



400 W CAPITOL AVE, SUITE 1242  
LITTLE ROCK, AR 72201

501-244-9740

WOMENFOUNDATIONARKANSAS.ORG

## **Request for Proposals** for Marketing and Communications Services to Enhance Organizational Awareness and Support a Capital Campaign

Issued by: Women's Foundation of Arkansas

Date: October 24, 2023

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## 1. Introduction

### a. About the Women's Foundation of Arkansas

The Women's Foundation of Arkansas (WFA) is the only statewide foundation that works to ensure economic security for Arkansas women and girls. Since its founding in 1998, the WFA's guiding principles have been consistent – to understand the diverse needs and realities facing women and girls in Arkansas and to respond through purposeful action and engaged philanthropy. The WFA works to dismantle the very real inequities that women and girls face each day in their pursuit of economic security, with the goal of reducing the gender wealth gap across the state of Arkansas through research, grantmaking, advocacy, and two programmatic initiatives: [Girls of Promise®](#) and [Women Empowered](#).

### b. Purpose of the RFP

The WFA is seeking proposals from qualified firms or individuals to provide comprehensive marketing and communication services to expand organizational awareness and support a multi-million Dollar capital campaign that will advance the WFA's mission, operations and initiatives.

This project is an opportunity for creative, innovative approaches to elevating awareness and understanding of the WFA across the state of Arkansas, and among significant regional and national funders. The WFA is an organization creating change for all women in Arkansas, and we are seeking proposals from firms or individuals who share our passion for advancing this mission, and want to act as a partner in dismantling continued economic barriers women and girls face.

### c. Timeline

RFP Release Date: October 24, 2023

Proposal Submission Deadline: November 22, 2023

Finalist Selection: December 1, 2023

Contract Award: December 22, 2023

## 2. Project Overview

### a. Background and Context

The WFA is launching a capital campaign (Campaign) in 2024 to secure funding for key initiatives that will significantly impact the lives of women and girls across Arkansas. Effective marketing and communication strategies are vital to engaging potential donors and creating a strong fundraising campaign.

In preparation for the Campaign launch, the WFA is seeking a 3-year marketing and communications partnership. Concurrently with Campaign preparation and

execution, the firm or individual selected will promote WFA's established programs and initiatives for women and girls throughout the span of the project.

#### **b. Project Objectives**

The primary objectives of this project are:

- Develop a comprehensive marketing and communication strategy that is tailored strategically to our Campaign goals to enhance awareness and understanding of the WFA and our work.
- Establish an approach that differentiates WFA in its field and elevates its position as the premiere organization working for women and girls in Arkansas.
- Create a thought leadership campaign and as needed, compelling marketing collateral to promote the WFA and the Campaign and engage existing and potential donors. The WFA holds a separate budget for print collateral, and out of pocket print expenses will be paid by WFA.
- Enhance WFA's statewide presence through various marketing channels.
- Maximize outreach to potential donors and stakeholders through targeted communication efforts.

#### **c. Scope of Work**

The scope of work includes but is not limited to:

- Developing a situational analysis based on existing WFA research and conversations with the WFA Board of Directors and leadership, as well as and identifying target audiences.
- Developing a strategic marketing and communications plan aligned with campaign goals.
- Designing and producing marketing materials, including brochures, presentations, and digital content.
- Implementing thought leadership, social media and digital marketing campaigns to increase WFA visibility.
- Providing ongoing progress reports and recommendations to the WFA Board of Directors and staff to optimize marketing strategies.

#### **d. Budget**

The WFA has allocated \$50,000 annually for this project and will ask firms or individuals submitting proposals to offer pro bono services to match this investment. Pro bono services can be applied to the scope of work or tied to specific established projects, for example, WFA's Girls of Promise Initiative or annual signature fundraising event, Power of the Purse.

### **3. Proposal Submission Guidelines**

**a. Proposal Format and Submission Instructions**

Proposals must be submitted electronically to Becky Flynn by November 22, 2023. The subject line should read “RFP for Marketing and Communication Services – [Your Company Name].” Proposals should be in PDF format.

