

A NOTE FROM OUR CHAIR

Happy New Year! Each new year is a natural time to re-evaluate our plans. My husband and I just updated our estate plans. We included the Women's Fund and a few other organizations in our plans along with the arrangements for our children.

Most people think planned giving is something you do after you retire. But it doesn't have to be that way. In arranging for retirement together, my husband and I realized we have more than necessary if one of us were not around. We decided to share not only with our family but also with organizations that strengthen our community and make our world a little better.

Last October 30th, Women's Fund supporters gathered at our Fall Event to hear about women philanthropists in Central New York history. Two things struck me as I listened. First, our personal circumstances, as people are highly changeable, and we almost always need help from others at some time in our lives; and second, leaving a legacy in the past meant that you needed extreme wealth. Well, some things change, and some stay the same. I believe we all still need help from other people at sometime in our lives. But anyone can make a donation to the Women's Fund – large or small – and their legacy will enrich the lives of women and girls in Central New York forever.

I choose to leave my legacy both through donations today and through planned giving. My planned gifts are satisfying because over time, I'm able to really increase the value of my present-day dollars. For an endowment like the Women's Fund, either a gift today or a future gift is valuable.

— Diana Gerrish



EMERGING ENTREPRENEURS

Women-owned businesses are changing the landscape of the business world for the better—generating \$1.3 trillion in revenues annually, up more than 58 percent over the past 15 years. In that spirit, the Women's Fund of Central New York tested the waters of funding eight women entrepreneurs to grow their fledgling businesses. With the leadership of the WISE Women's Business Center the program model of \$9,000 (\$1,000 for each woman and \$1,000 for scholarships to conferences and classroom activity) was part of the annual Grants Committee of the Women's Fund 2012 awards. The Committee felt it was a new way of increasing the "good" in our community by generating economic impact at the grass-roots level.

Eight women worked hard to personally save \$1,000. After they achieved that milestone, Cooperative Federal Credit Union matched savings with another \$1,000. Then the third \$1,000 from the Women's Fund "Kick Start" program and administered through the Whitman School of Management's Falcone Center kicked in with another \$1,000! So these women will be starting their businesses with a strong \$3,000. Congratulations!

- **Rashida E Shabazz**, *Rashida's Transformation Center*, Salon services
- **Lucy Marr**, *Tall Tails*, Online retail store for those who use service animals
- **Kimberly Murch Huffman**, *K.M. Murch & Associates*, Educational design and community organizing consultancy
- **Brenda Muhammad**, *Relatively Speaking*, A genealogy-based investigation firm
- **Antonisha Trapps**, *Afca* (Where Beauty's Natural) salon, natural and multi-natural hair care
- **Bernadette Rella**, *Ma Ma Rella's Fine Foods*, Family recipes – Marinara Sauce, Riggie Sauce, Alfredo Sauce
- **Abigail Henson**, *LoFo*, Gourmet chef and restaurant-owner, locavore, fresh foods concept
- **Phyllis Ivey**, *Pilates with Phyllis*, Fitness and skin care center

We wish these new business women the best of everything and expect to hear of tremendous progress far into the future with this Women's Fund investment!

Submitted by: Joanne M. Lenweaver, Director, WISE Women's Business Center



SAVE THE DATE

2013 Grant Awards Celebration

Mission Possible:

Making a Difference for CNY Women!

Tuesday, April 23, 2013

Drumlins Country Club

800 Nottingham Road, Syracuse NY

5:30-7:30 p.m.



Women's Fund representatives visit the WISE Women's Business Center to hear about the Kick Start Program implemented through WISE. Pictured: The Honorable Minna Buck and Caragh Fahy (Women's Fund), Christine Cancro Saue (SU), Joanne Lenweaver (WISE), Carol Wixson (Women's Fund). Missing: Cindy Masingill (WISE)

Get rid of the paper!

Sign up now to receive The Women's Fund newsletter via email at www.womensfundofcny.org or call (315) 422-9538.



431 East Fayette Street, Suite 100
Syracuse, NY 13202

Non-Profit Org.
U.S. Postage
PAID
Syracuse, NY
Permit No. 1352

GIVE THANKS!

Women's Fund Fall 2012 Event – the Power of the 51%



*Women's Fund Founding members (L to R)
Annemarie Mosely, Sara Wason and Aminy Audi
enjoying themselves at the WF Fall Event.*

Women's Fund supporters gathered on October 30th to hear two inspiring speakers. Gregg Tripoli, Executive Director of the Onondaga Historical Association, high-lighted three women who have enhanced Central New York with their giving. Then, Aminy Audi, President of L. & J.G. Stickley and a Women's Fund Founder, spoke about women's philanthropy and the Women's Fund of CNY. Mrs.

Audi summarized giving into three categories: *Duty Giving* where you feel obliged to give, *Grudge Giving* where you feel forced to give, and *Thanks Giving* where you want to give. Thanks Giving is the most powerful because you give of your heart.

Thanks Giving is clearly what established our Women's Fund. Over 14 years, hundreds of women have given of their time, talent and treasure to move us towards our million dollar endowment goal and to support, empower and recognize the women and girls in Central New York.

WE'D LIKE YOUR INPUT!

For 2013, the Women's Fund has created an Engagement Task Force. They will be in charge of developing strategies to engage women of diverse backgrounds, to solicit/generate grassroots support through donations, and to provide recognition and thanks for engagement. As the task force convenes, some questions that the group will consider are:

- How does the Women's Fund engage women that represent different age groups, cultural and ethnic backgrounds; work type, interest and socio-economic status?
- Will the task force establish an engagement program or will the work be undertaken by other committee(s)?

The group will be very active in the first few months of 2013, and then make a presentation with recommendations on next steps to the governance council. This group WELCOMES input! Please contact Elizabeth Quilter at the YMCA 315-474-6851 ext 326 if you'd like to participate or have suggestions.

Leave a legacy!

Donate now at www.womensfundofcny.org