



2019 | ANNUAL REPORT



THE WOMEN'S FUND
of GREATER BIRMINGHAM

about us

Mission

The Women's Fund of Greater Birmingham **accelerates economic opportunity** for women and their families through **philanthropy, research, and advocacy.**

Vision

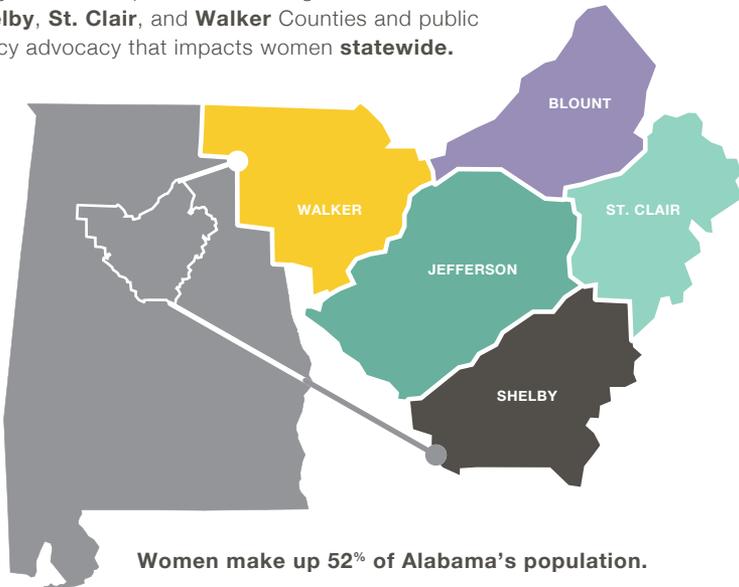
We envision a society where **power** and **possibility** are not limited by gender.

Values

Equity, Inclusion, Impact, Innovation, Collaboration

Region

The Women's Fund of Greater Birmingham invests in programs that impact women living in **Blount, Jefferson, Shelby, St. Clair, and Walker** Counties and public policy advocacy that impacts women **statewide.**



board welcome

As Alabama's only public women's foundation, The Women's Fund of Greater Birmingham plays a unique role as a force multiplier. By leveraging resources to accelerate opportunities for women, we accelerate opportunities for all.

Fueled by generous partners like you and strong leadership from our President & CEO and committed staff, 2019 was an inspiring and historic year of firsts for The Women's Fund. To have a more holistic impact for women, we proudly launched our inaugural public policy platform, signifying a strategic shift in our organizational thinking and acting. This comprehensive Agenda for Women resulted in exciting legislative wins, including the passage of the Equal Pay Act. Additionally, we published our first statewide research publication, deepening our commitment to ensuring women are a targeted part of any solution to the challenges facing our state.

We strengthened the core of our organization: philanthropy. Through our grantmaking, we delivered proven models for solving complex social problems and harnessed the power of collective giving by convening a diverse community of philanthropists unapologetically dedicated to seeing all women thrive.

In the pages that follow, we are proud to share the impact of your support.

Without you—our donors, volunteers, corporate partners, grantees, collaborators—none of our work would be possible. Thank you for being a part of our community, expanding our impact, and sharing our vision of a future where power and possibility are not limited by gender.



With gratitude,

A handwritten signature in black ink that reads "Tracey Morant Adams". The signature is fluid and cursive, written on a light-colored background.

Tracey Morant Adams

Chair, Board of Directors

impact and overview

Funding and shaping change for women

The Women's Fund of Greater Birmingham is committed to achieving gender equity through philanthropy, research, and advocacy.

In 2019, with your help, The Women's Fund invested \$625,264 in creating pathways to economic opportunity, identifying data-informed solutions, and shaping policies to remove systemic barriers—all for women.

Community Investments

\$575,331 | **92%**

Philanthropy

\$25,000 | **4%**

Advocacy

\$24,933 | **4%**

Research

\$625,264 | **100%**

Total

THE ICEBERG

The deeply entrenched barriers facing women are like an iceberg interrupting a calm sea. They're often addressed only when they can be seen at the surface manifested as a variety of community needs. The Women's Fund, however, strives to chip away at the root causes of systemic inequities lurking beneath the surface and create long-lasting change for all.

