



Women's  
Foundation

FOR THE STATE OF ARIZONA

# WOMEN thriving

VIRTUAL LUNCHEON SERIES  
APRIL 12-14 | NOON

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# Women's Foundation

FOR THE STATE OF ARIZONA

## WHO WE ARE

The concept for WFSA began in 1991 when two Tucson women, tired of philanthropy's failure to address the economic challenges facing women, decided to take matters into their own hands. With \$20,000, Melody Robidoux and Harriet Silverman launched their idea for a women's scholarship fund in Tucson, recognizing that women faced a myriad of economic challenges, high rates of poverty, and systemic barriers to self-sufficiency and opportunity – and, that philanthropy was failing to address any of these issues. It quickly became apparent that the need was greater than anyone could have imagined, so in 1992, Melody and Harriet officially established the Southern Arizona Women's Fund at the Tucson Community Foundation.

For over 20 years, WFSA was sustained by passionate and dedicated volunteers, board members, and typically only one or two staff members at a time. As the foundation grew, the organization evolved, with four key pillars guiding the vision of WFSA: research, grantmaking, advocacy, and leadership development.



As the team grew, so did the impact. Award-winning programs like Unidas grew over the years, and new leadership development programs were created. WFSA grantmaking steadily increased, with more than \$20M awarded to over 600 organizations to date. WFSA research helped inform people across the state, and the growing focus on advocacy led to WFSA advising the Executive Office and passing legislation that can help hundreds of thousands of Arizonans

In 2021, as WFSA celebrated 30 years of impact, we could not ignore what was becoming increasingly apparent: after watching the pandemic destroy decades of momentum for women, it is essential that we scale our work to impact women and girls across Arizona. With a team that had grown to 13 under the leadership of CEO Dr. Amalia Luxardo, WFSA announced in October 2021 that we were expanding our scope to include the whole state, and changing our name to The Women's Foundation for the State of Arizona. WFSA's first statewide grant, the Women & Girls of Color Fund, was launched that same year and was Arizona's first grant specifically designed to support organizations led by and serving women of color.

We are proud of our Southern Arizona roots and will continue to invest in the region as we build relationships with other Arizona communities. While our geography has expanded and our brand has evolved, our commitment to gender equity remains.

**Today, WFSA is as determined as ever to ensure women and girls of all identities in Arizona have the opportunity to thrive.**



Susan M. Gray  
President and CEO

# POWERING OPPORTUNITY

A diverse, gender-balanced workforce promotes the healthy exchange of ideas and drives greater productivity and creativity. That's why Tucson Electric Power works so hard to develop, attract and retain talented women employees through STEM education efforts, targeted mentorships and workplace initiatives like our Women in Energy program. By creating more career opportunities for women, we're energizing our workforce and building a better, stronger community.



[tep.com](http://tep.com)

Tucson Electric Power





# OUR VISION

**An Arizona where women and girls of all identities thrive.**

# OUR MISSION

**WFSA innovates to create social, political, and economic change that achieves equity for women and girls.**

# OUR VALUES

- **Unapologetically mission-focused**
- **Rooted in truth**
- **Centered in humanity**
- **Led by lived experience**
- **Transformational in aim and approach**





# COMMITTED TO DIGITAL EQUITY IN TUCSON

Broadband access and connectivity fuels economic, educational, health and social outcomes.

Cox's digital inclusion initiatives deliver solutions to connect neighborhoods, families, and schools. By empowering individuals and communities with the tools to effectively engage online, we're working to bridge the digital divide and position Southern Arizona for a future of success.

Cox's Affordable & Digital Equity Programs:

- ▶ **Connect2Compete**
- ▶ **ConnectAssist**
- ▶ **Special Payment Program (CARES Act)**
- ▶ **Affordable Connectivity Program (ACP)**
- ▶ **Emergency Connectivity Fund (ECF)**
- ▶ **Cox Digital Academy**



**7**

Innovation Centers  
in Southern Arizona



**15k**

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To learn more about the programs in Cox's affordability portfolio visit [cox.com/digitalequity](https://cox.com/digitalequity)

**COX**

# STRATEGIC PRIORITIES



WE RESEARCH



WE INNOVATE



The Women's Foundation for the State of Arizona innovates to create social, political, and economic change that achieves equity for women and girls of all identities.



