

The Fund for Women and Girls

Advisory Committee Meeting Agenda — Thursday, March 4, 2021

[FWG AC - Zoom Meeting Link](#)

Meeting ID: 820 8071 9679 | Passcode: 677990

Welcome, Introductions, and Chairs' Report

Action Items Review from Previous Meetings

1. Consent Agenda discussion and needed responses

VOTE to approve the Consent Agenda in one vote in its entirety will include the following:

- Approval of 2/4/2021 Advisory Committee Minutes
- Approval of Subcommittee Minutes
- Approval of today's agenda
- Approval of updated Dashboard and financials
- Approval of 2021 Work Plan
- Advisory Committee Governance — vacancies
- Acknowledgement of member cultivation updates
- Acknowledgement of changes to portal documents

2. Governance

- Review matrix and discuss candidates sought for vacancies representing diverse populations
- Finalize governance dashboard discussion - "additional gift to Fund"

3. 2021 Advisory Committee Responsibilities Tracker — Mr. Snovel

4. Discussion/Updates — Ms. Doyle

- Strategic Plan Goals and Spreadsheet

5. Committee Reports

Marketing & Events Committee (Melanie Stine, Chair)

- POP brainstorming meeting March 11, 2021 8:30 AM
- Next Meeting — March 17, 2021 at 8:30 am

Grantmaking (Miriam DeFehr, Chair)

- New Member - Eden H. Araya
- Next Meeting(s) — March 3, 2021 and October 28, 2021

Women in Philanthropy Award Committee (Tressia Pankewicz, Chair)

- Nominations open March 1, 2021
- Next Meeting — September 7, 2021 at 2:00 p.m.

Adjournment

Advisory Committee Packet List of Meeting Documents:

<p>CONSENT AGENDA materials:</p> <ol style="list-style-type: none"> 1. Consent Agenda 2. AC Meeting Minutes 2/4/2021 3. M/E Meeting Minutes 2/24/2021 4. Agenda 3/4/2021 5. Fund Dash Board 6. Financials 7. 2021 Work Plan 	<p>AGENDA materials:</p> <ol style="list-style-type: none"> 1. Agenda 2. Matrix 3. Strategic Plan Goals 4. Strategic Plan Goals Spreadsheet
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The following documents are always available on OneDrive for review:

- 2021 Committee Roster
- 2021 Committee Demographics
- Advisory Committee Term Limits
- Guiding Principles Advisory Committee
- Advisory Committee Nomination Form
- FWG 2021 Work Plan
- FWG Strategic Plan Goals 2021
- FWG Meeting Minutes Template
- FWG Report Card
- 2021 Save the Date
- FWG Fast Facts

ADVISORY COMMITTEE MEMBERS

Kelly Light, Chair	Teri Jakob	Joelle Shea
Todd Snovel, Vice-Chair	Ruth Koup	Melanie Stine
Eden H. Araya	Shileste Overton-Morris	Sherry Ulsh
Miriam DeFehr	Tressia Pankewicz	Vacancy
Sylvia Hepler	Ramona Pereira-Chakka	Vacancy

TFEC TEAM: Janice Black, Jennifer Doyle, and Raeann Buskey



The Fund for Women & Girls' mission is to broaden awareness of and response to issues affecting women and girls through the power of collective philanthropy.

Overall objectives for the Fund:

- Raise money and award grants to organizations that address issues pertinent to women and girls
- Adopt methods that will promote inclusiveness and diversity in both giving and grantmaking.
- Educate donors and the community about philanthropy and issues affecting women and girls

The Fund's work is informed by these values:

- We believe in positive social change and the need to overcome the barriers of class, ethnicity, age, race, education, gender identity/sexual orientation, geography, economic status and faith; to be the catalyst of that change.
- We strive to create a climate of empowerment in a community where many can contribute to the shaping of will and attitudes.
- We will honor traditional attributes of women and girls and at the same time pave new paths. All voices will be heard, including those outside the mainstream and those silent voices within the mainstream; as we are aware that in our society, gender powerfully affects experience and opportunity.

