



WOMEN'S FUND  
OF CENTRAL INDIANA

HISTORY OF WOMEN'S FUND  
OF CENTRAL INDIANA

 A CICF Fund

## DEDICATION

This history is dedicated to the memory of Diane B. Brashear, Ph.D.



Diane B. Brashear, Ph.D. was the founding force (or founding mother) behind Women's Fund of Central Indiana. She is the one who had the vision and brought together diverse groups of women to discuss the idea. She met with The Indianapolis Foundation to encourage its involvement, and it was her leadership that kept the original Steering Committee on task and ultimately resulted in the creation of Women's Fund.

"Diane never asked for the praise or glory but she deserves it. Without her, Women's Fund would not be here today. She talked to people, she listened to their thoughts and ideas, and she learned about her friends' and acquaintances' strengths and then wisely made them feel wonderful by involving them. She mixed all ages, ethnic groups, and income groups because she believed that to be successful, all needed to be included and their voices heard.

"Diane wanted Women's Fund to exist so badly! She knew as it grew, more women and girls would be empowered to take charge of their lives. As times changed, Women's Fund could encourage not-for-profit organizations to meet the ever changing needs of women and girls in our community because needs don't remain static.

"What Diane started will go on; this is her legacy. It is important we don't forget how Women's Fund began - by her perseverance, her steadfastness, her inclusiveness, her caring and her ability to bring about consensus from many varied individuals and backgrounds."

*From a tribute to Diane given by long-time friend Carol Wichman at the October 2002 Women's Fund Connections Event. The Event was held shortly after Diane's death.*

## TABLE OF CONTENTS

It All Started That Day... ..	4
Gathering Supporters and Demonstrating the Need.....	6
It's Official .....	12
The First Few Years .....	14
Grantmaking.....	15
Fund Development .....	19
Women's Fund Programs .....	20
Conclusion.....	21
Diane Blake Brashear, Ph.D., Biography.....	22

## IT ALL STARTED THAT DAY....

In the late 1980s and early 1990s, women in the United States and Indianapolis were looking for ways to promote women's issues and make women part of a community's leadership. Women had more education and income than ever before and were moving up the corporate ladder. However, they were reaching a glass ceiling in corporate America. Women weren't seen or respected as philanthropists, often weren't tapped for community leadership positions, and weren't well represented in public office.

By the early 1990s, Diane B. Brashear, Ph.D., had been a community leader in Indianapolis for many years. She was a marital therapist and was serving on the faculty of the OB/GYN Department of the Indiana University Medical Center. She had focused much of her professional and volunteer time and energy on issues facing women and girls, including founding Big Sisters of Indianapolis. She often talked with her daughter Meredith about "doing something about women and leadership."

### Indianapolis Initiatives

During the late 1990s, Diane talked with John Mutz, who was then president of Lilly Endowment Inc., about women and leadership in Indianapolis. They called a meeting of key individuals in early 1991 to

"Diane had tried unsuccessfully to get funding for women's health issues. So she changed her strategy and moved toward getting women in leadership roles. Better to get women in key positions so that we can get funding and not be dependent on all-male boards. Brilliant!"

JANE SWEET

discuss the topic, particularly how it related to women hitting the glass ceiling in local corporations. Much later, Diane told friend and Women's Fund co-founder Alecia DeCoudreaux that "this was when it [Women's Fund] all started. This is when the seeds were planted." From this meeting came a series of discussions with local CEOs about the role of women in their companies' leadership.

During the early 1990s, other local women's initiatives were bubbling up. United Way of Central Indiana created its Women's Advisory Committee and co-sponsored the first Forum on Women in Philanthropy with the Indianapolis Chamber of Commerce and the Indiana University Center on Philanthropy. Many of Women's Fund "founding mothers" and first Advisory Board members participated in the Forum, which was held in

April 1992. Subsequent Forums on Women in Philanthropy were held in November 1993 and March 1996.

Participants in the 1992 Forum shared the following concerns, (which Women's Fund has addressed over the years):

- Organizations hesitate to involve more women in leadership roles because of outdated notions that board members must be major donors. It is still believed women do not control their own resources and so could not make financial contributions.
- Volunteer organizers often think women are best at (and most interested in) providing direct services, especially to children and the elderly. This means women are not considered for leadership roles, which are removed from the "hands-on" experience.
- Women want to know about an organization before they give it their time or money. They give from a desire to support the cause.

Participants recommended strategies for increasing women's opportunities:

- Mentoring of potential philanthropic leaders needs to become a priority for those women and men who have influence in Indianapolis;
- The Indianapolis leadership structure needs to become more inclusive, involving women and minorities in the philanthropic decision making process; and
- There is a great need to educate children and young people about philanthropy and their role as future philanthropic leaders.

"We need to keep in mind those activities, both nationally and locally, that allowed consciousness to be raised and gave Diane the confidence to pursue the idea of a Women's Fund."

