



NEW NAME

THE
NEW
WCCV

NEW VISION

NEW MISSION

BY THE NUMBERS

INCOME INEQUALITY

1 in 4¹

Women and girls live in **poverty** in NYC.



New York Women Earn Less Per Dollar than Men*²

*white, non-Hispanic

While New York has the smallest pay gap of any state in the nation, women still earn only 89 cents on the dollar. The disparity is even greater for women of color.



Asian-American



African-American



Hispanic

CIVIC ENGAGEMENT

Women Are Less Likely to be in Governmental Leadership Positions

In New York, women comprise:

22% of New York City Council

30.6% of State Senate

32.7% of New York State Assembly

New York Underperforms in Voter Participation

47th out of 50³ states in voter registration.

41st out of 50⁴ states in voter turnout.

Rate of Participation in Civic or Political Activity⁵



People earning less than \$20K



People earning \$100K or more

¹ New York Women's Foundation, "Economic Security and Well-Being Index For Women in New York City" (2013).

² New York State Excelsior Ever Upward, "Report on the Status of New York Women and Girls" (2018 Outlook).

³ NYCLU, "Leading the Way: The 2020 Civil Liberties Agenda for New York" (2019).

⁴ Nonprofit VOTE and US Elections Project, "America Goes To The Polls 2016."

⁵ Generation Citizen, "Education Paves the Road to Sustained Democracy."

Dear Friends,

WHAT DOES CIVIC ENGAGEMENT MEAN TO YOU?

Perhaps it is **stepping into the voting booth or supporting a candidate**. Maybe it's handing out leaflets or signing a petition in support of a new law. It could be addressing a local elected official at a community meeting, advocating for a traffic sign to improve safety in your neighborhood, or urging your friends and family to complete the 2020 Census.

All of these actions—whether big or small—make a difference, because they matter to you, and they matter to us at Women Creating Change.

Civic engagement matters to the future of New York City, and to our country. Women Creating Change knows that it matters if we endeavor to create a stronger society, one in which standing up for a cause you care about or against inequality exemplifies the democratic tenets of our country.

As an organization founded a century ago by women seeking to create progressive change, we have always been on the front lines of civic engagement. But with the turn of the century, and in particular, the last decade, the face of advocacy has changed. Technology empowers activists in new and immediate ways, and fuels movements.

Over the last two years, Women Creating Change examined our role in today's society, reflecting on our rich history with an eye toward how we could expand our work to support underserved women across New York City, and in the process, be more inclusive.



As a result, we strengthened our vision, mission, programs—and this past year even modernized our name. In the pages ahead, we will outline all we have accomplished. We are brimming with enthusiasm about our future and we imagine this is how women felt 100 years ago, after much legwork and advocacy leading to the ratification of the 19th Amendment—granting women the right to vote.

A century after that victory, we too are standing up and taking action to make sure *all* New York City women are inspired and equipped to participate in civic engagement. We hope as you read this report, you'll consider what civic engagement means to you—and be inspired to stand with WCC as we embark on a new journey.

In solidarity,

CAROLE J. WACEY, President & CEO

HELEN DIANA (HEIDI) REAVIS, Esq., Chair

DEBORAH MARTIN OWENS, Esq., Vice Chair





WCC's NEW DIRECTION IN ACTION

It's time for change.

CHANGE STARTS HERE

It's a new day at WCC and we are streamlining our work in a direction that meets the needs of today's New York City women. We believe progress will materialize when an inclusive and diverse group of women become civically engaged—on every street, across every community, and in every borough of New York City. It's why we've been working hard to create our new agenda for action.

In 2019, WCC got down to basics and conducted a comprehensive strategic planning process to prepare for the century ahead. We began by asking tough questions:

- Who are we as an organization?
- How have the needs of women changed?
- How could—and should—we adapt to be relevant, inclusive, and resourceful?
- What programs should we create to be impactful?