**b. Evaluation Criteria**

Proposals will be evaluated based on the following criteria:

- Relevant experience and expertise
- Creativity and innovation in approach
- Alignment with project objectives and WFA values
- Cost-effectiveness
- Level of commitment to pro bono support
- Quality of past performance

**c. Selection Process**

A selection committee composed of WFA board members, donors, and trusted advisors will review all submitted proposals and will shortlist potential candidates for further evaluation. Shortlisted candidates may be invited for an interview or presentation.

**4. Qualifications and Requirements**

**a. Required Expertise and Experience**

Qualified firms or individuals should possess experience in providing marketing and communication services for nonprofit organizations, especially in the area of fundraising, with special consideration for experience in capital campaigns. Proven success in developing and executing successful marketing strategies is essential.

**b. Insurance and Legal Requirements**

Selected candidates will be required to provide proof of appropriate insurance coverage and comply with all legal and regulatory requirements.

**5. Proposal Content and Structure**

Proposals should be structured as follows:

**a. Executive Summary**

Brief overview of your company, expertise, and how you propose to approach the project.

**b. Approach and Methodology**

Details of the approach, methodology, and strategies you will employ to achieve the project objectives.

**c. Work Plan and Timeline**

A detailed work plan outlining the tasks, timelines, and milestones for the project.

**d. Budget and Cost Proposal**

A comprehensive budget proposal detailing all costs associated with the project, including fees and pro bono contributions.

**e. Past Performance and References**

Information about relevant projects, client references, and testimonials showcasing your experience and success in similar endeavors. Examples could include, but are not limited, to Integrated Marketing and Communications Strategy Overview, Content and/or Editorial Calendar, quantitative and qualitative stories of success, examples of executing innovative ideas, and marketing collateral for relevant clients or projects.

**6. Questions and Clarifications**

Questions and requests for clarifications regarding this RFP should be submitted via email to Becky Flynn at [bflynn@womensfoundationarkansas.org](mailto:bflynn@womensfoundationarkansas.org) by November 1. WFA will review all questions, consolidate them for anonymity and provide responses to all submitting parties by November 3.

**7. Contact Information**

For further information or inquiries related to this RFP, please contact:

Becky Flynn, Director of Development  
[bflynn@womensfoundationarkansas.org](mailto:bflynn@womensfoundationarkansas.org)  
(501)244-9740, Ext. 104

Thank you for your interest in supporting the Women’s Foundation of Arkansas in our mission to ensure economic security for Arkansas women and girls through collaboration and focused philanthropic investment.

Sincerely,

Women’s Foundation of Arkansas  
400 W Capitol Ave, Ste. 1242

Little Rock, AR 72201

Enclosures:

Board of Directors List

Disruptors List

2022 Annual Report

WFA Info 1-Pager



25 years

OF ENSURING ECONOMIC SECURITY FOR ARKANSAS WOMEN AND GIRLS THROUGH COLLABORATION AND FOCUSED PHILANTHROPIC INVESTMENT

**RESEARCH**



Economic Indicators for Women in Arkansas  
State, Region and County



**WOMEN OF COLOR BUSINESS OWNERS AND ENTREPRENEURS IN ARKANSAS**

A SUMMARY REPORT COMPILED BY THE UNIVERSITY OF CENTRAL ARKANSAS

**GRANTMAKING**

**\$930K+**

**Distributed to orgs serving women & girls in AR**

**PROGRAMMATIC INITIATIVES & ADVOCACY**



Through our Women Empowered initiatives, including the Women's Economic Mobility Hub, Gender Equity Scorecard, and SAVE10, we educate, advocate, and innovate around issues of women's economic security: Building assets, saving for life & retirement, accessing capital, closing the wealth gap.



Programs such as the Girls of Promise® Conference, Innovate for Good, and the Tjuana Byrd Summer Internship introduce girls to education, mentors, and careers in STEAM fields, which are pathways to better paying jobs and economic security as women.



Power of the Purse is an annual event to recognize the accomplishments of women in our state, celebrate the work of WFA, and raise money to continue making progress toward economic security for Arkansas women and girls.



@WOMENSFOUNDATIONARKANSAS



WOMENSFOUNDATIONARKANSAS.ORG



@WOMENSFOUNDATIONOFARKANSAS



# FOUNDERS

WFA would like to thank the following women who made a contribution in 1998 that founded the Women's Foundation of Arkansas.

