



Charting a New Path Toward a More

IMPACTFUL

AND **INCLUSIVE**

FUTURE



2018

**was a pivotal time for WCC —
a period when we embraced
positive, evolutionary
& impactful change.**



Dear Friends,

Across our country, women continue to rise up, speak up, and move up. With the additional momentum of the #MeToo and Time's Up movements ignited in 2017, in 2018 WCC bore witness to women championing constructive change in the workplace, demanding equity, speaking out against harassment, taking on discriminatory systems, and achieving record-setting "firsts" at the highest levels of government.

Those efforts exemplify the heart and soul of **WCC**, which for more than 104 years has been driven by indefatigable women who care deeply about the future of our city and demonstrate our commitment through advocacy and action. Where there has been injustice, our Members and staff have spoken out and fought for positive change. The times and the faces of advocacy continue to evolve, and we are pleased to report how WCC is evolving too. During 2018, WCC examined our work and historic achievements and aligned our mission and vision with the needs of today.

Over the course of the year, we sought counsel from hundreds of people and organizations, including leaders in government and the nonprofit arena, advocates and supporters, and strong women and men who have helped shape WCC's work for decades. The focus of our broad discussions was how WCC could make a positive impact in the city we love consistent with our programs and goals. We applaud all who are partnering with us in this ongoing process including our fabulous staff, our dedicated **Board members**, our committed WCC Members, and particularly those who served on the Strategic Planning Advisory Committee — Margaret C. Cianci, Katherine S. Lobach, M.D., Mary C. Murphree, Ph.D., Deborah Martin Owens, Esq., Helen Diana (Heidi) Reavis, Esq., and Carole J. Wacey.

After much introspection, hard work, and counsel, we unveiled a programmatic initiative that promotes greater civic engagement by women and illustrates our inclusivity, enhances our accountability, and ensures impact. Key to WCC's evolution is a new organizational name (announced in early 2019) that better reflects our **new direction**.

In exploring our future, we researched and reflected deeply on our cherished history for inspiration.

WCC Members and supporters have always sought equity, so this year we visited neighborhoods to register **women to vote**; we examined our **Citywide Guide to Services and Resources** (which was largely used by women) and updated its content to help more individuals and organizations access low- and no-cost services across the city; we **joined advocates and elected officials on City Hall steps** to seek pay parity; and, we **launched monthly newsletters** featuring content relevant to women seeking to be part of a stronger, more inclusive city. Most importantly, we built the infrastructure for our signature programmatic initiatives.

What culminated in 2018 was our recognition that WCC could—and needed to—become more relevant, impactful, and inclusive in order to thrive in today's environment.

As WCC moves boldly forward, we will launch a comprehensive series of programs (in partnership with community-based organizations), that offer women the resources, tools, and educational support to be more actively engaged in local civic life to become changemakers in their lives and in their communities. We will continue to use policy to advocate for positive change in the city. This is an exciting time for WCC and we value and encourage your continued involvement.

While today's WCC has a **new vision and mission**, our beliefs still reflect those of our earliest founders: we can make positive change when we rise up, speak up, and take action together. We look forward to continuing to work with you as we help shape our city's future together.