FAY WILLIAMS

In 1993, new Indianapolis Mayor Stephen Goldsmith wanted to increase the number of women serving on city boards and commissions and in city government. This task was assigned to Gwen Horth, a new city staff member (and future Women's Fund Advisory Board Member). In the early 1990s, Junior League of Indianapolis was working to get more women on boards and commissions (both public and not-for-profit) through its Women's Appointment Collaboration, and Indianapolis Chamber of Commerce started their Women's Leadership Initiative that focused on leadership roles for women in business. The Network of Women in Business provided a forum for professional women to network and started a Philanthropic Leadership Council. In 1993, Indiana University Purdue University at

Indianapolis (IUPUI) held a seminar on Women in Philanthropy. During the same year, a conference on Women in State Government was held.

### Early Discussions About a Women's Endowment

During 1992–1993, Diane met with organizations interested in women in leadership and philanthropy. She pulled together an informal group called the Women's Leadership Coalition to discuss how the various initiatives could work together and to ensure they weren't competing for funding or other resources. The Women's Leadership Coalition consisted of representatives of the Junior League of Indianapolis, Forum on Women in Philanthropy, Indianapolis Chamber of Commerce, Network of Women in Business, IUPUI Women's Studies Program, 100 Black Women, Lugar Series for Women in Politics, as well as Carmen Hansen-Rivera. Early in the discussions, lack of funds for ongoing programs that specifically addressed women and girls' issues was obvious. It was then suggested that a women's endowment could be important to the ongoing support of existing programs as well as the development of new efforts. Charles Johnson from the Lilly Endowment Inc. provided information about the national Women's Funding Network and about its annual meeting to be held in Kansas City in the fall of 1993.

"The group discussed the empowerment of women and determined that women needed money to be empowered and have influence."

GWEN HORTH

During 1992–1993, Diane was also meeting informally with friends to discuss the Women's Leadership Coalition meetings and the idea of creating a women's endowment. This was part of her effort to build a diverse base of support and a group of core supporters who would ultimately help shape Women's Fund.

Both the Women's Leadership Coalition and Diane's friends recognized that many of the community's most critical problems fall hardest on women, including high poverty rates among female-headed households with children, homelessness, teen pregnancy, and domestic abuse. Both groups were also concerned about the lack of funding available to organizations serving women and girls, as well as the unique funding challenges these organizations faced, including:

- Less access to influential persons to serve on boards of directors, often critical to attracting major gifts
- Female causes taking lower priority relative to others. In other words, when society fails boys, the results are often more threatening (gangs, drugs, crime) than when society fails girls (pregnancy, welfare).
- Appearing too strident, making them less attractive to funders

By the summer of 1993, Diane was encouraged by the discussions about a women's endowment, but frustrated because the discussions didn't seem to be moving forward. She was unable to attend the October

"It was a new idea for me and everyone that women needed to come together to help other women and girls. I hadn't even thought about women's issues and organizations getting less funding than men's issues and organizations."

LORENE BURKHART

1993 National Network of Women's Funds conference, so she asked her long-time friend (and Women's Fund co-founder) Carol Wichman to attend the conference. (Some say Carol was "deputized.") Carol came back excited about starting a women's endowment (or "fund") in Indianapolis. She brought back a lot of information about women's funds around the country and advice on the best ways to get one started.

## GATHERING SUPPORTERS AND DEMONSTRATING THE NEED

In January 1994, Diane called together a core group of women who had either been involved in earlier discussions about a women's endowment or who were strategically chosen to help start one in Indianapolis. It included many women who would ultimately serve on the first Women's Fund Advisory Board. Carol Wichman presented information and advice from the National Network of Women's Funds conference on how to start a women's endowment, including:

- Set a fundraising goal and don't give out grants until the goal is reached
- Affiliate with an existing community foundation
- Hire staff
- Conduct a needs assessment

After hearing Carol's presentation and discussing the idea, the women made a decision to move ahead with creating a women's endowment.

### Talking with The Indianapolis Foundation

In February 1994, Diane and Rosemary Dorsa, a program officer at The Indianapolis Foundation, met to discuss the idea of a women's endowment and the potential role of the Foundation. The Foundation had a new executive director and Rosemary didn't know how the Foundation could be involved. Rosemary talked

with executive director Ken Gladish, Ph.D. about her meeting with Diane. He was very excited to meet with Diane because he had a vision to expand the Foundation, which he hadn't yet articulated to anyone. He wanted the Foundation to broaden its vision and be more inclusive.

In March 1994, Diane Brashear, Carol Wichman and Lorene Burkhart met with Ken Gladish and Rosemary Dorsa to discuss the idea of a women's fund that could be affiliated with The Indianapolis Foundation. Ken, who had been with the Foundation for only a few months, enthusiastically embraced the idea and encouraged the women to move forward. He agreed to provide staff assistance (Rosemary Dorsa) to the women to help with research and planning. In the spring of 1994, The Indianapolis Foundation staff surveyed a variety of women's funds to learn the advantages and disadvantages of being affiliated with a community foundation.

### The Steering Committee

A small group of women met again in April, then a larger core group of women, called Women's Fund Steering Committee, began meeting formally on June 28, 1994. At this meeting, Foundation staff

*"What I remember most about those discussions was talk about inclusiveness. Diane was very careful to make sure we paid attention to different spheres of influence. Bringing together different perspectives was Diane's talent."*

FAY WILLIAMS

presented information from other women's funds. Ken Gladish and Martha Lamkin (an Indianapolis Foundation trustee) presented the idea for Women's Fund to be a special fund within The Indianapolis Foundation. The newly formed Steering Committee approved this idea, identified several immediate tasks to complete and formed committees to take on these tasks.

