

# Funds Distribution Report

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**Recipient Organization:**  
**Washington Women in Need**

**Address:**  
232 5th Ave S, Suite 201  
Kirkland, WA 98033

**Contact:**  
(425) 451-8838  
<https://www.wwin.org>

**Organization's General Goals:**  
Guided by the belief that every woman is worthy, Washington Women in Need (WWIN) empowers women in Washington state to achieve economic stability through higher education and living wage careers.

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<b>Date of Award:</b>	<b>Level:</b>
2019 Q3	\$2,501 to \$5,000

**Specific Use for This Award:**  
For more information, please read the attached report from Washington Women in Need.

8802 27th Ave NE  
Tulalip, WA 98271

**TulalipCares.org**

## WWIN FY20 Report to Tulalip Tribes Charitable Contributions

Organization: Washington Women in Need (WWIN)

Code: Q3 2019 14.2

URL: [www.wwin.org](http://www.wwin.org)

Impact: WWIN has awarded over 6,700 grants total throughout our history, including **295 grants in the fiscal year 2020** that totaled \$907,644. These grants supported **188 women** through the following programs:

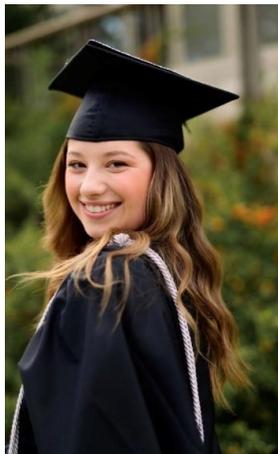
- ❖ *Pathways to Success:* 17 grants awarded in FY20
- ❖ *Star Scholarship with Resiliency Fund:* 168 Star Scholars during FY20
- ❖ *Career Launch:* 7 grants awarded in FY20

We are incredibly grateful to Tulalip Tribes Charitable Contributions for your support in the amount of [REDACTED] for FY20. Your gift has gone directly towards empowering the incredible women of WWIN!

Our graduating Star Scholar Hannah shared these words of gratitude:

*"The WWIN Star Scholarship allowed me to finish college and earn a four-year degree! WWIN's financial support let me focus on my studies without the stress of wondering whether or not I could make ends meet each month. I cannot express my level of gratitude towards WWIN. Their emotional support was inspiring and highly motivating for me to continue pushing forward when I felt lost and hopeless, especially when COVID-19 caused such a drastic shift in the world. Thank you, a billion times thank you. This organization is so incredible and I am so grateful to be a WWIN Woman for life!"*

– 2020 Graduate & WWIN Star Scholar, Hannah





## EXECUTIVE DIRECTOR UPDATE FY20 JULY 2020

WWIN introduced a new strategic plan in fiscal year 2019 complete with a new mission, vision and program plan. We were off to a great start to the fiscal year – raising more money in the first half of the year than in prior years, launching our new programs, having a record-breaking fundraising and grant funding year, and getting ready to celebrate with all of you at our annual *Inspiring Women Luncheon & Social* – and then... the Covid-19 pandemic hit our State.

To say that FY20 was a challenge is an understatement. But just as all WWIN women do, we persevered too!

Perhaps after nine years at WWIN, the WWIN Star Scholars have reminded me of a thing or two... I, too, am a woman who has endured many of life's challenges and each and every one of them has given me the strength and courage to persevere. So while I had to cancel our largest fundraising event of the year, I had to say goodbye to my father after a long battle with Parkinson's and almost lost my mother at the same time to sudden heart failure, I was sick myself with Covid-19 for 6 weeks, and during all of that, I still had to be a mom facing all of the challenges that the shut-down brought to our children in school and, as the Executive Director of WWIN, I had to figure out how to turn WWIN 180 degrees on a dime. It wasn't just a shift. Every piece of WWIN has had to endure major change. The past few months have been a bit of a blur and I don't know how I managed it all. But I know that I am grateful for every single person who participated in supporting me, and WWIN, and the women we have the privilege of encouraging each and every day. The small but mighty staff at WWIN is an incredible group of women who came together to support each other in ways I have never experienced before, and that makes me extremely proud of the culture and competence of the women who work at WWIN.

But the reason we are here, the reason WWIN exists and the reason the staff at WWIN works so hard is for one purpose only – the drive and determination of the WWIN Star Scholars to improve their lives, the lives of their families, and to lift themselves to economic stability – and that inspires us every single day. WWIN's success is nothing without the success of the women we serve. So it is a pleasure to share with you their success.

