



WOMEN'S FUND of OMAHA

Identifying Issues. Funding Solutions. Leading Change.



2012 Annual Report

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

Making a Difference for 22 Years

Identifying Issues

- Seventeen research studies have been published on topics including leadership, domestic violence, what women want at work and the economic conditions of women. Our recent work includes:
 - Leadership insights gained through candid interviews with nearly 50 executive women (*Leadership Conversations, 2012*)
 - Gaps identified in our community's response to and services for women and children facing violence (*Intimate Partner Violence Report, 2011*)

Funding Solutions

- Since 1992, nearly \$1.5 million has been invested in more than **100 community partners** for innovative programs addressing needs identified by research.
- Life is now a little easier and safer for three young women who received **Recycled Rides** vehicles at Women's Fund Fall Luncheons. All of the recipients were single mothers working to support their families, while also attending college to fulfill their dream of a better future.
- Women and girls have become engaged in philanthropy that drives change through **Giving Circles**, **Changemakers** and **Little Women**, giving members a voice to ensure their investment is funding solutions.

Leading Change

- **Ready to Run** has trained and encouraged more than 200 women to seek elected offices; nearly two dozen participants have been elected.
- More than 500 women and men have attended **Ready to Serve** board training, which promotes educated service to our community's nonprofit boards.
- Future women leaders are being developed through **Circles**, a young professionals group focused on networking, leadership, service and mentoring opportunities.
- **Talk of the Town** provides quarterly networking and collaboration events for nonprofit organizations serving women and girls.
- **Today's Omaha Woman** has been published for more than 15 years, creating an awareness of the most pressing issues that face women and girls in our community.

“Since joining the Women’s Fund, I am most proud of the moments when we as an organization through our research identified a problem and provided a solution that made a difference for women or girls in this community.”

- Larissa Johnson
2013 Women’s Fund President





From the Executive Director

By Michelle Zych

Reflecting on my first year at the Women's Fund, I am humbled by the incredible support of the many women and men who share our vision of a community where every woman and girl has the opportunity to reach her full potential. Together, we can continue to identify the issues they face, fund the innovative solutions that diminish barriers and lead effective change on their behalf.

Thanks to the leadership of the board of directors, staff and former executive director Ellie Archer, the Women's Fund has enjoyed a smooth transition that is designed to build upon our history, while preparing us for our future. Through this transition, I have had the distinct honor of meeting with many of you to share your stories of how the Women's Fund has impacted your lives, as well as those of your mothers, daughters and sisters.

These stories highlight that women and girls in our community continue to rise above their circumstances, advance their education and break the cycle of poverty – with the help of the Women's Fund. We have spent the last 22 years identifying the issues that restrict Omaha's women and girls and investing in innovative solutions to address them. We know that too many women in our community face obstacles to gain adequate employment, obtain affordable housing, escape violent relationships and attain economic self-sufficiency. We know that too many girls lack self-esteem to believe that they are worth more. We know that the Women's Fund can and does have the ability to affect change.

Your support makes it clear that our role is one of research, philanthropy and advocacy. Our charge is to determine the story of women and girls, amplify that story and ultimately lead the effort to change it to ensure our community is one that cares for women and girls.

In these pages you will read about our efforts to do so in 2012. Know that any success we achieve is because of your commitment. Know that while we honor past achievements, we understand that we have so much more to accomplish.

Know that we cannot do it without you. I am honored to have the opportunity to work with you to move this incredible organization forward.

Thank you for your commitment to the Women's Fund of Omaha and to the women and girls of our community who rely on us.

Grants Fund Innovative Programs For Women and Girls

Thanks to your generous support, 2012 grants totaling \$149,500 were awarded to local nonprofit agencies that serve the most critical needs of women and girls in our community as identified by Women's Fund research.

Since its inception, the Women's Fund has provided nearly \$1.5 million in grants to more than 100 organizations.

"We selected programs for funding that will make a substantial and sustainable impact on the well-being of women and girls in Omaha," said Sara Masters, grants committee chair. "These grants support innovative programs for women ages 18 and up in the areas of economic self-sufficiency, domestic violence and leadership development, as well as sexual literacy programs for young women ages 13 and up – all areas our research has identified as priorities.



Excellence Awards

These two grants recognize and encourage excellence by honoring programs for women and girls with a proven track record of success. Award monies may be used at the discretion of the recipient for general operating expenses or programming.

