

AAUW

Mission 2010

Carol D. Rognrud
Director, Transformational Giving



Breaking through Barriers
for Women and Girls



AAUW

Breaking through Barriers
for Women and Girls

VISION

AAUW will be a powerful advocate and visible leader in equity and education through research, philanthropy, and measureable change in critical areas impacting the lives of women and girls.

MISSION

AAUW advances equity for women and girls through advocacy, education, philanthropy, and research.

VALUE PROMISE

By joining AAUW, you belong to a community that breaks through educational and economic barriers so that all women have a fair chance.



Breaking through Barriers
for Women and Girls

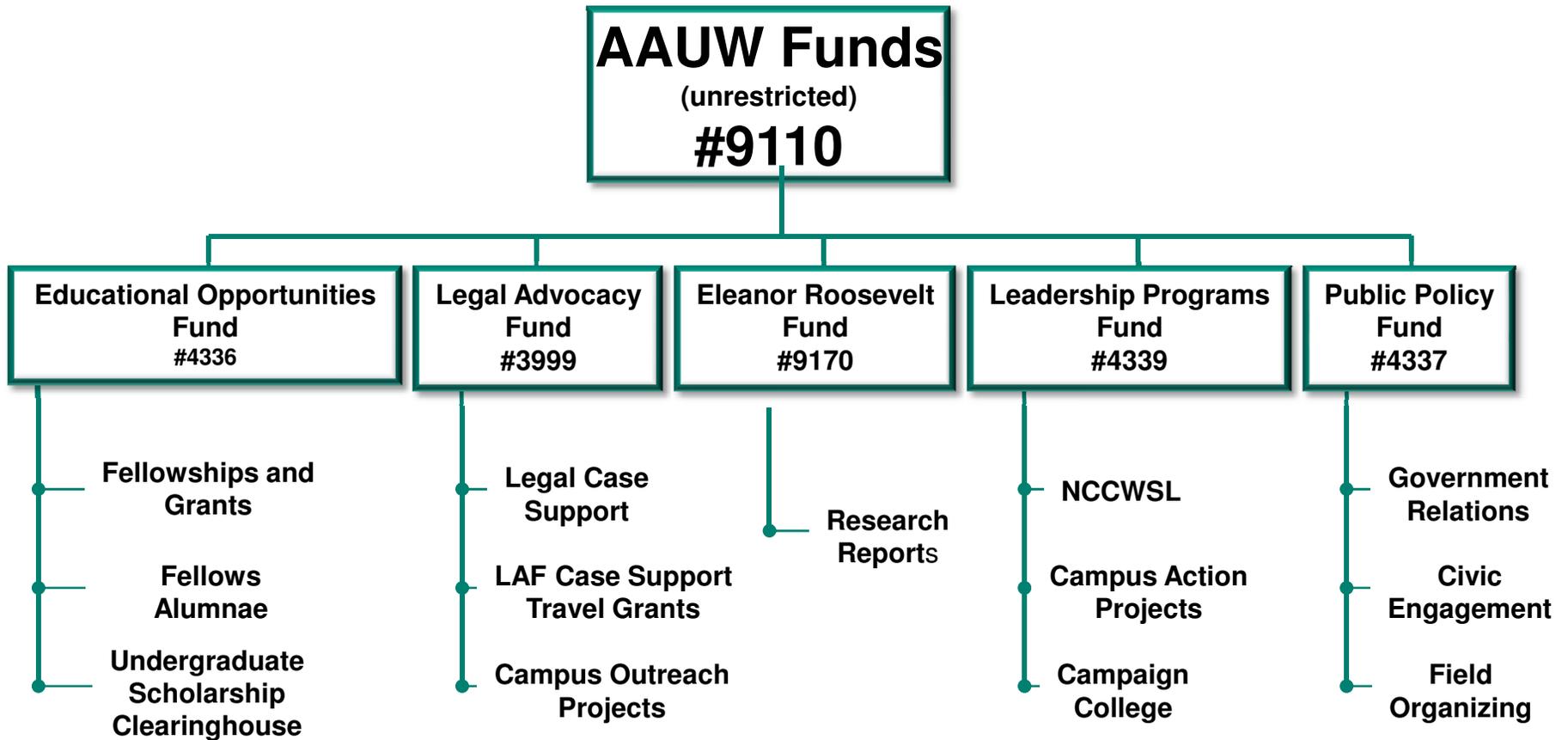
Philanthropy

philos □ *anthropos*
(*loving*) (*humankind*)



