



# 2025 Community Survey Insights



Arizona women and girls face persistent challenges that disproportionately impact low-income and marginalized communities. **WFSA's 2025 Community Survey** highlights urgent needs in economic security, housing, reproductive health, childcare, workplace equity, and mental health - all areas where systemic investment can transform lives.

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

**Our Mission:** Innovate to create social, political, and economic change that achieves equity for women and girls.

## KEY FINDINGS

The top challenges identified by survey respondents align with WFSA's advocacy and funding priorities, reinforcing our dual role as both a policy leader and an innovative funder.

### What is valued most in WFSA's work

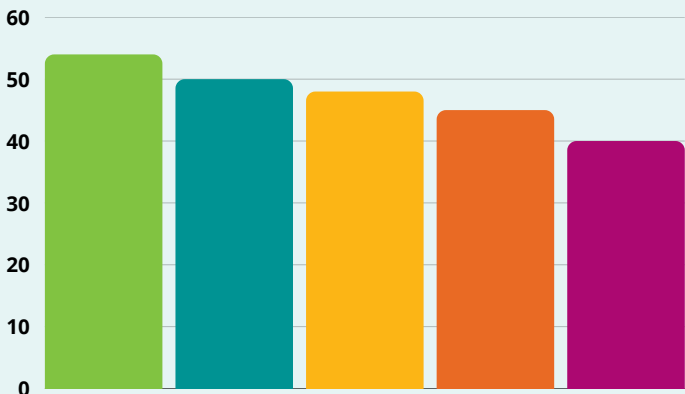
- Grantmaking** *Fueling equity-driven nonprofits*
- Advocacy** *Driving systemic change at the Capitol*
- Research and Lived Experiences** *Pairing timely data with personal accounts of those most effected*

### Personal Motivators

When asked why they personally pursue equity work respondents mentioned daughters, mothers, children, mentors, colleagues and their own personal journeys of resilience as the main motivators.

### Top Challenges Facing Women and Girls in Arizona

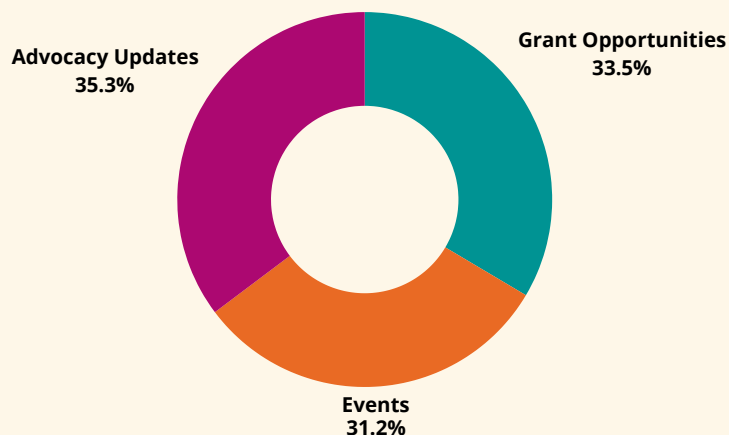
- Economic and Housing Stability 54%
- Reproductive Health and Rights 50%
- Affordable Childcare 48%
- Pay Equity and Workplace Opportunities 45%
- Well-being and Mental Health 40%



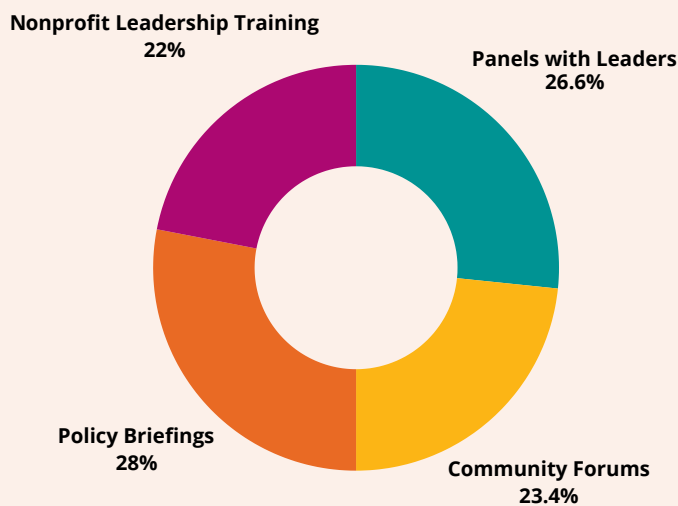
Total # of Respondents = 147

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## Content Preferences



## Event Interest



Total # of Respondents = 147

## Survey Sentiments

*"Networking and learning opportunities help us stay connected and amplify impact."*

*"Representation in leadership is not symbolic; it is essential."*

*"Most first-generation Latinas need a mentor to guide them. WFSA makes that possible."*

*"I want to make sure my kids don't have to censor who they are or be at risk because of who they are."*

*"As an Afro-Latina, I have experienced firsthand the barriers women of color face. My 'why' is about building a world where my daughter and all daughters know they belong."*

*"I want to make the world better for my niece - she deserves more opportunities than I had."*

**64% of respondents are directly connected to nonprofits either as professionals, board members, or both. WFSA's audience is highly engaged and deeply embedded in Arizona's equity ecosystem.**

WFSA's robust audience ensures that advocacy, communications, and grantmaking reach influential leaders who amplify impact, mobilize networks, and translate resources into real change. By advancing economic security, mental health equity, reproductive rights, and community-driven leadership and leveraging nonprofit networks and lived-experience storytelling - WFSA is a strategic partner in dismantling barriers and building a more equitable Arizona where every woman and girl thrive.