Excellence in Service to Women - \$25,000

OneWorld Community Health Centers for its Every Baby Matters program that provides prenatal care for women living in poverty.

Excellence in Service to Girls - \$20,000

Girls Inc.'s Leadership Institute where girls participate in two leadership programs that include community projects and political advocacy.

Community Impact Grants

Community Impact Grants are awarded to nonprofits for programs for women and girls that target the most critical needs as identified by Women's Fund research.

Catholic Charities of the Archdiocese of Omaha - \$9,500 for its Immigration Legal Assistance Services program that assists immigrant women and children who have been victims of domestic violence and sexual assault obtain legal status in the U.S.



Domestic Violence Council - \$8,500 for the Domestic Violence Medical Practicum that provides fourth-year medical students with a working knowledge of the physician's role in domestic violence cases.

Family Housing Advisory Services - \$7,000 for the Smart Change Program that provides basic financial literacy education to low-income women. It also includes a matched savings incentive.

Heartland Family Service - \$8,400 to assist domestic violence survivors at the Safe Haven shelter with prescription medications

and access to safe transportation.

Heartland Workers Center - \$10,000 for the "I am a woman, a worker, an immigrant and a leader" project to find, train and develop working-class Latina leaders from the cleaning, restaurant and meatpacking industries.

Legal Aid of Nebraska - \$10,000 for the Financial Stability for Women in Omaha Project that provides civil legal assistance and financial education to single, female heads of households targeted by predatory lenders.

Lutheran Family Services of Nebraska - \$5,600 for the Daughters and Sons United program to provide a supportive and participatory group therapy environment for girls affected by childhood sexual abuse.



Nebraska Appleseed Center for Law in the Public Interest - \$5,000 for the Transitions to Economic Stability project that provides advocacy training to low-income women and provides opportunities for participants to promote change.

Nebraska Children's Home Society - \$10,000 for the Teen Chat sexual literacy program that helps teen girls increase self-esteem, positive decision making and positive supportive relationships.

Rebuilding Together Omaha Inc. - \$7,500 for the Healthy at Home and Home Modification programs that help low-income female elderly and disadvantaged homeowners who live east of 52nd Street by rehabilitating their houses.

Youth Emergency Services - \$5,000 for financial literacy classes for young women in its Transitional Living and Maternity homes. After completing the course, participants are eligible for a financial savings match.

Additional Awards

Grameen America Omaha - \$5,000 **Changemaker** grant for programs that provide low-income entrepreneurs with affordable microloans and other financial services. Women's Fund donors who contribute \$200 or more annually decide the recipient of the annual Changemaker grant.

Girl Scouts Spirit of Nebraska - \$1,000 **Little Women** award for the IMAGINE program that promotes science and engineering education and careers to underserved high school girls. Girls enrolled in the Women's Fund Little Women program vote on the grant.

WomanSpirit Awards - \$1,500 awards are given annually to honor women whose leadership has had a significant impact on the lives of Omaha-area women and girls. WomanSpirit honorees and the recipient agencies are:

- Margre Durham (memorial) – Domestic Violence Council
- Mary Heng-Braun – Heartland Workers Center
- Marian Ivers – Completely Kids
- Dianne Seeman Lozier – Women's Center for Advancement
- Maryanne Stevens – College of Saint Mary Scholarship Fund
- Mimi Waldbaum (memorial) – Meyer Foundation for Disabilities
- Barbara Weitz – Omaha Girls Rock
- Gail Walling Yanney – Girl Scouts Spirit of Nebraska



“The Excellence in Service to Women Grant will be critical to increasing access to prenatal care for low-income, vulnerable women by helping us establish a new women’s health center. Over 1,200 women annually will receive quality prenatal care.”

