturday, Oct. 10.

This year's workshop will provide basic information on what it takes to run for office. The message is beneficial for those considering running for office, as well as women who want to help with campaigns.

"We have a great group of women lined up to provide timely information," said Bonnie Coffey, Ready to Run™ project

manager and president of the National Association of Commission for Women.

Loree Bykerk, Ph.D., professor in the Department of Political Science at the University of Nebraska at Omaha, is the keynote speaker. She will talk about the importance of having women in elected office.

Returning by popular demand are Sen. Kathy Campbell and political consultant Mary Johnson who will present "Deciding to Run for Office." Victoria Kohout, former political fundraiser, will share her expertise in "Raising the Dough." Melanie Morrissey Clark, president of Clark Creative Group, and Claudia Martin, president of Redstone Communications, will talk about "Communicating Your Message."

The "Lunch Bunch" will feature casual conversations with women currently in elected offices.

Closing out the workshop will be "Tales from the Trail" with women who have

launched recent campaigns, including Lorraine Chang (Learning Community), Tanya Cook (invited, Nebraska Unicameral), Nancy Intermill (Lancaster County Commission) and Jean Stothert (Omaha City Council).

The Oct. 10 workshop is from 8:30 a.m. to 2 p.m. at Security National Bank, 1120 S. 101st St. Registration is \$50, with a discounted rate of \$25 available for students. To make a reservation, call 402.827.9280 by Oct. 7 or download the registration form at

[www.omahawomensfund.org](http://www.omahawomensfund.org).

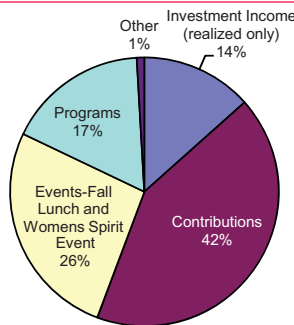
Ready to Run™ was launched in Nebraska as a joint project of the Women's Fund of Greater Omaha and the Lincoln-Lancaster Women's Commission (now the Lincoln Mayor's Commission on Women). The program was developed by the Center for American Women and Politics, Eagleton Institute of Politics, Rutgers, the State University of New Jersey.

## Women's Fund of Greater Omaha

# 2008 Financial Summary

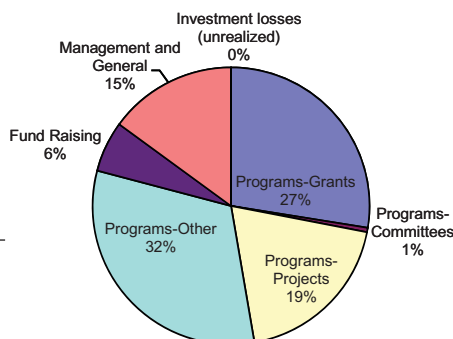
### 2008 Revenues

Investment Income (realized only)	110,298
Contributions	348,110
Events-Fall Lunch and Women's Spirit	216,887
Programs	139,891
Other	7,597
<b>Total Revenues</b>	<b>822,783</b>



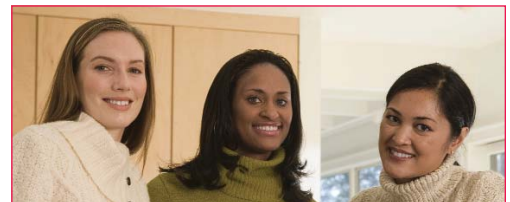
### 2008 Expenses

Programs-Grants	125,336
Programs-Committees	2,389
Programs-Projects	87,755
Programs-Other	144,842
Fund Raising	27,047
Management and General	68,124
Investment Losses (unrealized)	
<b>Total Expenses</b>	<b>455,493</b>



\*\*The above expenses do not include \$1,102,723 of unrealized losses incurred during 2008 as a result of the overall decline in the equity markets.

Note: The summary of financial information above is presented on an accrual basis.



Contributions to the Women's Fund make a big difference in our community. Please send a donation of any amount to the

**Women's Fund**  
**7602 Pacific Street, Suite 300**  
**Omaha, NE 68114**

donate online at  
[www.omahawomensfund.org](http://www.omahawomensfund.org)

or call  
**827-9280** to charge to your credit card.

## Women's Fund Profile



**Amy Haddad**

*"People in positions of authority need an opportunity to interact with each other on the important topic of women in positions of leadership in organizations."*

## Amy Haddad Chairs Effort to Educate Community Leaders

Since joining the Women's Fund Board of Directors in 2007, Amy Haddad has been instrumental in helping educate community leaders about the importance of providing leadership opportunities for women.

Haddad is chair of the Oct. 13 Women's Fund Leadership Breakfast (see article on page 1).

"People in positions of authority need an opportunity to interact with each other on the important topic of women in positions of leadership in organizations," Haddad says. "The leadership breakfast provides the vehicle for us to get their undivided attention."

As a member of the Women's Fund Planning Committee, Haddad helped with the inaugural Women's Fund Leadership Breakfast in 2007. Participants at that event said there is a continued need for this type of forum.

The Women's Fund, Haddad said, provides an important service to the community. "It's important to have an

organization that focuses on issues specific to women and girls," she says.

Haddad, who has her Ph.D. in education, is director of the Center for Health Policy and Ethics and the Dr. C.C. and Mabel L. Criss Endowed Chair in Health Sciences at Creighton University. She is the author or editor of nine books and more than 50 journal articles.

A nationally known expert in ethics education, Haddad provides leadership in the development of novel methods to shape ethically competent and committed health professionals. She has taught ethics in the Creighton University Medical Center's Schools of Pharmacy and Health Professions, Nursing and Medicine since 1984.

