



2020 Summary and Impact Report

By: Nina Corder

Educational Initiatives for Women Economic Empowerment (WEE)

Chairperson and Program Director: Nina Corder

Task Force: Kristina ElSayed (Program Administrator), Carrie Hartman (Facilitator), Diana Patton (Facilitator), and Dr. Ramona Olvera (Impact Board)

Overview Impact: Goals & Activities

From early January to the end of November 2020, with funding from various program partners, Women of Toledo (WOT) was able to offer the Women Economic Empowerment (WEE) community series.

Under these efforts, we held four WEE Power Hour Luncheons with two of the program sessions offered virtually because of COVID-19. We successfully served 176 attendees with 26 participants attending multiple sessions of the initiative throughout the year. This represented a 61 percent decrease in retention compared with 2019. As an organization that has relied on connecting, collaborating, and contributing in-person, COVID-19 has caused unprecedented disruptions to our WEE program, particularly when we made the difficult decision to cancel all our in-person activities at the onset of the pandemic. It was a hard decision by our leadership team, but it was the right decision, as nothing is more valuable than our community's health and safety.

Despite this challenge, we are still committed to serving our community, especially our female community members. For more than five years, WOT has focused on our mission to help our community members keep moving forward. This enduring mission guides us as we closely monitor, assess, and respond to COVID-19.

In response, we have implemented a continuity plan to engage women in the community. We are proud to launch a new virtual learning and connecting space. We want women to continue to lean on our organization for support, connection with other women, and access to new skills and resources. This online platform will allow participants to continue creating a mentorship and peer network circle to share ideas, offer support, or seek advice.

During Ohio Governor Mike DeWine's 'Stay at Home' phase, we managed to organize an additional 20 Power Hour series sessions to complement our WEE series and maintained a connection with 173 participants, 47 percent who were new to WOT. We partnered with 25 female speakers and experts from various fields of business, human services, health and wellness, advocacy, and mental health organizations to share their resources and knowledge with the group. A total of nine sessions offered resources and strategies and five sessions offered skills and well-being tips on how to cope during the pandemic. Our impact research has shown that this Power Hour series helped



participants overcome loneliness and navigate anxiety and fears during uncertain times. While some of these Power Hour sessions might not have been directly relevant to WEE's specific goals and objectives, we believed, however, that it was important to pivot, so we could continue to find opportunities to serve and connect to the community in the most effective way. We understood that to stay relevant as our community needs changed during this uncertainty, we needed to shift our emphasis. In a nutshell, as an organization, we learned to meet our community members where they were at, understand the types of support they needed, and in the manner and time when they needed it.

Even with the COVID-19 pandemic, between March to June 2020, our organization successfully served a total of 772 individuals. We are pushing forward and continuing to serve our female community members to encourage them to keep moving forward and feeling empowered during COVID-19.

Overall, in 2020, Women of Toledo successfully served 1,014 individuals through all our program sessions and services focused on Mentoring, Economic Development, and Advocacy. We continued emphasizing our values to provide diverse, inclusive, intersectional, and intergenerational platforms with a mission to educate, engage and empower women in our community. We believe empowered communities build collective resilience, and resilience is like a muscle that helps you build endurance to overcome barriers and biases that stand in the way to elevate one's quality of life.

Below is a list of all the programs under the WEE program series.

Date	WEE Theme	Methodology	Moderator/Introduction	Speakers
2/20/2020	Women, Money and Census	Panel Forum	Carrie Hartman	Rose Simmons, US Census Bureau Partnership Coordinator; Deborah Barnett, Toledo-Lucas County Complete Count Committee Coordinator
3/8/2020	IWD with Toledo Opera Guild: Equal is Equal	Speaking	Meaghan Mick	Zobaida Fallah - Cure Bar, Taniece Temple - Sexual Abuse Survivor, Teresa Fedor - Ohio State Senator, Dr. Bina Joe - Heart Health, Diane Larson - Anchor, 13 ABC
8/26/2020	Women's Equality Day: A Seat at the Table	Panel Discussion	Diana Patton	Dr. Sharon Barnes - University of Toledo, Katie Moline - Toledo City Council, Candice Harrison - Synergy Engagement & TPS
10/22/2020	HeforShe	Panel	Leah Macguire	Dr. Willie McKether - UT Vice President for Diversity, Inclusion and Equity & Vice Provost of UT; Joel O'Dorisio, BGSU Professor, Union Organizer, Candidate for Ohio State Senate; Dr. Brad Rieger, COO Cooper-Smith



