

**WLC Founding Member Recognition Event
and Advancement of the Initiative -
The “Who” “What” and “How”**

Discussion Summary

May 3, 2010

At the May 3rd gathering, 93 women continued to develop and clarify the initiative. The discussion centered around four questions aimed at validating the work from the previous two group events and the Initiative Committee.

It was proposed that the WLC would serve:

Low-to moderate-income women with a high school education, who are working, or recently worked, but are unable to meet basic needs.

The proposed goal was:

Women will be financially stable with the ability to meet basic needs for themselves and their families.

There were three strategies proposed:

- a) Support job attainment with a livable wage and benefits**
- b) Enhance financial stability by linking women to resources and benefits**
- c) Enhance financial literacy**

Next Steps:

Using information gathered at this event, the Initiative Committee will refine the initiative and add definition, metrics and performance measures. The full initiative will be launched at an event in September.

Question #1

What are your thoughts about the women the WLC initiative will serve – the “Who”?

- There was no disagreement with the group the WLC initiative would serve.
- Many groups mentioned that all women who fit the criteria should be included such as single women, married women and female single heads of household.
- There was also agreement that there are fewer programs and services for this population and therefore we would not be duplicating other work.
- There also was agreement that we need to be focused in order to create impact with a relatively small amount of money.
- There were a few comments about addressing issues of younger women, however, many groups commented that helping our population would have a ripple effect and improve the lives and financial stability of the whole family.

- There was agreement across all groups that post secondary education was important for women to get ahead and increase income, particularly when competing with men.
- There were comments that financial literacy was an important component for success.

Question #2

What are your thoughts on the initiative's goal – the “What”?

- There was a consistent request for definition of “basic needs”, “financial stability” and measurement criteria. *(This will be the work of the committee for the rest of the summer.)*
- There was no disagreement with the goal.
- Some groups mentioned that goal could be loftier- achieve higher quality of life – in addition to meeting basic needs.
- There were a few comments about addressing emotional needs such as self-esteem and lack of confidence.

Question #3

Do you think the strategies – the “How” – are likely to move us toward the goal and are appropriate for United Way of Central Ohio?

- All groups agreed that the strategies were appropriate.
- There were comments about making sure we include advocacy and public policy to our work.
- There were a few comments about including soft skills such as self-esteem, personal development, emotional stability and life skills.
- Some groups requested clarification of what would be included in financial literacy.

Question #4

Do you know any potential partners that could help the WLC achieve the goal?

- J. P. Morgan Chase
- Ohio Literacy Council
- Consumer Credit Counseling Services
- OSU – extension office
- Columbus Partnership
- High schools
- Linked-in, i.e. Facebook, online presence is key
- Junior Achievement
- Columbus Foundation
- New Albany Foundation
- Mayor's office
- New Directions Career Center
- Columbus State Community College
- Dress for Success
- Amethyst
- Choices

- DeVry
- Regional Campus – OSU
- Columbus Saves, Smart Money Choices, Women & Money
- Columbus library
- Career placement services at colleges – DeVry, Columbus State, Franklin University, OSU cont. ed.
- Local central Ohio post-graduate groups
- Bridges Out of Poverty
- What It Takes – Deli Ryard (?)
- YWCA
- Jobs & Family Services
- Jewish Family Services
- Dept. of Commerce
- Capital Law School
- Legal Aid Society
- Salvation Army
- Any scholarship programs
- Maryhaven
- Homeless shelters
- Goodwill
- Other women's organizations
- Churches
- Center for Healthy Families – Donna James
- Central Ohio Workforce Investment Corp.
- FPC Garden Program
- Childcare link groups
- JCC
- State Treasurer's office
- Momentum – Ohio Dept of Development
- Mid State Educators
- Ohio Attorney Generals