

2019 Annual Report

---

**COLLABORATE.**

**CONVENE.**

**EDUCATE.**



**WOMEN'S FOUNDATION**  
ARKANSAS

2019 BOARD OF DIRECTORS

- Tjuana Byrd  
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Grantwriting

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Development

A NOTE FROM LEADERSHIP



PHOTO CREDIT: JASON MASTERS/SORREE  
ANNA BETH GORMAN  
Executive Director



TJUANA BYRD  
Board President

Dear WFA Community,

Whether it was speaking out for justice during the #metoo movement, demanding equal pay after winning a fourth FIFA World Cup, participating in the first all-female spacewalk, or running for President, women’s voices and talents took the national stage in 2019. Simultaneously, the Women’s Foundation of Arkansas was working to elevate the voices and talents of women and girls right here in our backyard. As a state-wide organization, we work to expand opportunities to each corner of Arkansas so that every woman and girl in our state has the ability to reach her full potential.

The barriers women face to economic security don’t happen in isolation, so to solve them we can’t operate in isolation either. **Collaboration** allowed us to **convene** partners from across the state as we continued our work in 2019. We expanded our partnerships through funder collaboratives such as Asset Funder’s Network where we joined the BankOnAR+ Coalition, a group of partners working to expand access to traditional financial services for the unbanked and underbanked. As part of a state-wide funder collaborative, Arkansas Impact Philanthropy, we were able to mobilize around a complete count for the 2020 Census, which affects federal funding for programs women rely on across the state. **Collaboration** allowed us to expand our reach in 2019 and serve **35** counties through direct programming.

**Collaborating** and **convening** gave us the ability to **educate**. We expanded our Girls of Promise Initiative by adding arts to our STEM education programs, now called STEAM. We

were able to directly **educate 253** girls through our Girls of Promise Initiative alone. We also introduced a financial education program under our Women Empowered Initiative, Save10, which encourages women to save 10% towards retirement, an emergency fund, or paying down debts.

Finally, we continued to experience an exciting time of growth and unprecedented investment in the Foundation’s work. We were able to raise over \$240,000 at our annual Power of the Purse luncheon and we made our largest annual investment in women and girls to date, investing in solutions to the barriers our research shows us prevent women from being economically secure.

Our community – of volunteers, donors, corporate sponsors, grantees, collaborators, board members, and staff – played a part in every success you will see in the following pages. Thank you for trusting us to **collaborate, convene, and educate** to improve the circumstances of women & girls in your communities. While we are proud to share our successes, we know there is more work to be done and thanks to your continued support, the Foundation will sustain our work on behalf of Arkansas’ women and girls into 2020 and beyond. Join us as we work to make Arkansas the most equitable place for women & girls to live, learn and lead.

**Anna Beth Gorman**  
Executive Director

**Tjuana Byrd**  
Board President

MISSION

To engage our community to promote women & girls in Arkansas so they can realize and achieve their full potential

VISION

WFA envisions a state in which Arkansas women have the voices, choices, and opportunities to participate in their community



# 2019 GRANTEES

Through our grantmaking this year, we were able to **collaborate** with non-profits and funder collaboratives throughout Arkansas that were working to improve the economic circumstances of women & girls in our state. In our twenty-one year history, we have distributed more than **\$300,000** to organizations statewide. In 2019, the grant award total, in this year alone, is just over **\$100,000**. This brings our foundational lifetime investment to more than **\$400,000**. The exponential growth of 2019 now makes up 25 percent of the organization's total lifetime giving. This year we granted to **thirteen** organizations under our two initiatives, Girls of Promise and Women Empowered. A total of **\$52,500** was granted out to organizations under our Girls of Promise Initiative and **\$104,682** was granted out under Women Empowered.

## WOMEN EMPOWERED GRANTEES

**Arkansas State University**  
*Women's Business Leadership Conference*

**The Yarn Storytelling Project**  
*WFA Show Collaboration*

**Just Communities of Arkansas**  
*Men as Allies*

**Delta Circles**  
*Savings Circles*

**Arkansas Impact Philanthropy**  
*AR Counts - 2020 Census*

**Arkansas Asset Funders Network**  
*Women's Access to Capital*

**UCA Minority Vendor Partnership Initiative**  
*Research on Entrepreneurship among Women of Color in the Delta Region of Arkansas*



**INVESTING IN A COMPLETE COUNT**  
Arkansas Impact Philanthropy created Arkansas Counts to ensure a complete count in the 2020 Census. A community advocate speaks at the Arkansas Counts Census Summit.