As part of our strategic planning process, we launched a comprehensive evaluation to understand how we could best meet the needs of New York City's women. We enlisted an evaluation expert—[Dr. Julie Poncelet](#) of Columbia University's School of International and Public Affairs—to examine what communities across the city lacked, unearth challenges that hold women back from becoming civically engaged, and highlight opportunities for WCC.

We didn't stop there! We launched a number of other measures to chart our future:

LISTENING TOUR

We listened to diverse views from hundreds of civic and community leaders, advocacy organizations, elected officials, as well as longtime and new WCC members and supporters.

LANDSCAPE ANALYSIS

Leaving no stone unturned, we conducted a landscape analysis exploring WCC's past work—and the work of others—so that we could identify a smart path forward. We pored through research and examined what others are doing effectively and where gaps in addressing women's needs exist.

QUESTIONNAIRE

We designed a questionnaire on the state of women's civic engagement across New York City to gather information to help us define and design the work we would undertake. The survey was issued to more than one hundred peer organizations.

FOCUS GROUPS

We brought together curious, smart, and dynamic women of diverse backgrounds and from every corner of the city to participate in focus group research sessions. These groups, held in partnership with [CUNY](#), [Grace Institute](#), and the [New York Immigration Coalition](#), were inspirational, and participants offered valuable insight about their civic participation to inform our direction.



New Name, New Focus

In conjunction with strategic planning came another organizational shift—a new name and identity. After 104 years as Women's City Club of New York, we became Women Creating Change.

The new name reflects on our storied past, with a nod to our future path and reinforces [our new vision and mission](#).

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

OUR MISSION: Women Creating Change 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.

LEARNING WHO WE REALLY ARE

During our strategic planning efforts, we strengthened our grasp of the civic engagement landscape in New York City, thanks to the knowledge imparted by peer organizations working on the front lines, elected officials, partners, and most of all from the women who participated in our focus groups.

We discovered that although many women are already involved in their communities and civically engaged, they confront overwhelming barriers, including financial and language obstacles, lack of government transparency, and hurdles related to work and life demands.

One focus group member noted, “There is a gap in resources for women who are interested in becoming more civically engaged but don’t know how to start... many of our constituents do not feel they have personal power or agency over their own lives.”

We learned concrete information, such as when it comes to civic engagement, women want more support, including:

- Training to build organizing skills to mobilize constituents about specific issues
- Access to mentors and internship opportunities
- Access to women’s groups or networks where women can gather, learn, and support other women
- Training and capacity-building spaces
- Information on civic engagement how-tos and opportunities in NYC
- Connections to political spaces and political leaders

Our Learnings: Key Takeaways

- Women are engaged civically but face barriers
- No organization is singularly focused on civic engagement for underserved women
- There is demand for WCC programs
- Women supporting women yields success
- Nonprofits/corporations/foundations are interested in partnering with WCC
- This new direction builds upon WCC’s history

WCC plans to meet this need. Our focus will be to lead the charge in defining this space—civic engagement for ALL New York City women— by creating supportive programs that result in lasting impact. We plan to support women to make a real difference in their lives by advocating for themselves, their families, and their communities.

We found there are no other nonprofit organizations in New York that focus exclusively on civic engagement for underserved women. 90% of WCC’s questionnaire respondents told us the city needs greater investment in this area.

CIVIC MATTERS

Get Involved. Make a Difference. Create Change.

WCC’s work in 2019 brings us into a new, exciting chapter. As we ended the year, we began to develop our multi-tiered programmatic approach—called Civic Matters—that partners with organizations to create opportunities for women from underserved communities to: learn about civic engagement and why it matters; discover action-oriented tools and resources; practice using advocacy skills; and engage directly in advocacy for themselves.

The program includes:

- **Community-Based Workshops** across New York City
- **The Hub**—a technology-based platform that ensures New Yorkers can engage civically

- **ChangemakeHER Fellowship Program** for women striving to become civic leaders
- **Civic Leadership Institute** at one of New York City’s academic institutions

In 2020, look out for a comprehensive report that outlines the state of civic engagement in New York City—and offers a roadmap not just for WCC, but for women across our city.

