

February 2017

Newsletter

Idaho Women's Charitable Foundation

iwcf
IDAHO WOMEN'S CHARITABLE FOUNDATION

2016 Grantee Progress Reports

by Gena Delucchi, Past Grants Chair; Co-Chair, Grants Assessment and Impact Committee

The Grants Assessment and Impact Committee reviewed the first reports from 2016 grantees in fall 2016. We'd like to share these success stories:

Children's Free Dental Clinic - \$30,000 over 2 years

A student who had severe anxiety about visiting the dentist had restoration work performed.

She said, "I decided I was safe and there was nothing to be afraid of anymore." A gift to a child that expands beyond



dentistry, she experienced the same relief after having immunizations. It warms the heart when children learn they can trust others to help them.

Idaho Diaper Bank - \$30,000

Distributions have already been made to 1,000 families and babies in need; 73,713 diapers were distributed through Nov. 9, 2016. "Our target goal was to establish relationships with organizations in the 10 SW counties. To date, we have actually established 12 new locations."

Sweet Syringa Hall - \$30,000

Because of contractual obligations of the contractor and the shortage of construction materials all summer caused by the construction "boom," all of the contractor's projects were delayed, including the Syringa Hall roof reconstruction. However, building materials (roof trusses, framing and siding) have been delivered to the site. The grantee has good relations with the contractor and is confident he will start as promised. And there was a silver lining: "Because of the delay in construction, we were able to host the memorial

dinner for our oldest member, Dorothy Pratt, who died in July at the age of 100. Her daughter-in-law cried when she learned we would be able to have the dinner in the Syringa Hall, where Dorothy was a member and regular attendee of events for 40 years."

Salvation Army Preschool Classrooms - \$30,000

Due to a delay in completing the architectural schematics for the new Booth-Marian Pritchett School including the preschool classrooms, new equipment for the preschool has not been purchased. Therefore, IWCF funds have not been expended. The Board accepted the recommendation of Grants Assessment to withhold the second payment of \$15,000 pending satisfactory progress moving forward with the project.

Treasure Valley Food Coalition Mobile Market - \$30,000

This from a Rapid Market Assessment conducted in mid-July by the University of Idaho: The most popular motivation selected by those surveyed was "I support local farms and food," followed by "freshness and variety of produce" and "it is close/convenient." Signage in and out of the van identified produce by farm, and the layout inside the van and the changes made for the 2016 season meant that the food was kept fresh and looked great all week long. For its size, the van also was able to support a good diversity of products from week to week, which customers noticed and appreciated.



Positive change through thoughtful giving

From the

President

Going Up? I've been thinking I need a good elevator pitch. You know, the words that should slip easily from my mouth on a 30-second ride to the 5th floor with someone. A speech I've memorized and have on the tip of my tongue when asked, "What is IWCF?"

Each of us is an ambassador for IWCF and we want to be comfortable giving a brief persuasive introduction to spark interest in what IWCF does, how we do it, and (as I've said before), why. A good elevator pitch is interesting, memorable and succinct. A great pitch also reveals what makes our organization and its work unique and important to you.

Your pitch should energize *you* first; after all, if you aren't excited about what you're saying, that potential member won't be, either. Your pitch should bring a smile to your face and quicken your heartbeat. People may not remember everything you say, but they will likely remember your enthusiasm.

We have talked about Simon Sinek and finding the "why" in everything we do. That's important because the "why" keeps us engaged and moves us to act. Signing up with IWCF can be an emotional decision. It may be inspired by visions of the greater good to be achieved through a pooled-fund grant. It could be triggered by the call to action at an event, like last fall's Symposium focused on mental health needs. Our emotions support our decision-making. Use this knowledge as you deliver your elevator speech, demonstrating the heartfelt motivation that keeps you involved in IWCF, growing our future impact together.

Ask yourself:

- Who do I want to help or inspire?
- Who benefits from my participation in IWCF?
- Why do I enjoy doing this?