**INVESTING IN FEMALE ENTREPRENEURSHIP**  
WFA presents a check to University of Central Arkansas who will conduct research on women of colors entrepreneurs in the Arkansas Delta.



## GIRLS OF PROMISE GRANTEES

**Arkansas Cinema Society**  
*Filmmaking Lab for Teen Girls*

**University of Arkansas - Little Rock**  
*Raye Montague Scholarship*

**ACANSA**  
*Hedy Lamarr One Woman Show*

**EAST Initiative**  
*Dr. Mary Lowe Good Legacy Scholarship*

**Museum of Discovery**  
*Girls in STEM*

**Southern Arkansas University**  
*Mulerider Teen College*

**INVESTING IN WOMEN'S STORIES**  
Ateca Foreman tells her story of being a single mother at our show with The Yarn.



**SHOOT DAY**  
Filmmaking Lab participants pose for a group photo after a thirteen hour shoot day.



**HANDS ON**  
Filmmaking Lab participants got hands on experience in every aspect of the filmmaking process from writing to shooting to editing, as well as one on one mentorship from leading filmmakers in the state.



**PREMIERE NIGHT**  
The girls premiered their two short films at Arkansas Cinema Society's film festival, Filmland.

## GRANTEE SPOTLIGHT

**ARKANSAS CINEMA SOCIETY**  
*Filmmaking Lab for Teen Girls*

This year we expanded our Girls of Promise Initiative to include arts education and with support from AT&T we were able to grant \$10,000 to Arkansas Cinema Society to support their inaugural Filmmaking Lab for Teen Girls.

Twelve girls from eleven schools participated in the six week program where they got hands-on experience in each stage of the film making process. The girls were mentored in areas from writing to shooting, editing, and production by leading industry professionals.

The girls' two short films, *Justicia* and *Ensemble*, premiered at Arkansas Cinema Society's film festival, Filmland.

“ I AM HAPPY TO HAVE GOTTEN TO EXPERIENCE SUCH A POSITIVE & EDUCATIONAL ENVIRONMENT BEFORE HEADING OFF TO COLLEGE...IN MANY WAYS THE LAB HAS PREPARED ME FOR THE REAL WORLD. ”

*Kennedy Morris, 2019 Filmmaking Lab for Teen Girls Participant*



# WOMEN EMPOWERED

## WOMEN EMPOWERED INITIATIVE 2019 Steering Committee

Cindy Thornton, *Chair*

Patricia Ashanti

Cindy Conger

Sarah Beth Estes

Tamika Edwards

Dr. Margaret Ellibee

Erika Gee

Dorothy Hall

Devin Hancock

Laura Nick

Janessa Rogerson

Carole Smith

Cindy Varner

Selestria Watson

Kathy Loyd White

## A WOMAN EMPOWERED LECTURE SERIES 2019 Planning Committee

Amber Haugen, *Chair*

Jasmine Medley

Abby Olivier Jennings

Samm Marshall

Juana Tolbert

Women Empowered, our newest initiative, continued to grow in 2019. We recieved support from the Carol B. King Foundation, the Winthrop Rockefeller Foundation, among others to advance the work of women's economic security. We **collaborated** with Wright Lindsey Jennings for our speaker series, *A Woman Empowered*, to **educate** women on estate planning. We **convened** black women business owners at Philander Smith College where research on business ownership and access to capital for women of color was presented by the St. Louis Federal Reserve and Asset Funder's Network. We launched Save 10, a movement to **educate** women on saving for retirement, building an emergency fund, and paying down debt. We **collaborated** with Arkansas Business Publishing Group to present the inaugural Olivia Farrell Gender Equity Leadership Award to Windstream for being the highest scoring participant in our Gender Equity Workplace Initiative that launched in October 2018. Women Empowered's focus came to full fruition in 2019 as we explored more vehicles for women to achieve economic security.

“DURING THE TALK I REALIZED HOW MUCH WE, AS WOMEN, FREQUENTLY TAKE CARE OF OURSELVES LAST & WE REALLY CAN'T AFFORD TO DO THIS WHEN IT COMES TO OUR RETIREMENT FUND.”