All of this matters because civic engagement has been the lifeblood of WCC since our earliest days. And in the 21st century, as women are rising up to challenge inequity and confront risks to our rights, WCC will support and stand with the women of New York City to ensure that their voices are heard.

Each time a woman stands up for herself without knowing it possibly, without claiming it, she stands up for all women.

MAYA ANGELOU



A YEAR IN 2019 PHOTOS



PHOTOS: 1. WCC Board Members Margaret Cianci and Tracey Salmon-Smith, Esq.; Laura Wolff 2. WCC Member Frank Arisman; 2019 Member of the Year Mary Ann Arisman; Amanda McCabe 3. WCC Intern Julia Cocco; WCC Fellow Anna Makogan; Grace Institute Interns Arabhis Nicholson and Carmen Soto 4. WCC President & CEO Carole J. Wacey; WCC Vice Chair Deborah Martin Owens, Esq.; WCC Board Member Phyllis Lusskin 5. Christina De Vuono, Esq. and Kaitlyn Descovich, Esq., Weil Gotshal and Manges LLP 6. Rosie Mendez, Office of Manhattan Borough President Gale Brewer 7. Emily Kadar, Office of Governor Cuomo; Taylor Morton; Padma Seemangal, Office of Lt. Governor Hochul; Dara Kagan, Amalgamated Bank 8. WCC Lifetime Member (Grace) Angela Henry 9. WCC Secretary Betty C. Jones; WCC Chair Helen Diana (Heidi) Reavis, Esq. 10. WCC Treasurer Julia Kagan Baumann and WCC Member Dr. Katherine Lobach 11. Girl Be Heard Performers Nicoleta Mensah and Alyssa Martinez; Deborah Martin Owens, Esq.; Kim Sykes, Artistic Director, Girl Be Heard 12. Carole J. Wacey and WCC Board Member Helen Birenbaum 13. Steven Choi, New York Immigration Coalition 14. Karen Newman; Grace Institute Interns Patricia Chu and Lianna Chejab; WCC Member Reshma Patel; Margaret Cianci; Stephanie Oros and Andrea Shapiro Davis, CUNY; Deborah Martin Owens, Esq.; Carole J. Wacey; Helen Diana (Heidi) Reavis, Esq.; Nyisha Howell, CUNY; Padma Seemangal 15. Deborah Martin Owens, Esq.; Carole J. Wacey; WCC Board Member Sabrina Stratton; WCC Board Member Sruthi Lanka; Helen Diana (Heidi) Reavis, Esq.; WCC Board Member Dayanna Torres



RECOGNIZING OUR SUPPORTERS

In 2019, WCC was honored to receive generous support from individuals and foundations to expand opportunities for women to be civically engaged and create the next generation of changemakers.

The significant bequest from Nina Untermeyer, a longtime WCC member, continued to fuel our programming and investment in all New York City women. WCC also is grateful to an anonymous foundation and the FPWA for their support of our civic engagement initiatives.

- <\$500 (continued)**
Grace Marie Louis
Ruth Lubic
Elizabeth Lusskin
Carolyn Maloney
Anne-Sophie Martz
Leo Marzen
Alisa McCoy
Lynn Mortensen
Ellen Murphy
Gloria Neuwirth
Leonie Newman
- <\$500**
Susan Alt
Caitlin Baer
Marta Baez
Priscilla Balch
Susan J. Baldwin
Laura Dawn Barbieri
Amy Bard
Dikran & Mary Anne Barsamian
Anya Berdan
Gerald & Helen Bruder
Roberta Burkan
Mary Cerna
Isabel Collins
Doris Cramer
Samara Daly
Marietta Daniel
Helen Doctorow
Ryan Elias
Gail Erickson
- \$150,000+**
Untermeyer Fund for Women and Girls
- \$15,000 – \$149,999**
Anonymous Foundation
Helen Birenbaum
Deborah Martin Owens
Weil, Gotshal & Manges LLP
- \$2,000 – \$14,999**
Ruth Acker
Margaret Cianci
FPWA
Phyllis Lusskin
Mary Murphree
Felice Shea
Carole Wacey
- \$1,000 – \$1,999**
Barbara Allen
The Barsamian-Dadourian Family Fund
Julia Kagan Baumann
- \$500 – \$999**
Mary Ann Arisman
Nicole Barsamian
Stephane Blumenkranz
Arden Down
Jacqueline Ebanks
Linda Edgerly
Virginia Kassel
Katherine Lobach
Lee Samson
- \$500 – \$999**
Florence Frucher
Marjorie Ives
Betty Jones
Sruthi Lanka
Elizabeth Lubetkin Lipton
Debbie Meyer
Amy Oshinsky
Helen Diana (Heidi) Reavis
Tracey Salmon-Smith
Sabrina Stratton
Laura Wolff