The answers to these questions will be the perfect foundation for your new elevator pitch. It will be powerful. It will be effective. And it will be your own.

I'll be working on mine. How about you?

Suzanne Groff Lierz
President, IWCF

Our ABC Grant Pilot

In an attempt to simplify Grant voting, the ABC Pilot ballot will be included with the 2017-18 Pooled-Fund Grants Ballot.

You'll get a more in-depth description

of what we did via this pilot grant, but in a nutshell:



*Valley Regional Transit:
2016 ABC Grantee:*

1. The original concept was to create a granting opportunity 'Above and Beyond' our yearly grants in five interest areas of Cultural Arts, Education, Environment, Financial Stability and Health. (Achieved)
2. A member task force researched needs in the community providing members and the community alike, awareness of urgent, emergent or immediate needs in Ada county. (Achieved)
3. The task force decided we should collaborate with interested area funders and others to bring light to these new and worthwhile needs, in hopes they would also find ways they could participate. (This has taken far longer than we anticipated - interest was there; action was not. It is just now gaining traction.)
4. Use the excellent granting process IWCF has in place to be a leader in larger grants in the community. (We used our existing grants process throughout the ABC grant pilot process. If the membership decides to go forward with a similar grant, we would make this grant a sixth Interest Area and fully incorporate it in our existing framework.)
5. Create a moment IWCF members and others can be proud of with the announcement of the ABC grant during our biennial Symposium. Members and the broader community seemed truly "wowed" at the 2016 Symposium. (Achieved)

Grants 2016-2017 Continues to Move Forward

by Susan May, Grants Committee Chair

The most exciting part of Grants Committee service is taking place in February. As they go out on site visits, members who have been reading, reading, reading about our great grant applicants finally observe the work being done and meet some of the many dedicated people who are giving back to our community through these nonprofits.

After visits are completed, we'll engage the general membership on these dates to complete the process: March 14, Ballot Decision Meeting, and April 3, Ballots will be sent to members.

This year the granting process is being enhanced by a new Business/Financial Committee. Its members review all financial documents attached to the full proposals, identify incomplete documents and potential issues, and help create

questions for the site visits around the financials. While we are still gathering input about this "pilot," early returns indicate that it saves time for the interest-area committees and provides some education about how to effectively review each organization's financial status.

More to come on this as we seek feedback after completing Grants 2016-2017!



February 2 Site Visit Review (photo courtesy of Andrea Roope)

The What and How of Grants Assessment

by Deb Holleran, Past Grants Chair; Co-Chair, Grants Assessment and Impact Committee

In March, 2016, Gena Delucchi and I became co-chairs of the IWCF Grant Assessment and Impact Committee (AI). It has been tasked with facilitating the oversight of our pooled-grant investments (Assessment) and creating an historical flow chart of the organizations/projects we have funded (Impact).

With regard to the Assessment component, we developed several documents that aid us in measuring whether the organization is doing what all recipient organizations were going to do (meeting goals and objectives) and whether it is spending IWCF monies appropriately (project budget review highlighting IWCF funding).

Along with these two documents, we assigned AI committee members as liaisons to meet with representatives of all recipient organization in May to review the Agreement they are required to sign before they get their first grant

installment. We also tweaked the Progress Report document that each grantee is required to submit every six months.

I'd like to applaud the AI members who have assumed the role of liaisons. The members of the committee are Christine Avey, Amie Bruggeman, Mimi Cunningham, Lisa Hecht, Kim Liebich, Mardell Nelson, Claudia Parcels and Ann Sandven. They are our links to the organizations for the life of their grant award.