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AAUW Funds Relationships



MEMBERS MAKE OUR PHILANTHROPY POSSIBLE

- Time
- Talent
- Treasure



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DONORS MAKE IT POSSIBLE FOR AAUW TO BREAK THROUGH BARRIERS

- **MAJOR GIFTS CAMPAIGN**
- **LEGACY CIRCLE**
- **GIVING CIRCLES**
- **INDIVIDUAL GIVING (BRANCHES AND
DIRECT MAIL)**
- **PARTNERSHIPS**



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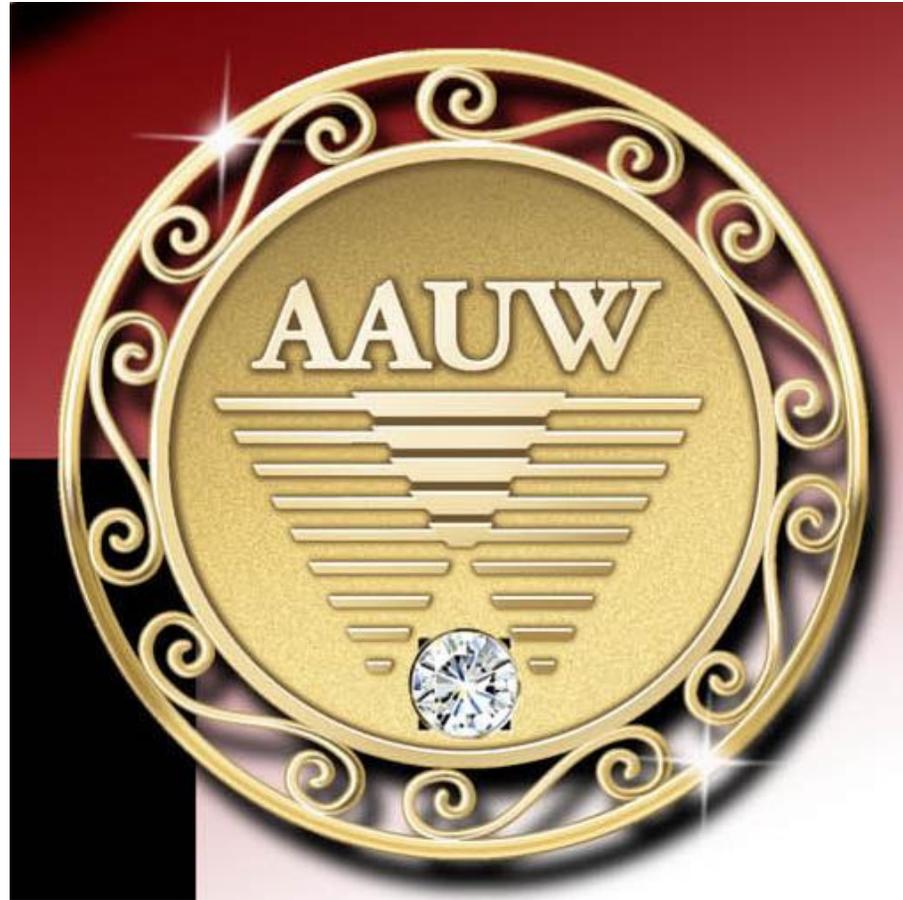
MAJOR GIFTS CAMPAIGN

- **ANNOUNCED IN ST. LOUIS IN 2009**
- **GOALS:**
 - **SUPPORT PROGRAMS THAT ARE NOT FUNDED BY THE ENDOWMENT**
 - **RAISE 1 MILLION DOLLARS BY JUNE 2011**
- **TO DATE: \$800,000 RAISED**



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MAJOR GIFTS CAMPAIGN PIN



MAJOR GIFTS CAMPAIGN MAJOR GIFT LEVELS

-  **\$5,000 - \$9,999 (EMERALD LEVEL)**
-  **\$10,000 - \$24,999 (AMETHYST LEVEL)**
-  **\$25,000 - \$49,999 (GARNET LEVEL)**
-  **\$50,000 - \$99,999 (BLUE SAPPHIRE LEVEL)**
-  **\$100,000+ (DIAMOND LEVEL)**

Save the Date

AAUW's 2011 National Convention will be held June 16–19, at the Renaissance Washington Hotel, in Washington, D.C.