The Foundation for Enhancing Communities
Fund for Women Girls Advisory Committee Member Matrix

Advisory Committee Members

	MD	SOM	SH	TJ	TP	KL	RK	RPC	TS	SU	JS	MS	AA		
Career/Vocation															
	1	2	3	4	5	6	7	8	9	10	11	12	13	Total	%
Business/Corporate							1	1		1	1	1		5	38.46%
Education/Academia		1							1					2	15.38%
Accounting/Finance	1				1	1								3	23.08%
Legal														0	0.00%
Sales/Fundraising									1					1	7.69%
Government		1											1	2	15.38%
Faith-based														0	0.00%
Medical/Behavioral Health												1		1	7.69%
Marketing/media/public relations											1	1		2	15.38%
Community Volunteer			1											1	7.69%
For profit representation												1		1	7.69%
Nonprofit representation		1		1					1				1	4	30.77%
Age Range															
	1	2	3	4	5	6	7	8	9	10	11	12	13	Total	%
20-29													1	1	7.69%
30-39									1		1	1		3	23.08%
40-49	1			1				1						3	23.08%
50-59		1			1	1								3	23.08%
60- 69			1				1			1				3	23.08%
70 +														0	0.00%
Race															
	1	2	3	4	5	6	7	8	9	10	11	12	13	Total	%
Black		1											1	2	15.38%
White	1		1	1		1	1		1	1	1	1		9	69.23%
Hispanic								1						1	7.69%
Asian					1			1						2	15.38%
American Indian														0	0.00%
Other														0	0.00%
Gender Identity/Se1ual Orientation															
	1	2	3	4	5	6	7	8	9	10	11	12	13	Total	%
Female	1	1	1	1	1	1	1	1		1	1	1	1	12	92.31%
Male									1					1	7.69%
Member of the LGBTQ community									1					1	7.69%
Geographic Distribution															
	1	2	3	4	5	6	7	8	9	10	11	12	13	Total	%
Cumberland County			1	1	1			1			1	1		6	46.15%
Dauphin County	1	1				1	1			1			1	6	46.15%
Franklin County														0	0.00%
Lebanon County														0	0.00%
Perry County														0	0.00%
Northern York (Dillsburg)														0	0.00%
Other									1					1	7.69%



2021 Strategic Plan Goals

All of the following goals and objectives will be considered with intentional consideration of enhancing diversity and inclusiveness of The Fund for Women and Girls:

I. Expand awareness of The Fund for Women and Girls

- A.** It is the responsibility of all Advisory and Subcommittee members' to expand and raise awareness of The Fund for Women and Girls.
 - 1. Specifically, an effort will be made to include marketing materials and messaging to highlight the diversity of committee members and donors
- B.** The Fund for Women and Girls Advisory Committee will oversee the implementation of the 2019 - 2021 Marketing Plan as initiated by the Marketing & Events Subcommittee.
 - 1. Monthly updates from the Marketing & Events Subcommittee Chair will be provided at the Advisory Committee meetings
 - 2. The 2019 - 2021 Marketing Plan will be posted on the TFEC portal, available for all FWG Committee Members to review. Information containing updates will be presented by the Marketing & Events subcommittee through their committee reports.

II. Cultivate new donors for The Fund for Women and Girls

- A.** The Advisory Committee will set/approve a goal for The Fund for Women and Girls membership at each level and will monitor goal attainment at each monthly meeting:
 - *2019 40 Dream members, 12 members at higher levels cumulatively*
 - *2020 20 Dream members, 10 members at higher levels cumulatively*
 - *2021 20 new members cumulatively*
 - 1. The Advisory Committee members will each cultivate one new Dream Level pledge annually (Per Guiding Principles)
 - 2. New members will be acquired at all FWG events (Annual Breakfast, POP, house parties, Cocoa & Conversation, Zoom Happy Hours, etc.)
 - i. Goals will be set for each event individually (i.e. — Give by Cell pledges, one-time gifts, etc.)
 - 3. New members will be acquired through personal connections by all Committee and Subcommittee members
 - i. Focus on smaller events to promote AC member empowerment while engaging potential friends of the fund and spreading awareness
- B.** The Advisory Committee will create a prospective donors list and establish objectives for connecting with them throughout the calendar year
 - 1. Consideration will be given to cultivate relationships with male donors, whose stories of philanthropy in support of women and girls can then be highlighted to encourage others

- C. The Advisory Committee will establish objectives to solicit corporate/business partnerships as a means to increase the endowment, obtain event sponsorships, and raise visibility in the community
- D. The Advisory Committee will establish objectives to actively seek and participate in outreach/education opportunities to affinity groups, service clubs, service project, site visits, etc. as a means to increase the endowment, gain new members/pledges, and raise visibility in the community
- E. The Advisory Committee will explore engagement calls, emails, events, or other means for those members who haven't been active with the fund since they have completed their pledge
- F. The Advisory Committee will monitor the success of The Fund for Women and Girls quarterly newsletter (all current and prospective donors receive this electronic communication) through open and click rate percentages for each mailing.