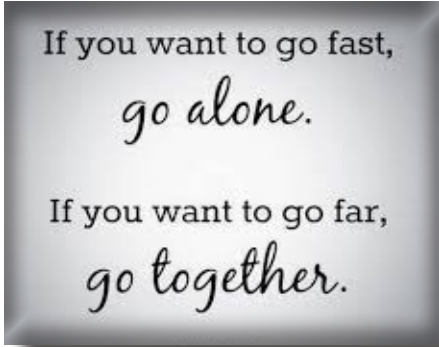
Progress Reports are due in November and April. They are reviewed by the AI Committee, which reports findings and recommendations to the IWCF Board of Directors regarding the status of each project and the next dispersal of grant monies. Most of the time, this process reveals no real concerns about the viability of a project, but it's a safeguard for the fiscal integrity of our organization.

The committee continues to work on determining how best to measure the impact of our monies/support within our communities. Stay tuned for more details!

If you are interested in joining this committee, give us a shout; soon we will be looking for new liaisons for the next round of grant winners! Just email us at GrantsImpact@IdahoWomensCharitableFoundation.org.

Time's Running Out: Renew by March 15

by Susan Smith, Linda Perez & Membership Committee



This African proverb has been our mantra for 15 years! The Membership Committee hopes that current members will want to stay the course and continue to give together to improve our communities.

Since 2001, IWCF has been true to our collective and democratic model and to our values of philanthropy, education, inclusiveness, collaboration and significant pooled giving. Our pooled-fund grants process is dynamic, in that annually we evaluate it and refine it as necessary. In 2016, we had enough monies to fund an emerging need,

transportation for our low-income citizens, through our first Above and Beyond Collaboration (ABC) grant. Although our model has remained the same, we are always in the mode of improving our organization and offering education and events to enhance the IWCF membership experience.

Building our membership is a constant endeavor! In order to move forward and maintain our momentum of growth, we need both new members and renewing members. So if you have not had the opportunity, please renew on or before March 15. Our membership goal is 380 for this year. We need everyone to **renew** to meet our goal of engaging more women in philanthropy and expanding our positive impact on our communities.

During the week of March 6, the membership committee will be kindly reminding all of our members who have not renewed.

With gratitude,

Your Membership Committee

**Renew Your
Membership**

[Click Here](#)

Service & Leadership

by Jillian Huang, Board Development Chair

"I start with the premise that the function of leadership is to produce more leaders, not more followers." — Ralph Nader

As 2017 begins, we are seeking members to match with opportunities to serve and lead, members with time and talent to share and a willingness to volunteer to help the organization. Maybe one of them is you!

Have you ever wondered how all grants LOIs and proposals are processed and evaluated? How all the programs are planned, the lunches ordered, the programs printed? Who organizes those gorgeous social gatherings and our exciting new-member events? Who writes our budgets, files our taxes and manages our investments? It takes strongly committed IWCF members to do all of these tasks and more. Are the

rewards great? You bet! Has anyone ever asked you to serve? Consider yourself asked right now.

With the button below, or on our website, IdahoWomensCharitableFoundation.org, just complete the form that allows you to step forward and nominate someone you know who can help us in a special capacity, or yourself, if you are looking for just the right chance to make a difference.

You're encouraged to share your expertise, and be assured that your efforts will be gratefully received.

Please reach out to me for more information:



Phone: (513) 312-4742

Email: jmsubach@gmail.com

Volunteer today: Be a leader!

Building Our Future

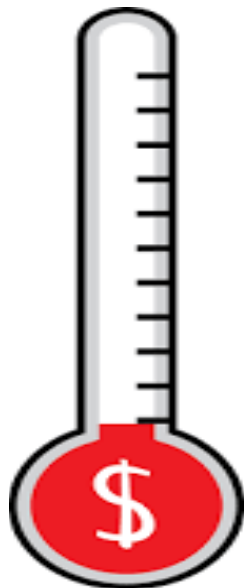
by Susan Smith, Membership Committee Chair

The Endowment Committee is very pleased to report and celebrate that \$13,100 has been pledged toward meeting the match of our Matchmakers Fund! This gets us off to a fine start, but we need \$36,100 more to reach our goal of \$50,000. Please consider making a contribution beyond your membership fee. It is an investment in our organization's future!