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LEGACY CIRCLE



**LET US HONOR YOU TODAY FOR A GIFT
YOU WILL MAKE TOMORROW**

JOIN THE AAUW LEGACY CIRCLE



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LEGACY CIRCLE

**LEGACY CIRCLE
MEMBERS ARE
RECOGNIZED IN AAUW
PUBLICATIONS,
INVITED TO SPECIAL
EVENTS, AND EACH
RECEIVES A LEGACY
CIRCLE PIN.**



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LEGACY CIRCLE PACKET

 <p>AAUW</p>	<p>LEGACY CIRCLE</p> 
<p>Breaking through Barriers</p>	<p>MAKE A COMMITMENT TO AN EQUITABLE FUTURE FOR WOMEN AND GIRLS</p> <p>Become a member of the AAUW Legacy Circle by making a planned gift to AAUW, the AAUW Educational Foundation, the AAUW Legal Advocacy Fund, or the AAUW Leadership and Training Institute and make a commitment to the future of women and girls.</p> <p>Planned gifts generate a legacy of opportunities for women and girls by expanding AAUW's programs and public policy agenda; the Educational Foundation's fellowships, grants, and research; the Legal Advocacy Fund's strategic litigation, case support, and campus outreach programs; and the Leadership and Training Institute's financial literacy and leadership training programs.</p> <p>AAUW seeks to increase the number, scope, and size of the gifts that form the long-term financial reservoir for its important work. Members of the Legacy Circle have begun that expansion through their planned gifts.</p> <p>RECEIVE THE EXCLUSIVELY DESIGNED LEGACY CIRCLE PIN</p> <p>Given as a gift to members of Legacy Circle, the Legacy Circle pin is a meaningful symbol of the generosity and commitment of Legacy Circle members to the future of women and girls.</p>  <p>Designed by Swarovski of North America, the pin is a gold wreath adorned with pavé crystals and trimmed with a gold ribbon that proudly proclaims, "A Legacy of Equity." At the base of the wreath is an open book with a suspended pearl.</p> <p>TELL AAUW ABOUT YOUR PLANNED GIFT TODAY</p> <p>To enroll in the Legacy Circle and receive your pin, complete the form in this packet and return it to the AAUW Development Office, Attn: Planned Giving, 1111 Sixteenth St. N.W., Washington, DC 20036. Please note that gifts to the Association may have estate tax implications.</p> <p>QUESTIONS?</p> <p>If you have questions, contact Carol Rognrud, senior development officer, at 202/728-7627 or rognrudc@aauw.org.</p>

 <p>AAUW</p>	<p>MAKING A BEQUEST TO AAUW</p> 
<p>Breaking through Barriers</p>	<p>Consult an estate-planning professional to ensure that your will meets all legal requirements. Sample bequest language is given below.</p> <p>ASSOCIATION</p> <p>After fulfilling all other provisions, I hereby give, devise, and bequeath to AAUW (Federal Tax ID #53-0025390), an organization duly existing under the laws of the District of Columbia and located at 1111 Sixteenth St. N.W., Washington, DC 20036, _____% of the rest, residue, and remainder of my estate or \$ _____ [if specific amount] to be used in the areas of greatest need as the board of directors may determine.</p> <p>Note: Because the IRS recognizes the Association as a 501(c)(4) organization, bequests are not excluded from your adjusted gross estate for estate tax purposes. For this option, donors with estates valued at more than \$2 million should consult their tax attorney.</p> <p>AAUW LEADERSHIP AND TRAINING INSTITUTE</p> <p>After fulfilling all other provisions, I hereby give, devise, and bequeath to the AAUW Leadership and Training Institute, Inc. (Federal Tax ID #30-0048027), a charitable organization duly existing under the laws of the District of Columbia and located at 1111 Sixteenth St. N.W., Washington, DC 20036, _____% of the rest, residue, and remainder of my estate or \$ _____ [if specific amount] to be used in the areas of greatest need as the board of directors may determine.</p> <p>Note: Because the IRS recognizes the AAUW Leadership and Training Institute as a 501(c)(3) nonprofit organization, bequests are excluded from your adjusted gross estate for estate tax purposes.</p>



