

2006 Ventura County Women's Forum
Economic Justice
Report to the McCune Foundation
Date:
Presented by:

Application: The Ventura County Women's Collaborative under the lead of the Ventura County Commission for Women requested seed money from McCune Foundation to initiate an annual Forum to bring the 12 issues identified at the Beijing Conference to local women.

The Ventura County Women's Economic Justice Forum was held October 14, 2006 at the Grand Vista Hotel in Simi Valley.

Use of Grant: The purpose of the Seed fund requested was for expenses associated with planning and holding the 2006 Forum, the follow-up luncheon, and preparation for the 2007 Forum. The funds would be used for fees, conference materials, registration costs, and other general expenses incurred before income became available.

The funds were used for:

Target Audience: The Forum focused its recruitment on women activists and leaders from over 40 organizations.

The attendees were both women and men. Eighty-eight people attended and represented forty-one organizations, businesses, and political affiliations.

Participants will share conference materials with their membership

Expand and develop participation for future conferences – Sixteen attendees volunteered to help with the 2007 Forum. Ten attendees volunteered to help with the luncheon. Fifty-five attendees said they would attend the Forum next year.

Outreach to professional, religious and elected women representatives in state and local government, school boards, to faculty and students in colleges and universities: The Collaborative reached out to recruit a diverse group of women leaders. Those who attended represented forty separate service categories.

Timeline: Under the oversight of the Collaborative Committee and the leadership of the Steering Committee an overarching timeline was established for major target dates including October 14, 2006 as the date for the Forum. The Sub-Committees then set their goals and timeline in order to complete their tasks within this guide. The initial focus was publicity designed to reach the target audience. The timeline was strongly drawn in order to reach out and attract 125 leading women to a quality seven-hour intensive interactive educational forum which would result in local action.

Publicity Program: At the time we submitted our request for funding our publicity planning was underway.

Marketing

Database/databank

Materials for recruitment and registration

Steering committee planning for next annual conference based on evaluation of first

Five Goals of the Ventura County Women's Economic Justice Forum

- 1) To educate women leaders about the changing local and global economy, its effect on women's lives, to explore and share knowledge of resources, and to encourage a discussion of how women and their organizations can best empower women to become economically self-sustaining.
- 2) To develop a steering committee to present annual Women's Leadership Conferences using the issues identified at the 1995 Beijing Conference as a guide.
- 3) To provide a well-orchestrated day that brings together leaders from various women's organizations in Ventura County to address current economic issues.
- 4) To provide a publication that lists similar efforts provided by women's organizations in Ventura County, i.e. list of services, scholarships, etc.
- 5) To identify resources within our community and women's organizations which are available to women who are affected by these economic changes.

Three Specific Outcomes for the grant period

1. Numbers served: 100 women in leadership positions at the initial conference
2. Activities and strategies to reach our goals
 - Conference planning and visioning
 - Program Development Committee
 - Committee for selection of speakers/panel
 - Marketing & Web Development Committee
 - Fundraising Committee
 - Logistics Committee
 - Registration Committee
 - Evaluation and Summation Report
3. Products:
 - Action Statement – developed by Conference Participants
 - Recommendation(s) to the Ventura County Board of Supervisors
 - Recommendation(s) to Women's Organizations
 - A Directory of Women's Organizations listing services, scholarships, etc.
 - Steering Committee for the future development of Conferences
 - Web Site for registration, marketing, and product accessibility

The behavior or attitude changes expected as a result of the Conference are the increased awakening of women to their leadership role in the changing economy, and

their growing participation in economic decision-making and policy-making at home, in the workplace, and in the community at large. Women's organizations will be asked to address an aspect of the Action Statement within the parameters of their mission in their 2007 Goals. One value of the Conference will be the opportunity it will provide for experts in women's issues to meet, discuss issues, share best practices and exchange ideas, problems and solutions in implementing the Beijing-Ventura vision.

1. How Women's Leadership Conference, "A Changing Economy" plans to evaluate the effectiveness or impact of the grant?

The effectiveness of the conference will be evaluated in three ways.

- First, the quality of the content of the conference will be apparent through the development of the Action Statement during the several phases of the event.
- Second, participating organizations implementing specific components of the Action Statement will impact the local economy by focusing resources and bringing greater awareness of economic opportunities and strategies for women.
- Third, all participants will be requested to evaluate the current conference in a manner that will provide guidance for the next year's conference.