Ashley Jeffery  
Save 10 Talk Attendee

## SAVE 10 LAUNCHES

**DISSOLVE DEBT**  
Claudia Utley commits to paying off a debt by dissolving it in the water at a Save 10 event.



**10/10**  
Personal finance expert Naseema McElroy speaks at the Save 10 Celebration on October 10th.



**SAVE 10 FOUNDERS**  
Save 10 Founders, Sarah Catherine Gutierrez and Stephanie Matthews, at a luncheon announcing the initiative.

**PLEDGE TO SAVE**  
A woman signs the Save10 pledge and commits to save 10 percent of her paycheck.



**STRIVING FORWARD**  
WFA collaborated with The Yarn to host "Striving Forward: True Stories from Arkansas Women." Women shared their life experiences that reflected data from our research.



**HANDS ON**  
WFA collaborated with various partners to host a day of learning, networking, and collaboration for black women business owners to discuss the access to capital gap that exists for women business owners, specifically women of color.



**A WOMAN EMPOWERED LECTURE SERIES**  
WFA hosted Wine & Wills to educate women about the importance of estate planning.

## PROGRAM SPOTLIGHT

### GENDER EQUITY WORKPLACE INITIATIVE Windstream



WFA launched the Gender Equity Workplace Initiative in October 2018 at the Clinton School of Public Service where companies were encouraged to join the first cohort by taking the Gender Equity Scorecard, a tool designed by a Clinton School practicum team. The tool is designed to help companies and organizations identify areas where they are achieving gender equity and areas where they need improvement. The five highest scoring participants were invited to the 2019 Arkansas Business of the Year awards as finalists. WFA presented the inaugural Olivia Farrell Gender Equity Leadership Award to Windstream that evening as the highest scoring participant. In 2019, 13 companies participated in the cohort.

“WE THINK THE INITIATIVE IS IMPORTANT FOR OUR STATE AND ITS FUTURE. OUR COMPANY IS PROUD TO PARTICIPATE IN THE SURVEY, PROMOTE THE INITIATIVE THROUGHOUT OUR COMPANY, AND CELEBRATE THE TOP HONOREES.”

Mitch Bettis, President of  
Arkansas Publishing Group



# 20 YEARS OF GIRLS OF PROMISE

## GIRLS OF PROMISE INITIATIVE 2019 Steering Committee

GB Cazes, *Chair*

Janet Cinfio

Mary Condit

Kenya Eddings

Carl Frank

Dr. Uma Garimella

Suzanne Mitchell

Daniel Moix

Jigish Patel

Steve Rice

## GIRLS OF PROMISE CONFERENCE 2019 Planning Committee

Amanda Day, *Chair*

Viviane Ajarrista

Faith Anaya

Shandrae Anderson

Tia Booth

Jamie Collins

Jordan Fletcher

Stacy Gibson

Sandra Leiterman

Avery McLean

Quinyatta Mumford

Katie Story

This year we celebrated **twenty** years since the inaugural Girls of Promise Conference, the founding program of our Girls of Promise initiative. Twenty years later, our programs have expanded to include a Tech for Good Competition sponsored by AT&T, two annual coding summits, and various grantee partners. This past year the conference hosted **142** girls from **27** counties. In 2019 we were also able to **educate** more girls through the addition of arts into our programming. We **collaborated** with grantee partners Arkansas Cinema Society and ACANSA to incorporate arts programming into our existing STEAM education. We also honored the legacy of Girls of Promise founder and long-time supporter, Dr. Mary Good, by establishing a scholarship fund with grantee partner, EAST Initiative. As we looked toward 2020, we focused our work on growing industries and expanding opportunities through out the state. This led us to **collaborate** with the Arkansas Department of Education, Tenable and our Girls of Promise Presenting Sponsor, Acxiom on our December Cybersecurity and Coding Summit.

“**HAVING BEEN INVOLVED IN THOSE EARLY YEARS, WHEN I LOOK AT OUR PROGRAM NOW, I REALIZE HOW MANY YOUNG WOMEN HAVE HAD THIER HORIZONS BROADEN BY BEING ABLE TO PARTICIPATE IN THIS WONDERFUL PROGRAM.**”

*Dr. Lee Lee Doyle  
Girls of Promise Founder and WFA Board Member*



**20 YEARS**  
Founder and current board member Dr. Lee Lee Doyle at one of the first Girls of Promise conferences.



**TO NOW**  
Girls pose in front of a Blackhawk helicopter after a breakout session at the 2019 Girls of Promise conference.

