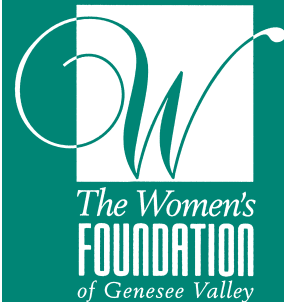


M a k i n g Change

Newsletter of the Women's Foundation of Genesee Valley

FALL 2008



The Women's
FOUNDATION
of Genesee Valley

Grants Awarded 2009

Motivation, education, and entrepreneurial support. These are just a few of the ways that this year's Women's Foundation of Genesee Valley grant recipients seek to better the lives of local women and girls. Together, the seven programs selected by the Foundation's Grantmaking Committee received a combined total of \$67,000. Announced October 15 at the Hyatt Regency in downtown Rochester, the grants recognize and support each organization's unique ability to inspire women and girls to overcome obstacles and grow toward professional and personal success.

YWCA of Genesee County, Power Up! Project Recipient of the J. Christine Wilson Grant for Social Change ~ \$7,500

A series of 10 workshops in which instructors/presenters, motivational speakers, professional women mentors and high school girls as "tech" mentors are available to each woman to help prepare her for job readiness and assist her in gaining the skills and confidence needed to succeed in the job market.

Society for the Protection and Care of Children, Teen-Age Parent Support Services "Project Success" ~ \$10,000



This program combines career exploration with employment readiness services including workshops, educational support, vocational training, job mentoring, subsidized work experiences, and job coaching.

Catholic Charities of Wayne County, College Bound ~ \$10,000

Designed to encourage economic self-sufficiency among teenagers from economically disadvantaged families in eastern and central Wayne County, this program assures that 90 percent of participants are accepted into college programs. The program provides case-management services that include identifying appropriate candidates for the program, bi-weekly school or home visits, assistance with college applications, budgeting, financial aid applications, and visits to local colleges.

Sojourner House, Henrietta Hammond Institute for Life Skills (HILS) Program ~ \$10,000

This program includes comprehensive life-skills training that encourages women to address the issues of being self-sufficient responsible parents, becoming employable, managing money, running a household, investing in their own health and creating better relationships with those around them.

2009 Annual Campaign

Our Annual Breakfast signals the kick-off of our 2009 Annual Campaign. We have many things that we would like to accomplish in the upcoming year. Please consider a generous donation to the Foundation...

MAKING Change
Invest IN
Women and Girls

IMPROVING LIVES BY FUNDING CHANGE

Our Vision

The Women's Foundation of Genesee Valley will be recognized as one of the leading organizations in the greater Rochester area focused on women's economic self-sufficiency, by:

- Advocating for women and girls through fundraising, education, research and high-impact grant making
- Partnering and collaborating with key institutions, agencies, foundations and corporations
- Striving for excellence in all that we do
- Delivering measurable results

We will promote greater social change for low income women and truly make a difference

Our Mission

To promote economic self-sufficiency for women and girls through grant making and education.

BOARD OF DIRECTORS WOMEN'S FOUNDATION OF GENESSEE VALLEY

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Operations Manager

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YWCA of Rochester and Monroe County Young Parents School-to-Work Program ~ \$10,000 (\$2,200 Girls)

The Young Parents Support Services Program provides intensive case-management services to academically successful pregnant or parenting teenage girls onsite at five Rochester City School District high schools. The Young Parents School-to-Work Program will expand these services by initiating a comprehensive employment program focusing on preparing these girls for the transition from school to work.

Urban League, Minority & Women Business Development Division ~ \$9,750

The Minority & Women Business Development Division provides business training, counseling, and technical assistance to promote women's economic self-sufficiency, leadership, positive decision making, and independence. The program targets 36 low-to-moderate income women seeking to start or expand a small business.



Center for Youth Services, Transitional Living Program for Pregnant or Parenting Girls ~ \$9,750

The Transitional Living Program provides housing, educational support, parenting classes, access to health care and counseling, and comprehensive case-management services to homeless or runaway young pregnant or parenting women ages 16 to 21 who live on the streets of Rochester and Monroe County.



Letter from Kathryn Thomas

Today's dismal headlines are enough to make us pull the covers over our heads. Thousands of people losing their homes due to foreclosures, banks failing, people struggling to put food on their tables and a government recovery bill. Who can think about being generous at a time like this? As Phyllis Caldwell of the Washington, DC Women's Fund has said, "In tough times, charity seems a luxury. The natural instinct is to hold on tight to what we have." We need to do just the opposite!