- Andrea Skolkin, CEO
OneWorld Community Health Centers



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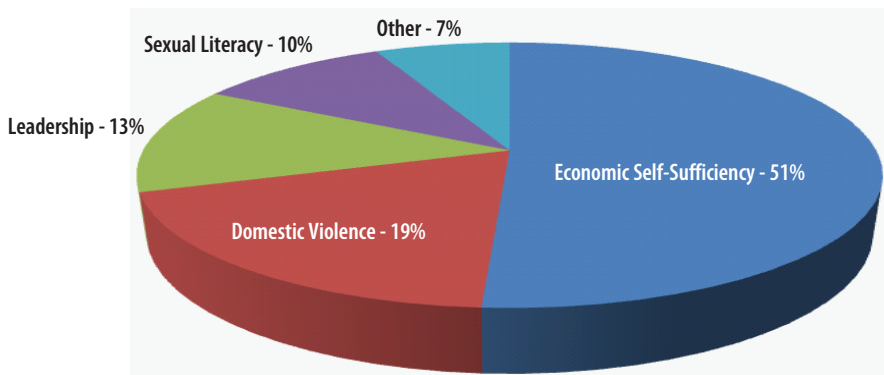
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2012 Grant Focus Areas





2012 Highlights

'Recycled Ride' Makes Life Easier, Safer for Young Mother

A single mother of two young children traded in up to nine daily bus rides for the keys to a 2006 Chevrolet Cobalt as recipient of the 2012 Recycled Ride awarded at the Women's Fund Oct. 18 Fall Luncheon.

Lacyndria "Lacy" Watson, 22, previously relied on the bus to take her kids to daycare, get to school, travel to her clients' homes for work, pick up the children and then head home. Watson attends Metropolitan Community College and works as a home healthcare CNA.

"Receiving the car will make everything in my life so much easier, not to mention safer for my kids and me," Watson said when learning she had been selected. "It will enable me to get to work and school in a much more timely manner." Having her own transportation also gives Watson more time with her kids and additional hours to study, which is important as she pursues her dream of becoming a registered nurse.

Watson was nominated for Recycled Rides by Family Housing Advisory Services, where she is a participant in the Opportunity Passport™ Program.



Luncheon Raises Funds – and Awareness of Media Messages

Nearly 800 people attended the Women's Fund of Omaha's 12th annual fall luncheon Oct. 18 at Ramada Plaza Hotel. The event raised nearly \$140,000.

Guest speaker Jennifer Siebel Newsom, director and producer of the documentary *Miss Representation*, talked about gender stereotypes and how these subliminal messages influence what girls and boys think they can and cannot be.



Newsom created *Miss Representation* to be a catalyst for change. "We are changing behavior, one individual at a time," she said. "People are watching *Miss Representation*, joining the movement and using their voices and power to affect change."

Women's Fund Circles Expands to 50 Members

Launched in December 2011, Women's Fund Circles is introducing young women leaders to the Women's Fund's work. It also offers opportunities for participants to network, interact with established professional women and learn about philanthropy.

Twenty-five members were selected for the inaugural class of 2012, and additional members were selected last fall, bringing the total membership for 2013 to 50. Members are selected through an annual application process held in late summer.

"I'm delighted to be a part of the Circles group," said member Angela Cooper. "In a few short months, it has already been very stimulating for me, and I know there is tremendous potential for us to make a positive impact."



"The broad scope of the Women's Fund touches women and girls on many levels, from domestic violence and economic self-sufficiency to leadership in business and government, and their impact will make a better community for all of us."

- Cheri Duryea, 2013 Women's Fund Vice President

Ready to Run Event Rallies Support for Women in Politics

Nearly 200 people attended the Feb. 7, 2012, Ready to Run rally promoting the importance of electing women to office.

Speakers Diane Battiato, Douglas County Register of Deeds, and Jennifer Rasmussen, local campaign manager, encouraged women to think about running for office and to support other females in their campaigns.



The rally was followed by a showing of the award-winning *Miss Representation*, presented in collaboration with Film Streams at the Ruth Sokolof Theater. A sold-out crowd watched the 90-minute documentary and took part in a discussion following the film.

"I think that film was dead-on," said Brook Hudson, one of the panelists and a former Miss Nebraska. "When I saw those images it hurt my heart."

More than 300 Attend Miss Representation Screening

- Girls between 11 and 14 see an average 500 ads a day.
- Eighty-nine percent of Americans are comfortable with women in leadership – but only 18 percent of leadership positions are held by women.
- Eighty percent of 10-year-old American girls say they have been on a diet. The No. 1 magic wish for young girls age 11-17 is to be thinner.

These are just a few of the statistics from *Miss Representation*, a feature-length film written and directed by Jennifer Siebel Newsom that exposes how mainstream media contribute to the underrepresentation of women in positions of power and influence in business, politics and life.

More than 300 people attended an Oct. 10 screening of the film hosted by the Women's Fund, in conjunction with the University of Nebraska at Omaha, and TD Ameritrade, and many took part in a lively panel discussion that followed the film.

