



2010 HIGHLIGHTS

The Women's Giving Circle of Howard County (WGC) is building a community of philanthropists and creating a permanent legacy to address the needs of women and girls in Howard County. The WGC is a fund at The Columbia Foundation, Howard County's Community Foundation.

WGC Goals

- * To **expand philanthropy** and increase giving by local women
- * To build a **permanent endowment** fund
- * To **increase the life skills** of women and girls
- * To **encourage the healthy development** and personal authority of young girls
- * To **raise the awareness of gender disparities** in our community
- * To **sustain the WGC** for future generations

2010 Grants

The WGC gave approximately **\$28,150 in grants to 11 organizations in 2010** to fund programs that benefit women and girls in Howard County.

- Maryland Leadership Workshop - \$20,000
- Howard Community College - \$2,500
- Bridges to Housing Stability - \$700
- Community Action Council - \$700
- Domestic Violence Center - \$700
- FIRN - \$700
- Family and Children's Services, Elder Services - \$700
- Family and Children's Services, Healthy Families - \$700
- Grassroots - \$700
- Leadership U - \$550
- Girls on the Run - \$200

2010 Activities

- **2010 WGC's GIRL POWER: STEM Career Expo for Girls:** With support from The Johns Hopkins University Applied Physics Laboratory (APL) and Math Engineering Science Achievement (MESA) was held as a free introduction to careers in science, technology, engineering and math (STEM) for middle and high school girls. Approximately 600 girls and their parents attended.
- **WGC's 8th Annual Meeting:** Speaker, Sondra Shaw-Hardy, co-author of the upcoming *Women & Philanthropy: Boldly Shaping a Better World*, presented the "Nine C's of Why Women Give" to a very engaged audience. Our first "Power of the Purse" auction raised over \$3,000.



WGC 2010 Circle Team Overview

What is the WGC Circle Team?

The Circle Team is comprised of WGC donors who raise money for the WGC via athletic events such as the Iron Girl Triathlon.

Why Do We Invest Time & Resources in the Circle Team?

The WGC is focusing efforts on growing, nurturing and sustaining the WGC Circle Team because:

- ✓ As an event, it is **inline with our goals** of encouraging the healthy development and personal authority of young girls, raising the awareness of gender disparities in our community, creating a permanent endowment fund, and expanding philanthropy and increased giving by local women
- ✓ It is a **great Donor Development opportunity** for us: engaging current and prospective donors through giving, volunteering and/or participating in the Circle Team
- ✓ We have an opportunity to **reach many women and girls of various generations** with our message
- ✓ The Circle Team's efforts at the Iron Girl Triathlon is our **biggest fundraising effort** beyond the annual appeal, and we expect it to grow in the future
- ✓ To date, the **Circle Team has raised approximately \$82,000** for the WGC the last 5 years!

2010 Highlights:

- Number of Iron Girl Circle Team participants – **57, 3 Advisory Board Members!**
- Number of Circle Team donors – **525, 8 Advisory Board Members**
- Amount of money raised to date – over **\$27,000, a significant increase from last year!**
- Amount of sponsorship money raised to date – **\$7,500**
- Number of Circle Team sponsors - **12**
- Number of in-kind sponsors – **4**
- Number of volunteers– **8, 5 Advisory Board Members**
- Provided swim buddies at the Iron Girl practice swim

2011 Plans:

- A sub-committee within Donor Development continues to develop strategies to engage more women and girls in the Circle Team overall, and in particular, at the 2011 Iron Girl event, through increased marketing and outreach efforts.
- We will continue to use our online donor option via Active.com to encourage easier donation options.
- We will continue to nurture and grow our strong relationship with the Columbia Triathlon Association through marketing, volunteering, and partnership opportunities.

Thank You to our 2010 sponsors!

Coreworks, Columbia Triathlon, Odum Real Estate, Patuxent Insurance, Princeton Sports, Starpoet Photography, Yolanda Bruno, Columbia Foundation and Barbara VanWinkle, Focus on Women Magazine, Her Health Physical Therapy, David's Market, and Charm City Run



Active.com Instructions

- Visit <http://www.active.com/donate/circleteam2011>
- Click on Become A Fundraiser found at the top of the page.
- Create a username and password, if you don't already have one. Log in when prompted.
- Follow the steps to Create Your Fundraising Web Page. (Below you will find some sample language that you might find helpful).

