



Almost 80 percent of adults believe that Take Our Daughters And Sons To Work® Day is an educational experience for participating youth.
 – Roper Poll

The newsletter of the Ms. Foundation for Women

Spring 2005

“Little Women” tickets benefit Ms. Foundation through May 1

The Ms. Foundation for Women has joined with *Little Women the Musical* in a special partnership that will help advance the foundation’s great mission to lift women’s and girls’ voices and promote their power to create a more equitable society. From now until May 1, for every ticket purchased to a performance of *Little Women the Musical* on Broadway using the code **LWMFD96**, \$5 will go to the Ms. Foundation for Women.

“We are delighted to see our
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Photo by Paul Kolni

*The cast of
 “Little Women the Musical”*

New venue, stellar honorees for Gloria Awards on May 26

Be a part of the Ms. Foundation for Women’s most important fund-raising event of the year on **May 26**, when the 17th annual **Gloria Awards: A National Salute to Women of Vision** will recognize exemplary women for outstanding contributions to grassroots organizing, social-change activism and philanthropy on behalf of women and girls. This year’s theme is *Whatever the Question, Women are an Answer*.

“The magic that keeps people coming back to this Ms. Foundation event each year – and that has grown it from a small dinner

to a ballroom gala – is hearing personal stories from women who have changed their lives and their communities for the better,” said Ms. Foundation co-founder Gloria Steinem. “No matter how much
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Activities bring “Sharing Power & Possibility” to life for daughters and sons

New activities that illustrate *Sharing Power & Possibility*, the theme of this year’s **Take Our Daughters And Sons To Work® Day**, provide clear perspectives on the adult world of work while helping workplaces engage the interest of both returning girls and boys and those new to the program.

This year’s Take Our Daughters And Sons To Work® is **April 28**. The theme “represents our nation’s daughters and sons working together, so they can achieve success,” said Program Manager LaWanda Abel. “Girls and boys will explore sharing power in the workplace, at home and in their communities, and learn about the possibilities this dynamic can create in their present and future lives.”

Activities for 2005 include:
 ■ “20-Year Take Our Daughters And Sons To Work® Reunion – In an imaginative getting-to-know-you activity, participants introduce themselves by describing favorite school subjects and things they currently care about, dream 20 years into their futures, fill out a short questionnaire about their future work and home lives, and pretend to meet at a “20th TODS Reunion.”
 ■ “Moving Questions” – Partici-
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Mission

The Ms. Foundation for Women supports the efforts of women and girls to govern their own lives and influence the world around them. Through its leadership, expertise, and financial support, the Ms. Foundation champions an equitable society by effecting change in public consciousness, law, philanthropy, and social policy.

Beliefs and Values

Our work is guided by our vision of a just and safe world where power and possibility are not limited by gender, race, class, sexual orientation, disability, or age. We believe that equity and inclusion are the cornerstones of a true democracy in which the worth and dignity of every person are valued.

President and CEO

Sara K. Gould

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From the President & CEO

Meeting the challenges of the era

Happy spring! The advent of spring means that we at the Ms. Foundation for Women are planning for the coming fiscal year. Over the next few months, we will work in teams across the foundation to craft strategies that will take us closer to our vision of a true democracy of equity and inclusion. We believe deeply that our institution's work to bring about the full participation of women and girls in all aspects of society is crucial to realizing this vision.

So, what can you expect to see? First, you will see an even stronger connection between the work of our local and state grantee organizations to national policy debates and forums. For example, HIV-infected and -affected leaders from our *Women and AIDS Fund* will soon meet in Washington, D.C., with national AIDS activists to develop a strategy that will raise their voices to the national level and seed a truly national women-and-AIDS movement.

Second, you'll see our work continue to strengthen and connect the building blocks of democracy in the United States. Our work reaches far into hundreds of diverse communities countrywide, and our grantees are trusted by their constituents. The grantees of our *Public Voices, Public Policy* initiative – you'll read about this exciting work in this newsletter – are organizing around child care, environmental and economic justice, and ending violence against women. Our *Democracy Funding Circle's* grant-making this spring will focus on base-building in suburban and "ex-urban" areas, and *Reproductive Rights Coalition and Organizing Fund* grants will enable organizations to build on their nonpartisan voter registration and mobilization efforts.

In this issue of **Voices**, you'll



Sara K.
Gould,
President
& CEO

also learn about this year's *Take Our Daughters And Sons To Work® Day*; we hope you'll be participating. And there's the 17th Annual Gloria Awards! We would love to have you join us on May 26 in New York, as we honor an amazing group of grantee and donor activists.