It's during these times that those single mothers who live paycheck to paycheck are most vulnerable. At the Women's Foundation we focus our giving to those who are not economically self-sufficient (ESS). We believe that by helping these women and girls reach ESS our community will have stronger families and thereby strengthen the entire community.

We are challenged by an anonymous donor, who with a gift of \$10,000 has not retrenched but says to all of us believe in the work of the Foundation. We must continue working with our grantee partners on job readiness, financial literacy, youth services, and women in transition. We can help with better jobs, getting out of debt and building savings. So instead of giving up on charity, come join us. As tough as these times seem, we can't hide under the covers.

The Foundation's board of directors has not hidden under the covers; not only do we have 100% giving to this campaign but we have been busy with all of our programs and events without an Executive Director. The board has been great! The final report on our "Women On The Move" grants will be released in November. Look for a fund-raiser at People's Pottery in December, two Voices next year, one in Rochester and one in Batavia; the Purse auction in October and our annual breakfast too. All this with our grantmaking continuing.

It is our hope that in January we will begin a search for an Executive Director who can lead us to the next level of growth. We will keep you posted.

Come join us in **Making Change** in the lives of women and girls.

Voices of Experience

Education coupled with determination leads to success and financial self-sufficiency. That was the message delivered by five local women who have overcome obstacles to soar in their respective careers. *Voices of Experience 2008* gave these talented women an opportunity to inspire middle- and high-school girls by sharing their stories of perseverance and success.

Presented by the Girls' Initiative of The Women's Foundation of Genesee Valley, the two-hour program was held Tuesday, May 6 at Memorial Art Gallery. Created in 1997, this year's event drew more 130 girls between the ages of 12 and 18.

"Girls at this age are easily influenced by people around them, and we wanted to provide some extraordinary, positive women to serve as a potential influence on these young ladies related to decisions that they are facing," said Christina Fenton, co-chairperson of *Voices of Experience*.



This year's panelists were Joanna Alberti, owner, philoSophie's; LaShunda Echols-Smith, executive director, Successful Pathways; Kara Masaschi, area supervisor, Seneca Park Zoo; Nannette Nocon, private wealth adviser, Nocon & Associates; and Frances Salgado-Givens, educator and small business owner.

The evening was a success as girl after girl went to microphones placed among the crowd and took advantage of the opportunity to ask panelists questions about their individual experiences. "We truly believe that this event changes girls' lives," said Kathryn Thomas, Chair of the Foundation's board of directors. "They often see in a panelist someone who as a younger woman dealt with obstacles that they are facing now. Obstacles that seem insurmountable. But they are shown that is not the case. They see that they, too, can succeed."

Given the positive impact that *Voices* has had over the years, the Women's Foundation in 2009 will add a second venue. An April *Voices* will be held for the first time in Batavia with the annual Rochester event held in May.

All proceeds from the event went to programs that support the interests and education of girls in the seven-county area. A Girls Grant-making Committee, comprised of girls grades 8 to 12, determines which agencies receive funding. Since 2001, this committee has awarded more than \$48,675.



Voices Testimonial

My name is Carolyn Charleton and I am a high school counselor at Webster Thomas High School. I attended my first *Voices of Experience* event on May 6, 2008, along with six of my students.

I thought the panel was extremely inspiring and found the evening to be a wonderful way to motivate our young woman. In particular, one of my students was extremely touched by the story of Joanna Alberti. My student is extremely gifted artistically but has struggled with many different emotional and physical issues over her last few years. She missed most of her freshman year of high school due to being treated by professionals outside of school. She would always say that she is not talented enough to pursue an art career. Believe me, she is quite talented. When Joanna talked about her belief that she was not talented enough to attend art school and chose business school, it hit home with my student. Joanna talked about her journey to finally opening her own company using her artistic talents. This story enabled my student to open her mind to the opportunity that she could make it in the art world.

We spoke with Joanna after the panel discussion and Joanna invited us to her studio to learn more about her and her business. My student and I went to visit with her the next month and it was an amazing experience. I saw my student have a transformation of heart. She really started to believe in herself and talks often about using her art ability in her future career path. Joanna has invited my student to feel free to come to her studio anytime to learn more about all of the options available in this exciting field.

I am grateful for this wonderful connection we made at *Voices of Experience* and the whole concept of this inspiring event. Thank you so much for all your efforts in hosting such a worthwhile evening.