SAMPLE:

Title: Megan Bruno's Fundraising Page for the Women's Giving Circle's Circle Team

Create your web address: <http://www.active.com/donate/circleteam2011/mbruno>

Tagline: Running, Biking, Swimming...Inspiring, Giving

Welcome Message:

I am excited to be participating in my first Iron Girl Triathlon on August 21st. I will be part of the Women's Giving Circle of Howard County's Circle Team. I am challenging myself to swim .62 mile, bike 17.5 miles and run 3.4 miles!

I am participating not only to challenge myself physically but also to raise funds in support of women and girls in Howard County. **Please help me reach my fundraising goal of \$500!** The Women's Giving Circle of Howard (WGC) is building a community of philanthropists and creating a permanent legacy to address the needs of women and girls in Howard County. In the last six years, the WGC has invested over \$130,000 in grants to women and girls in Howard County. I have been involved with the WGC since its inception and currently serve on the Advisory Board. I sincerely hope you will consider supporting this very worthy cause!

- You are then welcome to personalize your page as your would like.
We would
be happy to provide you with photos from last year's race or any other
information on the WGC.

- We will be sending reminders about sending out your solicitation
email as the
race gets closer.

Active.com Fundraising Page Set up Instructions

WGC Circle Team Communication

Please join our Yahoo group at <http://groups.yahoo.com/group/WGCCircleTeam/>

Please "friend" us on Facebook at <http://www.facebook.com/group.php?gid=56020153663> or search "The WGC Circle Team" on Facebook.

Please note, once the team is established, the Yahoo group and Facebook pages will be our primary means of communication!

Active.com Fundraising Page Set up Instructions

Women's Giving Circle

Partnership and Third-Party Fundraising Guidelines

Definitions

Sponsors – Sponsors include entities and individuals that provide cash or “in-kind donations” for Women’s Giving Circle hosted programs, events or communications.

Partnerships – Partnerships include events and programs that the Women’s Giving Circle agrees to co-host or “partner” with another entity. There are typically mutually agreed upon responsibilities for labor, promotion, soliciting sponsors, event/program execution, etc. Only a select number will be considered during any given year and all must be considered strategic to the mission of the WGC.

Third-Party Fundraisers – This area includes events and programs that others are doing to raise funds for the Women’s Giving Circle.

Partnership Committee

While we will always graciously accept funds raised by third-party events and programs, The Women’s Giving Circle’s brand has value and if anyone other than the WGC is using our name or logo, the event or program must be vetted and approved by the WGC – even if they are not asking for us to promote the event or program for them.

Therefore, a Partnership Committee will be established and will be comprised of the Chairs of the Resource Development, Donor Development, Grants and Finance Committees and the Resource Development Chair would take the lead.

Guidelines for Vetting Partnerships and Third-Party Fundraisers

There is a list of initial vetting guidelines at the end of this document which will be reviewed and finalized once the Partnership Committee convenes.

Handling Requests

- *“Intake” Process* - Any request should be sent to the Partnership Committee (Resource Development Chair) and be vetted by them within no more than one month’s time.
- *Initial Response* - The person receiving the request should send a simple immediate response to the one making the request. (to be drafted by the Communications Committee)
- *Response to Request* - All requests will receive a response directly from the Partnership Committee within one month of their request.

Promoting Third Party Fundraisers

Guidelines

Must commit to donating a minimum of \$150.

We will accept their donation after the event or program with the idea that the effort that they expend should result in at least \$150 for the WGC.

In the case it results in less than \$150, the entity would be expected to donate the difference in what they raised and the \$150 minimum.

How the WGC Will Promote

A new and separate section on the website and in the eNewsletter will be created specifically for this purpose - "Support Those Supporting the WGC."

We will give anyone doing an event or program to raise funds for the WGC and who agrees to the \$150 minimum donation, equal billing and list those events by date. (It will not be on the home page so as not to conflict with our website sponsors.)