"We are excited about the effect *Miss Representation's* message is having in our community, and we look forward to continued activity," said Women's Fund Executive Director Michelle Zych.

Leadership Conversations Reveals Executive's Secrets of Success

While Nebraska may be improving overall in terms of women in professional and managerial occupations, females remain underrepresented in the highest levels of leadership in Omaha, according to the report *Leadership Conversations*, by the Women's Fund of Omaha.

To better understand paths to leadership and key elements contributing to the success of women who have made it to the top, 47 female executives were interviewed. Their candid answers to questions on personal choices made to reach a leadership position, how they manage their time, their greatest successes, challenges they've overcome, the value of mentors and sponsors, and more are included in *Leadership Conversations*, published in 2012 and available on the Women's Fund website.



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and its work at
www.omahawomensfund.org.



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Carolyn Edmundson	Kristin Hassett	Sue Korth	Beth Morrisette	Kelly Schaefer	Denise Vrtiska
Lorraine Egger	Mary Hawkins	Karen Krabbe	Amy Morrissey	Kelly Schiermeyer	Katie Wadas-Thalke
Danielle Egr	Alison Hearn	Kendall Krajicek	Patricia Morrissey	Allison Schinstock	Sarah Waldman
Linda Kay Einerson	Mary E. Helms	Susan Krause	Brenda Moskovits	Kandis Schissel	Amy Walzer
Wendi Elliott	Erin Helton	Sahr Kuehl	Tara Muir	Elizabeth Schmidt	Carol Wang
Gretchen Ellis	Ruth Henrichs	Babmi Jo Kyte	Cindy Munchrath	Verlyn Schueler	Aileen and Thomas H. Warren
Leigh Ellis	Jesamari Hernandez	Tina Labellarte	Margaret Munnelly	Judith A. Schweikart	Sandy Washa
John W. and Nancy Estabrook	Mary Herres	Lea Laferla	Kelly Murkins	Randi Scott	Allison Watson
Colleen Etheridge	Gina Higgins	Debbie Lahoda	Stacy Murphy	Gail Seaton	Sara Weiss
Ellen Eustice	Anne Hindery	Laura Langford	Tracy Raznick Murray	Martha Sedky	Leslie Welsh
Aly Eveland	Myrtice Hinkle	Samantha Langford	Susan Naatz	Judy Seeman	Sarah Wengert
Nicole Everingham	Caroline Moore Hinrichs	Marie Larchick	Jeya Natarajan	Marcia L. Shanahan	West Maple Dental Specialists
Erica Falcone	Holly & Bruce Hoberman	Becky Larson	Hillary Nather-Detisch	Susan Shane	Ann Coyle White
Barbara Fanning	Chandy and Christopher Hoke	Tess Larson	Deborah Neary	Andrea Sheridan	Teresa Whitehead
Barb Farho	Michelle Holbeck	Angela Lea	Jayme Nekuda	Rebecca Shively	Perlie Whitley
Ashley Farrell	Marian Holden	Dawne Ann Leasure	Valerie Nelson	Cris Shreve	Melissa Whittle
Vicki Fehrenbacher	Tertia E. Holeyfield	Michelle Lee	Trish Newell	John Sieler	Donna Widhalm
Karen Ferguson	Jonna Holland	Christine Leech	Shannon Norman	Janet Sievers	Katerina Wiese
Deborah Ferrara	Jane Hood	Karen Lenczowski	Patty North	Cassie Sillik	Roberta Wilhelm & Mr. Vic Gutman
Celia Ferrel	Laure Hope	Doug Lenz	Elisha Novak	Lavina Simons	Katherin Wilson
Marian and Paul Fey	Ryan Horn	Karen Levering	Lindsay Novak	Sarah Sinovic	Tanya Winegard
Mary Fischer	Nancy Hornstein	Karen Levin	Sheila O'Connor	Christine Siore	Janis and Stephen Winterhof
Scharlie Fitts	Emoke Horompoli	Roger Lewis	Alison O'Neill	Candy Sip	Lisa Wise
Gillian Fitzpatrick	Rachel Houseman	Cheryl Limbach	Sandra J O'Neal	Carmen N. Sirizzotti	Celeste Wobeter
Tess Fogarty	Jane Howard	Mindy Lindner	Erin Owen	Michelle Sitorius	Yieu-Wah Wong
Cindy Forehead	Jean Howard	Kelly Little	Patricia Owens	Mary Skold	Maggie Wood
Gail Formanack	Sara Howard	Sarah Lopez	Holly Page and Julee Fagan	Andrea Skolkin	Ruth Wood
Julie Fox	Lindy Hoyer	Josefina Loza	Carolyn Field Pandis	Laura Slagle	Veronica Wortman
Lilia Franciscony	Trina Hoyt	Susan J. Lozier	Dave Pantos	Pamela Sloan	Sarah Wroblewski
Renee Frankman	Lauren Huber	Thomas J. and Nancy Lund	Pennelope S. Parker	Denise Slottje	Melissa Wurth
Fraser, Styker, Meusey, Olson, Boyer & Bloch	Erin Huertter	Marjorie Maas	Judy and Ronald Parks	Heather Smith	Krystal Yambor
Mary Fraser-Meints	Dani Huff	Kim Macias	Tanya Patry	Karen Smith	Christa Yoakum
Kelly Frey	Steven S. Huff	Jennifer Magilton	Katie Paul	Timothy and Magan Smith	Kari Yost
Tracey Fricke	Kristine Hull	Jessica Magilton	Wendy Pecoraro	Shannon Snow	Randa Zalman
Kay Friesen	Pamela Humphrey	Virginia Magnuson	Anna Pelton	Robin Spark	Margaret Zier
Debra Fritz	Annie Hunter	Brenda Mainwaring	Greg Petersen	Debbie Sponberg	
Shelley Fritz	Teresa Hunter	Meghan Malik	Leslie Peterson	Sandra Squires	
Mikki Frost	Julia K Huntley	Gayle Malmquist	Tom Pettigrew	Amanda Stahlnecker	
LaDonna Gaines	Barb Hurst	Joan Martens	Laura Pham	Tracy and Richard Stanko	
Cindy Gans	Anna Huss	Larissa Martinez	Jane Phillips	Michele Starzyk	
Snigdha Ganta	Nancy W. Huston	Pat Masek	Julie and Steve Phillips	Julie Stauch	
	Erin Isenhart	Mele Mason	Brenda Pickering	Ronette Steffes	