### ANNUAL PLAN UPDATE

Each year, the Board and staff of WWIN create an annual plan that outlines our goals for the year, how we plan to accomplish our goals, and what success looks like. The following are some highlights of our annual plan and accomplishments (and even where we fell short) for fiscal year 2020.

#### **GOAL: INSPIRE A STRONG SENSE OF SELF-WORTH**

##### **Pathways to Success Coaching Program:**

In July 2019, we launched the Pathways to Success coaching grant program. This is designed for women who are at the first step in their journey towards economic stability and need guidance to create their roadmap to success. Women who are selected for this program work one-on-one with a certified coach for six months to inspire a sense of self-worth with the grantee and to help her determine her goals and concrete steps for achieving those goals.

WWIN awarded 17 of these grants in FY20, totaling \$30,600. Four women have completed the six-month program to date. While we have yet to do a complete evaluation of the first year of the program, these are the outcomes data from the four women who completed the program:

- 90% I have a clear vision for my economically stable future.
- 90% I have chosen a career path that will lead me to economic stability.
- 85% I have created a set of action steps to help me achieve my goals.

*“I want to thank you and my coach for working with me. When I started this journey, I was still homeless and had more questions than answers about economic recovery. In September, I was finally situated into permanent housing, and in October I began working with my coach. She was perfect for me, our interests and backgrounds blended – which was the most important factor for me opening up with her. She gave her input in a firm, gentle, and constructive manner. She gave me positive feedback and was very upbeat about my successes. I was able to align my values, and I began working on a longer vision for myself and my family. I was hired on at the VA. All in all, I came into this broken, and I believe the process has helped me understand who I am and to see all of the great things I’ve got going for me. I’m going to work on acknowledging my own worth more and dreaming higher and bigger, and fixing other queens’ crowns along the way. Thank you, all of you, for all you do. Thank you for seeing me and believing in me.”*  
**- Janice, Grant Recipient**

**GOAL: EDUCATION ATTAINMENT**

**Star Scholar Program:**

WWIN transitioned all one-year Education Grantees to Star Scholars, eligible to be considered for continued WWIN funding of up to \$5,000 each academic year and up to \$20,000 maximum throughout their college careers until graduation.

WWIN supported 168 Star Scholars in the 2019-2020 academic year:

- 106 will continue as WWIN Star Scholars next year and are on track to graduate.
- 11 graduated in 2019.
- 44 have or will graduate in the summer of 2020.

We had 41 Star Scholars graduate in Spring of 2020, 40 with Bachelor’s degrees and 1 with an Associate’s degree. Their average GPA is 3.72. Our graduates attended 21 approved and accredited colleges and universities in Washington state.

We received the following responses from their Scholarship completion surveys:

- 100% responded YES – WWIN helped her to feel supported, encouraged, and/or empowered
- 100% responded YES – She will remember WWIN in 10 years

In our application cycle for the 2020-2021 academic year, we had 185 applicants eligible for review and, thanks to our grant reviewers, we are in the process of selecting approximately 90 new Scholars. ***In total, WWIN will support about 200 Star Scholars next academic year with over \$1 million awarded for educational purposes.***

*“Without WWIN I wouldn't have been able to make it to the place I have. You eased an incredible financial burden from my shoulders, allowing me to more fully focus on my studies and excel even through hardship. Your gifts and encouragement surprised and blessed me at every step and has made*

*me want to give back to others when I'm able. Thank you so much, truly." Jenna, WWIN Scholar and graduate*

**Star Scholars Resiliency Fund:**

In July 2019, WWIN launched the Resiliency Fund for our Star Scholars. This program was designed to provide our Scholars with more comprehensive support by assisting with emergency expenses outside of school that could impact their ability to continue with their education.

This program became extremely critical during the global pandemic, as Scholars suddenly faced new and unexpected challenges: their education quickly transitioned to virtual learning only and they were evicted from their campuses and in need of moving expenses and other housing, their children stayed home from school while childcare centers closed, and they lost work on campus or in the service industry. Many were navigating the process of applying for unemployment while simultaneously studying for remote finals and homeschooling their children. WWIN was able to step in during this incredibly challenging and stressful time to provide some relief – helping Scholars buy groceries for their families or pay rent and utility costs when they had no other means. We were fortunate to receive an additional \$70,000 of support from several of our major donors to make it possible for us to respond quickly to this crisis and prevent our Scholars from dropping out of school. For this, we owe special thanks to: Julia Love Pritt Foundation, Jon and Mary Shirley Foundation, J.Jill Foundation, Melody S. Robidoux Foundation, Young Family Foundation, Courtni and Charlie Billow.