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NORTH CAROLINA'S LEGACY CIRCLE MEMBERS

- **ELIZABETH M. NORRIS**
- **GLORIA H. BLANTON**
- **LESLIE W. SYRON**
- **BARBARA ANN HUGHES**
- **SHIRLEY S. QUISENBERRY**
- **MILDRED T. HOFFLER-FOUSHEE***



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HOW TO BECOME A LEGACY CIRCLE MEMBER

- **MAKE AAUW A BENEFICIARY IN YOUR WILL**
- **ESTABLISH A TRUST WITH AAUW AS A BENEFICIARY**
- **NAME AAUW THE BENEFICIARY OF YOUR LIFE INSURANCE POLICY**



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HOW TO BECOME A LEGACY CIRCLE MEMBER

- **NAME AAUW AS BENEFICIARY OF YOUR IRA, 401(K) OR PENSION FUND**
- **ESTABLISH A GIFT ANNUITY THROUGH AAUW**
- **TELL CAROL ROGNRUD OR KRISTIE MALLEY IN THE AAUW NATIONAL OFFICE**



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HOW CAN I PROMOTE THE LEGACY CIRCLE?

**IDENTIFY A LEGACY CIRCLE CHAIR IN
YOUR STATE TO DIRECT A CAMPAIGN.**



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HOW CAN I PROMOTE THE LEGACY CIRCLE?

- **INCLUDE INFORMATION ABOUT HOW TO JOIN IN YOUR BRANCH OR STATE NEWSLETTER.**
- **HAVE PLANNED GIVING WORKSHOP AT NEXT YEAR'S STATE CONVENTION.**



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GIVING CIRCLES

- **MOONEEN LECCE (CA)**
- **GLORIA WESTON (CA)**
- **MARY ANN AHRENS / IA STATE (IA)**
- **LILLY LEDBETTER**



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INDIVIDUAL GIVING

- **GIVING THROUGH BRANCHES (VIA CONTRIBUTION REPORT FORMS)**
- **DIRECT MAIL SOLICITATION**
 - **HOLIDAY CATALOG**
 - **NOTE CARD APPEAL**



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AAUW Partners

- Added value for AAUW members
- Revenue opportunities for branch, state, and national



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Partners in Branch Fundraising

- **World Medical Card** — Help keep yourself, your friends, and your community safe and earn revenue for your branch.
- **SiteWise for AAUW** — An inexpensive and easily maintainable website service that can raise funds for your branch!
- **The Princeton Review** — Provides essential branch programming for high school and college students.



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Partners in Branch Fundraising

- **Better World Books** — A virtual book sale. Reap the profits without the labor.
- **VirtuArte** — Support artists from developing nations with a “meet the artist” trunk show. Profits go to your branch!



\$2,000,000 Mouse-Click Revenue Potential

- **If every member ordered**
 - 1 book from **BN.com/aauw**
 - 1 magazine from **MagazineLine** and
 - Used **InsureMyTrip** to get a FREE trip insurance quote

- **If only 1 in 1,000 members**
 - Purchased an item from **Active Forever**
 - Bought contact lenses and
 - Became a **MedjetAssist** member

- **If only 1 in 50 members**
 - Booked a trip through **Gohagan Travel** or
 - Had someone they knew use **The Princeton Review's** admissions test-prep classes



AAUW Fellowships and Grants

AAUW has awarded \$3.18 million to more than 215 recipients for the 2010–11 program/academic year

2011–12 F & G applications will be available online on August 1, 2010.

AAUW is accepting applications for the 2011 Eleanor Roosevelt Fund Award through November 1, 2010.