2019 Impact Highlights

OUR PHILANTHROPY



21

grantee partners
funded



54

community
volunteers
engaged



20

sites
visited



2,005

women
impacted



2,284

children
impacted

Invested in and provided technical assistance to **21 community grantee partners** working to address barriers to economic opportunity for women and their families.

Engaged a diverse group of **54 community volunteers** in our grantmaking process and on **20 site visits**, raising the quality of our work and ensuring diligent stewardship of your investment.

Impacted **2,005 women** and **2,284 children** through grant investments.*



2

national
collaboratives
joined

Joined two national collaboratives: National Collaborative of Young Women's Initiatives centering the voices of young women of color and Women's Funding Network 2Gen Policy Collaborative, a peer-lead cohort of women's foundations pursuing public policy advocacy.

OUR RESEARCH



1,230

Clearing the
Path reports
distributed

Distributed over **1,230 Clearing the Path reports** highlighting recommendations for creating stronger pathways into the workforce for women, including to 140 legislators, community stakeholders, and media to educate and close the gender data gap.



300

business and community
leaders convened

Convened over **300 business and community leaders** to address how Alabama can build a more inclusive workforce.

impact and overview

2019 Impact Highlights

OUR ADVOCACY



Released our inaugural **Agenda for Women**, a bold and straightforward set of legislative priorities to address the conditions impacting women's economic well-being.



Led advocacy efforts to advance the **Clarke-Figures Equal Pay Act** through the House and Senate, leading to its passage and Alabama's first pay equity legislation.



150

champions for women rallied at the Capitol

Rallied over **150 constituents** from across the state at Capitol Heels, our inaugural legislative day in Montgomery.



421

advocates galvanized

Galvanized **421 advocacy alert subscribers** to act on issues related to our Agenda for Women.

**Note: Impact highlights in 2019 are the result of investments made in 2018.*



5

community college partners

Secured a public investment from the Alabama Legislature to scale our proven student-parent success model to an additional **5 community colleges** and propel more women into in-demand jobs.



583

grassroots actions taken

73

issues referenced

141

policy makers contacted

Through **our advocacy** grant investments:

- **583 grassroots actions** taken related to our policy priorities, including calls, emails, or visits to lawmakers
- **73 references** to our policy priority issues by policymakers in public forums (oral or written)
- Contacted **141 policymakers**

In 2019, The Women's Fund continued building a better Alabama for women through our three core strategies for change:



Philanthropy

We target our grantmaking to create pathways to economic opportunity.



Research

We research the status of women and elevate solutions to address key barriers.



Advocacy

We advocate for public policy to create gender equity.

philanthropy

Harnessing the power of collective giving

As a unique place-based foundation, The Women's Fund is building a better Alabama where all women thrive by combining the power of collective giving and gender-focused investment strategies. Giving to women's and girl's organizations is low, comprising only 1.6% of overall charitable giving, making our community of committed donors and corporate partners more essential than ever before.

While we know that we are still far from an equitable society, we're breaking down stereotypes about who can be a philanthropist. Women are taking control of their power and influence in new ways, and we are proud to help maximize their generosity to fund innovative, mission-driven solutions that accelerate economic opportunities for women and their whole families.

Our researched-informed approach to grantmaking, known as 'two-generation,' is positioned to break generational cycles of poverty and move entire communities forward. These targeted grant dollars support programs and initiatives that strengthen families by integrating services for women and their children together. And because we know families also face complex *systemic* barriers, we invest and actively engage in advocacy to promote equitable policies that benefit everyone.



