

IWF March 2016



E-Newsletter!



IOWA WOMEN'S
FOUNDATION

IWF: Springing Ahead in March

Daylight Saving Time isn't the only thing springing ahead - the Iowa Women's Foundation (IWF) is full of energy and excitement as we look forward to working together with our supporters and grant partners to achieve our best year yet! Plans and promotions are in high gear for upcoming events - OVATION, Run Like a Mother, and the Annual Luncheon just to name a few!

SHE MATTERS: We Listen and Iowa Wins!



In an effort to understand how the IWF might positively impact the economic self-sufficiency of women and girls in Iowa, the IWF traveled to 18 communities across Iowa during the summer of 2015: Cedar Rapids, Chariton, Council Bluffs, Creston, Decorah, Des Moines, Dubuque, Fort Dodge, Fort Madison, Iowa City, Jefferson, Marshalltown, Mason City, Ottumwa, Quad Cities, Sioux City, Storm Lake, and Waterloo. We held focus groups comprised of 307 local leaders recognized for their work with women and girls. The University of Iowa, School of Journalism and Mass Communication, Assistant Professor and graduate students assisted with the tour data collection, transcription and organization. Details about methodology and data analysis are provided in the full tour report.

The three goals of the tour were to (1) learn firsthand about the most pressing challenges affecting economic self-sufficiency for women and girls in the communities, (2) identify existing initiatives to advance their success, and (3) determine what gaps in services or resources currently exist. Attendees were also invited to make recommendations about how the IWF could help women and girls achieve economic success.

The top key barriers identified by tour participants, in order of frequency cited, were: (1) employment, (2) childcare, (3) housing, (4) education/training, (5) transportation, and (6) mentors.

In addition, four major themes emerged from analysis of our data: (1) providing and accessing critical knowledge and information, (2) empowerment, (3) flexibility, and (4) generational poverty.

By deepening the knowledge and understanding of the issues of economic self-sufficiency for women and girls in Iowa, the findings in the tour report will focus our resources toward research, grant making, advocacy, education and collaboration. The full results of the "We Listen and Iowa Wins" tour will be published this summer. **When barriers are removed and opportunities opened to them, women and girls thrive and Iowa wins!**

Save the Dates! Mark your Calendars!

OVATION

The third edition of OVATION will be unveiled Monday, May 9, 2016.

If you are interested in recognizing a special woman this year, the deadline for publication is March 31 (please email dawn@iawf.org for more information).

13th Annual Run Like a Mother 4 Mile Run/Walk Will Be Held Saturday, May 7, 2016 at 8:30 AM!

Registration is now available for the 13th annual Run Like a Mother Event! For more information and to get registered, please visit [here](#). All funds raised from this event will go to the Iowa Women's Foundation, so all support is greatly appreciated!

The Iowa Women's Foundation Annual Luncheon is October 6, 2016 from 11:30 AM to 1:00 PM at the Coralville Marriot & Convention Center!

The Iowa Women's Foundation is pleased to announce that Cokie Roberts will be the keynote speaker at the Annual Luncheon! A best-selling author and veteran political commentator and analyst for ABC News & NPR, Roberts has won numerous awards and honors for her contributions to broadcasting and public service. More information on Cokie Roberts and the upcoming luncheon will follow in later emails!

For more information on Cokie Roberts, view our Press Release here: <http://iawf.org/>



IWF Now Accepting Grant Applications!

The IWF is now accepting grant proposal applications! To view guidelines, how to apply, more information on the review process, and how the IWF selects organizations, please view our website [here!](#) Due to the generous support of our donors, IWF is on target to be able to grant \$100,000 for the 2017 award

cycle. The more we raise, the more we can give out to communities across the state, largely due to increasing donor contributions. Those wishing to support these grants may donate online at www.iawf.org or contact Dawn Oliver Wiand at 319-774-3814 to discuss how to become involved in improving the lives of Iowa's women and girls.

2016 Grantee Spotlights

Love GIRLS Magazine

By: Cindy Knebel

Love GIRLS Magazine was started by 15-year-old Jasmine Babers, who had a voice inside her so strong, it demanded that she let it out and tell her story.

In 2011, Jasmine was in her sophomore year of high school. During a conversation with her mom, Jasmine commented that she felt that she was *"wasting her life away."* Jasmine knew she wanted to do something about it. Teresa, Jasmine's mother, found a notebook in her bedroom outlining ideas and her dreams to start a non-profit organization helping other girls have a voice on bullying and depression.