III. Continue the Gratitude Campaign of The Fund for Women and Girls

- A. Campaign was initiated in 2020 for endowment building purposes and will be carried out until all mugs have been sold. Campaign has been modified to add a shipping element since in person events are still in question for 2021

IV. Empower Subcommittees of The Fund for Women and Girls

- A. Empower the Marketing and Events Committee to make decisions regarding procedural details affecting events, Social Media, T-Shirt design etc. independent of the Advisory Committee
 - 1. Should further clarification be required, the M&E Chair and Co-Chair will take that to the AC Chair and Co-Chair who will then discuss with TFEC team
- B. Implement the recommendations set forth by the Grants Subcommittee members regarding grant opportunities for current donor cultivation
 - 1. Encourage storytelling with a focus on the impact of the grant awards
 - 2. Approve revisions from the Grants Subcommittee regarding logistics of the grant program
- C. Empower Women in Philanthropy committee members to lengthen application availability and increase communications

V. Revamp The Fund for Women and Girls Dream Team

- A. The Fund for Women and Girls Advisory Committee will create an overarching name for the Dream Team or rename the first level of giving to clear up confusion
- B. Consider revising the Funds current values
 - 1. Develop one word value to represent our value statements
 - 2. Highlight the values in any communications about the Fund
- C. Highlight the collecting giving and various giving levels rather than focus on Dream

The Fund for Women and Girls 2019-2021
Strategic Goals
Corporate/Business Partnership Cultivation List

Name of Corporation/Business	Name of FWG Member	Name of Contact	Contact made	Request?	Status Updates/Notes
Penn State	Aaysha				
Ahold	Aaysha				
Water's Edge	Janice				
Flagger Force	Janice				
Gannet Fleming	Janice				should this be Joelle?
HACC	Janice				
Wilson	Janice				
BB & T	Janice				
FNB	Janice				
HARI Temple	Janice				
new company	Jenn	Jennifer DeNapoli			co-hosted event in past (movie event)
Highmark	Jenn				annual sponsorship request
Capital Blue Cross	Jenn				annual sponsorship request
Classic Drycleaners	Jenn	Jamie Zurat & Paula Grible			
AIA Benefits	Kandice	Ashley Teedor			
HE & R	Katrina				
Springate Winery	Kelly				
Service First Restoration	Kelly				had C & C there 2 x
K Novinger	Kelly				hosted "house party" in 2018
Shoppes at Susquehanna	Kelly				
Fresinger	Kelly				
Joy Daniels Realtor	Kelly (and Miriam)	Joy Daniels and Heidi Bender			
JEM Group	Kelly- Miriam				
Dailey Zucker	Kelly- Miriam				
Sun Motor Cars	LaVette				
Century 21	Megan				
Reynolds Construction	Megan				
One Good Woman	Meghan				
Polished Salon	Meghan				
Changes	Meghan				
Cornerstone Coffee	Meghan, Teri, Miriam				

The Fund for Women and Girls 2019-2021
Strategic Goals

Handler, Henning & Rosenberg	Melanie	Corporate/Business Partnership Cultivation List			
Lawerence Chevrolet	Melanie				
Sara Lorelei- dentist	Melanie				
Essis & Sons	Melanie (and Miriam)	Fred and Katrina Essis			
West Shore Window and Door	Miriam				
Dickinson	Miriam				
Bethany Village	Miriam	Stephanie Lightfoot			
HB McClure	Miriam	Shelly Matter			
West Shore Chamber	Miriam	Margaret Murphy			
Law Office of Debra Mehaffie	Miriam	Debra Mehaffie			
Basys Processing	Miriam	Shelley Obaya			
Gateway Health	Miriam	Jean Rauchut			
Homepoint Financial	Miriam	Robyn Sealover			
Spatacular Escapes	Miriam	Shelly Wendeln			
HR Resolutions	Miriam	Karen Young			
Wakeen Enterprise and Momentum	Miriam	Joleen Pickens			
Planet Fitness	Miriam				
F & M Trust	Miriam				
C & J Catering	Miriam	Jane Berger			
Edible Arrangements	Miriam	Lita Heckler			
All Better Care	Miriam	Valentina Grbavac			
Scaringi & Scaringi Law	Miriam	Melanie Wlaz Scaringi			
PCN TV	Miriam	Mitzi Jones			
Enders Insurance	Miriam	Stella Rakovac and Andy Enders			
Madison Settlement Services	Miriam	Dawn Shoop			
Monarch Media	Miriam	Maureen Williams			
Strategic Consulting Partners	Miriam	Monica Gould			
Live Work Play PA	Miriam	Christine Vasiliates			
NAI CIR	Miriam	Ida McMurray			