Betty Abbott  
Dr. Dana Abraham  
Sharon K. Allen  
Sandy Alstadt  
Virginia Bailey  
Shelby Baker  
Emma L. Bass  
Dr. Carolyn Blakely  
Jan Bolton  
Sissi Brandon  
Ellen Brantley  
Patricia Rhine Brown  
Dolores F. Bruce  
Joan R. Campbell  
Mary Cantrell  
Charlie Cole Chaffin  
Sandra Cherry  
Ellon R. Cockrill  
Ethel Cook  
Judi S. Dawson  
Lynn DeVault  
Mary Dillard  
Dr. Lee Lee Doyle  
Joy Drummond  
Helen T. Dyke  
Audrey R. Evans  
Olivia Farrell  
LaVerne W. Feaster

Karen E. Flake  
Maribeth Frazer  
Sue Frueauff  
Marion Fulk  
Rebecca Garner  
Greer Grace  
Dr. Karen G. Grant  
Barbara M. Graves  
Ellen M. Gray  
Jane Hardin  
Diana T. Hueter  
Catherine L. Hughes  
Johnelle D. Hunt  
Janet Jones  
Myra Jones  
Sissy Jones  
Brownie W. Ledbetter  
Sharron Johnson Leslie  
Jo Knight Light  
Betty Lile  
Pat Lile  
Linda Linn  
Margo Low  
Diane S. Mackey  
Cora McHenry  
Dr. Shirolyn Moffett  
Dorothy Morris

Beverly Morrow  
Billie Ann Myers  
Susan Newkirk  
Wanda L.N. Hartz  
Martha Ann Norton  
Kay S. Patton  
Karen E. Potts  
Carolyn Pugh  
Janet L. Pulliam  
Lisenne Rockefeller  
Judge Judith Rogers  
Jane Ross  
Amy Rossi  
Jane P. Saunders  
Charlotte T. Schexnayder  
Stacy B. Sells  
Helen Selig  
Lottie Shackelford  
Mary Gay Shipley  
Billie Jo Starr  
Jean D. Stockburger  
Patti Upton  
Cynthia VanWinkle  
Sherry Walker  
Helen R. Walton  
Millie Ward  
Carolyn B. Witherspoon



# DISRUPTORS

WFA Disruptors are members of a philanthropic community invested in disrupting the status quo to create positive change for women.

Anonymous  
Kay Kelley Arnold  
Dr. Katherine Berry  
Jean Block  
Juli Brandenberger  
Bill Brookshire  
Ann Childs  
Ellon Cockrill\*  
Ashley Coldiron  
Amanda Potter Cole  
Cindy Conger  
Cici Conger-Portie  
Andrea Dobson  
Dr. Lee Lee Doyle\*  
Dr. Christina Drale  
Tamika Edwards  
Olivia Farrell\*  
Jill Floyd  
Denise Garner  
Natalie Ghidotti  
Dr. Hunter P. Goodman  
Anna Beth Gorman  
Dorothy Hall  
Shannon Hendrix  
Erin Hohnbaum  
Abby Hughes Holsclaw  
Heather Jones  
Dr. Jerrilyn Jones

Dr. Cherisse Jones-Branch  
Tjuana Byrd Manning  
Tina McCord  
Molly McNulty  
Alison Melson  
MHP/TeamSI  
Beverly Morrow\*  
Lesley Nalley  
Marnie Oldner  
Ann Owen  
Rebecca Pittillo  
Amy Rossi\*  
Liz Russell  
Mimi San Pedro  
Lacy Selig  
Lottie Shackelford\*  
Mary Gay Shipley\*  
Rickie Smith  
Dr. Victoria DeFrancesco Soto  
Sarah Steen  
Emily Parke Stephens  
Barbara Sugg  
Cindy Thornton  
Annabelle Imber Tuck\*  
Brooke Vines  
Carson Tallach Vogelpohl  
Sharon Tallach Vogelpohl  
Sherry Walker\*

Karron Wages  
Millie Ward\*  
Dr. Kathy White Loyd  
Kara Wilkins  
Alison Williams  
Tricia Wilson  
Gena Wingfield  
Carolyn Witherspoon\*

\*Denotes Disruptors who were original Top 100 Women of Arkansas and Founders of the WFA



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Little Rock, AR 72201  
(501)244-9740  
[womensfoundationarkansas.org](http://womensfoundationarkansas.org)  
EIN#: 30-0034070