In solidarity,

Carole J. Wacey
President & CEO

Helen Diana (Heidi) Reavis, Esq.
Chair, Board of Directors

Deborah Martin Owens, Esq.
Vice Chair, Board of Directors

A YEAR IN PHOTOS 2018



PHOTOS: **1.** Women's City Club members unite at the 2018 Women's March. **2.** Board Member Mary C. Murphree, Ph.D. **3.** Manhattan Borough President Gale Brewer **4.** Equal Pay Day Rally with Attorney General Letitia James, City Council Member Helen Rosenthal, WCC President & CEO Carole J. Wacey, Anita Mathew, WCC Operations Coordinator **5.** WCC Board Vice Chair Deborah Martin Owens, Esq., Girl Be Heard Performer Alyssa Martinez, New York State Senator Jessica Ramos, WCC Board Chair Helen Diana (Heidi) Reavis, Esq. and Carole J. Wacey at WCC's Holiday Party at the New York City Bar Association **6.** Carole J. Wacey with NBC News Anchor Gus Rosendale **7.** ABC News Journalist Deborah Roberts with Padma Seemangal, former WCC Program Manager **8.** Carole J. Wacey with Bea Klier, WCC Board Members Elizabeth Lubetkin Lipton (past President), and Florence Frucher **9.** WCC Board Members Mary C. Murphree, Ph.D., Elizabeth Lubetkin Lipton, Barbara Allen, and Helen Diana (Heidi) Reavis, Esq. **10.** Former WCC Presidents and Board Members Annette Choolfaian and Phyllis Lusskin **11.** WCC Secretary Betty C. Jones with New York Women's Foundation President Ana Oliveira, Carole J. Wacey and Deborah Martin Owens, Esq. **12.** Deborah Martin Owens, Esq. speaks about combatting sexual harassment in the workplace on City Hall steps **13.** WCC Board Member Mary Ann Arisman **14.** WCC Board Member Katie Lobach, M.D. at the 2018 Annual Meeting **15.** WCC Board Member Ruth Acker, Ph.D. receives WCC Member of the Year Award **16.** WCC member and past President Susan Alt **17.** WCC Vice Chair Deborah Martin Owens, Esq. with former WCC Board Member Grace Louis **18.** Strategic Planning Advisory Committee Members Margaret C. Cianci, Mary C. Murphree, Ph.D., Carole J. Wacey, Deborah Martin Owens, Esq., and Helen Diana (Heidi) Reavis, Esq. **19.** Bryan Henry and WCC Lifetime Member G. Angela Henry



A YEAR OF CHANGE

2018 was a year of collaboration, engagement, and change.

WCC launched a comprehensive strategic planning process to understand WCC's history, the current landscape in NYC, and the needs of New Yorkers. WCC's goal is to honor our history of impact while ensuring that we can continue to increase our relevance and effectively support the needs of NYC.

For much of 2018, **WCC conducted countless hours of research and meetings** with hundreds of individuals (including government and community leaders) and organizations to more accurately assess where WCC can truly make a difference moving forward and reduce barriers to full civic and political participation.

TIMELINE 2018



JANUARY

Formed Strategic Planning Advisory Committee (SPAC).



FEBRUARY/MARCH

Consulting partner is engaged to facilitate Board, staff, and partner discussions.



APRIL

WCC conducts a historical review and Board member survey. Membership and SPAC meetings are held, as is partner outreach. Diverse themes are reviewed.



AUGUST

WCC conducts analysis and narrows from nine potential programmatic directions to Civic Matters as our signature program.



SEPTEMBER

The Executive Committee approves WCC's proposed signature issue.



OCTOBER

WCC's Mission is approved by the Board. "Civic Matters" is approved by the Board as WCC's signature program.

As WCC assessed the landscape, **WCC identified a niche where it could focus its policy and programmatic work** on one specific, but comprehensive, agenda that would be shaped and led by members of vulnerable communities. And that led the organization to seize this opportunity and embrace a new vision and mission that reflect our drive, our passion, and our purpose.

VISION

All women have the power to be changemakers to create a more equitable New York City.

MISSION

WCC is an inclusive community that partners with organizations and underserved women to develop and strengthen the skills and resources needed to effectively advocate for New York's diverse communities.



MAY

SPAC, Executive Committee, and Board hold discussions on WCC direction. Partner outreach is conducted.



JUNE

A new strategic vision is unveiled at WCC's Annual Meeting of Members. Proposed vision is approved at WCC's Annual Meeting of its Board of Directors.



JULY

Staff continues to develop programmatic options and hold discussions about WCC's future direction with external partners. Partner outreach is conducted.



NOVEMBER

WCC refines the Civic Matters program.



DECEMBER

WCC holds its annual holiday celebration, unveiling new details about the new direction.



2019!

A YEAR OF CHANGE

CONTINUED

Continuing that exciting momentum, WCC worked with committed, valued members—who provided abundant insight—to develop a multi-tiered blueprint that maps out how the organization will effect change. WCC will develop programs, alongside community-based partners, that offer resources, tools, and education for women to more actively engage in local civic and political life.

The new plan—which will forge new, exciting partnerships—will offer women multiple points of entry to greater civic engagement, including community-based workshop opportunities, a tech platform with action-oriented resources, a civic engagement fellowship program, and a university-based leadership institute. WCC's new signature

initiative, Civic Matters, is a multi-tiered programmatic approach that offers opportunities for underserved women to: (1) learn about civic engagement and why it matters; (2) access and use action-oriented tools and resources; (3) gain and practice advocacy skills; and (4) engage directly in advocacy for themselves.