Individual Series Program Overview and Reporting


WEE 1 Women, Money, and Census.

How census participation shaped political power and equal access to funding.

We kicked off our WEE Luncheon Series on February 20, 2020 with Women, Money, and Census. Since 2010, Ohio has leveraged \$21 billion in federal funding because of the results of the last Census. For every person not counted in the Census, it is estimated that it will cost our state \$1,814 per person, per year for the next ten years. Since the Census Bureau derives gender-specific data from several surveys and the decennial census, it produces many reports that contain data on women.

During this program session, the speakers address how Census data impact women in the community, marketplace, and workplace. The speakers included Rose Simmons, Partnership Coordinator with the U.S. Census Bureau and Deborah Barnett, Coordinator with the Toledo-Lucas County Complete Count Committee. The moderator was one of our Board of Directors, Carrie Hartman, who also served as the City of Toledo Census Liaison. A total of 52 individuals joined us at the United Way for the first of the WEE Luncheon Series.

WOMEN OF TOLEDO | WOMEN'S ECONOMIC EMPOWERMENT



WOMEN, MONEY & CENSUS


How census participation shapes political power and equal access to funding

February 20, 2020
11:30am-1:00pm
The United Way
of Greater Toledo
weefeb2020.eventbrite.com/


Women's Economic Empowerment Luncheon

The 2020 Census is right around the corner! In a few months, every household will receive an invitation to participate. Census participation doesn't just shape political power, but population counts also decide if families and children can count on equal access to federally funded programs that support nutrition, education, housing and healthcare. We all have something to lose when our community has a low Census response. Since 2010, Ohio leveraged \$21 billion in federal funding because of the last Census results. And for every person not counted in the Census, it will cost our state \$1,814 per year, per person for 10 years. The question is, how can you contribute to this effort?

Panelists




Rose Simmons
U.S. Census Bureau
Partnership
Coordinator




Deborah Barnett
Toledo-Lucas County
Complete Count
Committee
Coordinator

Moderator



Carrie Hartman
City of Toledo
Census Liaison



WOMEN, MONEY & CENSUS

Women make up half the human population — and can act as key drivers of global growth and national security.

At Women of Toledo, we believe that investing in gender equality and women's economic empowerment can help eradicate extreme poverty, build vibrant economies, and unlock human potential on a transformational scale.

The Census Bureau derives gender-specific data from several surveys and the decennial census and produces many reports that contain data on women. How does this data impact women and money in the community, marketplace and workplace?

Census participation doesn't just shape political power, but population counts also decide if families and children can count on equal access to federally funded programs that support nutrition, education, housing and healthcare. We all have something to lose when our community has a low Census response. Since 2010, Ohio leveraged \$21 billion in federal funding because of the last Census results. And for every person NOT counted in the Census, it will cost our state \$1,814 per year, per person for 10 years. The question is, how can you contribute to the effort to get more of our population counted?