WFGV News Briefs/Milestones

- In September, Water for Sudan, a not-for-profit, non-governmental organization that aims to drill fresh-water wells for the people in the southern areas of Sudan, began using space in the WFGV office. In February 2008, they put out a request for donated space and the WFGV very happily responded. "Think global...act local." We are excited that they are here!
- Kathy King and Kathryn Thomas attended a summit in Geneva, NY in September with the eight women's funds of New York State. This was facilitated by the Women's Funding Network. All of the foundations share a mission of overcoming poverty and fostering economic self-sufficiency. We were very happy to share our work and learn from others! We will continue this dialogue.
- The League for Innovation in the Community College in June named Monroe Community College's Women on the Move one of the most innovative projects in North America.

Implemented at MCC in collaboration with the Catholic Family Center, Women on the Move helps MCC female students attain economic self-sufficiency by creating a program for providing training and support to working women who are caught in the middle of the low-income spectrum, through goal setting and step-by-step achievement as well as a Mentor. The demonstration project was launched in January 2007 through a \$67,873 grant from the Women's Foundation of Genesee Valley. The project was also implemented at St. Joseph's Neighborhood Center with a grant from the Foundation. These grants were made possible because of a grant from the Daisy Marquis Jones Foundation. Both of these programs received coverage in The Democrat and Chronicle newspaper and on 13WHAM TV's "Many Voices, Many Visions" program. We are looking forward to the final evaluation of the project.

Women on the Move

Women on the Move Testimonial

The *Women on the Move* group really gave me the hope that I could empower my life. The group allowed me to meet other women who wanted to do the same and make friendships that I would always treasure. Coming into the class, I was a little apprehensive. But the group leaders, Jesi Miller and Corinne Mulhall, became part of those friendships that allowed me to be comfortable and relaxed and share who I was and where I wanted my life to be. Without fear of being different or judged, I learned that different is good as long as I was making the right choice and being true to who I am.

I have learned so much about how to live a life that is inspiring to myself and others, how to make my life a little less strenuous with the exercises taught in class and how to stand up, and how to stand up and take charge of my life. They also gave me a mentor who believed in me enough to ask if I could participate in a work study with her next semester. These are just a few of the things that I am grateful for. Jesi Miller and Corinne Mulhall were very thorough in their guidance; they gave encouragement and hope and allowed me to feel my feelings and use them as a motivational tool towards a brighter future. They believed in me when I was not so sure of myself.

"My life changed when I became a part of the Women on the Move sisterhood. My one prayer is that other women have the chance to experience this powerful class and become as empowered as I have."

~ Regina Jenkins, participant in the *Women on the Move* program at MCC

Philanthropy *and the* Next Generation

By Judy von Bucher

It is in the news, and it is the topic of discussion in non-profit development offices across the country: our generation and the next will be the beneficiaries of the greatest generational transfer of wealth in history. How do we prepare our kids for this awesome responsibility? How do we raise them to be philanthropists?



...In that moment our kids realized "Wow, this is really important." They couldn't wait to do it again the following year...

For our family, it all started quite simply and totally by accident. It was right before Christmas 1993 and our three kids, 10, 7, and 4, were trying to decide what to do for their grandparents for Christmas. It occurred to us that grandparents don't need any more "stuff," and that these particular grandparents care most about giving to others. Why not have the kids earn money and give to a charity that their grandparents care about, and give it in their name? The kids liked that idea, so they did their extra jobs to earn some money, and then made their gift to Sojourner House because their grandmother was on the board at the time. They wrote about their gift and presented it on Christmas Eve. I will never forget the looks on the kid's faces as "Nana and Da" read that note and shed a few tears. In that moment our kids realized "Wow, this is really important." They couldn't wait to do it again the following year.

The following Christmas, we decided to add a little twist to the gift. We presented the children with information about the charities their grandparents supported, and they had to choose one to go visit before making the gift. They chose Al Sigl Center, so we scheduled a tour with Dan Myers, president of the organization. He spoke to them not as kids, but as the budding philanthropists they were. That Christmas the write-up from the kids was even more meaningful because they had a first-hand experience to write about. The grandparent tears flowed again on Christmas Eve. Our 8-year-old daughter exclaimed, "I feel proud doing this!" We had a little empathy going and a little empowerment and pride of giving. Maybe we really had something here.

...He spoke to them not as kids, but as the budding philanthropists they were...

For the last 15 years, the kids have continued the tradition, learning a little about their community and the world at large along the way. What would be my prescription for encouraging philanthropy in the next generation? Here are a few ideas, based on our "accidental" experience.