In total, WWIN awarded 99 Resiliency Fund grants in FY20, totaling \$75,854:

- Housing (22)
- Technology (22)
- School supplies and testing (22)
- Transportation (18)
- Food and living expenses (16)
- Healthcare expenses (4)
- Internship expenses (3)
- Childcare support (2)

*(A single grant may include more than one category of funding.)*

*"There's been a lot going on this past week for me especially with the Covid-19 pandemic, but I wanted to let you know that my landlord received my check for rent from WWIN. Of all the worries and stresses during this uncertain time, I feel so relieved that I'm able to not uproot my family or become more overwhelmed with debt and instability. Instead, what I am overwhelmed with is gratitude for the care, support, compassion, and empathy of WWIN and their donors. Because of that just small extra lending hand of help, I continue to stay strong and filled with hope. Thank you for your kindness and generosity."- Maria, Grant Recipient*

**GOAL: ESTABLISHMENT OF A LIVING WAGE CAREER PATH**

**Career Launch Coaching Program:**

In July 2019, we launched the Career Launch coaching grant program. The program is designed for women who are graduating soon or have recently graduated with their college degree and could use support and guidance during the transition from higher education to living wage career. Women who are selected for this program work one-on-one with a certified coach for six months to learn about strategic job searching, practice interview skills, discuss salary negotiation, determine if an employer will be the right fit, and navigate the new workplace.

WWIN awarded 7 of these grants in FY20, totaling \$12,600. Three women have completed the six-month program to date. These are the outcomes from their grant completion surveys:

- 1 out of 3 has already secured a new job
  - o It is within her chosen career field
  - o Current annual salary range: \$60,001 - \$70,000
  - o How economically stable she feels currently = 8/10
- 2 out of 3 have not yet secured a job
  - o 90% I feel prepared to enter my chosen career field
  - o 100% I have a completed resume
  - o 85% I feel confident in my interviewing skills
  - o 100% I feel confident in my ability to search and apply for jobs in my field.
  - o How economically stable they feel currently = 5/10
- 67% How confident are you in your ability to reach economic stability?
- 100% I take a positive attitude toward myself.

*“The Career Launch grant has been amazing! When I was coming to the last classes in my degree, it hit me that I was about to be facing a job search in a new field. I’m a middle aged, single mom, and I felt really intimidated by how to move forward. The fear was almost paralyzing.... I was nervous about career coaching, but I applied and have been so thankful for the help this has provided. It really has made a difference.”-Jennifer, Grantee*

#### **GOAL: REMOVAL OF SYSTEMIC BARRIERS FOR WOMEN**

##### **Activate You Women’s Empowerment Conference:**

We were prepared to launch our first annual Women’s Empowerment Conference, branded Activate You! The Conference was planned for March 24<sup>th</sup> at Meydenbauer Center in conjunction with our annual Luncheon. Due to the Covid-19 shut-down orders, we had to cancel our event and refund the tickets.

The goals of the Conference were to convene Washington’s women together to connect to each other and to resources, to learn, to gain empowerment, and to advocate for self and others. Topics were covering a range from career skill-building, including advocating for yourself in the workplace, civic engagement, and leadership development. The Conference provides many opportunities for WWIN to establish partnerships with other organizations in the community and to raise awareness about WWIN to a new audience.

During the pandemic, we will be launching our Conference as a monthly Conference series online beginning in October.

##### **Black Lives Matter:**

While this was not an initiative in our Strategic Plan, the brutal deaths of George Floyd, Breonna Taylor, Ahmaud Arbery, Rayshard Brooks and many others break my heart and has understandably sparked outrage and sadness throughout our country. I grieve, along with all of you, for their families and loved ones. I have been reflecting on how to harness this grief in a constructive manner to be sure I am doing

everything I can to stand up to these injustices and the systemic racism that exists in our country. We have a shared responsibility to do so.

Black Lives Matter. And we are committed to ensuring that Black women have equal access to our Scholarships and programs (currently nearly half of our Scholarship recipients are women of color). We have reached out to our Black Scholars to make sure they have access to resources we can provide for them during this emotionally trying time.