**TECH FOR GOOD**  
Our 2019 Tech for Good contestants meet Governor Asa Hutchinson before the eleven teams presented their projects at our 2019 Girls of Promise Conference. A team of four girls from Sheridan, Arkansas won for their computer program that calculated student's scholarship eligibility for schools in the state. Thanks to the generous sponsorship of AT&T, winners received laptops and all finalists received iPads.



**2019 GIRLS OF PROMISE CONFERENCE**  
A conference participant attends a breakout session with Central Arkansas Water. Girls experienced two days of hands-on activities and mentorship in STEM skills and careers. They also had the opportunity to hear from keynote speakers, Southwest Power Pool CEO Barbara Sugg and FBI Agent Laura Garrett about cybersecurity.



**DECEMBER CYBERSECURITY & CODING SUMMIT**  
68 girls attended our 2019 December Coding & Cybersecurity Summit on the campus of Henderson State in Arkadelphia, AR. Acxiom and Tenable led coding and cybersecurity sessions, respectively. Speakers included Katie Hendrickson from Code.Org, State Chief Information Officer Yessica Jones, Acxiom's CIO Janet Cinfio and Chief Security Officer Beth-Anne Bygum.



**SUMMER CODING SUMMIT**  
40 girls joined us on the corporate campus of Acxiom in Conway, AR for our Summer Coding Summit. They worked in Applab on coding and improved their computational thinking skills in a rocket launch competition led by Apptegy.

## BY THE NUMBERS

**253 GIRLS  
DIRECTLY SERVED**

**35 COUNTIES REACHED**

## ALUMNA SPOTLIGHT

**HALEY PUGH**  
**1999 Girls of Promise Conference Alumna  
and Architect**



Haley Pugh was one of the first Girls of Promise participants, attending the inaugural conference in 1999. She is now an architect in Bass Pro Shops design and development departments after earning her master's in architecture from Louisiana State University, a career path she says was shaped by attending the Girls of Promise Conference. She lists the most valuable takeaways from her Girls of Promise experience as the value of community, the importance of giving back, and the positivity that comes from women bringing wisdom and perspective to each other.

“**SEEING OTHER WOMEN WHO WERE LIKE ME AS YOUNG GIRLS HELPED ME SEE THOSE HOBBIES, INTERESTS, & EXTRA CURRICULAR ACTIVITIES DON'T MAKE YOU A GEEK; THEY HELP YOU CREATE THE BEST VERSION OF YOURSELF.**”

*Haley Pugh,  
Girls of Promise Alumna*



# POWER OF THE PURSE LUNCHEON

## 2019 Co-Chairs



**Alison Williams**  
*Chief of Staff  
Office of Governor  
Asa Hutchinson*

**Sarah Catherine Gutierrez**  
*Founder & CEO  
Aptus Financial*

## 2019 Honorees



*Pictured from left to right*

### Woman of the Year in Philanthropy Alisha Curtis

*Arkansas Department of Commerce*

### Woman of the Year in Business Laura Landreaux

*Entergy Arkansas*

### AR First Lady's Woman of the Year in Public Service

**Patricia Nunn Brown**

*Arkansas Economic Development Commission*

Over **900** people piled into the Wally Allen Ballroom at the Statehouse Convention Center in Little Rock for our annual Power of the Purse Luncheon where we raised over \$245,00 for women and girls in the state. We also **collaborated** with co-chair Sarah Catherine Gutierrez to launch Save 10 at the luncheon, a movement to **educate** women on savings and debt reduction. Each year Power of the Purse gives us the opportunity to honor three amazing women in Arkansas and **convene** our supporters, donors, and stakeholders for an afternoon to update them on our work and ask for their continued investment in gender equity.



