



The Women's Foundation of Southern Arizona Newsletter is published three times a year by the Women's Foundation of Southern Arizona. Volume - Winter 2009

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WFSA to Launch Equity and Opportunity Fund at 2009 Luncheon

The Women's Foundation of Southern Arizona (WFSA) will celebrate the launch of a new grant-making program focused on women's economic self-sufficiency at our annual luncheon on Wednesday, April 29, 2009 at the Tucson Convention Center.

Titled the Equity and Opportunity Fund, the grants will support two non-profit organizations working to lift women out of poverty with a total of \$75,000 given to each organization over a period of three years. "We know that women who can support themselves and their families are more likely to have access to healthcare and less likely to remain in abusive, financially-dependent relationships," said Maura Grogan, WFSA Board Chair. "Because we want to make a long-term impact with these grants we feel that a three-year funding commitment to the non-profit organizations is an essential step in making permanent change."

As in years past, the Foundation's 16th annual luncheon will feature extraordinary women and another year of life-changing grant-making. Our 2009 honoree is Helaine Levy, Director of Community Relations for Diamond Ventures, Inc. and Executive Director of Diamond Family Philanthropies, who has lent her time and talents to numerous charitable organizations, including the Women's Foundation, over the past 20 years.



Helaine Levy

Helaine currently chairs the Women's Foundation Advisory Council, and serves on the boards of directors of the Tucson Jewish Community Center and Social Venture Partners Greater Tucson, which she co-founded. She has also served on the boards of KUAT TV/Radio, the Arizona Motion Picture and Television Advisory Board and the International Association of Amusement Parks and Attractions. Her work has been honored by the YWCA, LULAC, the Jewish Federation of Southern Arizona and the Association of Fundraising Professionals.

The day's events will again include the announcement of our 2009 grantees, including the first Equity and Opportunity Fund recipients, a "Grantee Expo," highlighting the accomplishments of our 2008 grant recipients, and recognition of the MIX-*fm* woman of the year. Invitations will be mailed in March, but reservations are available now by calling Keshia Dawson at 622-8886. Tickets are \$60 per person, or \$600 per table of ten. ✨

Fostering equity and opportunity for women and girls. Today and Tomorrow.

SAVE THE DATE



Wednesday, April 29, 2009

11:00 a.m. - 12:00 p.m. Grant Exhibit & Registration
12:00 p.m. - 1:30 p.m. Luncheon Program

Tucson Convention Center - Grand Ballroom
260 S. Church Avenue, Tucson, AZ

Tickets \$60 per person (\$30 tax deductible)
Table (10): \$600 (\$300 tax deductible)

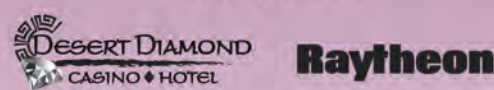
To make a reservation call Keshia Dawson at (520) 622-8886
or email kdawson@womengiving.org

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Corporate sponsorship is a great opportunity to market your company and support the Women's Foundation at the same time. If you would like more information about becoming a corporate sponsor, please contact Laura Penny at (520) 622-8886.

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The mission of the Women's Foundation of Southern Arizona is to foster equity and opportunity for women and girls.

OUR MISSION

Civility, Caring & Compassion: Grant-making for Long-term Change

By Maura Grogan, WFSA Board Chair

I am writing this on Martin Luther King, Jr. day, just one day before the historic inauguration of President Obama and the dawn, I hope, of an era marked by greater civility, caring, and cooperation. I feel that these traits will help restore our nation, in part because these traits are what I see exemplified in all my interactions with the Women's Foundation, from Board to staff to the many outstanding people at the grantee organizations we have funded.

This year marks the launch as well of an historic initiative for the Women's Foundation. It is called the Equity & Opportunity Fund, and will award grants of three years and up to \$75,000 total to two non-profits working in the area of women's economic self-sufficiency. We believe, and research has confirmed, that improving the ability of women to be self-sufficient is the best way to insure safety, long-term financial stability, and emotional well-being for these women and their children.

Having worked in the non-profit sector for many years, I know how hard it is to implement and sustain even highly successful programs when funding is assured only for one year. We will continue to do our annual grants, as we feel they are important to funding grass-roots initiatives and innovative ideas that need testing. But we hope to foster more sustainable, permanent change through longer-term funding and support. We will work closely with the leadership of the two non-profits selected for the Equity & Opportunity fund to help them – and us – learn from each other how sustained, philanthropic dollars can most successfully lead to economic self-sufficiency for women. There will be a formal research component to each grant as well as informal meetings with the grantees to gauge progress and implement changes as needed. Assuming these grants are as successful as we expect they will be, we will be adding one or more additional grantees each year in future years.