You may use your Individual Grant Designation, personal monies or stock as your donation to the fund. It would be a great day for IWCF if we could together reach our goal by March 15!

More information is available by clicking our [endowment brochure](#) and the [pledge form](#).

Please join your board, fellow members and the Endowment Committee in making a contribution that will cement our future, let us think big, and sustain IWCF as a stable philanthropic entity.



IWCF Endowment Donors

Mary Abercrombie	Tena Lokken
Terry Anderson	Bernadine Marconi
Christine Avey	Susan May
Cathy Barney	Theresa McLeod
Marilyn Beck	Celeste Miller
Janet Benoit	Rhonda Millick
Pam Bernard	Lois Morris
Susan Berry	Robin Navert
Sherry Bithell	Lauren Necochea
Amie Bruggeman	Susie Parrish
Shirley Chetwood	Linda Perez
Lisa Cooper	Kathy Pidjeon
Marlys Davenport	Rhonda Pollock
Marilyn Dorman	Brooke Ramstad
Kathi Drew	Vera Rasmussen
Betsy Dunklin	Andrea Roope
Frances Ellsworth	Melinda Sander
Sydney Fidler	Ann Sandven
Linda Gossett	Deanna Schmidt
Jackie Groves	Kathy Scott
Sondra Hackborn	Jan Scripps
Kerry Hagerty	Linda Shoebridge
Molly Harder	Cathy Silak
Alice Hennessey	Laura Simic
Mary Jane Hill	Carroll Sims
Deb Holleran	Kristin Sinclair
Jillian Huang	Stacy Slattery
Heather Jauregui	Jo-Anne Smith
Debbie Johnson	Susan Smith
Tami Joplin	Christin Steele
Dana Kehr	Lisa Stevenson
Tricia Kennedy	Jena Vasconcellos
Vicki Kreimeyer	Christine Ward
Carole Lamet*	Paula Warren
Lois Lenzi	Donna Wetherley
Treacy Liebich	Janelle Wise
Suzanne Lierz	Susan Wishney
Jordan Lierz	*In Memorium.

Welcome New Members

Since last newsletter

Marti Agler	Melissa Nielsen
Karen Bilowith	Lauren Noonan
Joan Boren	Meg Omel Tyree
Nina Bradley	Kelli Parker
Denise Brennan	Ann Peterson
Rochelle DeLong	Julie Riley
Paula Edmonds	Linda Riley
Vanessa Ewing	Peggy Runcorn
Kathryn Gorja	Elke Scholl
Renay Kazmaier	Esther Simplot
Maria McAlpin	Elizabeth Scoggin
Lucy McDonald	Jan Treadway

Women & Welfare Education Program

by Carolyn Casey, IWCF Member

A new attitude, a new name and a new user-friendly interface grace the Idaho Department of Health & Welfare (DHW). On November 16, 2016, IWCF members and guests had many myths about “welfare” shattered as we were given examples and data to understand the newly named “Self-Reliance Programs” that fall under the “Live Better Idaho” umbrella. These programs are intended to be accessed for a short period of time when people need urgent help, and they are delivered in a way that empowers individuals to take responsibility for improving their lives. (LiveBetterIdaho.org)

First, the data. In 2015, one in three Idahoans received some sort of assistance to get back on their feet. DHW officials Lori Wolff, Russ Barron and Greg Kunz explained that many assistance programs in Idaho require recipients to be working or in active job training programs in order to receive benefits. SNAP (Supplemental Nutrition Assistance Program), historically named and commonly referred to as “food stamps,” is one such program.