Please accept our apologies if we have inadvertently omitted a name. Every gift is important to us and greatly appreciated.



WOMEN'S FUND of GREATER OMAHA

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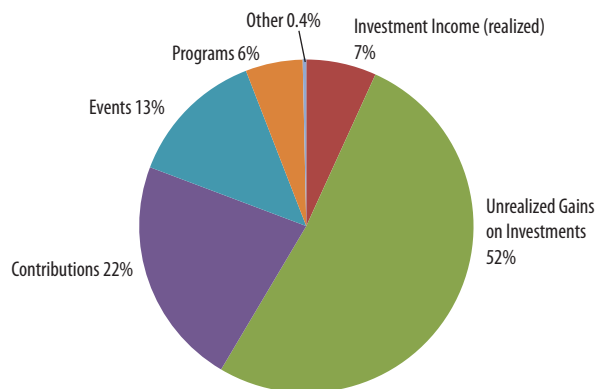
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Women's Fund of Omaha 2012 Financial Summary

2012 Revenues

Investment Income (realized)	\$ 71,366
Unrealized gains on investments	541,985
Contributions	232,305
Events	139,999
Programs	58,274
Other	3,700

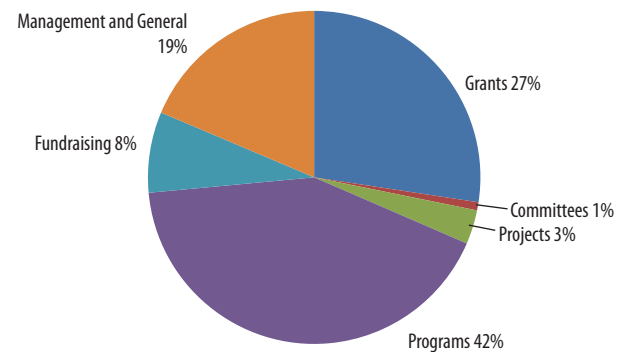
Total Revenues **\$1,047,629**



2012 Expenses

Grants	\$129,546
Committees	3,755
Projects	15,686
Other	198,808
Fundraising	37,104
Management and General	88,142

Total Expenses **\$473,041**



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