As you know, the Ms. Foundation for Women has three key drivers for the success of all of our work: *foresight, courage and commitment*. Again and again, we demonstrate foresight by identifying issues that really matter to women and girls. Our courage propels us on the right issues, whether or not they are popular at the time. And our commitment remains steadfast – 33 years now and counting. We are a permanent, strategic institution on the American landscape.

Because of you, the Ms. Foundation for Women makes crucial progress in uniting women and girls every day, year after year. Thank you for your unwavering support; our partnership **is** the answer to creating a better society, and a better world, for us all.



Take Our Daughters And Sons To Work® Day, continued



pants move from place to place in concentric circles and take turns answering questions about their interests outside school and work.

■ “Up/Down: What We Have In Common” – As participants stand up in response to verbal cues, they see how much they have in common – in ways they probably never would have guessed!

■ “Who We Are Wall” – Girls and boys, along with adults, learn about each other’s lives at school, at work, and at home by writing and drawing in response to topics on a designated “Who We Are” wall.

■ “Success Statues” – A fun activity that gets kids and adults up and moving as they explore what it means to be successful and happy at school, at work and at home; girls and boys learn that reaching their full potential means more than just making money and working at a job.

■ “Happiness Mini-Quilt” (*can stand alone or done with “Success Statues”*) – By drawing and discussing what makes them happiest, kids and adults together learn that happiness often has more to do with relationships than with money or status.

■ “Making A Difference: Interviews” – Girls and boys interview a man and a woman on the job to learn about differing – and similar – perspectives on work and family, and on ways to make a positive

difference in the world. *Optional extension:* Kids create biographical books about their interviewees.

■ “The Caring Tree” – Girls and boys, along with adults, learn to recognize and celebrate some of the caring people in their lives and realize that the “work of caring,” while often unpaid, is some of the most important work we get to do for one another in the world.

■ “GUESS WHO?” – This activity challenges girls and boys to think beyond common stereotypes about men’s and women’s roles both on and off the job. Working in pairs, kids have fun trying to guess who’s who on a panel of adult employees.

“The 2005 activities not only give girls and boys an opportunity to share their visions for their future lives and discuss their perspectives on work and family, but also take them a step further,” said Abel. “They help children explore what it means to be successful and happy at school, work and home, and to recognize common stereotypes about women’s and men’s roles, both on and off the job.”

Take Our Daughters And Sons To Work® is about integrating work, family and community. It is designed to expose girls and boys to what the adults in their lives do during the work day and provide a forum for sharing how they envision their futures. Over its more than

10 years of service, the program has moved from a way of enhancing adolescent girls’ self-esteem and self-confidence, advancing academic achievement and showing them they could do anything in work they desired. The vision is for all views to be valued and heard, and for both daughters and sons to see there is more to life than traditional women’s roles.

The program today is about changing workplaces into friendly venues for everybody, because today’s boys, as well as girls, believe they will be able to take time off to care for their own kids and embrace both family and career.

The Ms. Foundation encourages all adults – parents, other relatives, friends, neighbors and mentors – to take a girl or boy to work on April 28.

“This program is an important expression of our mission,” said Ms. Foundation President and CEO Sara K. Gould. “When we invest in our daughters and sons, helping them develop their voices and skills, *everyone* benefits.”

Upcoming events

• April 28 – Take Our Daughters and Sons to Work Day,® nationwide

• May 1 – last performance of “Little Women the Musical” to benefit the Ms. Foundation, New York City

• May 26 – 17th Annual Gloria/Women of Vision Awards, Mandarin Oriental Hotel, New York City

• September 26 – 16th Annual Carolines on Broadway Comedy Evening, New York City

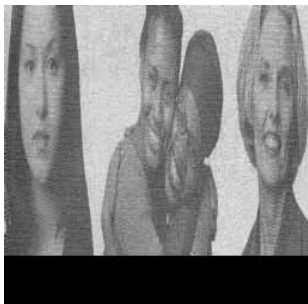
First Public Voices, Public Policy

There were screams of joy and streams of tears when seven grassroots women's organizations led by women of color learned they had each received a \$75,000 grant from the Ms. Foundation for Women in the first round of the **Public Voices, Public Policy: Realizing the Power of Women of Color** program.

Joyous reactions

Both pride in receiving funding from the Ms. Foundation and general delight were evident in grantee reactions.