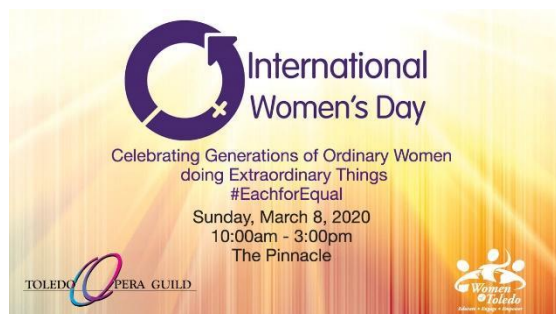
PROGRAM AGENDA

Start Time 11:30 am	Check-in, Registration Open Networking & Lunch
Program Start 11:40 am	Welcome & Introduction by Carrie Hartman Featured Speakers Rose Simmons & Deborah Barnett
12:45 pm	Closing Remarks and Survey



WEE 2 2020 International Women's Day

Celebrating Generations of Ordinary Women doing Extraordinary Things



Partnering with the Toledo Opera Guild, WOT hosted a WEE luncheon in conjunction with the International Women's Day on March 8, 2020. The theme for this luncheon was

Celebrating Generations of Ordinary Women doing Extraordinary Things. To support our efforts in collaborating with other organizations, the Northwest Ohio International Women's Day event brought together various

organizations to celebrate the generations of women who have made equality possible. Some of the participating organizations included the Toledo Chapter of The Links, 1-Heart Foundation, the League of Women Voters, Girl Scouts of Western Ohio, the Matriots, Toledo Women's Bar Association, and the Zepf Center. More than 200 people attended the luncheon, including 35 members of Women of Toledo's WEE who participated.

International Women's Day is a global day celebrating the social, economic, cultural, and political achievements of women. The day also marks a call to action for accelerating gender parity. This gathering also showcased educational booths, activities for young women, entertainment, and generational photos. The program demonstrated that an equal world is an enabled world, based on individual actions challenging stereotypes, fighting bias, broadening perceptions, and celebrating the achievements of women.

Speakers included:

- Zobaida Falah, a millennial social entrepreneur with a 'pay it forward' structure for her product, The Cure Bar
- Teresa Fedor, Ohio State Senator
- Bina Joe, PH.D., FAHA, FAPS (CV) Distinguished UT Professor specializing in hypertension in women.
- Diane Larson, News Anchor, 13ABC
- Teniece Temple, sexual abuse survivor and activist

WEE 3 Women's Equality Day.

Marking 100 years since the passage of the 19th Amendment, which gave women the right to vote.

In Ohio, women won the right to vote on June 16, 1919. Now celebrated nationwide as Women's Equality Day, August 26 allows us to reflect on the contributions of the



suffragists, learn about women's history, and commit to advancing gender equality in the future. We proudly celebrated the achievements of women's rights activists and remembered the unique daily struggles that women face. We recognized what we've yet to accomplish and focused on the goals to keep moving forward.

VIRTUAL LUNCH SESSION
RSVP FOR LINK

"A SEAT AT THE TABLE"

NATIONAL EQUALITY DAY

POWER HOUR FORUM
AUGUST 26, 2020
11:30 - 1:00 PM
ON ZOOM

MODERATOR
DIANA PATTON
RISE ADVOCATE

DR. SHARON BARNES
PROFESSOR WGST, UOFTOLEDO

KATIE MOLINE
CITY OF TOLEDO
COUNCILWOMAN

CANDICE HARRISON
COMMUNICATIONS MANAGER
TPS

WOMEN'S ECONOMIC EMPOWERMENT

The first of our WEE series sessions offered remotely via Zoom, **A Seat at the Table WEE Forum** included women leaders who challenge the status quo. One hundred years after women won the right to vote, Americans celebrate the gains women have achieved throughout society, yet much remains to be done. Women are more than half the American population, though there are still many tables at which they have too few seats. The program focused on the remaining challenge in the quest for true gender equality which will be achieved when women have an equal number of seats as men at the tables where important decisions are made. A total of 59 individuals joined our live Zoom space for this Power Hour forum. Another 185 people viewed our recorded session on the Women of Toledo YouTube channel.

To help create awareness on National Equality Day, our team also developed a [Marketing Kit](#) with an acknowledgement to the WEE program partners, supporters, and the grant funder, the Winalee Blue of the Greater Toledo Community Foundation.

Additional efforts in August 2020.