## **Board of Directors 2023**

### Officers:

- Jill Floyd, President – State Director, Rural Development, USDA
- Wendy Johnson, 1<sup>st</sup> Vice President – Partner, RMP Law
- Kim O’Guinn, 2<sup>nd</sup> Vice President - Arkansas Public Service Commissioner
- Sharon Wilson, Treasurer – Sharon Wilson, CPA
- Corey Alderdice, Secretary – Director, Arkansas School for Mathematics, Science and the Arts
- Gena Wingfield, At-Large Representative – Chief Financial Officer, Arkansas Children’s Hospital
- Mildred Franco, At-Large Representative

### Directors:

- Katherine Berry, PhD, 1<sup>st</sup> Lady of Southern Arkansas University
- Jennifer Browne, Attorney
- Irma Chavez, Founding Executive Director, Conexion de Latinos
- LaTeasha Gaither-Davis, Owner & CEO, Therapeutic Focus
- Cherisse Jones-Branch, PhD, Dean of the Graduate School, Arkansas State University
- Kim Lane, Lead Organizer, One Million Cups Little Rock, Founder/Director, Start Up Grind Little Rock
- Alison Melson, VP Corporate Marketing, Arkansas Blue Cross Blue Shield
- Brice Sisco, Sales Manager, Arvest Central Arkansas
- Meagan Bowling-Fudge, Director of Student Information Systems Initiatives, University of Arkansas - Fort Smith

### Emeritus

- Lee Lee Doyle, PhD, Retired, University of Arkansas for Medical Sciences

### Staff:

Anna Beth Gorman, Executive Director  
Becky Flynn, Director of Development  
Megan Godfrey, PhD, Save10 Coordinator  
Maddie San Juan, Director of Strategic Initiatives  
Whitney Scales, Operations Manager  
Kennedy Kasten, Development Coordinator



ANNUAL  
REPORT 2022

# 2022 Board of Directors

## Officers

Jill Floyd  
*President*

Wendy Johnson  
*1st Vice President*

Kim O'Guinn  
*2nd Vice President*

Sharon Wilson  
*Treasurer*

Corey Alderdice  
*Secretary*

Gena Wingfield  
*At-Large Representative*

Mildred Franco  
*At-Large Representative*

## Directors

Dr. Katherine Berry  
Jennifer Browne

Dr. Lee Lee Doyle  
(Emeritus)

Dr. Sarah Beth Estes  
LaTeasha Gaither-Davis

Kim Lane  
Tjuana Byrd Manning

Alison Melson

Cici Conger-Portie

Cindy Thornton

## Honorary Member

First Lady Susan  
Hutchinson

## Staff

Anna Beth Gorman  
*Chief Executive Officer*

Becky Flynn  
*Director of Development*

Maddie Spickard  
*Director of Programs & Initiatives*

Dr. Mia Phillips  
*Operations Manager*

Kristen Phantazia  
Smith  
*Program & Communications Specialist*

## Contractors

Madeline Burke  
*Social Media & Communications*

Dr. Megan Godfrey  
*Save10 Program Coordinator*

Trisha Guenther  
*Accounting*

Kara Wilkins  
*Women's Economic Mobility Hub Coordinator*

## Mission & Values

The mission of the WFA is to ensure economic security for Arkansas women and girls through collaboration and focused philanthropic investment.

Empowerment • Equity • Responsiveness • Influence • Education • Commitment • Compassion • Boldness • Innovation • Perseverance • Inclusion • Ambition

# A Note From Leadership



Dear WFA Friends,

We continue to be bold and ambitious in our efforts to see economic security realized for women across Arkansas. Our work is data-driven and responsive to the particular circumstances of women; be they public educators, black women entrepreneurs, or 8th grade students interested in STEAM. We acknowledge the inequities that continue to plague women's economic mobility; factors such as age, marital status, educational attainment, and race/ethnicity. We challenge ourselves to work on behalf of women by amplifying their voice and their personal narratives. We could not do this work without our community of support, volunteers, donors, corporate sponsors, grantees, collaborators, board, and staff.

Throughout 2022 the WFA was recognized as a Bank of America Neighborhood Champion, receiving critical operational investment to further our innovative approach to disrupting barriers to economic mobility. Building on our portfolio of work supporting women entrepreneurs the WFA took the lead in organizing a collective of women serving entrepreneur support organizations. Our goal is to break through silos in the ESO space and help women business owners gain more access to available resources and support.