"We were ecstatic," said Diana Bustamante, executive director, and Sheila Black, development director, of the **Colonias Development Council (CDC)**, Las Cruces, N.M. "We didn't really expect to get the grant. It's a dream come true!"



Colonias logo.

"We were extremely surprised and really excited. This is our first big national grant," said Margaret Boyer, executive director of the **Alliance of Early Childhood Professionals (AECF)**, Minneapolis, Minn. "It was a godsend, and especially valuable as an operating grant."



AECF logo.



AECF's Boyer (right) with Native families at a language program.

"There is no question – we were *thrilled*," said Malika Saada Saar, founder and executive director of **The Rebecca Project for Human Rights**, Washington, D.C. "It's an honor being supported by the Ms. Foundation. It means an *enormous* amount to us to be part of its history and legacy as we go forward."

"We were very excited – this grant makes a *huge* difference for the growth of our organization and our ability to take it to the next level in implementing our policy agenda," said Silvia Henriquez, executive director of the **National Latina Institute for Reproductive Health (NLIRH)**, New York, N.Y. "It is a great honor to receive funding from the Ms. Foundation."

"This grant takes the burden off, makes our organization function better and means we can seek other funding. It is sorely needed," said Shannon Brawley, executive director of the **California Indian Basketweavers Association (CIBA)**, Nevada City, Calif.

Putting funds to work

Grantees are putting their Ms. Foundation funds to work in a variety of ways.

AECF, which advocates for and

supports development of a diverse, well-paid and well-trained early-childhood workforce, as well as quality care for children that is affordable to families and pays a worthy wage, will use its grant for legislative efforts, Ojibway and Dakota language-immersion programs at child-care centers, and paying elders as "first speakers" and for child-development work, Boyer said.

"We also are training a cadre of African-American elders to serve as 'guardian angels' by sitting in on the legislative process, so they are no longer invisible to legislators," Boyer said. "Now we can be more involved with screening Somali children for kindergarten readiness, (by providing) interpreters and outreach, so screeners are more sensitive and materials are more culturally relevant."

CIBA will use its Ms. Foundation grant to fund "basic things, including our newsletter, that most grantors don't cover but that make an organization run," said Shannon Brawley.

CIBA empowers Native American women to achieve policy changes that affect them, their communities and the survival of their culture; recognizes basketweaving as a

recipients celebrate their grants

respected and essential aspect of all Indian tribal cultures in California and basketweavers as leaders in restoring traditions that were nearly lost.

CIBA also will use grant funds to build and support its infrastructure while moving into a new office; develop new staff and board members; and refocus its goals and strategies.

Colonias, which does community organizing to build leadership among colonia women and encourage civic participation and policy advocacy in member grassroots community groups along the U.S.–Mexico border, will use its grant primarily for its Childcare Economic Development Initiative and its long-term mentorship and professional-development training for women.

Colonias also works on immigration and civil rights, community and economic development, youth and environmental justice. In line with that aspect of its mission, its Summer Institute, held in conjunction with a domestic-violence center; technical support to another colonia; and work in environmental cleanup, new community gardens and organizing farmworkers all will benefit from the Public Voices, Public Policy support.

“A lack of child care and infrastructure means that many women in our area have to leave their children in their cars while they work in the fields, or they simply can’t work,” said Black.

“Now we can do training in how to work with legislators, for people considering running for office or working on local campaigns,” noted Bustamante. “The grant will support our long-term civic participation and engagement work, helping people navigate through the system and understand how the decision-making process works at



A CIBA elder demonstrates basketweaving to a member of the current generation.

the local level, such as on a school board. Now we have a chance to get communities ready for all of that, as well as overcoming the disconnect between local, state and national policy planning.”

The Rebecca Project works to expand access to family-based substance-abuse treatment for mothers in treatment or incarcerated for related activities, so they may seek healing and keep their families together.

The grant means “giving visibility to moms who are behind bars because they are untreated addicts,” said Saar. “We will be able to do some new

activity in pulling in a more national voice and national constellation, including family-based treatment.”

The grant will enhance The Rebecca Project’s efforts to articulate the link between the absence of treatment programs and increased incarceration of mothers for nonviolent drug felonies. “We also will be able to advocate more effectively for a ‘treatment-not-jails’ initiative,” said Saar.

Cangleska, Inc., Kyle, S.D., which advocates to Congress about the need for Title X funds and reauthorization of the Violence Against Women Act, already has put its grant to work by holding a briefing in February with the National Congress of American Indians.