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AAUW Fellowships and Grants

New AAUW Alumnae Exchange online newsletter and Ning social networking community for F & G recipients have 200 members already

AAUW Dialog features profiles of outstanding AAUW alumnae. More than 60 former recipients have been profiled to date.



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COMPLETED NORTH CAROLINA FELLOWSHIPS AND GRANTS

- **ROSALYND NIX GILLIATT INTERNATIONAL
FELLOWSHIP**
- **NORTH CAROLINA GOLDEN ANNIVERSARY
R&P**
- **L. ADELAIDE AND M. ELIZABETH JOHNSON
R&P**



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COMPLETED NORTH CAROLINA FELLOWSHIPS AND GRANTS

- **BETH NORRIS R&P**
- **ENOLA G. RETHERFORD R&P**
- **STINE J. SCHAFFMEYER R&P**



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COMPLETED NORTH CAROLINA FELLOWSHIPS AND GRANTS

- **LILLIAN G. PORTENIER AMERICAN
FELLOWSHIP**
- **ELLEN BLACK WINSTON AMERICAN
FELLOWSHIP**
- **SHIRLEY S. AND KARL S. QUISENBERRY
AMERICAN FELLOWSHIP**



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NORTH CAROLINA FELLOWSHIPS AND GRANTS TO BE COMPLETED

- **CHARLOTTE (NC) BRANCH R&P**



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National Girls Collaborative Project (NGCP)



Proven resources to increase girls' participation in STEM

- **14** Regional collaboratives
- **28** States served + DC
- **70** AAUW-led programs already connecting
- **130** Mini grants awarded to date, representing 8,000+ girls
- **242** Organizations involved in leading collaboratives
- **1600** Programs in the NGCP Program Directory
- **1670** Participants at **20** events across the U.S.
- **3.5 million Girls** served by the programs connection through NGCP



Breaking through Barriers
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Public Policy and Government Relations

AAUW Lobby Corps is a powerful voice on Capitol Hill *every* Thursday during the session

AAUW helped Capitol Hill and coalition partners prepare for the March 11 Senate Paycheck Fairness Act hearing.

AAUW Capitol Hill briefing in May will feature *Why So Few?* research report.

AAUW's Equal Pay Day celebration on April 20

- Symbolizes the day that women's wages catch up to men's from the previous year.
- See AAUW's website, Action Alerts, *Washington Update*, etc.



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Public Policy and Government Relations

Director Lisa Maatz featured in new book:

The Secrets of Powerful Women: Leading Change for a New Generation

Donate \$100 to the AAUW Public Policy Fund to receive

- A free copy of Lisa's book and
- The new Public Policy Fund pin



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LEGAL ADVOCACY FUND



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LAF Plaintiff Support

LAF's new focus on supporting potentially precedent-setting cases has

- Improved our ability to protect women in the future
- Increased LAF prestige in the civil rights community
- Expanded AAUW's reputation as a defender of fair treatment in the workplace
- Encouraged coalition partners to refer discrimination cases and seek AAUW support for amicus briefs.



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LAF Campus Outreach Grants

AAUW is funding three campus outreach events in March and April on campuses in California and Washington.

- Events focus on pay equity, sexual harassment, and sexual assault on campus.
- AAUW branches can still apply for up to \$750 to host a campus event at any time.



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Campus Sexual Assault Project

AAUW and SAFER (Students Active for Ending Rape) are partnering to combat campus sexual assault.

- AAUW is releasing a new Program in a Box with modules tailored to special-user audiences, who want to help
 - Students
 - Faculty and administrators
 - Parents
 - Concerned citizens

- The Program in a Box will be available online at www.aauw.org/member_center/programs.



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LEADERSHIP PROGRAMS



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Leadership Programs

National Conference for College Women Student Leaders 25th Anniversary

- June 3–5, 2010, at University of Maryland, College Park
- 500+ attendees
- To send students and/or support the scholarship and NCCWSL funds visit www.nccwsl.org.



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Leadership Programs

Campus Action Projects

- Eleven in 2009/2010
- Focused on barriers faced by women and girls in STEM
- 2010/2011 applications posted August 30 on AAUW website

Student Advisory Council – 2010/2011 student openings will be posted at aauw.org on August 30.



