



**WOMEN'S FUND**  
of the **GREATER CINCINNATI FDN.**

# *Strengthening Relationships and Building a Movement*

**2021 IMPACT REPORT**



# MISSION *and* VISION

**The Women's Fund of the Greater Cincinnati Foundation leads our community in ensuring the economic self-sufficiency of women in our region and ignites a shared desire to improve it.**

In 1995, our organization set out to improve the status of women in our region. What started as an idea has grown into a robust movement of people who are committed to speeding the pace of change for women's self-sufficiency.

## WE ARE A LEADER—

bringing people and information together to find the mutual advantage.

## WE ARE A PARTNER—

channeling support and resources into making systems more equitable.

## WE ARE A CATALYST—

changing hearts and minds across our community.

The Women's Fund is leading the movement for women to thrive in our region and blazing a trail for the nation to follow.

[cincinnatiwomensfund.org](http://cincinnatiwomensfund.org) |    @cincywomensfund

Dear Women's Fund Supporters,

Systems change is accomplished through strengthening relationships and building a movement of diverse stakeholders that believe a better and more equitable future is possible.

With the activation spurred by inequities highlighted during the pandemic and racial equity movement, your Women's Fund continued to mobilize, learn and inspire. Our groundbreaking research published in 2021 demonstrated the economic inequity felt by Black women in our Cincinnati region. We know Cincinnati is a vibrant place to live, but that vibrancy is not felt equally by all our citizens. Illuminating challenges and solutions through our research is the first step to inspiring decision-makers to embrace a new path forward.

The success of our movement requires the participation of many stakeholders, and your Women's Fund spent 2021 catalyzing them. Our team was inspired by the advocates who passionately center the voices of community in their conversation. We grew new relationships with elected officials with the power to pursue legislation needed for change. National partners invited us to the table to build a shared blueprint for a just country. Our non-profit partners provided hope and stability in their clients' lives and shared their trends with our team. Businesses stepped up to the plate in courageous ways to embrace equity in their policies and practices. Women's Fund supporters continued to fuel our movement because they see inequity in our region and use their time, talents and treasure to fix it. Each stakeholder has an important role to play.

There is no doubt, these last two years have been challenging for our community and our nation. The good news? We get the opportunity to create a new future, together. One that celebrates equity as a superior growth model. A just community where every woman can participate, prosper and reach her full potential. We are proud you are part of this vibrant movement.

Onward!

***Meghan Cummings***

*Executive Director*

***Peggy Murriner***

*Leadership Council Chair*

# THROUGH *our* RACIAL EQUITY JOURNEY

## Black Women's Economic Mobility Project

In 2021 we completed a multi-phased series on Black women's economic mobility. The series consisted of three research papers: a historical analysis of labor trends and systemic barriers to employment (released in 2020), a deep dive into regional economic data, and a qualitative study with 32 interviews with Black women to understand their economic mobility journey. This research will be utilized in our continued advocacy efforts and to inform our regional partners' work in economic mobility.

In April 2021, we released the second phase of the project, *Realizing the Potential of an Equitable Economy: Centering Black Women's Upward Mobility in the Cincinnati Region*, with the help of our partners at the University of Cincinnati Economics Center. The report details the Cincinnati MSA workforce by race and gender for occupations, wages, education, and unemployment.

## Key Findings

- Black women have a high desire to participate in the workforce with a prime-age labor force participation rate of 78.3%. However, with the highest unemployment rate of the gender-racial cohorts, Black women have a disproportionately harder time gaining employment.
- Black women are predominantly in jobs that do not pay a living wage. Nearly half of employed Black women make less than \$15 an hour compared to 27% for white women and 24% for all women.
- Black women are not seeing the economic returns for increased educational attainment, as 32% of employed Black women with a bachelor's degree are making less than \$15 an hour compared to 13% of white women, 10% of Black men and 11% of white men at the same education level.

**Mission Moment:** With the information provided by the second phase of this research, a large local non-profit committed to raising the wages of their workers to above \$15 an hour. This organization has a majority Black staff, so this commitment will directly impact many Black workers in our community.



In November 2021, we released the final phase of the series, *The Influence of Gendered Racism and Understanding Economic Fragility for Black Women in the Cincinnati Region*. Conducted by Praxis Matters and Dr. Carolette Norwood, the project was designed to explore economic mobility patterns of Black women in Cincinnati over their life and intergenerationally through in-depth, personal interviews. Thirty-two women in our region shared their comprehensive journeys with economic mobility.

### Racial Equity Journey

With the Greater Cincinnati Foundation, our staff continues deepening our understanding of racial equity and systemic interventions to racism. By participating in affinity groups and full staff learning sessions, the Women's Fund team spent over 250 hours in continued racial equity education. A majority of our staff also participated in additional training through Equity in the Center's workshop on intersectional allyship for racial justice.