The Fund for Women and Girls 2019-2021
Strategic Goals

FNB	Miriam	Corporate/Business Partnership Cultivation List			
Eye Candy Family	Miriam	Abeer Srouji & Tania Srouji			
Amma JO	Miriam	Amma Johnson			
Legal Shield	Miriam	Janet Bartelme			
Century 21	Miriam	Leah LevVan			
Brittle Bark	Miriam	Cindy Weaver			
Conte Wealth Advisors	Miriam	Tony Conte			
Higashi	Miriam	Susan Fotos			
Gunn Mowery	Robyn				
Hershey's Ice Cream	Robyn				
Neill Funeral Home	Sylvia				
Evolution Catering	Todd	Hope Stuart			
ASK Foods	Todd	Wendy Holsinger			
APR Supply	Todd	Debbie Weaver			
Royers	Todd				
Mountz	Tressia				
yoda - barre studios	Tressia				
Momentum	Tressia				
Members First					
Harrisburg University					
Mary Kay - independent		Norleen Duncan			
Camping World					
Renewal by Anderson					
Mid Penn Bank					
Centric Bank		Patti Husic			

The Fund for Women and Girls 2019-2021
Strategic Goals
Individuals Cultivation List

Name of Individual	Name of Women's Fund Member	Contact made	Request?	Status Updates/Notes
Hersha Shah	Janice			
Sylvie St. Hillaire (Dteam)	Janice			
Barbara McLemore (Dteam)	Janice			
Michelle Doner	Janice			
Amanda Baldwin Dorris	Jenn			
Debbie Mills	Jenn			
Pam Policheck	Kandice			
Elizabeth Simcox	Kandice			
Dr. Jennifer Rosenberg	Katrina			
Michelle Ruben	Kelly			
Aylssa Klein	Kelly			
Sharlee Binn- founder Sankofa	LaVette			
Ashley Company-founder Jelani Girls (WIP)	LaVette			
Abeer Siroj	Meghan (and Miriam)			
Sue Pera	Meghan (and Miriam and Lucy)			
Tonja Siroj	Meghan (and Teri)			
Roseanna Brach	Melanie			
Sara Lorelei- dentist	Melanie			
Roseanna Lindquist	Melanie			
Helene Ramp	Miriam			
Cyndie Kelly	Miriam			
Jane Berger- C & J Catering)	Miriam			
Michelle Williams	Miriam			
Jane Fetner	Miriam			
Kelly Jean McEntee	Miriam			
Joanne & Karen Bogusz	Miriam			
Karen Degenhart	Miriam			
Pamela Jones (VOA)	Miriam			
Sue Stuart (BBBS)	Miriam			
Shelley Baker Brooks (Bethesda)	Miriam			
Sharon Ryan (Dasher)	Miriam			
Kristi Dorsey	Miriam			