Highly visible to public scrutiny, the data from 2010-2015 covering 575,000 Idaho SNAP recipients puts a face on the program:

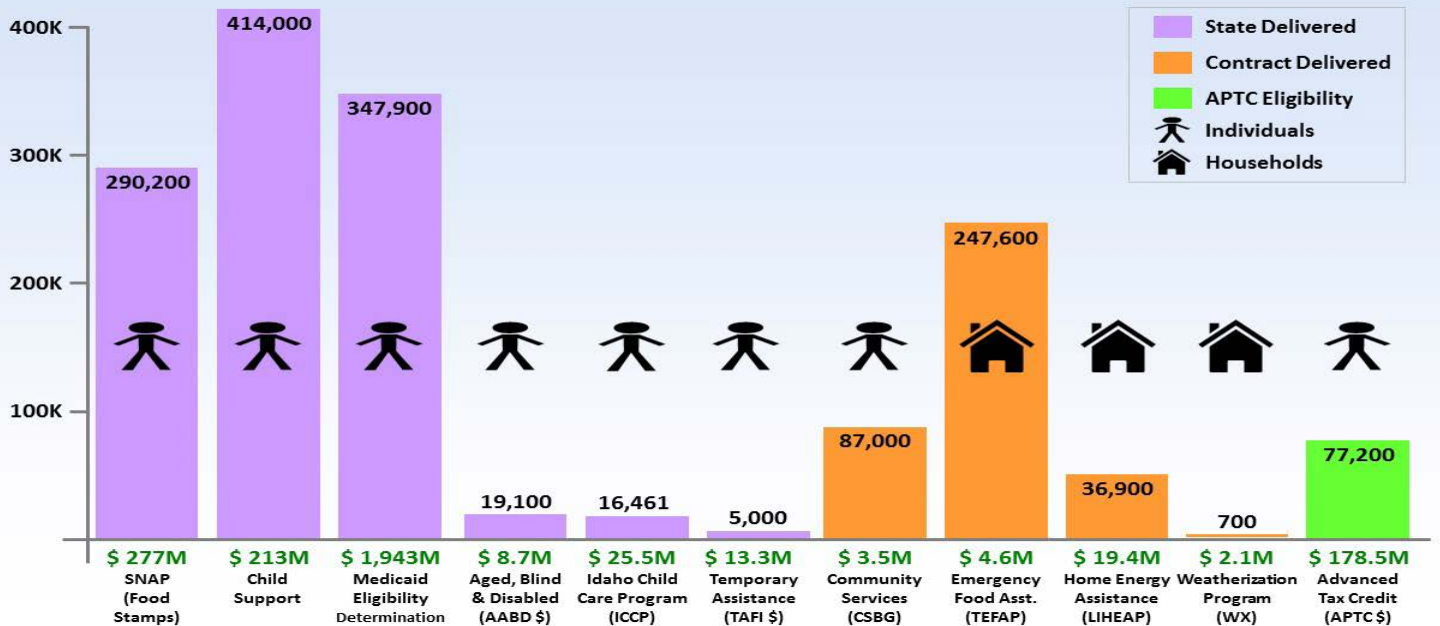
- Average time on SNAP is 13 months

- SNAP recipients are predominantly children and women:
 - a. 37% of recipients live in two-parent homes, 92% of which have earned income
 - b. 32% are single moms with sporadic earned income (64%) and sporadic child support (55%)
 - c. 21% are single females (57% of these women are seniors)
 - d. 6% are senior couples
 - e. 4% all other
 - f. Adult and elderly women make up two-thirds of SNAP recipients (62% and 64%, respectively). These percentages hold true for Medicaid programs, as well.
- 75% of SNAP recipients have used the program once or twice, in crisis situations; 4% receive assistance continuously.

To enable Idahoans to access the benefits provided by SNAP, Medicaid and Child Support Services, as well as many other resources and programs, DHW developed “Live Better Idaho.” This site provides information on nutrition education, employment and training services, pre-K education for children and more.

Unique in the nation, this web portal is meant to be populated by private and non-profit organizations across the state of Idaho, as well as government agencies. With just a few clicks, users can easily determine what resources are available in their area and how to get the help they need. This website is a one-stop empowerment powerhouse for Idaho families. Check it out—you may see something your family can use!