On August 13, 2020, we created a digital campaign to create awareness about Black women's Equal Pay Day. The day where white women achieved equal pay to white men for 2019 was reached on March 31, 2020, or white women's Equal Pay Day. Because of the extreme wage gap between Black women and white men, Black women have to

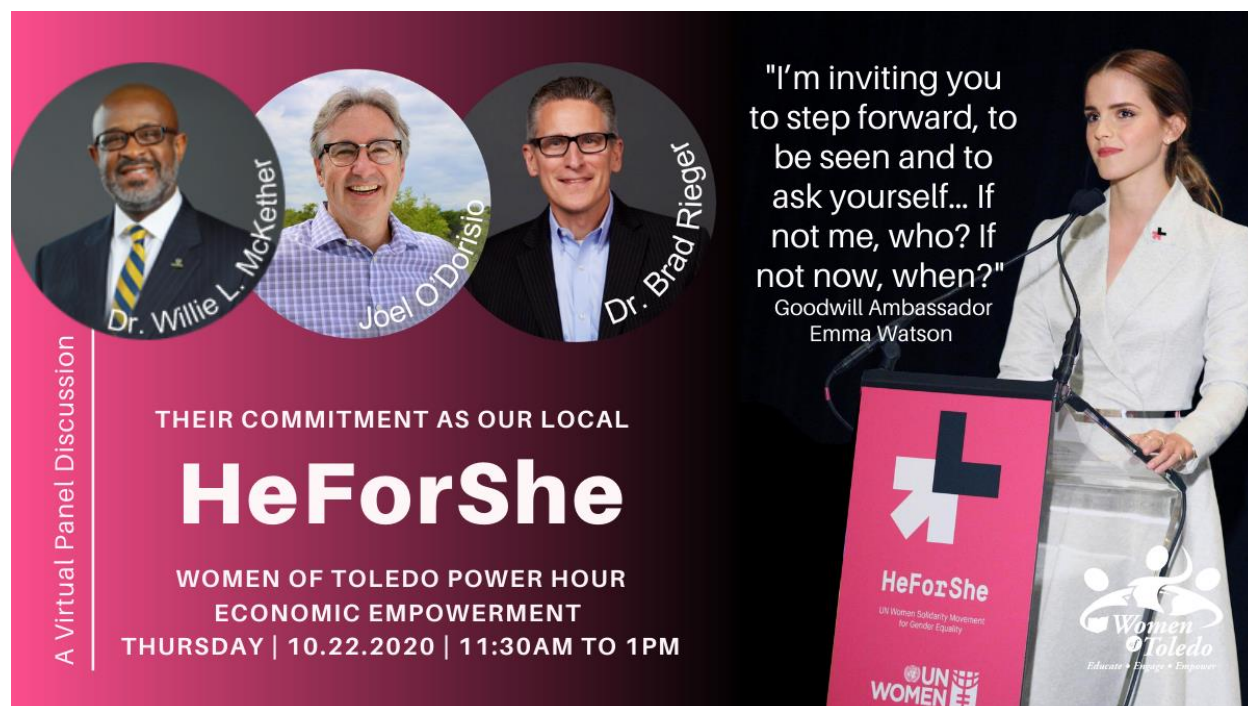


work approximately 225 additional days to equal the annual salary that her white, non-Hispanic, male colleague. This campaign was sent to 4,094 contacts with 98% successfully delivered.

August digital campaign here: <https://www.womenoftoledo.org/so/4dNFfOtyH#/main>

WEE 4: HeForShe

A virtual panel discussion



HeForShe is a UN Women's solidarity movement for gender equality. HeForShe invites men and boys to build on the work of the women's movement as equal partners, crafting and implementing a shared vision of gender equality that will benefit all of humanity. On October 22, 2020, we hosted our annual Women Economic Empowerment HeforShe session highlighting some of Toledo's male leaders working for and with women, to build businesses and raise families/communities that #breaktheglass and give back to women.

This program session was offered virtually via Zoom and a total of 43 individuals joined the live forum. During the forum, we highlighted three of our local HeForShe leaders:

- Dr. Willie L. McKether, Ph.D. Vice President for Diversity, Inclusion, and Equity and Vice Provost the University of Toledo. He spoke on "ways to help accelerate women's economic empowerment in the workplace and education".