The Fund for Women and Girls 2019-2021
Strategic Goals

	Individuals Cultivation List			
Sara Sheehan	Robyn			
Laura Kennedy- 1st Nat'l Bank	Robyn			
Deb D'Angelo	Robyn			
Tara Hoy	Robyn			
Judith Imler	Robyn			
Ronald Katzman	Shileste			
Elaine Strokoff	Sylvia			
Karen Gunnison CaP Blue	Sylvia			
Gillian Byerly	Sylvia (and Robyn)			
Parul Lupra	Teri			
Amanda Morgan	Teri			
Debbie Camponovo	Teri (also Robyn)			
Jackie Parker	Todd			
Frank Dixon (pvt fdn)	Todd			
Breakfast Bags:				
Michelle Loomis (mloomis@uwcr.org)				
A. Ivette Cook (aicook@pinnaclehealth.org)				
Kati Cornman (kati.cornman@capbluecross.com)				
Megan Dapp (megan.dapp@gmail.com)				
Bobbie Failor (bobbie.failor@highmark.com)				
Wittney Ferguson (wferguson@deloitte.com)				
Lori Koontz (lori.koontz@highmark.com)				
Stephanie Wilson (stephanie.l.wilson@nationwide.com)				
Jamie Wetzel (jaime.wetzel@highmark.com)				
Stevie Posey (Stevie.Posey@CapBlueCross.Com)				
April Krovic (april.krovic@capbluecross.com)				
Jodi Griffis (Jgriffis@mtb.com)				
Pamela Kroh (Krohpi@aol.com)				
Dianne LeBlanc (dleblanc@harsco.com)				
Kristina Nieves (knieves@pachamber.org)				
Katrina Price (kprice@pachamber.org)				
Marisa Tokarsky (mtokarsky@deloitte.com)				

The Fund for Women and Girls
 Strategic Goals 2019-2021
 Affinity Group Cultivation List

Name of Organization	Contact Person (if any)	Phone	Email	Website	Address	Notes
Professional Women's Business Network	Lauren Chambers/Phyllis Smith	215-300-2133	siscomanagement@gmail.com			
Harrisburg Young Professionals						TFEC has a relationship
Young Professionals of Color						
other Young Professionals groups						
eWomen's Network						
The Women of Color Network		844-962-6462		www.wocninc.org	922 North 2nd St. Hbg, PA 17102	Aaysha
PA Federation of Republican Women				www.pfrw.org		
Council of Catholic Women (of Harrisburg)						
Women's Business Center Organization	Lynne Briel - Executive Record		lynne@theprofessionaledgeinc.com	www.abcoyork.org		Julie Sterner - Admin. Assist. jsterner@ycp.edu
Women's Capital Area Networking (WECAN)	Abeer Allen, President		info@wecanconnect.org	www.wecanconnect.org		
Chamber Business Women	Kara Luzik Canale		kara@hbgrc.org			FWG was Charity of Choice 2020
Harrisburg Area NOW						Aaysha
Harrisburg Business Women	Lynne Baker		info@harrisburgbusinesswomen.org	www.harrisburgbusinesswomen.org		
International Association of Administrative Professionals	Pam Newbaum		pneubaum@pinnaclehealth.org	www.iaap-harrisburg-p.org		
Mechanicsburg Business Women	Abeer Allen		info@mechanicsburgbusinesswomen.org			Terri
Mechanicsburg Chamber Women's Networking Group						9/8/20 did presentation
American Business Women's Association	Mitzi Jones (Mechanicsburg Chapter) Marianna Troy (C amp Hill) mariannetroy@gmail.com Penny Donmoyer		mhisunshine@aol.com			individual chapters area wide
west shore chamber- Lita to talk to George - will let us know 2020 date options	Lita Heckler					miriam
Executive Women International	Deb Pierson	717-713-7255	dpierson@piersoncci.com	www.ewharrisburg.org		
Pennsylvania Bankers Association's Women in Banking						Kelly
women in finance						tressia
Technology Council of Central PA - Women in Tech						Tressia
Women in Engineering						Tressia
Hershey Company Womens BRG						Katrina
TE	Marissa Feinman?? 20 in 20s awardee - is connected to their Women in Networking group					
Penn State Health System						Katrina
PS Hershey Diversity Group						Shileste
Capital Blue Cross	Susan Hubley					Janice
Highmark Health Systems	Kathleen McKenzie					Judith
F & M						Miriam
Soroptomists						presentation done 11/20/19
Keystone Rotary Club						presentation done 10/22/19
UWCR Women's Leadership Network						
Messiah	we will secure a date in Jan or so for a 2020 presenation					Janice
other local colleges -LVC, Etown						Janice
Lean In	Miriam					
Franklin County Womens Groups???						
Women in Business Lebanon Chamber group						meets monthly- Todd is on and will connect us
Lebanon County Commission on Women	Allie Perrotto (sp?) new SARC ED					Todd to connect us
**Statewide Commission on Women						Todd to connect us
all Chambers						