There was great excitement and a feeling of exhilaration in the room that day. After years of discussion, a women's endowment was finally going to happen. Everyone understood they were creating an organization with the potential of making a transformative impact on women and girls. They also knew their efforts would open up numerous leadership opportunities for women.

From June 1994 – September 1995, the Steering Committee met monthly to create the parameters of Women's Fund. The group had many discussions to:

- Determine if they should set a fundraising goal and meet the goal before giving out grants, and if so, what the goal should be
- Create a mission statement and set of principles
- Determine the kinds of agencies Women's Fund would serve
- Determine which counties Women's Fund would serve
- Determine the composition, responsibilities and authority of the Advisory Board
- Determine the relationship with The Indianapolis Foundation and its Board of Trustees
- Determine how to position Women's Fund in the community
- Determine how Women's Fund would address divisive issues
- Determine how to ensure diversity (income, gender, racial, point of view)

*"Diane looked at the pictures of The Indianapolis Foundation Board of Trustees on the wall of Ken's office and they were virtually all men. Diane told Ken that women aren't going to raise a lot of money for men to give away. This was a big concern about working with the Foundation."*

ROSEMARY DORSA

The Steering Committee knew it couldn't separate issues of equity from philanthropy when discussing the needs of women and girls. If women and girls weren't receiving the type of services they needed from not-for-profit organizations, it was due to the lack of funding available to these organizations and the way women approach philanthropy and charitable giving.

The Steering Committee decided to take a two-pronged approach to effect change:

1. Encourage women to give. Educate them about different vehicles of philanthropy and help them see the power their dollars can have in solving problems. Women traditionally gave money to their husband's causes in their husband's names. When women made charitable contributions, they were generally smaller gifts of less financial significance and not a part of a personal plan or strategy.
2. Conduct research. Base funding decisions on a critical investigation of the needs of women and girls in the community, including which needs were not being met.

Diane Brashear and the Steering Committee felt strongly Women's Fund should also "reflect the way women do things." This meant being inclusive, finding common ground, and being attentive to relationships and process.

During August 1994 – December 1995, Karen Gentleman (one of the first Advisory Board members) coordinated a needs assessment, entitled *On Shaky Ground*, which was modeled after The Women's Foundation of Greater Kansas City's needs assessment. *On Shaky Ground* profiled central Indiana women

and girls, documented the major issues they faced, listed the programs serving them, documented the history of community giving to organizations serving them, and discussed women's emerging role as philanthropists. Information was gathered from census materials, other data resources, local foundations, and focus groups with agency directors and other key informants. The information from this report, which was officially released in July 1996, was used by the Steering Committee during its planning stages.

"The Women's Fund was very fortunate to have the backing of The Indianapolis Foundation. It allowed Women's Fund to progress quickly and the affiliation created excitement in the community."

ANNA WHITE

During 1995, the Steering Committee talked with organizations serving women and girls about creation of a women's fund. Not all of the organizations were enthusiastic. Some were concerned a women's fund would take their donors and compete for dollars. Others were concerned it would become a "ghetto fund" and that organizations serving women and girls would be resigned to seek small grants from a women's fund, while other agencies could seek larger grants from The Indianapolis Foundation. Steering Committee members assured the organizations that a women's fund was not going to compete with them and that organizations could seek grants from a women's fund and The Indianapolis Foundation simultaneously.

## Final Decisions

The Steering Committee reached the following decisions about Women's Fund:

- It would be affiliated with The Indianapolis Foundation and would become a field of interest fund within the Foundation. The Steering Committee recognized the benefits of being part of a larger community foundation, which included: having dollars invested in a large pool of assets, which can lead to greater growth in income and lower investment fees; having the Foundation handle all investment management, oversight and financial reporting; exposure in Foundation publications; access to sophisticated planned giving vehicles and charitable gift planning staff; and office expense and staff savings

The Indianapolis Foundation's decision to have Women's Fund as a fully integrated part of the Foundation was a big step. Future Women's Fund staff and consultants would be employed by the Foundation, staff from various Foundation departments would work on its behalf, and all operational costs would be paid by the Foundation for at least the first few years. (The Indianapolis Foundation, and later, Central Indiana Community Foundation, paid all operational costs through 2003 and continue to pay part of Women's Funds' indirect operating costs.) A representative of Women's Fund would serve on the Foundation's Investment Committee and a representative from the Foundation Board would serve on Women's Fund Advisory Board.

- Women's Fund would be an endowment and would wait until it had a corpus of \$4 million before making grants. The initial fundraising goal was set at \$10 million. Grants would be made only from the interest earned from the invested principal.
- Women's Fund would have an Advisory Board and committee structure. The Advisory Board would approve grants, which had to be ratified by The Indianapolis Foundation Board of Trustees. The composition of the Advisory Board was determined and individuals were asked to serve.