(Signed into law in 1970, Title Continued on next page



Saar

Public Voices, continued

X of the Public Health Service Act is America's family-planning program. For more than 30 years, it has been the nation's major program to provide contraceptive and related reproductive health-care services to low-income women. It is the only federal program dedicated solely to funding family planning and related reproductive health-care services. Title X lost funding in the 1980s and currently faces threats of funding cuts or restrictions.)

"We will help Native communities with legislation specific to Native women," said Executive Director Karen Artichoker. "We will provide information to public officials about the dire straits that Native women find ourselves in – we are raped and battered at much higher rates than anyone else, and are the most victimized women in the country. This support will help us make our own outcry."



Artichoker

Other uses include publishing a new edition in Cangleska's ongoing series on "Restoration of Native Sovereignty" (*on safety for Native women*), and sending representatives to Washington, D.C., to participate in the reauthorization process for Title X funds.

"We will use the information to help local leaders advocate on our behalf with their congressional representatives," said Artichoker.

Cangleska's Sacred Circle/National Resource Center to End Violence against Women will use grant funds for technical assistance, training, and education services to tribes and tribal organizations.

NLIRH will work on implementing its National Policy Agenda for Reproductive Justice, as part of

its mission to enhance the quality of life and reproductive health of Latinas nationwide through public discourse, public education, policy and advocacy, and community mobilization; and to serve as a vehicle for Latinas to voice their concerns and make their demands known.

"We will take our organization to the next level and do state-based work with activists," said Henriquez. "This support will give us better tools and resources to do our work in state capitals. We also will convene a meeting in Washington to put out information and bring colleagues together."

Asian Immigrant Women Advocates (AIWA), Oakland, Calif., will use its grant to enhance its efforts to empower low-income Asian immigrant women and youth to bring about positive changes in their living and working conditions, and to respond to the climate of increasing conservatism that makes immigrants further marginalized than ever before.

A different approach

What makes Public Voices, Public Policy different from traditional support, said Bustamante, is that "it's more flexible and based on ideas of leadership development and civic engagement as long-term processes. It felt like answering a need to discuss and implement ideas, and has set the bar higher in leadership development."

"This is general support but with a policy focus," said Henriquez. "It allows us to focus on state-level policy and to work in Washington."

"These are the largest grants for general operations we have ever given," said Sara K. Gould, Ms. Foundation President and CEO. "It is very exciting to be able to provide such substantial support."

The grants provide general operating support to help build up these women's organizations and

advance their missions. "Recipients are led by and working with women of color, and have diversity in their staffs, boards and constituencies," said Gould. "We were looking for bedrock groups that could demonstrate historical involvement in issues at the local, regional and national levels."

Geographic diversity also was a consideration, in line with a commitment to regionally diverse representation and increased efforts to reach women of color in the southern and midwestern United States.

The steering committee for Public Voices, Public Policy selected "a set of women who will do something for all women," said Mia White, Ms. Foundation program officer for Public Voices, Public Policy. "Goals also include bringing grantees together for a policy-training convening, deep learning, and evaluating our process so it may be emulated by others."

Ongoing activities

This initiative does not end with allocating grants. "We will hold a training conference in June for 40 to 60 participants, including grantees and the Public Voices, Public Policy steering committee, to network, develop a national agenda, and work toward creating one voice for our mission and values," said White.

Training will focus on fundraising and communications. "We will look at networking techniques, identifying funding sources and responding to Requests for Proposals (RFPs)," she said. "This will be an exercise in how to frame issues and requests so they resonate with funders and the public. We will look at how to communicate effectively with potential funders who may not deal regularly with women-of-color-led organizations."

Further details are at www.ms.foundation.org.

Gloria Awards, continued

you're worried about the country from the top down, you'll feel better when you see the hope that comes from the bottom up."

This year, there are many firsts for the Ms. Foundation's largest annual fund-raising event. This is the first time the Gloria Awards will be held at the Mandarin Oriental Hotel, in the new Time Warner building in New York City; the first time Sara K. Gould is co-hosting the event as president and chief executive officer, and it is the debut of Katie Grover as the new chair of the Ms. Foundation's board of directors. Grover is also co-chairing the gala with board member Mike Campbell.

"Participation in this event is not only a wonderful way to recognize remarkable women for their ability to provide answers to the most pressing issues affecting us all," said Mary Oberman, director of development. "Supporting the Gloria Awards ensures the important work of the Ms. Foundation will continue."