The Women's Foundation is extremely fortunate to be able to expand its grant-making during a time when many area non-profits are struggling to accommodate growing demand for their services. I think this is because we have been both smart and lucky. Several years ago the Board and staff paid concerted attention to getting WFSA's financial house in order by slashing overhead and improving our relationships with both donors and grantees. We were lucky because we did this in an expanding economy. We were smart because, while we increased the amount we granted each year, we also focused on building for the future by paying for research on the status of women in our region and on how the Women's Foundation was meeting its mission, and by launching a modest endowment campaign and insuring that we banked enough to cover future grant and operational commitments. We are grateful to all of our supporters for helping us achieve these results. We will count on you to help keep us on track in this rapidly changing and uncertain future.

Despite the uncertainty, I am looking forward to tomorrow, both for our country and for our region. If each of us approaches our goals with civility, caring and cooperation, I think we will thrive. ✨



WFSA Receives "Wedding Gifts"

When Abra McAndrew and Doug Friedman married on April 20, 2008, they redefined the phrase "wedding gifts."

"Often the bridal couple will provide guests with small gifts commemorating the day," Abra said. "We wanted to do something to share our joy, something interactive, something we could feel good about."

Each guest received a small box (handmade by Abra's mother) containing 5 marbles and a note that said, "Thank you for coming. We feel so fortunate to share this day with you. After dinner, please help us extend our collective good fortune by donating these five marbles, each representing \$2, to your choice of the four organizations we've selected. Love, Abra and Doug."

The newlyweds provided four bowls, each marked with the name of a charitable organization that was personally meaningful to them, where guests could deposit their marbles. The couple then made a gift to each organization based on the number of marbles in their bowl. One of Abra's choices was the Women's Foundation of Southern Arizona!

"I like the breadth of the programs the Women's Foundation funds," she said. "One gift funds many women's organizations, and serves populations that are generally not served."

And the guests? "They loved it," according to Abra. "They thought it was a really unique and fun way to participate. And no one missed their party favor!"

The Women's Foundation is honored that Abra and Doug chose to share their joy with us. Our best wishes for a lifetime of love and happiness. ✨



Abra McAndrew & Doug Friedman

Thank You To Our Donors!

The Women's Foundation gratefully acknowledges these tribute and memorial gifts received through January 15, 2009:

Gifts in Honor of...

Keri Casper	Laura Penny
Erin Collier & David Welsh	Hillary Rosenfeld
The Kerwin Family	Laura Penny & Steve Gottlieb
Patrick McGowan	Kathy Ried
The Rulney Family	Jane Ragle
Mike Tuiasosopo	Marjory Slavin
The Whitaker Family	Christie Snyder
Mary Ann Dobras	Hillary Rosenfeld
Anna Jolivet	Howard & Ellen Rosenfeld
Gerri Forsyth	Mari & Bill Ross
Stacey Forsyth	Laura Penny
Maura Grogan	Harriet Silverman
Carolyn Kemmeries	Shirley Chann
Barbara Krider	Eileen Palles
Ardith & Clark Arnold	Marjory Slavin
Helaine Levy	Edith Treadwell
Ann Day	Pam Treadwell-Rubin
Randy Fenton	Dianne Van Tasell
Maura Grogan	Noel Matkin
Janice Monk	Helen D. Vasilius
Lura Lovell	Janet Vasilius
Virginia Morthland	
Kathryn Martin & Stephen Rebro	

Gifts in Memory of...

Beth Acree	Bea Speer
Kathleen McElwaine	Marcia Klipsch
Dick & Bobbe Dexter	Brian H. Rolley
McKenzie & Logan Meza	Beverly Rogers
Edna Meza Aguirre	Cindy Wool
Dixie Nixon	Eve Shapiro
Noel Matkin & Jim Sincox	Shirley Houser
The Onorato/Dowden Clan	Bethany Teysen
Terri Nangeroni & Cheryl Kohout	

New Program Director Joins WFSA



We are pleased to announce that Kesha Dawson joined the Women's Foundation as Program Director on December 1, 2008. As a former Senior Program Director for Intuit, Kesha brings skills in program design and evaluation, meeting facilitation, and project management to the Foundation's grant-making. She will oversee all of WFSA's grant-making activities, including the Equity & Opportunity Fund, annual grants, Go Girls! sports grants, and Unidas girls' philanthropy program.