Idahoans Served in 2015-- 1 in 3 Idahoans



IWCF Philanthropy Education Program

by Laura Simic, IWCF Board Member



IWCF's January 10 education program on philanthropy featured Karen Bilowith, president and CEO of the Idaho Community Foundation. The focus of the presentation was on gender and generational differences in giving.

Philanthropy is a powerful driver of change and influencer of public policy.

Understanding generational and gender differences that motivate philanthropy can help us bring multiple voices to the table and drive the change we want to see.

In the United States, philanthropy is very democratic. One-half of the general population and 91% of high-net-worth individuals gave in 2015. Approximately 80% of all gifts to non-profits came from individuals. It is interesting to note that more people give to charities than vote.

Religion, education and human services are the largest recipients of philanthropy. Donors cite organizational mission (54%), impact (44%), personal fulfillment (39%), habit (36%), altruism (27%) and tax advantages (18%) as motivations for making charitable contributions.

Generational influences matter when considering philanthropy. Generations have different historical experiences, communicate differently and have different values that affect giving choices and motivations. Engaging multiple generations—such as within a family—in giving decision-making teaches subsequent generations about philanthropy's importance and passes on values.

This is particularly significant today because wealth of more than \$75 trillion will be transferred between generations by 2060. Because of the diversity of generational motivations, influencers and collective experiences, multiple solicitation and communication methods are valuable and necessary to enable philanthropy. One size does not fit all.

Gender also matters in philanthropy. Women are more likely givers across all income groups; they give more, and they give

to more causes than men. As one might expect, women also are more likely to give to organizations that support women and girls.

As a result of women's ability to give, generosity and breadth of interests, many women's collective-giving funds have sprouted since the 1980s and these funds are growing in influence and impact.

Today, women's funds exist in 27 countries. While their methods of operating vary widely, most women's funds focus on community change and cultivating expertise about money and philanthropy among women.

Gender differences and simple demographics mean that women are powerful and effective agents in driving change and shaping our world of tomorrow, and this power and influence will only grow.



photos courtesy of Jillian Huang

Thank You!

Jeanne Barker	Maria Lee
John & Debra Billingsley	Susan May
Karen Bilowith	LeAnn Mohr
Boise State University	Linda Perez
Jill Carissimi	Jan Riener
Carolyn Collins	Amy Rustad
Lisa Derig	Jan Scripps
Kathy Durbin	Laura Simic
Jaime Hansen, Family	Esther Simplot
Advocate Program	Stacy Slattery
Executive Director	Gerry Soule
Headwaters Wealth	Jan Treadway
Management	Candace Urness
Alice Hennessey	Donna Wetherley
Tami Joplin	Maryann Wilson
Gail Kirkpatrick	Our new, renewed and
Suzanne Lierz	returning members!

Endowment: Socially Responsible Investing

by Roxanne Truax Cummings, Treasurer

Inspired by the philanthropic spirit of our Founding President, and to ensure the long-term sustainability of IWCF, the Susan Smith Endowment Fund was established in 2009 with \$320,000 in gifts from our members and a challenge grant. The endowment funds are invested to generate income for IWCF operations. Today, our endowment value exceeds \$500,000.

Recently, IWCF's Board took a long, close look at all things endowment-related. One result of our current effort to encourage donations to the endowment. Another result is the decision to implement a socially responsible investment strategy for the fund.

Commonly referred to as "SRI," socially responsible (or sustainable and responsible) investing considers various social, environmental and corporate governance criteria in selecting investments for inclusion in a portfolio. IWCF's mission is "to positively impact the community," and we want the policies governing our invested funds to reflect that mission.