### Key Findings

- Black women are vulnerable to gendered racism in the workplace and at home, and this impacts their economic mobility opportunities.
- All the women interviewed have too little external and familial support, and many of the participants reported being the person everyone else calls on for help.
- Interviewees reported a generational wealth deficit due to the lost family home.
- Reproductive injustice is a pronounced component of life for Black women. Maternal and infant mortality is not a problem of being poor but rather a problem of being Black in America.

The Cincinnati region is a vibrant place to work and live with endless opportunities for economic achievement, and not all our neighbors have equitable access to these opportunities. Through this project, we better understand the economic mobility experience for Black women in our region and emphasized racist and sexist systems that have led to the group's economic outcomes. We know achieving Cincinnati's full potential means we must dismantle systems of oppression, so all neighbors can have equitable access to upward economic mobility.



# With ELECTED OFFICIALS

## Deepen Relationships with Elected Officials

### Senator Sherrod Brown's Child Tax Credit Press Conference

In June we were proud to host Senator Sherrod Brown for a press conference and round table with community members to discuss the 2021 expanded federal child tax credit program. Participants shared how the tax credits improved their lives and provided feedback to Senator Brown on their implementation. *Pictured below: Senator Brown and round table participants.*

### City Council Candidates Forums

2021 was an important year in the City of Cincinnati with elections for a new Mayor and City Council. The Women's Fund held informational forums for all City Council candidates to share our research and advocacy resources. Forty-three percent of City Council candidates or their staff attended our forums. These forums were a great way to build and maintain our relationships with community leaders and elected officials.

### Holly and the Salary History Taskforce

With the passage of the Salary History Ordinance in the City of Cincinnati in 2019, the ordinance required the establishment of a taskforce to inform businesses and the community of this new law to ensure implementation. Advocacy Director Holly Hankinson was nominated to serve on this taskforce, which began its work in 2021. She'll work with a small group of community experts and elected officials to implement this law in Cincinnati. We know this ordinance will have an incremental impact on female salaries over the course of their career.



# With ADVOCATES

## Advocacy and Lobbying Series

The Women's Fund and its partners hosted its first Advocacy and Lobbying series—five sessions to teach non-profit leaders and community members about advocacy. The five sessions included information on the difference between advocacy and lobbying, how to safely advocate and lobby as a non-profit, and fundamental strategies to be a better advocate for the community. We are proud to partner with other advocacy leaders in our community on this initiative. Thank you to All-In Cincinnati, bi3, Cohear, Cradle Cincinnati, Gen-H, United Way of Greater Cincinnati, and Youth at the Center for working with us on this initiative.

## Women's Fund Advisory Council

Our Advisory Council, a group of 14 women who share their lived experiences to inform our strategy for research, advocacy and grantmaking, met three times in 2021. Their meeting agendas included informing our advocacy strategy for the child tax credits, sharing feedback on our areas of focus in advance of a board level strategy session, and deciding grantees for operational funding for 2021 and 2022.

## Appointed

Our *Appointed* program, an initiative to help connect women to civic board and commission appointments, continues to grow and expand representation in the Cincinnati region. Our efforts in 2021 focused on growing the initiative and engaging current members:

- We partnered with Kroger Co. to provide two sessions with Kroger associates to encourage civic participation.
- We hosted a panel for our *Appointed* members to hear from Black female representatives about their service and answer questions about opportunities and obstacles they faced.
- Our annual *Appointed* 101 training was held virtually for members to learn more about civic board and commission participation and network with members in their community.
- **Total Appointed members: 607**





## *With* NATIONAL PARTNERS

### Employer Toolkit

Our Employer Toolkit, a collection of 60+ workplace policies to support a front-line workforce, continues to expand its reach to new employers across the country.

- 1,082 companies reached to date
- Companies are located in 47 U.S. States
- Top policies in 2021: Workforce Coaches, Family Leave Policy & 90 Day Probationary Period

### Presenting in Boston

In November, JVS Boston invited the Women's Fund to speak on the Employer Toolkit to their Economic Opportunity Forum. The panel of experts shared how job quality can keep employers competitive in their field and enable workers to attain economic stability and contribute to a thriving economy. Our Executive Director Meghan Cummings joined Sarah Kalloch, Executive Director, Good Jobs Institute and Mandy Townsend, Vice President of Employer Engagement, JVS Boston on the panel and presented the Women's Fund Employer Toolkit to over 100 viewers.

### Economic Mobility Action Network

The Greater Cincinnati Foundation was named one of six community foundations to pilot CF Leads' Economic Mobility Action Network, a network to learn and promote economic mobility in regions. GCF asked Meghan to join the internal team focusing on this project. During her time on the team, she was able to build national relationships with researchers, experts and funders focusing on economic mobility.