This shift provides a laser focus, where WCC's policy and advocacy efforts now will be aimed at addressing the policy barriers inhibiting women's civic engagement in New York City, and will be led by those communities most impacted. All of these changes, more than 100 years into WCC's history, chart a clearer direction to reach all corners of the City. Part of that evolution led WCC to unveil a new name, Women Creating Change, that reflects our vision and mission of today.



The nature of activism in our nation has changed, as organizing and advocacy efforts have been led by those most affected by the policy. This is a ripe moment in the city and country's history for WCC to lead this charge in a dynamic, effective, and thoughtful way and serve as a bold model for other communities across our city, state, and nation.



RECOGNIZING OUR SUPPORTERS

In 2018, WCC announced that **Nina Untermeyer**, a longtime advocate for women and member of WCC, bequeathed a significant gift to the organization, which will help WCC launch new and continuing innovative programs benefiting women in New York City in the years to come.

WCC also was fortunate to receive generous support from an **anonymous foundation** and the **Sy Syms Foundation** to fund the Citywide Guide to Services and Resources, and from **FPWA** to support civic

engagement initiatives. WCC is grateful for this support to improve access to low- and no-cost services and to increase civic engagement.

As a result of generous donations of member, friends, and supporters, WCC raised more than \$50,000 through the **2018 Civic Fund Appeal**. This funding will bolster WCC as it moves in its new direction and be vital in helping women across New York City develop and strengthen the skills and resources needed to effectively advocate for diverse communities.



\$100,000+

Nina Untermeyer Bequest

\$25,000-\$99,999

Sy Syms Foundation

\$10,000-\$24,999

Anonymous Foundation

Jane Creel Estate

\$5,000-\$9,999

Helen Diana (Heidi) Reavis, Esq.

Felice Shea

FPWA

\$1,000 - \$4,999

Ruth Acker, Ph.D.

Barbara Allen

Mary Ann Arisman

Julia Kagan Baumann

Barbara J. Cohn Berman

Helen Birenbaum

Stephanie Blumenkranz

Margaret C. Cianci

Joan Fabio

Joan S. Freilich, Ph.D.

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Marjorie Ives

Betty Jones

Virginia Kassel

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Amy Oshinsky

Deborah Martin Owens, Esq.

Amy Schwartz

Roschel Holland Stearns

Jephtha Tausig, Ph.D.

Carole J. Wacey

Laura Wolff

\$500 - \$999

Helen Aronstein

Susan Alt

Annette Choolfaian

Arden Down

Bea Klier

Katherine S. Lobach, M.D.

Joan Leiman

Gloria Neuwirth

Laurie Norris

Sara Schupf

< \$500

Caitlin Baer
Priscilla Balch
Susan Baldwin
Laura Barbieri
Nicole Barsamian
Janet Bedin
Anya Berdan
Ellyn Berman
Shirley Branner
Christel Brellochs
Gale Brewer
Sabrena Brown
Roberta Burkan
Ann Buttrick
Jaimie Cloud
Isabel Collins
Ruth Cowan
Sharon Daniel Kroeger
Patricia Healy DiLieto
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Agnes Gautier
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Peter Vincent
Betsy Wade
Elaine Walsh
Sara Werder
Cecily West
Robert Whitehead
Ashley Williams
June Winters
Blaikie Worth
Barbara Zucker

THANK YOU!

2018 **FINANCIALS***

Total Assets	{	\$9,781,758
Total Liabilities		\$48,226
Net Assets		\$9,733,532

*Preliminary and Unaudited

WCC'S ROAD AHEAD ►

What's in a name? Change.

Since 1915, WCC has brought women together to improve the lives of New Yorkers, upholding the mission of its founding members by advancing the rights of women to shape the future of New York City. But times have changed — and now so has Women's City Club. On February 27, 2019, the WCC Board approved a **new name** that reflects a century of service and a future of progress: Women Creating Change. In March 2019, WCC announced its new name publicly at the **opening bell of the Nasdaq**. The new name provides a springboard for change as WCC focuses its work on reaching out to all corners of New York City to provide resources and access so that all women can be changemakers in their communities and in their lives.



Photo Credit: Libby Greene/Nasdaq, Inc.

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**New York Medical College —
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PENCIL

PowHer New York

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*Past President **Term Completed in June of 2018.

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