Photo above: 2019 Community Grant Partners at our Annual Meeting in December 2019.



philanthropy

2019 Community Grant Partners

The Women's Fund of Greater Birmingham proudly invested in the following nonprofit organizations and collaboratives in December 2019:

- **Alabama Partnership for Children, *Child Care Works***
Supports public policy advocacy around child care as a work support, including research, town halls, focus groups, and formal partnership with VOICES for Alabama's Children.
- **Alabama STEM Education, *Early Childhood and Family Development Program: Expanding STEM Potential and Family Strength through Computer Science***
Provides after-school science, technology, engineering, and math (STEM) training, including tutoring and hands-on activities for children and their families.
- **Bevill State Community College, *Scholarships for Women in Career Technical Education***
Provides success coaching and scholarships for women participating in Career Technical Education leading to in-demand jobs.
- **Childcare Resources, *Thrive Together Network Support***
Provides resources to the Thrive Together Network to assist in accessing child care for children of mothers advancing in the workforce.
- **Girls Inc. of Central Alabama, *Teen Leadership Program***
Elevates the voices and experiences of young women of color by providing state and local level advocacy training.
- **Jefferson State Community College, *Creating Opportunities in Healthcare for Single Mothers***
Provides Clinical Medical Assistant (CMA) training for single mothers of children served by St. Clair County Head Start.
- **Lawson State Community College, *Lawson State Pharmacy Tech Training Program for Low-income Women***
Provides Ready to Work and pharmacy technician training for single mothers participating in DHR and JCCEO programs.
- **St. Vincent's Foundation of Alabama, Inc., *Jeremiah's Hope Academy***
Provides health care training and child care stipends for low-income women.

- **Thrive Together Jefferson County**, *A collaboration between Hope Inspired Ministries, East Lake Initiative, Serving You Ministries*
 Supports seamless wraparound services for women and their families in Jefferson Co., including quality child care, education and career training, family coaches and support services to disrupt the cycle of generational poverty and create a clear path to success.
- **Thrive Together Shelby County**, *A collaboration between City of Montevallo, City of Vincent, Shelby Co. Community Services, Jefferson State Community College, University of Montevallo*
 Supports seamless wraparound services to women and their families in Shelby Co., including education and career training, family coaches and support services to disrupt the cycle of generational poverty and create a clear path to success.
- **Thrive Together Walker County**, *A collaboration between Walker Co. Board of Education, University of Montevallo, Bevill State Community College, Jasper Area Family Services Center*
 Supports seamless wraparound services to women and their families in Walker Co., including education and career training, family coaches and support services to disrupt the cycle of generational poverty and create a clear path to success.
- **Volunteer Lawyers Birmingham**, *Legal Help for Women and Children*
 Provides community outreach to connect families to wraparound and legal services.
- **Wallace State Community College**, *Blount County Mothers STEAMing Towards the Future*
 Provides scholarships for women participating in credential training for science, technology, engineering, arts, and math (STEAM) fields.
- **Woodlawn Foundation**, *Woodlawn WORx Child Development Associate Program*
 Supports the Child Development Associate (CDA) program for women in the Woodlawn Community in partnership with the James Rushton Early Learning and Family Success Center.

For more information about our philanthropic investments,
 visit: www.womensfundbirmingham.org/grants.

PHILANTHROPY IN ACTION

Birmingham-area nonprofits co-locate, collaborate to better serve women and families

In August 2019, spurred by funding from The Women’s Fund, three Jefferson County nonprofits formally combined workforce development, access to safe housing, mentoring, child care assistance, and more all under one roof. East Lake Initiative, Hope Inspired Ministries, and Serving You continued their longtime partnership as Thrive Together Jefferson County at their new co-location with the goal of integrating and streamlining services to create a clear path to success for women and low-income families and disrupt the cycle of generational poverty.

“We knew there had to be a better way to impact families—a way to work smarter,” says Pam Bates, Executive Director of East Lake Initiative. “The Women’s Fund’s investment and supports gave us that opportunity. Being under one roof—and next to a bus stop—has made a huge difference for our families, which is what is most important. Imagine being a mom in need of services. You’re already struggling, and now you have to think about

finding and paying for extra hours of child care and how many buses it will take to travel to a handful of different locations. That was the old way. Now when a mom arrives at Thrive Together, she just walks through one door, fills out one form, and speaks with one person who will connect her to everything she needs. We even have an area where her kids can play.”

Thrive Together Jefferson County is one of three Thrive Together collaboratives resulting from The Women’s Fund’s strategy-based two-generation funding model. Additional collaboratives are in Shelby and Walker counties. The Thrive Together network is a cohort of regional nonprofits leading the way in the creation of innovative collaboratives to strengthen partnerships between organizations providing employment pathways and human service organizations with the ultimate vision of better outcomes for women and their families.