1) Encourage volunteering early and often

Giving of one's time usually comes before giving of money. When our kids wanted to visit the rainforest in Costa Rica, we decided to go with Global Volunteers. We worked side by side with community members in the rain forest, building an addition to a women's cooperative for selling local crafts. We worked all day, played soccer after work, and socialized at night with community members. This kind of volunteering was fun, personal, and incredibly rewarding. Volunteering is not just the right thing to do or a good thing for a college resume. It helps kids become passionate about something and to see something outside their world.

2) Let kids practice giving

When I was a Girl Scout leader, there were three girls in my senior troop who were on the Girls Grantmaking committee of the Women's Foundation. It was fascinating to watch their growth as "grantmakers." The first year, they wanted to fund every single request. By the third year, the girls had become a very discerning selection committee, choosing only two or three projects to fund that would have the most impact. They had learned to evaluate programs and look for results. Whether it is something like this or giving a gift in honor of grandparents, kids can learn about organizations and about the power of giving by actually doing it themselves.

3) Demonstrate that you value giving and volunteering

It may sound silly, but the simple fact that my parents got so emotional every Christmas Eve over the annual gift from the grandchildren sent a powerful message to my children that what they were was important. When my parents were honored with the Philanthropy Award by the Community Foundation, we talked about it and took them to the event. When their Dad or I have been honored by the YMCA, Planned Parenthood, or the Wilmot Cancer Center, the kids have been there. They were able to see that their community respects and values the giving of time and/or resources.

We will know that we have done our job if our kids can feel pride in giving, empathy for other people, and passion for the causes to which they are giving.



“W” Pin Awarded

Diane Creel, Board member of the Women’s Foundation of Genesee Valley received the “W” pin in honor of her many contributions to the Foundation at the Annual Breakfast on October 15. Diane is the past President and CEO of Ecovation, an Ontario County-based provider of waste systems. In the summer ’04 newsletter Diane was quoted as saying “my grandmother’s favorite saying was ‘Don’t ever get above your raising.’ For me that meant don’t ever think you are so successful that you have no time to help others.” Diane has lived by that quote and the Foundation has recognized this with this award. Congratulations!

You are Invited to Become a “Pillar of the Community”....



Pillar by definition means “one who occupies a central or responsible position.” That couldn’t be more true than in the case of the The Pillars of the Women’s Foundation of Genesee Valley. They are the heart of the Foundation, providing funding that keeps programs alive and vibrant.

Becoming a Pillar – an individual who makes a \$5,000 pledge to the foundation - sounds like a big commitment. But it’s really only \$250 a quarter for five years. That money provides an annual revenue stream that enables the Foundation to focus on its mission of supporting women and girls rather than fundraising to support day-to-day operations.

Many of the Pillars are young professionals whose busy schedules don’t allow them much if any volunteer time but who have a strong desire to make an impact on their community. For those interested in learning more about how the Pillars program works, contact the Foundation office at (585) 242-0940 for additional information.

We acknowledge and thank our new Pillars and those who have renewed their pledges during 2007 and 2008: Sandra Billone, Nancy Dickerson, Joanne Hume-Nigro, Angela LaVecchia, Diane McCue, Elizabeth Rennert, Kathryn Thomas, and Elizabeth Kellogg Walker.

Latina Women Scholarship Fund

Approximately seven years ago the Latinas Unidas Network of Greater Rochester partnered with the Women’s Foundation of Genesee Valley to establish a donor advised fund for Latina Women in our community. Grants from this fund are awarded to adult Latinas in support of educational initiatives that do not receive funding from traditional sources. We support women age 25 or older who have entry level work experience and who are seeking additional training to develop skills required for job advancement and financial independence.

Thanks to our donors, our endowment fund has reached \$60,000 and we have \$40,000 in pledge receivables. Our endowment has enabled us to make a difference in the lives of seven Latinas in our community since 2003. The scholarship recipients attended programs at Monroe Community College and the Board of Cooperative Educational Services leading to certification in programs such as medical transcription, medical billing, medical assistant, and human services. All completed their respective programs and two are now enrolled in four-year programs.

Our funds are small but we are making a difference. Many of these women have the motivation but lack the monetary resources for the tuition. These Latinas tell us that without the scholarship money, they would not have been able to pursue their goals. We know from the Economic Self-Sufficiency Study that Hispanic women in the seven-county area have the highest percentage of poverty. More than 90 percent are female-headed households with children under 18 years of age.

If you are interested in learning more about the Latina Women Scholarship, contact Celeste Amaral, 585-724-9808. To make a donation, please submit your contribution to:
Latina Women Scholarship
c/o Women’s Foundation of Genesee Valley
277 Alexander Street, Suite 407
Rochester, NY 14607

save
the
date

November 8, 2008 A Celebration of Jane Steven's Life with Old and New Friends

8 to 11 p.m.