In October 1995, the Steering Committee expanded and became Women's Fund Advisory Board. It created the Grants and Education, Community Relations, and Asset Development Committees to implement Advisory Board policies. Advisory Board members were talking with The Indianapolis Foundation about a matching gift to Women's Fund and with other donors about leadership gifts. Public relations materials were prepared and preparations made for the official Women's Fund announcement. Women's Fund logo was created, which Barbara Stokely promptly coined "the flying breasts."

In January 1996, Women's Fund finalized its Core Values:

- It is a permanent endowment whose income will support programs that work to improve the conditions and opportunities for women and girls in central Indiana.
- As a fund of The Indianapolis Foundation, it will do business consistent with the Foundation's practices.
- It will support a broad range of women's and girls' issues. It is a funder of programs and organizations, and is not designed to run programs or to become an agency. It may serve as a convenor of individuals and/or organizations interested in various topics.
- It is not a forum for political issues.
- All parts of Women's Fund, including fundraising, use of volunteers, and grantmaking, will strive to be inclusive in terms of age, race, ethnicity, income, family status, education, sex, area of interest, religion, sexual orientation and residence.
- The grantmaking process and funding decisions will be the responsibility of Women's Fund Advisory Board. Funding decisions must be ratified by The Indianapolis Foundation Board of Trustees.
- *On Shaky Ground: Where Women and Girls Stand in Central Indiana* will be a key source in guiding grantmaking decisions and determining areas of funding emphasis.



*Women's Fund first Advisory Board*

Members of the first Women's Fund Advisory Board were:

Diane B. Brashear, Ph.D. (Chair) \*

Lorene M. Burkhart \*

Anne Henning Byfield

Alecia DeCoudreaux \*

Joan Durham

Lori Efroymsen\*

Karen Gentleman \*

Gwen Horth \*

Martha Lamkin \*

Margo Martin

Janie Maurer

Marni McKinney

Monica Medina

Pamela Morrison

Andrew J. Paine

Paula Parker-Sawyers \*

Jane Schlegel

Barbara Stokely \*

Marge Tarplee \*

Kayla Templin West

Rebecca Van Voorhis, Ph.D.

Anna S. White \*

Carol B. Wichman \*

Wendy Yerkes

Kenneth L. Gladish, Ph.D. \* (Ex-Officio)

\* Involved in creation of Women's Fund (the "founding mothers").

Others involved in the development of Women's Fund were:

Martha Bindley

Virginia Blankenbaker

Melissa Brown

Rosemary Dorsa

Marianne Glick

Ginny Grissom

Carmen Hansen Rivera

Sallie Rowland

Marlyn Sexton

Yvonne Shaheen

Marilyn Shank

Maribeth Smith

Fay Williams

## IT'S OFFICIAL

### Official Announcement

On February 28, 1996, The Indianapolis Foundation and Women's Fund held a press conference to officially announce the creation of Women's Fund of Central Indiana, a field of interest fund of The Indianapolis Foundation. Diane Brashear, chair of Women's Fund Advisory Board, announced an initial goal of raising \$10 million in unrestricted funds. Ken Gladish announced that The Indianapolis Foundation had agreed to match one dollar for every three dollars contributed to Women's Fund, up to a total match of \$1 million. The first \$50,000 of any individual gift was eligible for matching funds.

At the press conference Diane stated, "Our needs assessment shows that although women are increasingly valuable in every sector of our community, they are also increasingly vulnerable. Women and children make up the majority of the poor in Indianapolis. The feminization of poverty is a sad reality in our community. When women's needs are not adequately addressed, entire families – including men and children – are adversely affected."



"The Board of Trustees didn't understand why there needed to be a separate Women's Fund. Then *On Shaky Ground* showed the need for the Fund and that women had different ideas about philanthropy. This was a real addition to our understanding of philanthropy."

MARTHA LAMKIN,  
FORMER TRUSTEE,  
THE INDIANAPOLIS FOUNDATION

### Women's Fund Inaugural Dinner

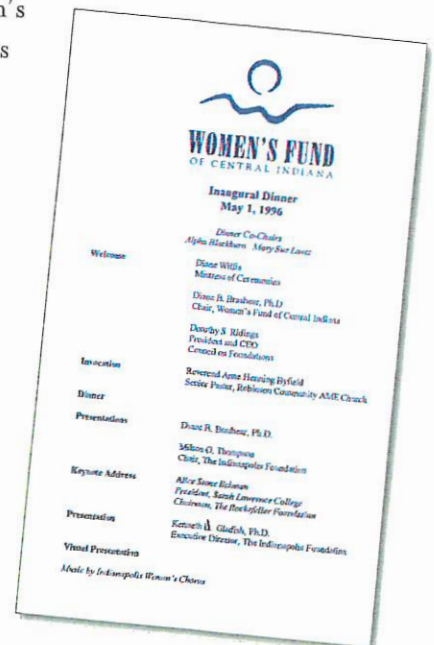
Women's Fund held its inaugural dinner in May 1996 to introduce Women's Fund to the community. The Dinner Committee hoped to have 300-400 people at the dinner. The price was set at \$20 to make it affordable and encourage a diverse audience. The community's response was overwhelming. The event had to be moved to the Indiana Convention Center at the last minute because more than three times as

many tickets were sold as had been anticipated. The original location, the Westin Hotel, not only let Women's Fund out of its event contract, but its event and catering managers (both women) bought a table and put up signs directing attendees to the Convention Center.