**CFLeads** | Community Foundations  
Leading Change

# With COMMUNITY PARTNERS

## Convening our Community Partners

Strong relationships with our non-profit partners are critical to our mission, so we regularly convene about 45 agencies to learn about economic trends in our region and create a shared direction to improve outcomes for women. We convened this group twice in 2021. In April we presented our Black Women's Economic Mobility research to the group and had a comprehensive discussion about the direction for our advocacy priorities. In October our partners at the Atlanta Federal Reserve and Cohear shared their research findings on cliff effect and economic mobility.

- Over 90 percent of our partners found our research program helpful to their work.

## Investing in Organizations Supporting Women

Over the course of our organization's lifetime, the Women's Fund has invested more than a million dollars in Cincinnati non-profits through programmatic and systems-level grants. This year our team made the strategic decision to invest larger grants in capacity building over two years, so our community partners could invest in themselves. We are proud of these grants because we know the infrastructure investment will impact outcomes that far outlast the life of the grant.

## Congratulations to our 2021- 2022 Grant Recipients

*\*Grant dollars are awarded from our endowment. Funds received from donors are not commingled with these awards.*

### Internal DEI Systems & Culture



### Car Repairs for Single Mothers



### City Council Bootcamp



### Develop of online Early Childhood Educators Portal



### Training Women for Entry-Level Health Care Positions



### Survivor Equity Fund



### Family Action Network



**Mission Moment:** In 2019 the Women's Fund awarded a \$15,000 two-year grant to Women Helping Women to create a new database. Their CEO, Kristin Shrimplin, shared this about the result of their grant: *"We are so excited that we are now able to really utilize it fully (we have some big data nerds on the team who can't stop geeking out)!... But more importantly, this data is going to go to work as we pursue larger systems change and activate policy conversations with legislators and policymakers at every level. Using the specificity and analysis that the database provides, we are able to better understand where more resources need to be directed, where there are potential hiccups in service delivery, which community partners are most in need, which interventions have the largest impact, and ultimately where and how we can best provide support to every survivor. We are so grateful to The Women's Fund for investing in something as 'mundane' as a database."*



# With SUPPORTERS

## *SPARK Parties*

Historically, the Women’s Fund annual fundraiser was called A Conversation With... and featured a female history maker to take center stage as our keynote speaker. We really enjoyed that event, but the pandemic encouraged us to reimagine what could be possible with our annual fundraiser.

During the past year, conversations about equity and inclusion were pushed into national dialogue, and they become richer and more nuanced with the help of social media. We decided to decentralize our fundraiser and create more special spaces for people to be invited, seen, and included in our work.

In addition to raising money, the goal for our Women’s Fund SPARK parties was to provide spaces for everyone to plug into systems-level change for women in our region. With our “watch-party” style event, participants experienced:

- Being a part of the Women’s Fund tribe,
- Becoming equipped to join the movement for gender equity,
- Igniting energy with like-minded people, and
- Most importantly, a great time!

### **Thank You To Our Hosts!**

Tammy Bennett  
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Emily Thobe



## #GivingTuesday - Supporting Her, Where She Lives & Where She Works

For the first time ever, the Women's Fund teamed up with the Empowering Communities Fund at GCF to raise \$30,000 on this global day of giving. Leveraging the generous match from the Bill and Sue Friedlander Family, we raised \$40,483 in support of building stronger communities.

## Leadership Council Reunion

In our 26 years of working on behalf of women in the community, we have had a wealth of incredible individuals serve on our Leadership Council. Without their time, talents and treasure, our success as a Women's Fund would not be possible. In December we hosted a reunion for current and former Leadership Council members to celebrate our success and toast the future of the organization.

## Tomorrowland Townhalls

To engage our supporters in a virtual world, we continued to host Tomorrowland Townhalls in 2021. Through two events we engaged about 100 supporters on two topics:

- In February for Black History Month, our panel discussed the importance of uplifting Black women in research and advocacy efforts.
- In the June townhall, we focused on promoting equity in education with a diverse panel of education and career experts.