Haddad is active with other community organizations. She's president of the Nebraska Shakespeare Community Board and an Opera Omaha Guild member. She and her husband Steve Martin enjoy traveling and cooking together, and Haddad also spends her free time reading and walking.

AVON

## Shop Avon Online and Benefit the Women's Fund

Order Avon online and a percentage of your purchase goes to the Women's Fund.

Simply go to the Avon fundraising Web site: [www.youravon.com/dbroniak](http://www.youravon.com/dbroniak). Select the "Register a Fundraiser Customer" link toward the upper right of the page. Fill out the form with your information. Enter 760017 in the fundraiser code field.

Avon's product line includes beauty products, fashion jewelry and apparel, and features such well-recognized brand names as *Avon Color*, *Anew*, *Skin-So-Soft*, *Advance Techniques*, *Avon Naturals*, and *Mark*.

Check the Web site often for current campaigns, special offers, clearance items and more.

## Redesigned Web Site Provides Details on Women's Fund Activities

Visit the redesigned Web site at [www.omahawomensfund.org](http://www.omahawomensfund.org).

The Web site includes:

- general information on the Women's Fund;
- details on the grant application process and a list of grant recipients;
- a synopsis of research studies, including links to PDFs of the most recent reports;
- information on *Today's Omaha Woman* magazine, including current issue topics and a list of distribution locations;
- an extensive resource list on women's issues;
- registration for upcoming events; and
- sign up to receive e-mail updates.



**Donations to support the Women's Fund work can now be securely made online.**

[www.omahawomensfund.org](http://www.omahawomensfund.org)

# Spend a day with the Women's Fund and become "Ready To Serve"

Ready to Serve Board Training  
February 2 - 8:30 a.m. to 4 p.m.  
Anthony's Steak House  
7220 F. Street

Don't miss this opportunity to learn about non-profit boards and how you can get involved. The inaugural event in February 2009 was sold out, and 100 percent of participants responding to a recent survey said they would recommend the training to their friends.



Registration opens online October 1 at  
[www.omahawomensfund.org](http://www.omahawomensfund.org)



## Gifts

The Women's Fund thanks those who have given generously to honor or memorialize family and friends:

<b>In Memory of:</b> Kathie Jeffries	<b>From:</b> Ellie Archer Patricia Morrissey	<b>In honor of:</b> Patricia Morrissey Agnes M. O'Connor Paula Commers	<b>From:</b> Melanie and Fred Clark Cyndy Peacock Bridget M. Rolenc
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## Thanks for Your Support

### Women's Fund Partners



### Women's Fund Sponsor



## How does the Women's Fund bring about change?

Identifying and researching major issues impacting the lives of women and girls in the Omaha area.

Educating the public on these issues.

Funding initiatives that benefit the women and girls of our community.



## Calendar of Events:

### Women's Fund Events

**Sept. 17** – Women's Fund "Make It a Date" networking event for women-serving agency professionals. 3 to 5 p.m., CASA.

**Oct. 1** – Women's Fund Fall luncheon, 11:30 a.m. to 1 p.m., Holiday Inn Central

**Oct. 10** – Ready to Run candidate school, 8:30 a.m. to 2 p.m., Security National Bank.

**Oct. 13** – Women's Fund Leadership Breakfast, Gallup (by invitation)

**Feb. 2** – Ready to Serve board training.

### Community Events

**Oct. 2** – Omaha Women's Health and Wellness Conference, "Aging Successfully While Caring for Others." 8 a.m. to 4 p.m., Mid-America Center, Council Bluffs. Features exhibits, screenings, food and educational presentations. To register, call the Olson Center for Women's Health at 559-6345 or visit OlsonCenter.com.

**Oct. 7** – Women and Health Lecture featuring best-selling author Barbara Delinsky. Sponsored by Creighton University's Center for Health Policy and Ethics. 7 p.m., Witherspoon Concert Hall, Joslyn Art Museum. Register online at <http://chpe.creighton.edu>.



# Women's Fund Leadership Breakfast Targets Business, Community Leaders

*Continued from Page 1*

Both rose through the ranks of the Blue Cross Blue Shield organization, with Braly beginning her career as an attorney and Hall as a nurse.

This is the second leadership breakfast hosted by the Women's Fund. The first event was held following publication of the "Women and Leadership in Omaha" study that showed women had made little progress in the city's leadership ranks during the last decade. An update to that study conducted this year shows that the number of women in leadership positions in the Omaha area overall has remained relatively stagnant from 2006 to 2008.

"Focusing on the development of women for leadership roles is essential for success in today's competitive marketplace," said Amy Haddad, Ph.D., chair of the event. "The leadership breakfast offers a unique opportunity for those who can truly make a difference in the culture of their respective organizations to learn about best practices and share strategies to advance talented women."

The Women's Fund thanks Blue Cross Blue Shield of Nebraska for underwriting Braly and Hall's appearance.

## Bright Future • Make a Gift

Do your friends have enough "stuff"? Honor their special day or your relationship in a meaningful way. Make a gift to the Women's Fund in their name!

Donations may be sent to the Women's Fund of Greater Omaha  
7602 Pacific Street, Suite 300  
Omaha, NE 68114

or donate online at [www.omahawomensfund.org](http://www.omahawomensfund.org)

## Today's Omaha Woman Magazine

Help support the Women's Fund mission by advertising in Today's Omaha Woman. The magazine's objective is to educate readers about issues the Women's Fund has found through its research to be important to area women.



For more information, please contact Carrie Kentch at 341-7323, ext. 118.



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