More than 1,000 people (almost all women) attended the dinner. Donations were not solicited; dinner organizers were given permission to use a number of community

"Everyone was surprised by the response to the first dinner – it was such an endorsement of the idea. From the beginning there was a culture of ownership of Women's Fund. It wasn't an exclusive group of women. People felt empowered to give and be assertive about giving money."

JANE SCHLEGEL



organizations' mailing lists with the understanding that attendees would not be asked for a donation at the event. At the dinner, Diane Brashear announced The Indianapolis Foundation matching funds. Ken Gladish also announced a \$1 million outright grant and a \$1 million matching (one dollar for every dollar raised) grant from Lilly Endowment Inc., which was a surprise to Diane Brashear. The first Women's Fund video, *It's About Time*, was shown.

Comments from women attending the dinner included:

- People were excited and want to keep the momentum up.
- Are there plans for a newsletter, volunteer opportunities, etc.?
- It is exciting that Indianapolis is one of the "pioneers" in supporting women!
- Everyone I spoke to talked about the high energy there. Use that energy to reach your goals.
- While the "program" wasn't spectacular, the "event" was. You could feel it in the air that people wanted to get involved.
- I am proud to be a woman.
- Some of the people sponsoring a table have never been involved in philanthropy before.

"There are a few fleeting moments in life when we have the opportunity to witness history and change lives. This is one of them."

WOMEN'S FUND  
INAUGURAL DINNER INVITATION

"*It's About Time* is how we felt in those early planning meetings. We knew no one would do it for us and we needed to think about ourselves as philanthropists."

KAREN GENTLEMAN

### Post Dinner Excitement

In July 1996, Women's Fund released its first needs assessment, *On Shaky Ground: The Status of Women and Girls in Central Indiana*.

Women were so eager to contribute to Women's Fund that Diane Brashear received checks before the official establishment of Women's Fund in February 1996. By September 1996, Women's Fund had received contributions or pledges totaling \$188,000, not including matching dollars.

In the first Women's Fund newsletter, published in September 1996, Diane Brashear stated:

"Central Indiana women continue to be excited about Women's Fund. Substantial pledges from local foundations validate the importance of women to our community and empower us to act. We are important and by being recognized, we not only can dream about making a difference, we will.

"Yet, an endowment is a different way of being involved. Traditionally women have been the backbone, the hard workers, in annual campaigns and special projects. An endowment pushes us to another level and demands that we not only dream but trust that our efforts and money will be directed into programs and projects that are important."

## THE FIRST FEW YEARS

### Beginning the Work of the Women's Fund

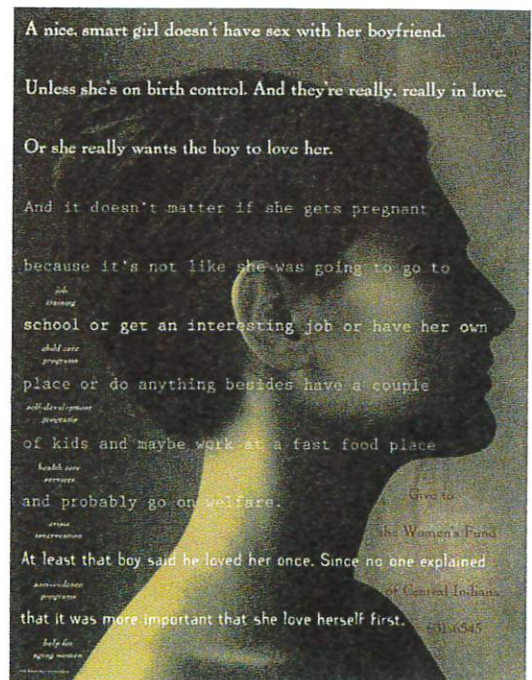
During the rest of 1996 and through 1998, Women's Fund Advisory Board worked to meet its \$4 million goal and raise matching dollars for The Indianapolis Foundation and Lilly Endowment Inc. grants. The Advisory Board also developed an organizational plan, solidified its structure, developed a communications plan, educated itself on the issues facing women and girls, and began discussing how the grant process would work once the \$4 million goal was reached.

In November 1996, Women's Fund held a forum entitled "Ordinary Women Doing Extraordinary Things." The brown bag lunch featured women who discussed how they balance their lives and maintain their focus.

In 1996 – 97, Bates USA Midwest (now known as Roman BrandGroup) developed a strong marketing campaign for Women's Fund. Bates was willing to do it pro bono if it had complete creative control. Women's Fund gave it complete control with one caveat – no male bashing. Bates developed an award-winning campaign featuring a variety of women and girls paired with powerful messages.

### The Second Dinner

In October 1997, Women's Fund held its second dinner, again charging only \$20 to ensure affordability for a diverse group of people. Over 1,100 people (again, mostly women) attended. Women's Fund dinners were designed to enlist and empower giving by women of all means. At the dinner, Women's Fund announced it had met the Lilly Endowment Inc. match; was still working toward its \$4 million goal; and would be convening study groups to look at the needs of central Indiana women and girls (a follow-up to *On Shaky Ground*).