As our work expands so has our team. In 2022 we welcomed two new full time positions, Operations Manager and Programs and Communications Specialist. Investing in our organizational capacity is

one of our strategic goals and objectives, ensuring that we have the talent and ability to deliver on our mission and vision. Over the last few years we have looked critically at our position of power and influence with a goal of best leveraging that position to empower others. We are proud of the 2022 results of this focus that you will read about in the following pages.

- *We distributed \$125,000 in grants to Black women-owned businesses and organizations across the state serving Arkansas women and girls.*
- *We launched Save10 for Educators*
- *Partnering with 5 School Districts across the state*
- *Met over 5,000 Public School Employees and provided information about how they can pay off student loan debt through the Public Service Loan Forgiveness Program*
- *We built upon the success of our 2021 inaugural Women's Economic Mobility Hub and Tjuana Byrd Summer Internship Program, growing each by more than double.*

As you read through the pages of our annual report, we hope you will see our unwavering commitment to realizing economic mobility and security for women of Arkansas. We hope you will be inspired as we are by the women we serve and their potential.

With deep appreciation for your support,

**Anna Beth Gorman** *Chief Executive Officer*  
**& Jill Floyd** *Board President*



## Save 10

SAVE10 is an initiative to empower Arkansas women to save for life by committing to saving 10% of their income for retirement. In April, Dr. Megan Godfrey joined the Save10 team as the project coordinator. From April to October, the Save 10 message, specifically the Public Student Loan Forgiveness (PSLF) Program waiver opportunity, reached nearly 5,000 educators across the state.

*In October, WFA hosted a Save 10 event featuring speaker Jackie Koski, a single mother who retired at age 49 with more than \$1.3 million in her account. She shared her journey to financial freedom, along with strategies for saving and investing with the nearly 100 women who attended.*

WFA served as a leader in the state in this area, educating women who were eligible about the process and availability of the waiver that would make student loan forgiveness easier. On average, the educators we served had \$84,000 in student loan debt, with some as high as \$250,000.

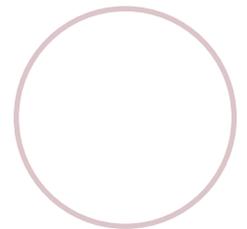
While the timeline varied, and many are still in process as of this writing, we've received a number of reports that several educators had most or all of their student loan debt forgiven as a result of participating in one of our workshops. In addition, the Save10 College Campus Tour served 765 students, helping better position them for financial success now and in the future.

# Women's Economic Mobility Hub



For 2022, the Women's Economic Mobility Hub (WEM Hub) welcomed two new cohorts of women into its ranks. Launched in 2021, WEM Hub supports Black women-owned businesses by providing technical assistance along with additional resources, including \$5,000 in unrestricted grant funds to help scale their businesses.

Each cohort participated in a six month program, aimed at providing sessions on accounting and finance, business law, communications, and technology. The WEM Hub is an example of WFA's commitment to using research and data to implement impactful programmatic change for women and girls in Arkansas.





As of December 31, 2022, the WFA has provided:

**\$150,000** of support to Black women business owners

more than **300 hours** of technical support to 30 women business owners



# Girls of Promise

The Girls of Promise® Conference exposes eighth grade girls to opportunities and mentors in STEAM fields. For more than 20 years, the initiative's goal has been to increase the number of girls in higher-level STEAM courses and careers to put them on the path to achieving economic security as women.

This year's conference was attended by nearly **150 eighth grade girls** from around the state, and featured a keynote speech by Ellen Ochoa, the first Hispanic woman to go to space. Girls participated in hands-on activities led by women in various STEAM fields including water filtration, criminology, cybersecurity, and robotics.





# Tjuana Byrd Internship Program

The Girls of Promise Initiative, presented by Acxiom, also serves women in college who are majoring in STEAM fields. Through the Tjuana Byrd Internship Program (TBIP), named for WFA's first Black President of the Board of Directors, college-aged women of color pursuing degrees in STEAM fields have the chance to participate in an internship program with leading Arkansas STEAM companies. Participating companies commit to paying interns equitably, and to providing interns with meaningful

work experiences that will help prepare them for careers in their respective fields. In addition to their daily work experience, interns were also provided with networking opportunities outside of work and free housing to eliminate that barrier.