WE ADVOCATE



WE INVEST

# DAY ONE | RESEARCH

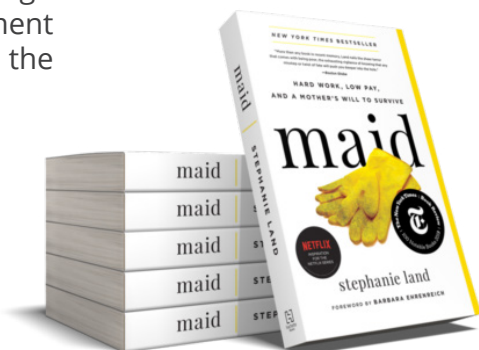
## ABOUT THE SPEAKERS



### Stephanie Land | Author

Land's instant *New York Times* bestseller *Maid: Hard Work, Low Pay, and a Mother's Will to Survive*, the basis for the hit Netflix series of the same name, recounts her harrowing saga as a single mom navigating the bureaucratic nightmare of living below the poverty line. At age 28, Land's dream of attending college and becoming a writer is deferred when she and her seven month-old flee a violent

home and move into a homeless shelter, lacking any form of reliable safety net. Mired in patronizing bureaucratic processes and paltry wages, Land illustrates the trauma of grasping for stability from a rigged system, and demonstrates how hard work doesn't always pay off. Instead, she reveals the real culprits of her situation: domestic violence, untenable minimum wages, high housing costs, and government assistance programs that fail the people they ostensibly serve.





## Research Partner: University of Washington

Nonpartisan research is at the heart of everything we do. Identifying economic barriers drives our work towards creating an equitable future for women and girls. WFSA has partnered with the University of Washington's Center for Women's Welfare to update the Self-Sufficiency Standard for Arizona. This standard reflects a more realistic measurement of the income needed to meet basic needs.



### Lisa Manzer, Director | Center for Women's Welfare, University of Washington

Manzer has over 17 years of leading collaborations with the Self-Sufficiency Standard partners and working with and developing the Self-Sufficiency Standard methodology. Having earned

a Master of Public Administration degree from the Evergreen State College with a concentration on poverty policy, Lisa brings strong policy analysis and technical skills to the Center. As former senior research coordinator at the University of Washington Center for Women's Welfare, a data collection assistant manager with the University of Washington's Social Development Research Group, a research assistant for the Master of Public Administration program at the Evergreen State College, a policy analyst with Washington State Department of Transportation Strategic Assessment Office, and currently as Director for the Center for Women's Welfare at the University of Washington, Lisa has a broad background of research experiences related to poverty and inequality. Lisa has led survey development, pre-testing survey instruments, interviewed youth and community leaders, facilitated focus groups, and utilized a variety of datasets for research on welfare



reform, poverty, positive youth development, recycling behavior, and transportation. She is excited to assume leadership at the Center for Women's Welfare.



## Annie Kucklick, Research Coordinator | Center for Women's Welfare, University of Washington

Kucklick is a social worker and researcher focused on economic mobility. Annie is co-author of the forthcoming report on the 2022 Self-Sufficiency Standard for Arizona. At the Center for Women's Welfare, she oversees report production and assists in the development and application of the Self-Sufficiency Standard. She researches the various elements of the cost of living (housing, food, transportation, health care, child care, taxes) and leads engagement with Center for Women's Welfare state partners. Prior to her position with the Self-Sufficiency Standard, Annie supported the economic justice project at the Washington State Coalition Against Domestic Violence. Annie received a Master of Social Work — Administration and Policy Practice from the University of Washington in 2020.



# DAY TWO | ADVOCACY

## ABOUT THE PANELISTS

WFSA's history of advocacy work began in 2014 and has benefitted women and families throughout the state. WFSA is the only women's foundation in the country that writes and runs its own legislation in partnership with state legislators, advancing issues with bipartisan support. The Foundation has invited three women leaders to participate in a conversation about leadership, advocacy, and what's needed for women to thrive.



### The Honorable January Contreras | Former Designee, White House Council on Women and Girls

Contreras is also former Health Policy Advisor to Governor Janet Napolitano, former Ombudsman for Citizenship and Immigration Services, U.S. Department of Homeland Security, and former designee to President Obama's White House Council on Women and Girls.





## The Honorable Charlene Fernandez | Current USDA Rural Development State Director for Arizona

Charlene Fernandez is a former Arizona House of Representatives member and former Western District Director for Congressman Ed Pastor.



## The Honorable Deb Gullett | Executive Director of the Arizona Association of Health Plans

Gullett is a former Arizona House of Representatives member and former Special Assistant to President George H.W. Bush and former Chief of Staff to U.S. Senator John McCain.





# DAY THREE | COMMUNITY IMPACT

## 2021 WFSA GRANTEE PARTNERS

### ANNUAL GRANTS

Emerge Center Against

Domestic Abuse

Chicanos Por La Causa, Inc.

Innovation for Justice  
Program at the University  
of Arizona James E. Rogers  
College of Law

Planned Parenthood  
Arizona, Inc.

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### WOMEN AND GIRLS OF COLOR FUND

YWCA Southern Arizona

Phoenix Legal Action  
Network

Beyond the Hurt

Cihuapactli Collective

Black Lives Matter Phoenix  
Metro

### UNIDAS TEEN PROGRAM

Southern Arizona Senior  
Pride

Integrative Touch for Kids

### HARRIET SILVERMAN

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Southern Arizona Adaptive  
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**RESEARCH \* ADVOCACY \* COMMUNITY \* IMPACT**


*Thank you for providing the tools  
and resources to create change!*



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# Join us for a movie under the stars

You are invited to attend a special screening of "Exposure."