Award recipients include Ms. Foundation grantees who have received much-needed funding and technical training to advance their social-change programs, and philanthropic leaders whose commitment to social changes inspires us all.

This year's recipients bring the theme of the Gloria Awards to life. They are:

Women of Vision Awards

■ Karen Artichoker, Cangleska, Inc., Kyle, S.D., for enhancing the safety and sovereignty of Native women by developing community accountability strategies to end violence and creating culturally appropriate programs for family healing.

■ Pat Nalls, Women's Collective, Washington, D.C., for meeting the self-defined needs of women and their families living with, and



Sisters Ra Pok and KimSon Khoem of Oakland, Calif., express their joy at being named the Ms. Foundation for Women's 2004 "Young Women of Vision." They were recognized for showing the power of women united to give a strong voice to the Cambodian community through organizing, art and film.

at risk for, HIV/AIDS; reducing barriers to care; and developing model advocacy approaches that can be adapted across the country.

■ Yvonne Thompson-Friend, Childspace Cooperative Development, Inc., Philadelphia, Pa., for improving the quality of jobs for child-care workers and the quality of care for children and families through a worker-owned child-care center, advocacy and grassroots organizing.

■ Cecilia Lira, who will receive the Marie C. Wilson Young Women's Leadership Award (named for the Ms. Foundation's honorary founder and president emerita), for going above and beyond in her volunteer work with the nonpartisan voter-education and engagement effort organized by Idaho Latino Vote, Nampa, Idaho.

Philanthropic Vision Award

■ Anne Delaney and Quinn Delaney, sisters who have provided leadership in supporting strategic and progressive women's human-

rights and racial-justice organizations.

Sharing the moment

"These valiant and caring women embody the very spirit of our work and the theme of this year's Gloria Awards," said Gould. "Drawing on their expertise and life experiences, they are the answers to serious issues facing our society, as they lead the way in grassroots organizing, legislative action and philanthropy. Join us in celebrating women's visionary answers, and in letting everyone know of their invaluable contributions to creating a better world."

The Thursday, May 26, gala will be at the Mandarin Oriental Hotel in the new Time-Warner building in New York City, beginning at 6:30 p.m.

For more information and to purchase tables and tickets now, contact Elise Newman by phone at 212-580-0754 or by e-mail at elnewman@nyc.rr.com.

Musical, continued

show benefit the Ms. Foundation for Women,” said Tony Award-winner Sutton Foster, who plays *Little Women’s* lead role of Jo.

“It is an ideal partnership, since a central message of *Little Women* is that women can overcome odds and reinvent their lives in ways that are fulfilling both professionally and personally,” added theatre and recording sensation Maureen McGovern, who portrays Marmee. Six generations have read Louisa May Alcott’s literary classic; now this generation will sing it.

Reviews since the show opened on Broadway in January have been astonishing. Excerpts include:

■ “... a must-see for mothers and daughters” – Michael Sommers, *The Star-Ledger*;

■ “... pulses with a generous affection for its source material” – Eric Grode, *Broadway.com*;

■ “... packing in the tweens and telling them in a way that only a musical can to just be true to yourself and don’t let anyone stifle your dream” – Chris Bohjalian, *The New York Times*;

■ “... embodies the passion and



power of young minds. It even works for little men!” – Susan Avery, *New York Magazine*;

■ “*Little Women* has found its home in the hearts of this generation’s young women” – Celia Ipiotis, WNYE-TV;

■ “... anthemic power ballads about making one’s mark in life” – David Rooney, *Variety*; and

■ “Zips along with power and confidence! Should you have a young daughter, I guarantee she’ll eat it with a spoon!” – Terry Teachout, *The Wall Street Journal*.

Ticket prices range from \$60 to \$100. Performances are Tuesdays at 7 p.m., Wednesday-Saturday

evenings at 8 p.m., Wednesday and Saturday matinees at 2 p.m., and Sunday matinees at 3 p.m.

To order “Little Women” tickets benefiting the Ms. Foundation, go to www.broadwayoffers.com and enter the code **LWMFD96**; call Telecharge.com, 212-947-8844, and use the same code; or bring a copy of this article to the Virginia Theatre Box Office, 245 West 52nd Street, New York City.

If you don’t include the **LWMFD96** code, the Ms. Foundation will not benefit from your tickets.

The Ms. Foundation appreciates every ticket purchase!



Ms. Foundation for Women
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Meeting the
challenges of
a new era