Kesha attended the University of Arizona and is certified as a Six Sigma Black Belt. She is also a certified zumba dance instructor. Kesha and her husband Robert have two children.

Kesha's predecessor, Hillary Rosenfeld, left the Foundation in August to return to school. We wish her all the best in her new endeavors. ✨

Unidas: Changing Lives, Changing Communities

Every year, the Women's Foundation receives rave reviews from participants in our girls' philanthropy program, Unidas. Post-tests document participants' understanding of social justice issues facing girls, their connection to each other, and their ability to execute a grant round.

But we wondered if the benefits of participating in Unidas extended beyond the year girls were actually involved with the program. Were we really creating social change?

To answer these questions, the Women's Foundation commissioned Erin Collier, the 2008-09 Unidas facilitator, to survey Unidas participants from 2005-08. The results are in, and they are impressive!

Of the 70 girls who completed Unidas, 53 percent responded to the telephone survey.

- A stunning 100 percent of them are currently enrolled in either high school or college.
- They continue to be involved in philanthropic activities, citing 40 diverse volunteer organizations to which they contribute their time and talents, and a desire to "make a difference" or "give back to the community."
- Ninety-seven percent indicated that their participation in Unidas had influenced their community involvement, and, in some cases, their choice of a college major.

These inspiring young women have clearly integrated philanthropy into their lives and even their livelihoods (one Unidas alumna now works for a non-profit organization). Their personal transformation has resulted in literally hundreds of hours of volunteer service dedicated to improving the community. We couldn't be prouder.

The Women's Foundation of Southern Arizona would like to thank the Lovell Foundation and Every Voice in Action Foundation™ for their ongoing support of Unidas. ✨



Unidas Participants 2008-09

St. Elizabeth's: Helping Women Take Charge of their Health

By Sr. Janet Sue Smith

St. Elizabeth's Outreach Program provides grassroots health information and education, support and advocacy to women and their families, especially in the "higher stressed" areas of the city. Whether it is through group classes, one-on-one coaching sessions, health fairs, or follow-up phone calls, the St. Elizabeth promotoras (community health workers) are committed to promoting social change in helping uninsured and underserved women in our community.

In 2007 a Women's Foundation grant enabled the St. E's staff to initiate this valuable community work by focusing primarily on Women's Wellness issues. This year's focus is to support the participants in further gaining independence, knowledge and skills regarding low-income methods and resources for improving and/or maintaining health for themselves and their families. Through incremental changes, these women are demonstrating remarkable improvements in their health.

For example, the promotoras were able to help one participant, a hypertensive diabetic, develop an affordable, healthy diet. As a result, she has lost more than 40 pounds, reduced her blood pressure, and is successfully managing her diabetes. She even managed to lose weight over the holidays! She, and her doctor, are thrilled with her progress.

Through their outreach activities, the promotoras identified another participant, "Mary," who was unable to afford a full month's supply of insulin, leaving her at risk of a serious health crisis at the end of each month. At the promotoras' encouragement, she came to St. Elizabeth's Health Center, where staff helped her qualify for a medication assistance program that provides medications at a reduced cost.

Promotoras also trained several community participants as well as youth to teach others the basics of healthy eating.

Additionally, training has been offered to community members to develop leadership skills around health issues, empowering them to become a resource for others in their communities. The Women's Foundation helped fund this training, as well as an expanded curriculum. As a result, participants are not only healthier, they are also advocates for healthier behaviors among their families and friends. ✨



Promotora Lourdes Barrera and Yolanda Garcia demonstrate healthy cooking.

UA Women's Studies Department Presents LUNAFEST

Films made by, for, and about women will be featured at the Lunafest 2009 film festival, which will be held Tuesday, March 3, 2009 at 7 pm at The Loft Cinema, 3233 E. Speedway.



Nine short films selected from a nationwide competition, filled with stories of reflection and whimsy, hope and humor, grace and perseverance, will be screened. One short film from a local director will also be presented. More information about the films is available at www.lunafest.org/the-films.cfm.

Lunafest was established in 2000 by the makers of Luna Bars to simultaneously promote women filmmakers and raise awareness and funds for women's issues. Proceeds from the event will benefit the Women's Studies Advisory Council (WOSAC) at the University of Arizona and the Breast Cancer Fund.

Admission is \$10 per person, \$5 for students and Loft Cinema members. ✨