**HONOREE HUG**  
*The three honorees  
hug after receiving  
their awards  
onstage at the  
luncheon.*

## BY THE NUMBERS

**\$249,723 RAISED**

**900+ ATTENDEES**



**WOMAN OF THE YEAR IN PHILANTHROPY**  
*Alisha Curtis hugs her former boss, Governor Asa Hutchinson, after being awarded her honor.*



**A ROOM FULL OF WOMEN**  
*Over 900 people, a majority of being women, joined us for the luncheon at the Statehouse Convention Center in downtown Little Rock.*



**WINNER WINNER**  
*Former Woman of the Year in Philanthropy honoree and WFA founder, Ellen Cockrill, wins tickets from sponsor Southwest Airlines in a raffle.*

# VENDORS

In 2019, WFA committed to investing in women not just through our grantmaking and programming, but through every dollar spent. This year, WFA is sharing a breakdown of our spending with women owned businesses. This year we were able to invest over **\$58,000** in women owned businesses through our vendors, contractors, and others that helped make our programs and events a success in 2019.

## ART

**Yang Luo Branch**

## CATERING

**Cocoa Belle Chocolates**

## CONSULTANTS & CONTRACTORS

**Lacy Selig**

*Selig Strategies*

**Trisha Guenther**

*Guenther Accounting Solutions*

## COMMUNICATIONS

**Mangan Holcomb Partners/Team Si**

## FLORISTS

**Hodge Podge  
Frances Flower Shop**

## INTERIOR DESIGN

**Jill White Designs**

## PHOTOGRAPHY

**Chronicle By A Lens**

## PRINTING

**Magna IV  
Trivia Marketing**



# FINANCIALS

Our fiscal year ending December 31, 2019 was one of great success for the Women’s Foundation of Arkansas. We raised over \$240,000 at Power of the Purse and recieved support from Acxiom, the Carl B. King Foundation, the Winthrop Rockefeller Foundation, and many other generous foundations, corporations, and individuals. This, combined with successful previous fiscal years, allowed us to maintain a staff of three, move into our own office in the Regions building in downtown Little Rock, and **collaborate**, **convene** and **educate** on a larger scale.

## SUMMARIZED STATEMENT OF ACTIVITIES

Fiscal Year ending December 31, 2019

REVENUE		NET ASSETS	
Grants & Contributions	\$520,371	Net Assets (beginning of year)	\$550,794
In-kind Donations	\$63,501	Net Assets (end of year)	\$553,559
Net Change in Investments	\$(1,849)	Change in Net Assets	\$2,765
Total Revenue	\$582,029		
EXPENSES			
Program Expenses	\$371,038		
Supporting Services	\$208,225		
Total Expenses	\$579,263		

# DONORS

### \$25,000 - \$75,000+

Acxiom Corporation  
Winthrop Rockefeller Foundation

### \$15,000 - \$24,999

AT&T Arkansas  
Cynthia Conger  
Arkansas Business Publishing Group  
Central Arkansas NAWBO  
Arvest Bank

### \$10,000 - \$14,999

Lacy Selig  
Entergy Arkansas, Inc.  
Wells Fargo  
Mangan Holcomb Partners/Team SI  
Southwest Airlines  
Simmons Bank

### \$5,000 - \$9,999

Jill White Designs  
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Windstream Communications  
Anita Davis  
Arkansas Blue Cross & Blue Shield

### \$2,500 - \$4,999

Southwest Power Pool  
Bespoke Media Group  
Arkansas Community Foundation  
Yam Yee Wong  
Mullenix & Associates  
Inveritas Research & Consulting  
Office of Governor Asa Hutchinson  
The Arkansas Financial Group  
University of Arkansas - Little Rock  
Capital Advisors Group  
University of Arkansas - Pulaski Technical College  
Arkansas State Chamber  
Munro Foundation  
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### \$1,000 - \$2,499

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Kim Lane  
Catherine Hughes  
Katrina Owoh  
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Wellcare  
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Del Boyette  
Kimberly O’Guinn  
Anne Parker

Ellon Cockrill  
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Arkansas Capital Corporation Group  
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North Little Rock Chamber of Commerce  
Centennial Bank  
Southern Bancorp  
Quattlebaum, Grooms, & Tull  
Magna IV, Inc.  
Arkansas Electric Cooperative Corporation  
Clinton School of Public Service - Center for Community Philanthropy  
Little Rock Convention & Visitors Bureau  
Morris Foundation  
Mary Helen Henry  
Tjuana Byrd

### \$500 - \$999

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Barbara Sugg  
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Gregory and Helen Burton



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Heifer International  
Yolanda Hughes

[\\$250 - \\$499](#)

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[\\$100 - \\$249](#)

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Karron Wages  
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Jennifer Owens  
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Pody Gay  
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Brook Willis  
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