"There was an incredible spirit of camaraderie among the Steering Committee and Advisory Board from the start. We got to know each other so well and were genuinely concerned about each others' lives. There was also a sense of purpose and mission among everyone. This is all a tribute to Diane."

ALEGIA DeCOUDREAUX

### Study Groups

In January 1998, three groups were formed to study Economic Empowerment, Health, and Self-Development. The study groups, which met for 16 months, were composed of more than 50 people: Advisory Board members and women from the community. The groups interviewed key informants, reviewed local and national research, identified areas of concern, and identified the strengths and deficits in available services. Their findings were published in the *1999 Study Group Findings*, which was used to set funding priorities.

## Staffing

In 1997, Central Indiana Community Foundation hired a full-time program officer to coordinate Women's Fund activities. Prior to this, Foundation staff and consultants researched the needs of women and girls, prepared and helped implement a development plan, convened the "founding mothers," and brought structure to the organization. By 1998, Women's Fund needed staff dedicated to administration, governance, and development and Jennifer Pope Baker was hired in September 1998 as Women's Fund's first Director. In 1999, a Coordinator position was created to handle administrative work, donor relations, and communications (filled by Belinda Scholl).

## GRANTMAKING

By 1999, Women's Fund had raised over \$4.1 million in endowed funds. Gifts came from a variety of individuals, ranged from \$5 to \$350,000, and included cash, pledges, stocks, and future planned gifts (trusts, wills, and bequests). A number of contributions, including the largest one, were given in honor or memory of a female family member or friend.

### The Third Dinner and the First Grants

In May 1999, Women's Fund held its third dinner for 1800 people to:

- Announce it had reached its initial goal of \$4 million
- Release its *1999 Study Group Findings*
- Release its first funding guidelines
- Honor and recognize 11 organizations that had been the long-time torchbearers for women and girls in the community

Women's Fund gave each of these organizations a surprise \$5,000 non-competitive, unrestricted grant. "Each of these organizations has held the torch and led the way for women and girls. Women will flourish because of their leadership," stated Director Jennifer Pope Baker. The recipient organizations were:

- Big Sisters of Central Indiana
- First Step
- Girls Incorporated of Franklin (in Johnson County)
- Girls Incorporated of Indianapolis
- Girls Incorporated of Shelby County
- Girls Scouts of Hoosier Capital Council
- John P. Craine House
- The Julian Center
- Prevail (in Hamilton County)
- Tara Treatment Center (in Johnson County)
- YWCA of Indianapolis

### Continued Grant Making

In June 1999, Women's Fund accepted its first competitive applications for grants up to \$15,000 in the areas of Economic Empowerment, Health, and Self-Development. The Grants Committee had \$124,000 available for disbursement and received 33 applications totaling almost \$400,000. It awarded 10 grants totaling \$111,028 in November 1999 to the following organizations:

- **Day Nursery Association:** \$15,000 for the Tuition Assistance Program to support student or "working poor" families' costs for child care
- **Dress for Success® Indianapolis:** \$15,000 for seed money to help establish the organization
- **Family Service Association of Central Indiana:** \$4,723 for training and supplies to facilitate Survival Skills for Women training at two apartment communities that serve low-income families
- **Girl Scouts of Hoosier Capital Council:** \$14,805 for the 21<sup>st</sup> Century Ambassador Program
- **Hispanic Health Project (Wishard Memorial Foundation):** \$15,000 for outreach, referrals and advocacy for Hispanics affected by domestic violence, connecting them with bilingual resources and services
- **Indiana Perinatal Network:** \$15,000 for support of "Baby First...Right from the Start," a prime-time multi-media campaign that builds awareness of the need for prenatal care
- **Indiana Women's Prison:** \$5,000 for development of new, age-appropriate services for youthful offenders
- **The Julian Center:** \$15,000 for provision of a violence education curriculum to children in fifth and seventh grades
- **Turning Point/Columbus Regional Shelter:** \$4,000 for purchase of domestic violence software
- **YWCA of Indianapolis:** \$7,500 for breast and cervical cancer education and a screening referral program

Women's Fund has held two grant rounds each year since 2000. Maximum awards increased from \$15,000 in 2000 to \$50,000 in April 2005.

In November 2003, Women's Fund released a new study *Still on Shaky Ground* detailing the key issues facing central Indiana women and girls. The key issues facing women were: caregiving responsibilities; insufficient income; domestic violence and sexual assault; few life skills; and avoidable health problems. The key issues facing girls were: societal pressures; missed educational opportunities; few life skills; and avoidable health problems.

In 2004, the Grants Committee recognized that agencies were struggling to meet their core operating budgets and committed the year's grant dollars to support operational needs. Eligible agencies included past grantees in good standing and those that had faced considerable financial challenges in the past two years, yet had significant probability of moving toward financial stability with the help of Women's Fund.

"It is very refreshing and thought provoking to sit on the Grants Committee. It funds programs my mother would support. Many Committee members had a relationship with her. When decisions are made, it is like having her in the room. As the Committee adds new people, there is mentoring from my mother moving to these new people from the original Committee members."