WXXI Studios, Rochester

Tickets are \$30 each

Earlier this year the WFGV lost a dear friend, quiet leader, and longtime-supporter when Jane Stevens passed away. Friends from all areas of Jane's life are invited to celebrate her spirit and her love of jazz as they enjoy a performance by the Elle Jazz Trio featuring Janet Beaman.

Voices of Experience

April 29, 2009

The Homestead in the Genesee
Country Mall

Batavia

May 5, 2009

Memorial Art Gallery
Rochester

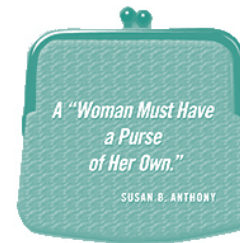
Voices of Experience is a two-hour program aimed at bringing together middle- and high-school girls with professional women who have overcome a variety of obstacle to attain personal success. The event includes a panel discussion and an "open mike" session. Focusing on "life education" for girls, the program emphasizes the importance of a woman having an education and /or the skills necessary to take care of herself financially. Since 1997, more than 2500 girls and women have participated in this event. Please note that in 2009 *Voices* expands to a second date and location.

To learn more about *Voices*, visit our Newsletter web page at: www.womensfoundation.org

October 2009

A Purse of Her Own Purse Auction

The designer handbag auction to benefit the Women's Foundation will return in the fall of 2009. Purses from designers like Prada, Gucci, Versace, Louis Vuitton, Stuart Weitzman, Issey Miyake, Coach, Moo Roo, and Juicy Couture will be on the auction block. The money raised benefits the Foundation's programs for women and girls. Bring your friends and join us for a sensational evening of fun, food, and beautiful handbags. Volunteers for the committee are needed, call the foundation at 242-0940 if interested.



**Making
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College Bound Program

2008 Success Story - Jessica Hanshaw

by Alissa Mulberger

Jessica Hanshaw, a 2008 graduate of Sodus High School, entered the College Bound program as a junior. Active in Basketball and volleyball, Hanshaw was known for energetic personality.

When she entered College Bound, Hanshaw was uncertain if college was the right choice for her. She couldn't identify her interests which made it difficult to consider a major. As her junior year passed, it became more evident to her that attending college directly after high school was indeed a goal of hers. Because Hanshaw would be the first person in her family to apply to college, she was unsure how to begin. As a member of College Bound, she learned how to meet college admissions requirements, complete financial-aid paperwork, and explore various college majors and careers.

In conjunction with the Board of Cooperative Educational Services, and internship and College Bound, Hanshaw's interests became clear. She applied to Monroe Community College and was accepted into the hotel hospitality management program.

"If we didn't do College Bound in school, I probably wouldn't go to college at all," Hanshaw says. "Now I'm going right after high school, and my family is so happy for me. I just finished scheduling my last two classes, and I've already talked with a lot of people at MCC to try to get some questions answered, so I feel like they already know me."

Hanshaw will maintain contact with College Bound and will serve as a speaker at the Women's Foundation *Voices of Experience* event in May.



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2009 Annual Campaign

By M. Celeste Amaral, Chair of the WFGV Annual Giving Campaign

Everyday half of the households headed by women do not earn enough to cover their basic living needs. Everyday many of us believe that every woman and girl should have a chance at financial independence. Everyday the Women's Foundation of Genesee Valley is fulfilling its mission to help women and girls reach new levels of personal growth and renewal by supporting economic self-sufficiency programs.



Our work is made possible with your support. Since 1994, the Women's Foundation of Genesee Valley distributed over \$500,000 to programs benefiting women and girls. An Anonymous donor has given \$10,000 to challenge us to give. We ask that you support the women and girls in our community by making a contribution to our 2009 Annual Campaign.

We know we make a difference in the lives of women and girls because they tell us. We affected Olivia Rivera's life by funding Women on the Move, a program that helped her develop effective time management and communication skills. We recently changed the life of another young woman by enabling her to connect with one of our Voices of Experience panelists on a very personal level (see story on page 3), an experience that has led her to discover a faith in herself that she never knew existed.

We at the Women's Foundation of Genesee Valley are committed to promoting social change. When a woman can earn her way, she feels more confident, and her family is healthier and more secure. She can give back to others and to the community.

Consider helping the women and girls in our community. Make a contribution to the Women's Foundation of Genesee Valley today. Thank you for your support.