Additionally, I am committed to making sure our Board diversity matches our Scholar diversity. I am committed to engaging our Black Scholars in an effort to increase awareness in the Black community about WWIN's programs and resources. I am committed to equity training for our Board and staff. I am committed to continuing to share the stories of women of color and to allow their voices to be heard. I am committed to making sure that our Scholars believe that they matter, that they are worthy, and that their experiences and achievements will not go unnoticed. And I am committed to continuing to speak up on behalf of women of color any time I have the opportunity to do so.

These are trying times for our country, our staff and our organization. But WWIN will continue to stand up for what's right and push forward in fostering change.

#### **GOAL: GROW REVENUE TO SUPPORT THE PROGRAM GROWTH**

##### **Launch a Donor Engagement Events Initiative:**

We were fortunate this year to have a few companies support us with events! For the second consecutive year, Women of Microsoft Advertising and Microsoft Allies in Action came together in support of WWIN's Star Scholars during their annual October GIVE event. The group wrote hundreds of hand written notes of encouragement to WWIN Star Scholars and raised more than \$8,000! It was great seeing the support of a former grantee and now donor to WWIN, Rhonda Gardiner, host an office challenge to all of her co-workers at Bain & Company. She and her co-workers picked WWIN as the non-profit of choice for when it came down to eating as many hamburgers as possible during a company-wide challenge – during this time employees of Bain were in awe and support as Rhonda talked about her story and what WWIN means to her, they shoveled and stuffed down enough hamburgers to raise over \$7,200! In January 2020, WWIN was honored to be selected as the Nonprofit of the Month by Flatstick Pub in Kirkland for their "Sunday Fundraise" event raising \$2,686 total for the women of WWIN.

##### **Sip for Stars! Wine Event:**

We are thrilled the Sip for Stars! wine event last September was a huge success! Our goal for Raise the Glass this year was \$170,000. We surpassed this ambitious goal, with all of the wine games and matching gifts combined, we totaled over \$245,000 - our highest ever!

##### **Inspiring Women Luncheon:**

We were faced with the hard decision to cancel our largest in-person fundraising event, the Inspiring Women Luncheon & Social, this year for the health and well-being of our WWIN family and our community due to Covid-19. As a team, we worked diligently to promote online fundraising for our table captains, registered guests and donors raising \$333,545.

##### **Sponsorships:**

We had a very successful year in sponsorships with an increase in sponsor revenue by \$30,000 over last year.

**Major Gifts:**

This year we had 92 Major Donors for WWIN collectively contributing \$1,104,841 in non-pledge annual revenue. The Star Scholar Sponsorship program gained 9 new Star Scholar Sponsors, providing sponsorship to 9 women for either two, three or four years. They join the existing 8 Star Scholar Sponsors.

**Grants:**

Foundation funding remains strong in support of WWIN programs with a total of \$83,000 received to our goal of \$55,000. Most significantly, we secured \$49,000 in new revenue from five new funders. This, paired with the renewed support of \$34,000 this year gives us great confidence we are delivering the right programs at the right time.

**GOAL: BUILD CAPACITY FOR GROWTH**

**Implement technology solutions to support our program and fundraising goals:**

We hired a consultant to help us evaluate current technology options with the goal of streamlining processes and adding capabilities. The result of the assessment was to implement Blackbaud for our financial, donor relations and program tracking systems. In the month of March, Covid-19 became a large obstacle for in-person fundraising events. We have made needed investments in Zoom, Live event platforms, videos, webinar technology, website and digital marketing.

**Grow the fundraising expertise of the Board and staff:**

This past year, WWIN added one new staff member and one independent contractor to the team to support community engagement. With the addition of the two team members, WWIN will be able to engage with donors on a regular basis and expand the level of personalized communication to major donors. WWIN also engaged in a Board effectiveness assessment and an evaluation of our Board recruitment and onboarding processes.

**FINANCIAL SUMMARY**

Considering the cancellation of our largest fundraiser, we ended the year ahead of budget. Besides the Luncheon and Conference, we beat our revenue goals across the board. We intentionally gave out more grants to women this year than we budgeted for to help women through the current crisis. And we kept our operational expenses well below budget. All in all a pretty outstanding year for WWIN. Audited financial data will be available with our annual report.

Thank you all for helping us get through a remarkable and unpredictable year at WWIN. FY20 will be a year to remember, a year that broke some of WWIN's long standing traditions and therefore was a year that was very stressful for many of our stakeholders.

In this time of uncertainty, there is one thing I know for sure... we are a purpose-driven organization staying true to our values, our mission, and our commitment to the women of Washington.

With gratitude for all you do for the women of WWIN,

Michelle Nitz, WWIN Executive Director