Skills and relevant experience of collaborators:

Method of Collaborating	Collaborating Organizations
Planning, Marketing, Volunteers, Program Facilitation, Grant Writing,	National Women's Political Caucus, AAUW, NOW, Planned Parenthood, CAUSE, World Affairs Council, Promotoras y Promotores Foundation, Binational Health Week, Business & Professional Women of Conejo Valley, Concerned Black Women of Conejo Valley, Ventura County Reproductive Rights Network, Women's Economic Justice Project, LULAC, MUJER, El Concilio del Condado de Ventura, United Nations-Ventura County, California Women's Agenda/Women's Intercultural Network (CAWA/WIN), Women's Economic Ventures (WEV)

Funding sources: McCune Foundation, Sage Publications, Inc., Registration fees, Sponsorships, Display Table fees, Donations, Volunteers,

A successful Fiscal Agent relationship was developed with Ventura County Community Foundation whose tax identification number is 77-0165029.

How often did the Collaborative Committee meet?

Our budget

Dissemination: The impact of the Ventura County Collaborative's application is expected to result in the McCune Foundation broaden their definition of eligible applicants. They recommended broadening the reach of our conference.

McCune Foundation suggested we prepare a "How To Manual" for dissemination. They suggested that funds required for is could be requested through a McCune Foundation Dissemination RFP. The maximum grant given in the RFP is \$5,000.

Contributions of participating organizations: VCCF has agreed to be the fiscal agent. However their's is not a contribution because of their 7% management fee of all funds raised.

What is the involvement of Women of Color. In Ventura County this is an important issue with a 30% Minority population of Hispanics, African Americans, and Asians. Concerned Black Women of Conejo Valley designed and developed the Directory of Services for the Forum. The Promotoras y Promotores and the BiNational Health Week representatives also participated throughout. The Pangasinan Association; Camarillo Filipinos of America of Camarillo; BAPAC; California Institute for African American Leadership were also contacted but did not participate.

Team Registration was suggested as a method to target organizations, groups, companies, in targeting participants. That would need to be discussed by the next year's Steering Committee.

Sage has been giving 2 or 3 book scholarships to high schools. They may be approached to give some scholarships to **Concerned Black Women of Conejo Valley** for them to give to their students.

Sara said to check to see if Hanna Beth Jackson would be interested in getting involved. She has a 501 (c)(3) and a 501 (C)(4) she is developing. She might be interested in having ours as a model and copying it in Santa Barbara.

Dissemination grant – hard book, web site, Kim's sister is developing the web site;

Expand this within 2 to 3 years and do in Spring/Fall, Santa Barbara/Ventura and make it possible to take it statewide. Go to the Santa Barbara Community Foundation and they are part of the California Community Foundation network. Think about the ripple effect. If we can do it in all of California, then the U.S., then Canada through the Community Foundations – through our development and documentation in a workbook.

At the conference people could come in teams and buy into the Action Plan; Build capacity and Social Justice (I am not sure Sara said "Justice"). Each team could include a new, young member.

For participation to grow our budget would have to grow so for now we are focusing on leaders. Our plan is good enough for now.

Q What is your registration fee: \$55 to \$65; Sara suggested a rate of \$55 for members of non profits and \$75 for businesses (doc.com); Sponsorship tables was mentioned as another alternative and special rates for participating organizations.

Q The hotel we have: Grand Vista Hotel where we got a good rate. Sara said they should pay us for the advertisement! It was mentioned that we might be turning people away. She asked will it always be at that hotel and our response was no. That we plan to move it around. Visibility to Moorpark and Simi Valley was thought to be good.

Participation is important so we don't want it too big; smaller size is important for sharing ideas.

Sara said to develop a model and see if it works. Purpose – a network, inclusive of economic, ethnic, and racial levels to represent what is going on globally.

Sara recommended that we do a bilingual flyer. (Then will we need translators?)

Marcos spoke of his surprise and pleasure in discovering the issues the VCCW would take on and he spoke of the work they did in helping Inhome Health Care Workers who were denied part of the county contract. Through their efforts the workers got collective bargaining. Diana said we need to know who we represent, we are for social and economic justice. We are after women's economic justice.

Moorpark has a Muslim Community. Beth said she is in contact with them. She said they are new immigrants.

McCune said they will be meeting May 13 to discuss funding and to make their decision. They said that they would like to have any additional information by April 21 and would prefer it only be 1 page. This was mentioned in connection with us being on our third program draft.