There were four adolescent suicides that year, and according to Vera French Mental Hospital in Davenport, depression and suicide were at crisis levels in the Quad Cities. The goal of Jasmine's non-profit would be to support, inspire, educate, and build self-esteem and leadership in young women.



The notebook inspired Teresa to help Jasmine with her dream. At the time, Jasmine was taking a graphic design class and really enjoyed it, so Teresa suggested that she start a magazine.

"When one girl tells her story, other girls are inspired to tell their stories to help and support others who may be going through the same thing." - Teresa Babers

A determined Jasmine started Love GIRLS magazine with 15 friends. They started by distributing flyers to local schools and spreading the word about a new grassroots project in the Quad Cities to launch a non-profit magazine by girls for girls. The magazine attracted recruits, and 25 more girls were accepted into the magazine's internship program. Interns learn about the effects and causes of low self-esteem in women and girls, and acquire skills involved with the work of putting together, publishing and distributing a magazine.

The magazine is funded by donations, grants, advertising, and fundraising. In addition to the magazine, the girls host two other events: The "LOVE" Awards, and "Girls on Fire" (November 2016), a day-long writing/empowerment conference with inspirational speakers. A grant received from IWF will help fund these events and allow Love GIRLS magazine to pay a stipend to young writers and photographers for their articles.



"We want the people of Iowa to know that Love GIRLS Magazine is about more than journalism and literacy. It is about healing and confidence. When you publish a girl's story, it says 'I see you. You matter.' It always creates confidence." - Teresa Babers

Two other branches of Love GIRLS magazine have launched since the Quad Cities 2011 start. The Memphis, TN edition was launched in February 2013 and the Washington D.C. edition in January 2014. The goals moving forward are to become sustainable long term so that 10 years from now we can say "Love GIRLS magazine was started in Iowa."

LOVE: LEAD, OVERCOME, VALUE, and EMPOWER

There are several opportunities to become involved or contribute. Please contact tbarer011@gmail.com if interested.

Attached are videos of the covers of LOVE girls' magazine
<https://www.youtube.com/watch?v=Vj1QERVNjM>



Going Places. Going Strong.

By Cindy Knebel:

Dress for Success Quad Cities encourages women with the mantra, "*Going Places, Going Strong.*" The mission of Dress for Success is to promote the economic independence of women by providing professional attire, a network of support, and career development tools to help women thrive in work and in life.

"To see the change they are making and be a part of that change is a sisterhood of support," says Regina Haddock, Executive Director of the Dress for Success Quad City organization. *"We schedule appointments by referral only; it starts with a partner agency staff member who has taken interest in that person, to coordinate the use of our services. These women are job*

ready," describes Haddock. *"They have an interview scheduled and 70% have never owned a suit."*

Dress for Success provides a suit, jewelry, shoes, and a handbag for the interview process. Once employed, they are eligible to come back for one week's supply of career attire and an opportunity to join the Professional Women's Group (PWG). This is a free service to support professional development and networking skills during the critical first year on the job.

"It is a teachable moment. It teaches women how important it is to strategically place themselves in the right places through networking," says Haddock. Women who successfully complete the PWG program have a 70% chance of retaining their jobs and most will see dramatic improvement in self-sufficiency. If the interview does not result in a job, Dress for Success offers free resume review and a job search program in the organization called "Career Success Center."

The overall goal for Dress for Success QC is to strengthen the (PWG) Professional Women's Group in the organization. *"It is easy for women to put their own needs behind that of their families and tempting to skip investing in themselves,"* Haddock said. To reduce barriers to participation the organization provides childcare on-site, a meal for all, rides home for those who need it or gas cards. Freeda, a past member of PWG, recently sent a card providing kudos to the group: *"PWG is one of the best organizations and caring group of women I have had the pleasure of coming to know and be a part of."*



"As an IWF grantee recipient," Haddock says, *"Dress for Success QC has been put on a statewide stage, which is very valuable."* The grant received through IWF will provide support to allow participation of up to 50 women in the Professional Women's Group. It will also provide funding for additional assessment, including self-sufficiency indicators at completion of the program.

See [website](#) and [facebook](#) for more info and pictures.

For more information on the Iowa Women's Foundation and the topics above, please visit our [website](#) or email Dawn at dawn@iawf.org

Iowa Women's Foundation

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