

WGC 2021 Year in Review



Thank you all for your leadership!
Our success is defined by the engagement of our Advisory Board,
and we could not meet our mission and goals without you!

This year has continued to be a challenging year - one where we have relied upon and appreciated our leaders, members, nonprofit partners, funding partners, and the community. We have also 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.

10 HIGHLIGHTS OF OUR EFFORTS IN 2021

- Continued to invest in our **core strength** by developing, growing, and strengthening our Advisory Board, Committees and relationship with the Community Foundation.
- Restored and rebuilt our internal **administrative operations and governing** structure.
- Advanced our **diversity, equity and inclusion** framework and focus.
- Developed and reinforced our membership structure, with an **enhanced menu of giving and engagement** options moving into 2022.
- Engaged and **increased our membership** through 12 virtual events, including our monthly "Membership Monday" virtual gathering.
- Strengthened and **solidified our grants process** and engaged members through 8 Emergency Response Network requests.
- Amplified and **elevated our voice** through increased marketing and communications efforts, including our monthly column in *Her Mind* Magazine and WGC's "Our Giving, Our Stories" as a year-long effort to elevate the voices and stories of women in our community.
- Grew and increased our local, regional and national funding and learning **partnerships** by speaking on panels for C3MD, DMV Collective Giving Network, Maryland Philanthropy Network, Philanos, and Philanthropy Together.
- Gave over **\$110,000 in grants** to support women, girls and the community to 23 nonprofit partner organizations in Howard County, including our first Social Justice Grant.
- Funded and helped plan the **2021 Changemaker Challenge** in partnership with CFHoCo, UWCM & Horizon to support social change through philanthropy.

5 OPPORTUNITIES FOR GROWTH IN 2022 for Our 20th Anniversary Year

- **GRANTS: Give \$200,000.** Continue to increase and enhance our grantmaking, including through our new Social Justice Grant, building on our Emergency Response Network, and finalizing our DEI grants framework.
- **MEMBERSHIP: Raise \$200,000.** Offer a new and more inclusive menu of membership opportunities of 4 distinct ways to give, including the roll-out of our new "Big Give" membership opportunity.
- **EVENTS: Give, Learn, Network & Celebrate.** Host WGC's 2022 Virtual Annual Celebration: "The State of Women and Girls in Howard County" with the roll out of our new report, and offer more events including our "Pink Party in the Park" celebration.
- **GOVERNANCE: Build our Strength.** Continue to strengthen our Advisory Board, focus on growing our leadership and committees, and bolster our overall core strength.
- **STRATEGIC DIRECTION: Shape our Future.** Further develop and strengthen our Diversity, Equity and Inclusion efforts, implement the framework being developed within all of WGC's work, and undertake a year-long strategic planning process to shape our future.