# With GENEROUS GIFTS

## Revenue Breakdown

Foundations	41%	\$233,500
Individuals	31%	\$176,098
Investments	21%	\$122,014
Events & Corporate Sponsorships	7%	\$39,778
<b>TOTAL RAISED IN 2021</b>	<b>100%</b>	<b>\$571,390</b>

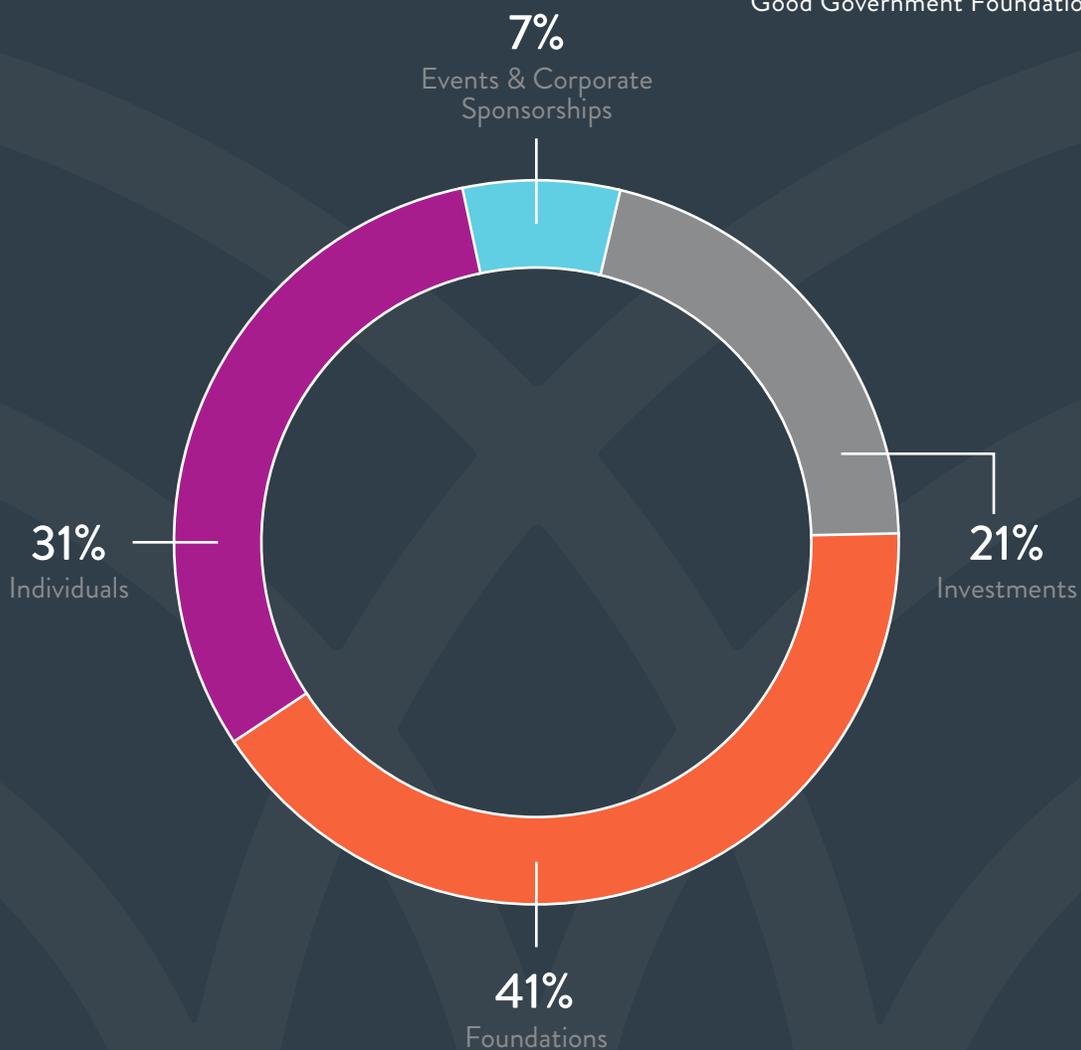
## Funders & Organizations

### Organizations

- 84.51
- Cincinnati Women's Club
- Cincinnati Women's Executive Forum
- InnoG
- Interact for Health
- KnowledgeWorks Foundation
- Lawrence Livermore National Laboratory
- Ohio National Foundation

### Grants

- H.C.S. Foundation
- Murray & Agnes Seasongood Good Government Foundation



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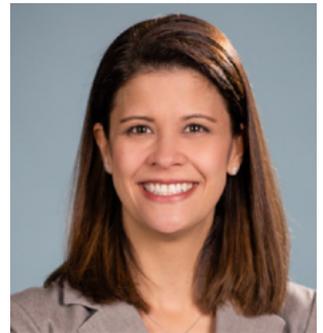
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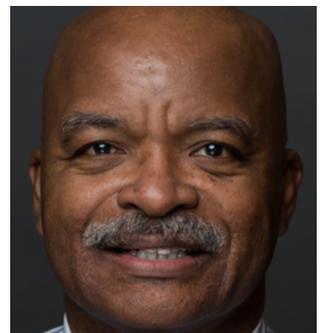
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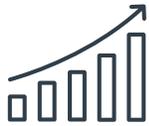
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