**Thursday, May 5, 2022**

**The Loft Cinema**

*3233 E. Speedway Blvd.*

*Tucson, AZ 85716*

**6:30 PM**

Opening reception *(Light vegetarian dinner included.)*

**7:30 PM**

Film screening

**Post-screening**

Q&A with Holly Morris, documentary filmmaker



**\$20 per Ticket**

## About the film:

EXPOSURE is a true story of ordinary women from the Arab World and the West who come together in pursuit of the extraordinary journey of walking on snow and ice in the last expedition to the North Pole.

## About WFSA:

The Women's Foundation for the State of Arizona innovates to create social, political and economic change that achieves equity for women and girls of all identities.

*Proceeds to benefit the Women's Foundation for the State of Arizona.*

**For more information, contact Katia Jones at**  
[kjones@womensgiving.orgwomen](mailto:kjones@womensgiving.orgwomen)

# *Caring* for more of the **COMMUNITY**

**Women's Foundation of Southern Arizona**  
makes a difference in people's lives every day

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Tucson Medical Center congratulates the Women's Foundation of Southern Arizona on their 30th anniversary and commitment to improving the lives of women in our community



TMC HealthCare is Southern Arizona's locally governed nonprofit health system, including Tucson Medical Center as well as TMCOne primary and specialty care.



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Women's Foundation for  
enriching our community.**



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Join us to create an Arizona where women and girls of all identities thrive. Learn more at **womengiving.org**

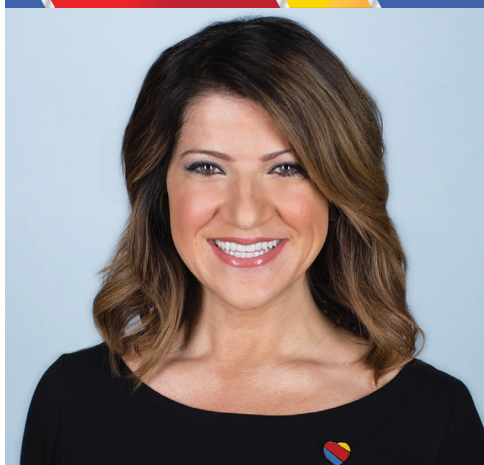


# Southwest Airlines® is dedicated to Arizona.

Our mission is to make the connections that empower communities to thrive. Through our meaningful relationships, we proudly support your efforts in the many communities we call home. Whether in the air or the ground, we believe community is more than a place – it's at the Heart of what brings us together.

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- Sponsor one of our monthly educational programs!
- Attend National Philanthropy Day on November 18th at Westin La Paloma!

Details at  
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# SPECIAL ACKNOWLEDGEMENTS

Thank you to those  
who made this  
event possible.

## LUNCHEON COMMITTEE

GABRIELA CERVANTES  
DEB DALE  
ANITA CHAVARIN  
ANGELA FLOREZ  
EMMA FRYER  
LORI HUNT  
KATIA JONES  
ASHLEY JAMES  
RHONDA KNOTTS  
DR. AMALIA LUXARDO  
YVETTE-MARIE MARGAILLAN  
KASEY URQUIDEZ

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## OTHER SUPPORT

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JESS LOSOYA  
YWCA SOUTHERN ARIZONA





# Invested in our community

William Blair is proud to support the Women's Foundation for the State of Arizona and its mission of ensuring women and girls of all identities thrive.

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*William Blair*

We're proud to support The Women's Foundation for the State of Arizona.



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[INTERMOUNTAINCENTERS.ORG](http://INTERMOUNTAINCENTERS.ORG)



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- WE HOST A BIWEEKLY SUPPORT GROUP FOR VICTIMS OF POLICE BRUTALITY
- WE ADVOCATE AND CREATE PARTICIPATORY BUDGETING IN OUR LOCAL GOVERNMENT
- WE SUPPORT GIRLS OF COLOR IN LOCAL GROUP HOMES
- WE CURATE EDUCATIONAL & EMPOWERING EVENTS SUCH AS FREEDOM SCHOOL AND BLACK WOMEN ARE DIVINE

WE NEED **YOUR** SUPPORT TO SUSTAIN OUR NONPROFIT ORGANIZATION! HELP US KEEP UP THE GOOD WORK BY DONATING AT [BLMPHXMETRO.ORG/DONATE!](http://BLMPHXMETRO.ORG/DONATE!)



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## People are always the best investment.

Northern Trust is proud to support the Women's Foundation for the State of Arizona. For more than 130 years, we've been meeting our clients' financial needs while nurturing a culture of caring and a commitment to invest in the communities we serve. Because some things can't be measured on a balance sheet.

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Thank you for your partnership.  
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Arizona where women and girls  
of all identities thrive.

**WOMEN**  
**thriving**

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