

Women's Giving Circle of Howard County

2024 YEAR IN REVIEW

This year we focused on strengthening our partnerships - with our members, nonprofit partners, and the broader community. And we have focused on engaging our members in new and creative ways, advancing our diversity, equity and inclusion efforts, and strengthening our core support to sustain and grow our circle for the future.

We've done all of this, together.



10 HIGHLIGHTS OF OUR EFFORTS IN 2024

In 2024 we:

1. Continued to invest in our **core strength** by developing, growing, and strengthening our Advisory Board, Committees and relationship with the Community Foundation of Howard County where we are a fund.
2. Continued to build our internal **administrative operations, financial, and governing** structure.
3. Advanced and enhanced our **diversity, equity and inclusion** framework and focus and tied it into our new Strategic plan and internal reporting dashboard.
4. Developed and reinforced our membership structure with our **enhanced menu of 4 distinct giving and engagement** options including our third successful WGC Big Give.
5. Engaged and **increased our donors, sponsors and partners** through hosting and participating in over 25 giving, learning, networking, and celebrating events, including our March Annual Celebration and Pink Party, our Black Philanthropy Month Happy Hour, and our "Break the Cycle" period product drive and student intern program.
6. Gave approximately **\$100,000 in grants** to support women, girls and the community to our nonprofit partner organizations in Howard County based on data from **WGC's State of Women and Girls in Howard County**.
7. Strengthened and solidified our grants process and transparency, and engaged members through 8 Emergency Response Network requests totaling approximately \$15,000 to date.
8. Amplified and **elevated our voice** through increased marketing and communications efforts and WGC's "Our Giving, Our Stories" highlighting the voices and stories of 15 women givers in our community.
9. Continued to **strengthen our local funding partnerships** with the Community Foundation of Howard County, United Way of Central Maryland, and The Horizon Foundation.
10. Grew and **increased our local, regional and national profile and partnerships** by serving on the Board of Philanos - the premier national women's collective giving network, by serving on the planning committee for the global We Give Summit, and by being featured in new national research on collective giving.

5 OPPORTUNITIES FOR GROWTH IN 2025

- **GRANTS: Give at least \$100,000.** Continue to increase and enhance our grantmaking by utilizing the data and framework of WGC's State of Women and Girls in Howard County.
- **MEMBERSHIP & DEVELOPMENT: Raise \$150,000.** Through our inclusive menu of membership opportunities of 4 distinct ways to give, including the Big Give!
- **EVENTS: Give, Learn, Network & Celebrate.** Hosting WGC's 2025 Annual Celebration: "The Continuum of Women's Health" on March 4, 2025 at HCC, and follow-up events throughout the year.
- **GOVERNANCE: Build our Strength.** Continue to strengthen our Advisory Board, focus on growing our leadership and committees, further develop our DEI efforts, and bolster our overall core strength.
- **FINANCE: Shape & Secure Our Future.** Focus on our financial planning to ensure the continued growth of our endowment and our grantmaking, and the overall health and sustainability of the giving circle.

The WGC is building a community of philanthropists to address the needs of women and girls in Howard County
www.womensgivingcircle.org