Those of you who are interested in investments know that the SRI concept has been around for decades. For a long time, it remained a small part of the market, largely because investors had the perception that including non-financial criteria such as social, environmental and corporate governance considerations could reduce investment returns. During the past few years, however, more investors, especially millennials and women, have become interested in aligning their investments with their values. Now approximately 15%-18% of U.S. assets are invested using some type of SRI strategy.

Our discussions with several investment professionals revealed a wide range of opinions about SRI. There is a great deal of data available, including studies by organizations like Morgan Stanley and TIAA, showing that SRI strategies can and do produce market-rate returns. It is true that some SRI investors accept below-market returns in order to generate specific environmental or social impacts. However, many SRI investors are able to generate both competitive financial returns and positive societal impact.

IWCF intends to be one of those investors. We are in the process of forming an investment committee and selecting an investment advisor to help us as we refine and implement our strategy during the coming months. Here are some articles the Finance Committee and Board members found educational

Marilyn Shuler 1939-2017

by Marilyn Howard and Lindy High

Longtime IWCF member Marilyn Shuler died Friday, February 3. Hers was a life well and fully lived.



Marilyn was a champion for others, especially those who, through no fault of their own, were denied access to rights available to others.

Marilyn understood what it was like to be treated differently. Her childhood bout with polio, symptoms of which returned in later years, caused social isolation and the need to strive for ways to participate fully in community and social events. As head of the Idaho Human Rights Commission for over 20 years, Marilyn became the voice for the powerless.

Often her calls for change came before the larger society comprehended the need. Her courteous but immediate response when she saw disrespect or injustice won her respect among policymakers and admiration and love from all who believe in social justice.

Marilyn's great power was the personal connection she forged with each person; she was, above all, a caring and considerate friend. She would like, as her legacy, for each of us to do our part in all our interactions with others to stand up for what is right, what is inclusive, and what is respectful for all human beings.

Marilyn Shuler's memorial service was held on Sunday, February 19, in the Jordan Ballroom at the BSU Student Union Building.

(click on articles below for live links):

- [*Morningstar Dispels Myth of SRI Underperformance*](#)
- [*Morgan Stanley: Study Shines Light on Sustainable Investing*](#)

Save the Dates!

You can now RSVP by clicking on the titles below (only available for active forms).

GRANTS

Grants Ballot Decision Meeting

Tuesday, March 14

11:30 a.m. - 1:00 p.m., Crane Creek Country Club (IWCF members only)

Grants Ballot to Membership

Monday, April 3

Grants Ballot Q & A Social -1st option

Monday, April 10

5:30 to 7:30 p.m., Bishop Kelly High School

Grants Ballot Q & A Social - 2nd option

Wednesday, April 12

11:30 a.m. - 1:00 p.m., Idaho Black History Museum

Voting Deadline for Pooled-Fund Grants

Thursday, April 20, 12:00 NOON

EDUCATION

Impact of City Parks/Green Space on our Community Environment

Tuesday, March 21

11:30 a.m. - 1:00 p.m., Boise Train Depot

MEMBERSHIP

International Women's Day/Service Day

Wednesday, March 8 (2 options)

Idaho Diaper Bank: 10:00 a.m. - 1:00 p.m.

- or -

Nampa Salvation Army Family Shelter:

11:00 a.m. - 1:00 p.m.

Membership Renewal Deadline

Wednesday, March 15

Deadline for Individual Grant Designations

Friday, June 30

Annual Meeting and Grants Awards

Tuesday, May 9

5:30 - 8:00 p.m.

Hillcrest Country Club

Appetizers and cocktails (no host).

Please Note:



Did you know we are part of AmazonSmile? The AmazonSmile Foundation donates 0.5% of eligible purchases to IWCF. Simply bookmark <https://smile.amazon.com> and choose Idaho Womens Charitable Foundation. Each time you make a purchase, you must begin from this website.

Comments or Questions:

Office@IdahoWomensCharitableFoundation.org
or (208) 343-4923



Join our Facebook page:

www.facebook.com/IdahoWomensCharitableFoundation