“We knew there had to be a better way to impact families—a way to work smarter. The Women’s Fund’s investment and supports gave us that opportunity. Being under one roof—and next to a bus stop—has made a huge difference for our families, which is what is most important.”

— Pam Bates,
Executive Director, East Lake Initiative



Photo above: Ribbon-cutting ceremony for the opening of Thrive Together Jefferson County. (L-R) Pam Bates, Executive Director, East Lake Initiative; Myron Thomas, Birmingham Site Director, Hope Inspired Ministries; Melanie R. Bridgeforth, President & CEO, The Women’s Fund of Greater Birmingham; John Gibson, Executive Director, Serving You; Jeanne Jackson, Former President & CEO, The Women’s Fund of Greater Birmingham

research

Building a workforce that works for women



Data is essential for achieving our mission, and research informs everything we do from grantmaking to public policy advocacy. Closing the current gender data gap is critical to establishing a common understanding of the issues facing Alabama and how we can create and maintain a workforce system that leaves no woman behind.

In 2019, The Women's Fund lead the charge to ensure women are specifically part of conversations and strategies to build an inclusive workforce in Alabama. While our previous Clearing the Path™ reports concentrated on barriers to employment facing single women with children and highlighted family-friendly workplace policies from companies in the Greater Birmingham region, our 2019 report pivoted our focus to innovative public policy solutions to create long-lasting, systemic change for women statewide while simultaneously addressing the workforce attainment goals set by state leaders.

The report, ***Clearing the Path: Building a Sustainable and Inclusive Workforce for Alabama***, is an extensive mapping of Alabama's workforce development system, including the intersection with the social support system, to explore how policies, programs, and funding can better serve women and their families from Muscle Shoals to Mobile and everywhere in between.

To read the full *Clearing the Path* report, visit: www.womensfundbirmingham.org/research.

“The Alabama Media Group greatly appreciates the research that The Women's Fund of Greater Birmingham provides and makes available to all. In the vast world of the internet, reliable information can be scarce. Our reporters have consistently found valuable and trusted information in our own backyard through The Women's Fund.”

— **Kelly Ann Scott**,
Vice President of Content, Alabama Media Group

RESEARCH IN ACTION

Convening community to catalyze change

After the formal release of the report, our Clearing the Path community event continued prior years' conversations about women and the workforce by adding the voices of state leaders and building on our efforts to create scalable solutions that benefit all women.

The event centered on innovative ways Alabama is already addressing gender inclusivity in workforce development and the robust opportunities to build a more sustainable workforce. Featured speakers included cabinet members from Governor Kay Ivey's administration, elected officials from across the state, and private sector leaders.

Driven by the report's key findings, The Women's Fund issued a clear and viable call to action for broader understanding of how Alabama's workforce development system is working for women. By ensuring that women are a fundamental part of the state's formal economy, The Women's Fund reaffirms our commitment to building an Alabama where all women can reach their full potential.

Photo below: 2019 Clearing the Path speakers and panelists (L-R) Secretary Greg Canfield, Alabama Dept. of Commerce; Susan Kennedy, Kennedy Consulting; Faye Nelson, Deputy Commissioner for Family Resources, Alabama Dept. of Human Resources; Myla Calhoun, President, Alabama Power Foundation, Vice President, Alabama Power Charitable Giving, Executive Director, Alabama Business Charitable Trust Fund; State Representative Debbie Wood (District 38, Valley); Melanie R. Bridgeforth, President & CEO, The Women's Fund of Greater Birmingham; Cindi Vice, Senior Vice President, CFO and Treasurer, Blue Cross and Blue Shield; Guin Robinson, Associate Dean of Economic Development, Jefferson State Community College



advocacy

Change for women at all levels

Philanthropy alone cannot address the complex social conditions that so many women and their families continue to experience. By actively engaging in public policy, The Women's Fund has another tool to advance our mission and address inequities in our state systems. This is why, in 2019, The Women's Fund made the deliberate decision to formally engage in state-level advocacy and intentionally pursue public policies that create a more just Alabama for women, and by extension, everyone.

