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Campaign Summary

The Women's Foundation of Colorado started with an endowment 22 years ago because we knew our work would not be done in a decade, or two, or three. We knew then, and we know now, that an endowment will sustain our efforts well into the future.

Therefore, to provide resources in a way that would result in the greatest sustained impact, the Board of Trustees for The Foundation initiated the *Power The Change* Endowment Campaign in 2007. The goal of the campaign was to grow the investment pool, which would allow us to invest more each year in women and girls, specifically on the school drop out rate for Colorado girls.

CAMPAIGN PROGRESS

Raised nearly \$11 million dollars

CAMPAIGN HIGHLIGHTS

- ◆ **The Beginning** – The *Power the Change* Endowment Campaign was announced during the 2007 Denver Luncheon. Thank you to the incredible leadership of Mary Sissel and Joy Johnson and a dedicated group of 17 individuals that made up the Endowment Committee. The Committee members solicited donations and were very successful securing 7 gifts of \$1 million or more by the 2008 Denver Luncheon in November.
- ◆ **“Fill the Purse” Campaign** – The Foundation is fueled by the Power of Collective Philanthropy – philanthropy at every level. Our intention was to allow every woman and man to feel that they could be part of giving a million dollar gift to the Foundation. The Fill the Purse Campaign was launched at the Annual Denver Luncheon on November 13, 2008. The Fill the Purse campaign focused on the community gifts portion of the *Power The Change* Endowment Campaign. Fill the Purse collectively **raised nearly a quarter of a million dollars** through statewide events, house parties, collection boxes and a Mother's Day ad campaign.

The Foundation's Regional Committees organized fundraising events around the state to raise money to Fill the Purse:

4/05/09	5-Course Dinner	Pueblo
4/23/09	Luncheon	Grand Junction
4/29/09	Purse Auction	Durango
5/5/09	Breakfast	Colorado Springs
5/19/09	Cocktail Party	Denver - Empowerment Council
6/11/09	Culinary Tasting	Pueblo
July	Loaf N Jug Collection Boxes	Statewide
8/25/09	Luncheon – Lilly Ledbetter	Vail

- ◆ **The Big Red Purse** - Suffragette Elizabeth Cady Stanton once said, “a woman will always be dependent until she holds a purse of her own”. Ten candy-apple red purse sculptures, measuring in at 29-inches across by 24-inches high, were created by sculptor and artist Brett Chomer, and distributed around the state. The Big Red Purse icon of the campaign symbolized a way to collect a large number of gifts to make a big difference, like loose change adding up in the bottom of a purse. A smaller version of the purse was also created as a brooch for all of the Regional Committee members to wear in order to create awareness for the Campaign. The Purse icon is so popular that The Foundation will continue to use the icon in future annual giving campaigns.
- ◆ **Dads for Daughters** – The Foundation also started the Dads for Daughters Special Interest Fund as part of the *Power The Change* Endowment Campaign, which will continue on as the campaign officially ends. Fathers are encouraged to donate to the Fund in honor of their daughters. The earnings from these endowed funds will allow the Foundation to focus on pathways to success for Colorado girls well into the future, and will ensure that more girls are given a greater opportunity to graduate from high school.

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