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Leadership Programs

\$tart\$mart – wage negotiations workshop

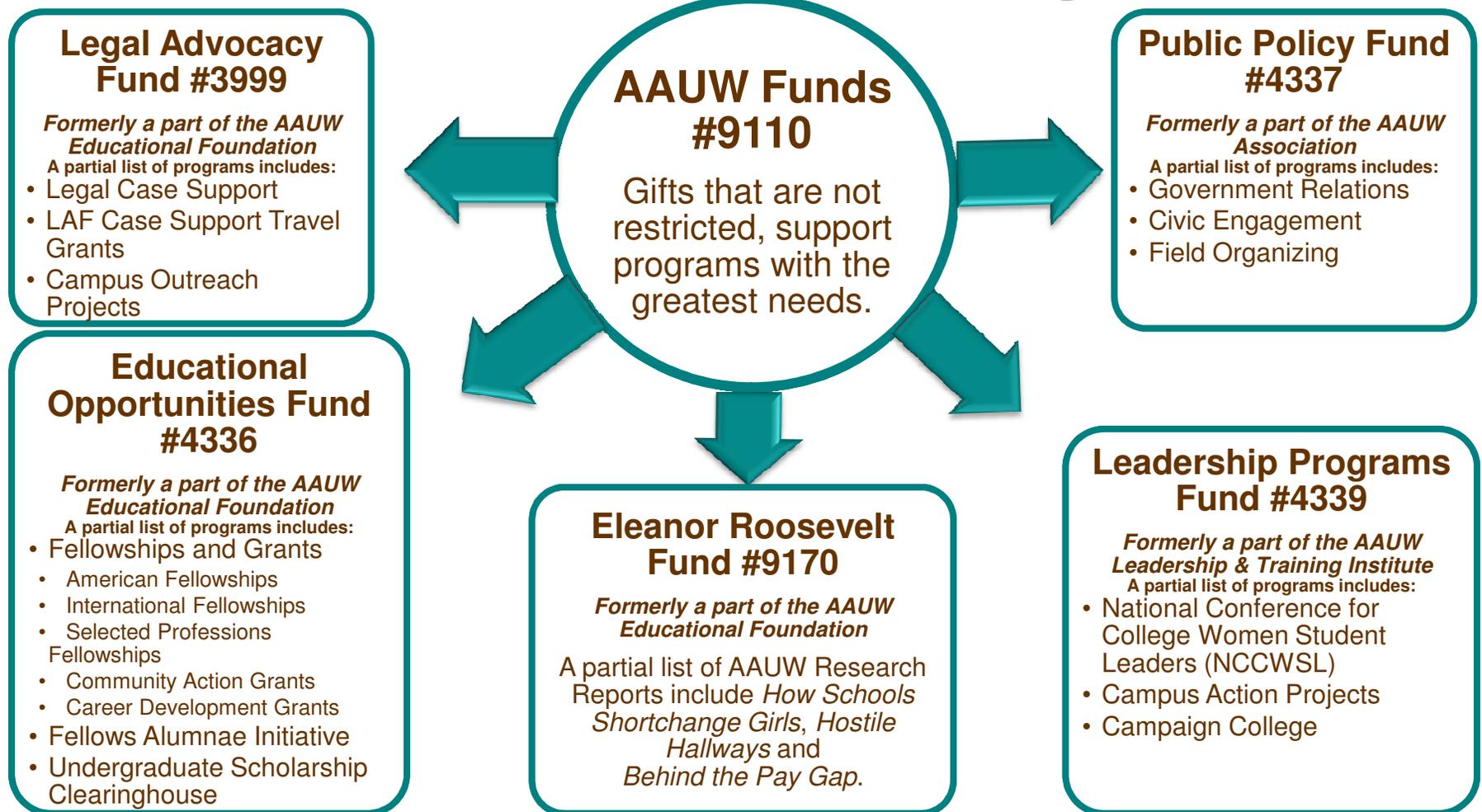
- Goal of reaching 500 college campuses by March 2012
- 300 facilitators trained since March 2009

Announcing expanded initiative to encourage women to run for elected office



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AAUW Funds Diagram



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