- Joel O'Dorisio, Union Organizer and candidate for Ohio State Senate. His presentation was about how as HeForShe, he helps create awareness on women's issues and is an advocate for women's political participation.
- Dr. Brad Rieger, COO Cooper-Smith. His topic focused on how to "advocate to eliminate gender-based violence and support women in leadership".

Challenges & Limitations

Covid-19 has upended almost all expectations for 2020. Beyond the loss of life and the fear caused by the pandemic, Women of Toledo, like many other organizations, faced disruptions at a speed and scale unprecedented in the modern era.

Three months before the shutdown, for our Annual Women Empowerment Summit scheduled for April 2020, we received commitments from more than twenty partners, 70 percent of whom were new to the organization. With the shutdown, we pivoted very quickly to launch a weekly Virtual Power Hour Series to stay in touch with our community and provide opportunities for connection and empowerment. However, it was with sadness that the leadership team decided to cancel the Women Empowerment Summit that usually brings more than 350 women together for resources, speakers' sessions, and workshops that focus on amplifying women's power specifically in terms of advocacy at breaking barriers and advancing economic empowerment in the workplace, marketplace, and community. We already had 11 volunteers and planning committees that had been meeting bi-weekly for almost five months before the shutdown to put this summit together. In addition to time and talents, we also had to refund partnership support, ticket purchases, and about 30 percent of monetary support that could not be transferred as donations. We were disappointed, but we understood that this was the best decision to keep our community safe and healthy with the uncertainty surrounding COVID-19.

A crisis like a pandemic can perpetuate systemic discrimination, including racial and class bias. The COVID-19 pandemic has significantly altered our lives. We are seeing friends and family struggling, small and local businesses temporarily closing and uncertain of their future, workplaces are at standstill, nothing is normal. New research from LeanIn.Org shows that women are doing significantly more housework and caregiving than men during the pandemic, and they are showing signs of anxiety and burnout as a result.

New Development and Action Plan for 2021

After the challenges of 2020, we are determined to continue to grow and improve. For our leadership team, this is the perfect time to recover and push forward. We believe in the organization's goals to help advance the quality of lives of women in our community. We believe in why we do what we do as an organization and understand with every difficulty comes learning and with every adversity comes opportunity. We believe in the resilience of our core mission and our desire to keep moving forward. We continued to



and will continue to show up for those in our programs, even as we reimagined our existing program delivery.

Women of Toledo is following the current research about the ‘new normal’ and ‘the future of work’, so as to adapt and stay relevant to the current ecosystem. Our organization sees an accelerated adoption of remote work and virtual meetings. We also manage and adopt workforce flexibility and are learning to adapt to technology.

We recognize that successfully navigating this crisis requires an objective assessment of our organization’s capacity and priorities, an understanding of our stakeholder’s needs and preferences, and a clear plan of action. To help with this process, we have developed a survey to collect information about the current situations and opinions of local women. From the pandemic to unemployment to racial justice uprising to virtual school instruction, 2020 has brought challenges and adversity, and we want to learn more about the ways we can support and help create better programs, services, and support/resources to help women thrive and improve their quality of life. We have recently concluded the data collection, and our internal impact team is working to analyze the data. We anticipate sharing the findings by the end of February 2021.

Without a doubt, there is work that needs to be done. **We are still planning to continue our WEE series session virtually and appreciate the continuous support from all our current funders and supporters.**

Summary

For Women of Toledo, including all our facilitators, committees, and Program Director, we agree the WEE program enhances our participants’ lives and helps set a direct path towards gender equality, poverty eradication, and inclusive economic growth. Therefore, we are simply grateful for your support.

Our organization looks forward to continuing the work in 2021.

For more information about this report, please contact:

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Email: nina@womenoftoledo.org

WEE webpage: www.womenoftoledo.org/wee

Power Hours: www.womenoftoledo.org/powerhour