The 2022 Cohort had 25 women from 10 colleges and universities working at eight partner companies, and the program's reach was expanded to Northwest Arkansas with three interns living and working there. The 2022 Cohort also included women who attended the Girls of Promise Conference when they were in the eighth-grade, demonstrating the WFA's long-term impact in access to STEAM education.

Several interns were offered extensions to their internships and two were offered full-time positions.



# Power of the Purse

The 24th annual Power of the Purse event, WFA's largest fundraiser, was a huge success with more than 750 people in attendance. This year's luncheon was co-chaired by Shannon Hendrix and Beverly Morrow and honored four outstanding women:

More than \$150,000 was raised to further WFA's mission to support Women and Girls in Arkansas.

## *Woman of the Year in Business*

**Esperanza Massana Crane**  
*Director of Minority & Women-Owned Business Enterprise Division at the Arkansas Economic Development Commission*

## *Woman of the Year in Philanthropy*

**Heather Larkin**  
*President and CEO of the Arkansas Community Foundation*

## *First Lady's Woman in Public Service*

**First Lady Susan Hutchinson**

## *Woman of the Year in Innovation*

**Shelley Simpson**  
*President for J.B. Hunt Transport Services, Inc.*





# Arkansas Women's Commission

On February 18, 2022, Governor Asa Hutchinson announced that he was reestablishing the Arkansas Commission on the Status of Women with the goal of producing a report and action items by December 1, 2022. The last commission that focused on women and girls was nearly 50 years ago in 1973. The Commission was charged with analyzing the role of Arkansas women in the labor

market and economy and identifying barriers that prevent women from fully accessing opportunities in the workforce and economically. The Women's Foundation of Arkansas played a leading role in getting the Commission mobilized around the state, by co-coordinating seven regional meetings to ensure the voices of women from around the state were included.



# Grantees

The WFA continued its philanthropic efforts to support organizations throughout the state who support women and girls in various ways. This year's grantees include:

## T2 + Woman-Run Barrier Breakers

Museum of Discovery

Mosaic Templars Cultural Center

EAST Initiative: Dr. Mary Lowe Good Scholarship

Arkansas Cinema Society: Filmmaking Lab for Teen Girls

*We also granted \$100,000 in unrestricted funds directly to Black-women business owners in Arkansas:*

**Deandrea Bass-Carrigan**, *Driven by Concepts Therapy, LLC in Conway, Ark.*

**Dequeshia Prude-Wheeler**, *Prude Legacy Law Group, PLLC in Bentonville, Ark.*

**Patricia Edwards**, *Jimmie Lee's Pound Cake, LLC in Sherrill, Ark.*

**Warrensha Arnold**, *Nyarai Cosmetics, LLC in Fayetteville, Ark.*

**LaQuita Norris**, *Gateway Family Therapy Services, PLLC in Benton, Ark.*

**Roshonda Franklin**, *Arnette Business Group, LLC in Little Rock, Ark.*

**Pamela Beasley**, *Beasley Management, LLC in Little Rock, Ark.*

**Amber McCoy**, *The Diversity Booth, Inc. in Little Rock, Ark.*

**Dianna Donahue**, *Urbane Magazine, LLC in North Little Rock, Ark.*

**Feleicia Walton**, *Sweet Home Elderly Services, LLC in Sweet Home, Ark.*

**Kanesha Adams**, *Bearapy in Pine Bluff, Ark.*

**Melanie Battles**, *Scholars for the Soul: An Educational Solutions Firm in Bryant, Ark.*

**Akissi Brooks**, *Ambitious Girls Inc. in Sherwood, Ark.*

**Janette Cross**, *JValenciaACTS in North Little Rock, Ark.*

**Whitney Dobbins**, *Girly Girls Mobile Spa and More in North Little Rock, Ark.*

**LaTasha Moore**, *Tasha Teaches Spanish in Little Rock, Ark.*

**Quinyatta Mumford**, *Mumford and Associates in Little Rock, Ark.*

**Brittany Roy**, *Sweet Stuffed in Little Rock, Ark.*

**Ashia Shelton**, *Ari's Glow Candle Co. in Brinkley, Ark.*

**Whitney Spencer**, *CROWN Salon Studio in Little Rock, Ark.*

# 2022 Financials & Strategic Priorities

## *Strategic Priorities*

### **#1 Economic Security**

Create, fund, and promote systems and programs that provide education, mobility and economic security for Arkansas women and girls