Informed by our rigorous research, our inaugural 2019 **Agenda for Women** created a comprehensive, long-term strategy that not only addresses the state's workforce crisis, but concurrently moves people beyond poverty. When women's economic growth is optimized, the result is stronger families, stronger communities, and a better Alabama for us all.

Our 2019 Agenda for Women included the following top priorities:

- **Ensure a gender-inclusive workforce**
- **Elevate quality child care**
- **Expand affordable healthcare**

Thanks to our dedicated army of advocates, our 2019 public policy campaigns culminated in two major wins for women and families across the state: the passage of the **Clarke-Figures Equal Pay Act** and a **public investment to scale our home-grown two-generation post-secondary model** that provides critical wraparound supports to address unique barriers facing women.

Photo below: Signing of the Equal Pay Act with Gov. Kay Ivey; Susan Kennedy, Kennedy Consulting; Lilly Ledbetter; Melanie R. Bridgeforth, President & CEO, The Women's Fund of Greater Birmingham; Kim Holt Cochran, VP of External Affairs; State Rep. Adline Clarke (District 97); State Rep. Ginny Shaver (District 39); and a host of committed advocates.



“The equal pay legislation has been a passion of mine for some time and I was more than excited to have The Women’s Fund put it on their inaugural policy agenda. They were able to assist me in mobilizing advocates from across the state to take this important legislation over the finish line. I am thankful to have organizations like The Women’s Fund active and engaged in public policy advocacy as the voice for women across Alabama.”

— State Representative **Adline Clarke** (District 97)

ADVOCACY IN ACTION

Closing the gender wage gap

On June 11, 2019 Governor Kay Ivey signed into law the **Clarke-Figures Equal Pay Act**, a decisive victory for all women across the state.

Sponsored by Representative Adline Clarke (D-Mobile) and carried in the Senate by Senator Vivian Figures (D-Mobile), the Equal Pay Act prohibits an employer from paying any of its employees at wage rates less than those paid to employees of another sex or race for equal work. Additionally, the law prohibits employers from retaliating against a job applicant for not providing their salary history and allows for a private right of action at the state level.

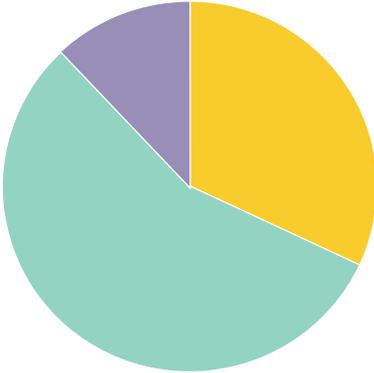
This is a necessary first step towards achieving pay equity for Alabama women who, on average, only earn 78 cents for every dollar earned by a man—the 8th worst pay gap in the U.S.

While the passage of the Equal Pay Act was a bold step for women and will certainly have tangible outcomes, the Alabama legislature’s acknowledgement of the existence of the gender wage gap is also an equally important win for the hundreds of advocates who spent years working tirelessly for fair pay.

For more information about our advocacy work and policy priorities, visit: www.womensfundbirmingham.org/advocacy.

Financials

Income



\$558,933 | **32%**

Individual/Corporate

\$958,573 | **56%**

Grant

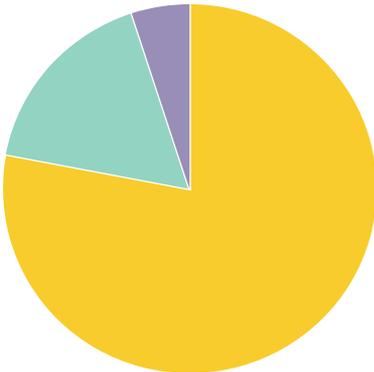
\$211,703 | **12%**

Endowment

\$1,729,209 | **100%**

Total

Expenses



\$1,173,221 | **78%**

Program

\$255,702 | **17%**

Development

\$75,206 | **5%**

Administrative

\$1,504,129 | **100%**

Total

leadership

2019 Board of Directors

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Allison, May & Kimbrough, LLC

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