ALLISON BRASHEAR, M.D.

In April 2005, Women's Fund accepted proposals up to \$50,000 for bold and transformative programs in the areas of Domestic Violence, Caregiving, and Poverty/Insufficient Income (key areas identified in *Still on Shaky Ground.*) The Grants Committee and Advisory Board recognized Women's Fund needed to make larger grants to make a real difference in these areas. Grants were awarded to The Julian Center (to hire a bilingual, on-site attorney to help English- and Spanish-speaking women) and to the Indiana Women's Prison (for their Family Preservation Program that helps the caregivers of children who have mothers in prison). Women's Fund will also hold a second 2005 grant round, with maximum grants of \$10,000 for program or operating support.

Women's Fund has funded a variety of programs serving women and girls, including:

- Life skills training
- Self development programs
- Assisting Hispanic women to become better acclimated and removing barriers to self-sufficiency
- Well woman health exams
- PC Technician training
- Monthly home-based child abuse prevention and awareness for at-risk mothers
- Organizational capacity building
- Provision of prostheses, wigs and hats to women suffering from cancer
- Support to women who daily care for their family members with little or no relief
- Culturally appropriate prenatal classes for Spanish-speaking mothers
- Prevention of and intervention for sexual violence
- Legal assistance
- Career training
- Healthy relationships for girls
- Temporary child care and education support for homeless children
- Arts program for incarcerated girls
- Relationship training and sex education for adolescents with mental retardation
- Assistance for elderly women who are raising their grandchildren
- Violence education curriculum for children

As of May 2005, Women's Fund had awarded 147 grants for \$1,517,520 to 61 different organizations. This includes grants made through the unrestricted fund, OPTIONS Program (described later) and through participation in the Summer Youth Program Fund (a collaborative effort among local and national funders who support agencies that provide summer programming for Marion County youth).

#### Unrestricted Fund Grants

Grant Date	# of grants	Amount awarded	Grant Range	Type of Grants
May 1999	11	\$ 55,000	\$5,000	Operating
November 1999	10	\$111,028	\$4,723 - \$15,000	Program
June 2000	11	\$107,500	\$2,000 - \$15,000	Program
November 2000	9	\$100,250	\$3,500 - \$15,000	Program
June 2001	10	\$109,952	\$5,000 - \$15,000	Program
November 2001	9	\$112,000	\$8,000 - \$15,000	Program
June 2002	7	\$119,500	\$2,500 - \$20,000	Program
November 2002	5	\$83,360	\$11,160-\$20,000	Program
June 2003	6	\$79,168	\$1,500 - \$20,000	Program
November 2003	12	\$130,500	\$5,000 - \$20,000	Program
June 2004	12	\$160,000	\$5,000 - \$20,000	Operating
December 2004	5	\$95,000	\$10,000 - \$30,000	Operating
April 2005	2	\$100,000	\$50,000	Bold & Transformative
<b>TOTAL</b>	<b>109</b>	<b>\$1,363,258</b>		

## FUND DEVELOPMENT

Fund development has been a critical part of Women's Fund. Throughout 2001, staff laid the groundwork with donors to encourage them to make pledges at the fourth Women's Fund dinner, held in October 2001. At the dinner, attended by 2,030 people, Women's Fund announced it had raised \$1,165,000 during the evening. Many people made multi-year pledges or gave one-time contributions and the Dinner Committee raised \$140,000 in corporate sponsorship. By the end of 2001, Women's Fund had \$5.2 million in its endowment. To facilitate and coordinate fundraising efforts, Women's Fund hired a full-time development associate to conduct prospect and donor research and work with low to mid-level donors in April 2002.

"Diane wanted to make sure women had a chance. Before she died, she felt Women's Fund had made its mark in helping women and girls. She was very pleased it had come so far."

YVONNE SHAHEEN

In October 2002, shortly after the death of Diane Brashear, Women's Fund had its first Donor Connection Event, to meet with donors as a group, share activity updates and thank them for their gifts to Women's Fund.

In March 2003, Women's Fund hired Johnson, Grossnickle & Associates to do a Historical Assessment and Feasibility Study to determine whether the time was right to conduct a major endowment campaign and if so, an appropriate goal.

In November 2003, Women's Fund held a Connection Event to connect with donors, present *Still on Shaky Ground*, and educate new friends about Women's Fund.

In January 2004, Johnson, Grossnickle & Associates presented the final results of their study to the Advisory Board and recommended moving forward with a \$10 million campaign to be implemented in two phases. Phase I would be a quiet phase concentrating on board members and those who have the capacity to make gifts of \$50,000 or more. Additionally, Women's Fund would work to secure matching funds for Phase II – the public phase. It is anticipated Phase I will last two and half years and Phase II will last two to three years. Women's Fund hired Johnson, Grossnickle & Associates to act as campaign consultants. They work actively with the campaign committees and staff to help move Women's Fund forward on the path to success.

"Mom always said Women's Fund was going to be her 'last hurrah.' She meant it was going to be the last big thing she did before she retired. But ironically, it really was her last hurrah."