The decision McCune will be making May 13 are the following:

1. Will McCune support the conference
2. What is the CAP on the grant
3. Scholarships – will they give any

What name to give this was discussed. Sara said she liked it being a Woman's Movement and she thought Summit sounded like it was the final one. She like the Action Plan idea. She was impressed with the luncheon 6 months later as revealed for follow-up

on actions taken and the kick off for the next conference based on the Beijing Conference topics. She felt that was the weakness of other conferences.

Sage is contributing and their name will be all over this conference Kim said. Allison is contributing to the Registration Confirmation Packet one book and other pieces, helping with speakers, panelists, marketing. Their IT department is helping.

California Women's Agenda is represented by Diana and Cecilia
Speakers – we will have a combination of keynote, panel, and facilitators and a mix of local and national.

Women's International Cultural Network is represented by Diana.

Women represent 50+% of the population.

NWPC started this when CLU dropped the Creative Options. They said we need to replace it but adopt the Beijing as a model.

Note from Diana: As I recall the idea for the summit came from the VCCW's retreat and Plan of Action. I suggested the idea and then brought it to the RRN where we began to seriously brainstorming the idea. I discussed this with Sue Broidy. She generously offered her home for our initial meetings starting last May. 'And now for the rest of the story'

Q Are youth involved: Kim mentioned the 8th graders group at her school; Sara suggested that we have a student speaker.

Sara suggested that we ask VCCF Women's Legacy Fund for scholarships for the women.

VC Social Justice – it was suggested that we ask them for funds.

McCune said because our goal is for the leaders to bring this back to their organization we should have teams attend.

Sara mentioned a tri fold business card to discuss during the elevator ride. It is a fact sheet in miniature that UC Santa Barbara has used to get the 6 figure donations. This business card is used as a talking point. It is a "Godsend" It fits a pocket, flexible and shinny.

Charles Utts Custom Printing prints these cards.

Kismit Studio does graphics. Stephanie Shay is one of the graphic designers and is in Portland but started in Ventura.

Discussion on keeping the gathering at or below 500 because the environment changes when it gets too large. The dynamics of the meeting changes. We mentioned again we were looking at a small group – 100 – Sara said good idea but we would get 200 and if so what will we do. We said we would have to decide and that we do it by consensus. We said that we want to be effective in our own community.

Seating arrangement for lunch – suggestion seat by zip code so they can keep in touch. Then other ideas were seating by birth day (not year), by Chinese Calendar, don't seat by Zodiac Sign Sara said.

Decision: To be made by McCune on May 13. Checks cut 2 weeks later after the contract is signed. June 22 Sara leaves for England and she signs the checks and will not return until after August.

Discretionary Grants are given by Board members. Sara McCune committed to give to our Collaborative her \$5,000.

She discussed the possibility of Scholarship money. She said to send by fax our new budget and why additional funds are needed.

She said scholarship application can be submitted in the fall grant cycle.

Sara said she might decide to send people and suggested we find out what the cap is on the hotel.

Save the Date Card and Web Site were given her by Kim who mentioned that we are going to do web site registration and use paypal.

Pam told us that it never hurts to look to others for more funds. They felt that the name "Conference" may limit what McCune can grant. Other businesses and foundations decide their charitable gifts in the summer the year before giving and confirm in November. She said to consider Amgen right away.

Q They asked about our Time table for Scholarship applications and said we haven't even done this yet. They suggested that we check the venue and see what our cap is for attendance and make sure that information goes out with the Save the Date or other registration information.

Summary of To Do List:

- Develop timetable for scholarship applications
- Check venue for maximum attendance
- Put max on our marketing material
- Submit letter/application to Amgen
- Get names of Sara's people she wants to attend
- Submit application for scholarship money to McCune and Women's Legacy
- Ask about submitting application for Dissemination grant
- Review and revise budget and prepare to submit before April 21 by fax
- Prepare update to submit with revised budget by April 21
- Develop tri fold business card
- Recruit young high school girl to speak (Academic Decathlon winner – Moorpark High)

Consider different name for conference – from Beijing??

Work on Follow up luncheon (include in budget)

Contact women of color – the Muslim Community and others and get them involved

Bilingual flyer – translators??

Registration fee

Sponsors

Begin lay out for workbook that can be disseminated worldwide

Decide team registration

Tell Concerned Black Women of Conejo Valley to apply for Book Scholarships

Discuss Hanna Beth Jackson's involvement