### **#2 Community Impact**

Grow WFA's relevancy and impact statewide with a focus on underserved communities

### **#3 WFA Vitality**

Ensure organizational vitality that results in active and sustained investment in Arkansas women and girls

### **#4 Education and Engagement**

Utilize data-informed research to collaborate with communities to build engagement on behalf of Arkansas women and girls

#### Revenue

\$ 1,317,827 Grants and contributions  
\$ 47,694 In-Kind Donations  
\$ 2,460 Net change in Investments  
\$ 1,367,981 Total Revenue

#### Expenses

\$ 976,740 Program Expenses  
\$ 335,326 Supporting Services  
\$ 1,312,066 Total Expenses

\$ 55,914 Change in Net Assets  
\$ 679,977 Net Assets - Beginning of Year  
\$ 735,891 Net Assets - End of Year

# Donors

The WFA is grateful for every person and organization who contributes to the work we do for women and girls in Arkansas.

## \$100,000+

Axiom  
Arkansas Department of Education

## \$50,000 - \$99,999

Delta Regional Authority  
Winthrop Rockefeller Foundation

## \$25,000 - \$49,999

Arkansas Children's Bank of America  
Cindy Conger\*  
Fulbright College of Arts & Sciences, University of Arkansas  
Stone Bank  
U.S. Bank Foundation  
Walmart

## \$10,000 - \$24,999

Anonymous  
Arkansas Business Publishing Group  
Arvest  
CDI Contractors  
Central Arkansas Water  
Lockheed Martin  
Loreal  
MHP/Team SI  
Wells Fargo  
Windstream Communications

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

Anonymous

Arkansas Blue Cross and Blue Shield  
Arkansas Trucking Association  
AT&T Arkansas  
Centennial Bank  
Dassault Falcon Jet  
Delta Dental of Arkansas  
Entergy Arkansas, Inc  
Garver, LLC  
Nucor-Yamato Steel  
Sissy's Log Cabin  
Southwest Airlines  
The Breast Center at CARTI  
University of Arkansas at Little Rock

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

Arkansas Community Foundation  
Arkansas Economic Development Commission  
Arkansas Electric Cooperative Corporation  
Arkansas Health and Wellness  
Crafton Tull  
Cross Gunter  
Witherspoon & Galchus  
Friday Eldredge & Clark  
Governor Asa Hutchinson  
Harding University

Inveritas Research and Consulting  
J. B. Hunt Transport Services, Inc.  
McLarty Automotive Group  
Mitchell, Williams, Selig, Gates & Woodyard, PLLC  
Sam M. Walton College of Business, University of Arkansas  
Simmons Bank  
SixtyOne Celsius  
Southwest Power Pool  
The Hatcher Agency, Inc.  
Cindy Thornton\*  
University of Arkansas Pulaski Technical College  
Gena Wingfield\*  
Women's Business Leadership Center, Arkansas State University  
Wright, Lindsey & Jennings LLP

## \$1,000 - \$2,499

Apartment Hunters  
Corey Alderdice  
Dr. Katherine Berry  
Jennifer Browne  
Children's Advocacy Centers of Arkansas  
Ann Childs  
Clinton School of Public Service - Center for Community Philanthropy  
Ellon Cockrill

Cici Conger-Portie\*  
CTEH  
Brenda Deal\*  
Dr. Lee Lee Doyle\*  
EGP LLP  
Empower Healthcare Solutions  
Dr. Sarah Beth Estes  
First Security Bank  
Jill Floyd\*  
Mildred Franco\*  
Mary Helen Henry  
Hodge Podge, Etc.  
Catherine Hughes  
Chrissy Jennings\*  
Wendy Johnson  
Little Rock Regional Chamber  
Little Rock Water Reclamation Authority  
Mainstream Technologies  
Judge Tjuana Byrd Manning\*  
Carole Maurras  
Alison Melson  
Beverly Morrow  
Museum of Discovery  
Network For Good  
North Little Rock Chamber of Commerce  
North Little Rock Convention & Visitors Bureau  
Martha Ann Norton Endowment  
Kimberly O'Guinn  
Marnie Oldner  
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