MEREDITH BRASHEAR

In early 2004, the Advisory Board voted that all Women's Fund activities must be directly connected with the growth of the endowment. By the end of 2004, Women's Fund had \$6.1 in discretionary funds in its endowment.

## WOMEN'S FUND PROGRAMS

### OPTIONS

Through her work with Women's Fund and community organizations, Jennifer Pope Baker knew young people want to be involved in their community but that many programs weren't effective. In 1999, Women's Fund held focus groups with young women to determine how they wanted to be involved in philanthropy. The young women said they wanted an opportunity to network with experienced women leaders, learn about issues, and participate in hands-on site visits. Using this information, Women's Fund created OPTIONS (outreach, projects, trips, information, opportunities, networking and services) in February 2000. OPTIONS targets young women between the ages of 25 and 40, a time when many women have established themselves professionally, financially and socially. This is often the time when women become aware of the needs in their communities and their own desire to help.

OPTIONS enables women to explore philanthropic opportunities and discover the ones that match their interests, objectives, and values. At the same time, it allows them to connect with other women who have both contributed to and benefited from charitable organizations. OPTIONS offers real connections to the community through field trips, hands-on projects, and meetings with other philanthropic women. Members are invited to attend monthly events, including six educational sessions and six field trips.

Each OPTIONS class has 25 women who meet for one year and contribute \$250 to participate and The Indianapolis Foundation matches each gift. A member of the OPTIONS class is appointed to Women's Fund Advisory Board as an ex-officio member for a one year term. The January 2005 OPTIONS class was the fifth OPTIONS class.

Participants of OPTIONS Class I were so inspired by their experience they created an alumni program to continue their work in the community and maintain their connection to Women's Fund. OPTIONS alumni meet to discuss issues, participate in site visits and hands-on projects, and host social events. By the end of 2004, there were 75 active OPTIONS alumni. As with OPTIONS, alumni members are asked to make a \$250 contribution to Women's Fund for ongoing grantmaking. Many alumni serve on Women's Fund board committees.

### GO

In November 2000, Women's Fund announced creation of GO: Girls Outreach, an educational program targeted to young girls ages 6 to 18 through donor-advised funds. GO attempts to jumpstart young girls' lifelong commitment to donating time, financial resources, and talent. An adult establishes a \$1,000 minimum donor-advised fund within Women's Fund in the name of a young girl – as early as birth. The adult must make a commitment that the fund will reach \$10,000 by the time the girl turns 18. The adult determines at what age the girl can begin offering grants from her fund



to organizations serving women and girls. Girls participate in educational programming and discuss issues around community needs. Early in her membership, each girl is asked to write a personal mission statement and to re-evaluate it annually. By the end of 2004, Women's Fund had 21 active GO funds.

In 2004, the GO Committee created a one-day opportunity (Power of Girls) for mothers and daughters to learn more about philanthropy and a specific issue. A successful pilot was held at The Julian Center and sold-out Power of Girls events were held in October 2004 and April 2005. Power of Girls has become an important component of Women's Fund philanthropy education and awareness activities for girls with and without GO funds.

## CONCLUSION

Women's Fund of Central Indiana was created by a core group of women who were dedicated to improving the lives of women and girls. But without the vision, guidance, and perseverance of Diane Brashear, Women's Fund would have never happened.

As of May 2005, Women's Fund had granted more than \$1.5 million to 61 different agencies serving women and girls. Its dollars and its example are making a difference in the central Indiana community.

Women's Fund Advisory Board has been led by an extraordinary group of women who have committed untold hours and energy. These women have led Women's Fund to its position as one of the preeminent women's endowments in the U.S.

Advisory Board chairs have been:

Diane B. Brashear, Ph.D. 1996 – 1999

Jane Schlegel 2000 – 2001

Yvonne Shaheen 2002 – 2003

Wendy Yerkes 2003 – 2005

## DIANE BLAKE BRASHEAR, PH.D.

### Biography

#### The Founding Mother of Women's Fund of Central Indiana

When she founded Women's Fund of Central Indiana, Diane had been on the faculty of the Department of Obstetrics and Gynecology at the Indiana University School of Medicine since 1984. She taught doctors and medical students about sexuality, women's psychological health and marital functioning.

Prior to that she had a private practice in marital and family counseling for 12 years. Earlier in her career, she was a Social Group Worker in the Department of Pediatrics at the University of California Medical Center. From there, she took a position as a Social Work Consultant for the Vocational Rehabilitation Center at Ohio State University. In the late 1960s, she worked at the Indiana School for the Blind and Riley Child Guidance Clinic at the Indiana University Medical Center.

Her public affairs programs included a weekly TV talk show with teenagers on Indianapolis WISH-TV Channel 8, regular TV segments on health and mental well-being on Indianapolis WTHR-TV Channel 13, and a monthly advice column entitled "Lifeline" for *Indianapolis Monthly* magazine.

Over the years she served on the boards of numerous organizations, including: Fairbanks Hospital, United Way of Central Indiana, United Way/Community Service Council, Big Sisters of Greater Indianapolis, Planned Parenthood of Greater Indianapolis, Planned Parenthood Federation of America, and Women's Fund of Central Indiana.

Diane passed away from breast cancer on October 11, 2002.

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