Any *sponsor* who is having an event to raise dollars for the WGC can also be listed in this section; however, they are still responsible to the WGC for the dollar commitment listed in the sponsorship. Dollars raised over and above that sponsorship commitment are appreciated and welcomed. No additional benefit will be given for these additional dollars but there will be appropriate recognition consistent with the level of income to the WGC.



Women's Giving Circle Third-Party Fundraising Guidelines

Definition

Third-Party Fundraisers – Events and programs that others are doing to raise funds for the Women's Giving Circle.

Requests

- *“Intake” Process* - Any request should be sent to the Partnership Committee (Resource Development Chair) and be vetted by them within no more than one month's time.
- *Initial Response* - The person receiving the request should send a simple immediate response to the one making the request. (to be drafted by the Communications Committee)
- *Response to Request* - All requests will receive a response directly from the Partnership Committee within one month of their request.

Third Party Fundraisers

Guidelines

- Must commit to donating a minimum of \$150.
- Will accept donation after the event or program with the idea that the effort that they expend should result in at least \$150 for the WGC.
- In the case the event results in less than \$150 for the WGC, the entity would be expected to donate the difference in what they raised and the \$150 minimum.

How the WGC Will Promote

- A new and separate section on the website and in the eNewsletter will be created specifically for this purpose - “Support Those Supporting the WGC.”
- Anyone/any entity doing an event or program to raise funds for the WGC and who agrees to the \$150 minimum donation, will receive equal billing in WGCs eNewsletter and in the Calendar of Events section of the website with all promotions and events listed by date.



In Kind Sponsors

Guidelines to Benefits:

- To be handled separately from cash sponsorships
- Important though to appropriately and adequately recognize in-kind
- For any in-kind contribution (includes gift certificates; products; services) of a value of \$200 or more, they will receive:
 - Mentions in the same place wherever there are listings of the sponsors for The Circle Team
 - This includes on the home page of WGC; on the event page for the Iron Girl/Circle Team
 - At the event – signage and other materials
 - In the eNewsletter
 - The listing will be underneath the \$500 cash sponsors and will have a separate header titled: **In-Kind Contributions**
- Lastly, if there are values of in-kind contributions that vary significantly, efforts will be taken to communicate this such as through size of type; including value of actual contribution to the extent it is possible; listing them in descending order of value.



WGC Circle Team 2011 Event Calendar

Date	Time	Event	Location	Organizer/Host
January 20	7pm-9pm	2011 Team Kick-Off* (info about WGC and team organization, set up training calendar)	Megan's House	Megan and Cynthia to attend
February 24	7pm-9pm	2011 Kick-off Follow-up*	Emily's Office	Emily
March 27	7am	Training Kick-off	Centennial Lake	Beth snacks
April 26	7pm-9pm	Fundraising 101	RE/MAX	Courtney
May 8	7am & 8am	Run and Nutritional Session, Run at 7, session at 8	Coreworks Fitness	Sara
June 7	7pm-9pm	Team Meeting: checklist, tips, hand out trisuit	Sara's House	Sara
July 29	5:45am	Dress Rehearsal	Centennial Park	Maura
August 11	5pm-7pm	Last Minute check and questions session	Looney's	Megan

*Team Members are strongly encouraged to attend one of these two sessions



WGC Circle Team 2011 Training Calendar

Day	Time	Activity	Location	Leader	Contact Information
Tuesday	6pm	Run	Centennial Park	Aggie Wojdon	kenandaggie@verizon.net
Wednesday	6am	Run	Centennial Park	Randi Benesch	rwbenesch@gmail.com
Friday	6am	Run	Centennial Park	Sue Emerson	Sue.emerson@comcast.net
Saturday	7am	Bike	Centennial Park	Kristin O'Connor Mazerski	Koconnor819@yahoo.com
Sunday	7am	Bike	Centennial Park	Mary Peroutka	maryphp@verizon.net
TBD		Swim	TBD	Cindy Wray	cwray@mcleancont.com
TBD		Swim	TBD	Emily Wells	dremilywells@gmail.com