We are incredibly appreciative to all who donated to the Annette Choolfaian Fund in honor of our former Board President who passed away in February 2019.

As a result of generous gifts from members, friends, and supporters who are excited about WCC’s new direction, we not only met our end-of-year Civic Fund Appeal goal—we surpassed it by more than 11 percent. Support levels include monetary and in-kind support.

- <\$500 (continued)**
Grace Marie Louis
Ruth Lubic
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Carolyn Maloney
Anne-Sophie Martz
Leo Marzen
Alisa McCoy
Lynn Mortensen
Ellen Murphy
Gloria Neuwirth
Leonie Newman
- <\$500**
Susan Alt
Caitlin Baer
Marta Baez
Priscilla Balch
Susan J. Baldwin
Laura Dawn Barbieri
Amy Bard
Dikran & Mary Anne Barsamian
Anya Berdan
Gerald & Helen Bruder
Roberta Burkan
Mary Cerna
Isabel Collins
Doris Cramer
Samara Daly
Marietta Daniel
Helen Doctorow
Ryan Elias
Gail Erickson
- \$150,000+**
Untermeyer Fund for Women and Girls
- \$15,000 – \$149,999**
Anonymous Foundation
Helen Birenbaum
Deborah Martin Owens
Weil, Gotshal & Manges LLP
- \$2,000 – \$14,999**
Ruth Acker
Margaret Cianci
FPWA
Phyllis Lusskin
Mary Murphree
Felice Shea
Carole Wacey
- \$1,000 – \$1,999**
Barbara Allen
The Barsamian-Dadourian Family Fund
Julia Kagan Baumann
- \$500 – \$999**
Mary Ann Arisman
Nicole Barsamian
Stephane Blumenkranz
Arden Down
Jacqueline Ebanks
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Virginia Kassel
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- \$500 – \$999**
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Sruthi Lanka
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Debbie Meyer
Amy Oshinsky
Helen Diana (Heidi) Reavis
Tracey Salmon-Smith
Sabrina Stratton
Laura Wolff

FINANCIALS

	2019*	2018	% Change
Total Assets	\$11,048,030	\$9,777,584	13%
Total Liabilities	\$71,186	\$78,023	(9%)
Net Assets	\$10,976,844	\$9,699,561	13%

*Preliminary and Unaudited

WCC TEAM

WCC is committed to partnering with impact driven organizations, vendors and consultants with aligned missions—those engaged in driving positive change in our city.

BOARD OFFICERS

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Program and Policy Manager (former)
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Schall & Ashenfarb CPAs, LLC
UBS Financial Services Inc.
WCA Technologies

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Grace Institute
Guttman Community College
Manhattan Borough President’s Office
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The New York Immigration Coalition
New York Medical College
PENCIL
PowHer New York
Sy Syms Foundation
Weil, Gotshal & Manges LLP
The Winthrop Group

WELCOME New Board Members

“On behalf of the Board, I am proud to welcome WCC’s impressive new Board Members who are now part of our proud legacy of progressive change—as we move ahead to support and inspire more women to become civically engaged in the 21st Century.”

HELEN DIANA (HEIDI) REAVIS, Esq.
Chair, WCC Board of Directors



SRUTHI LANKA
MoneyLion
“As a woman of color and an immigrant, I’m keenly aware of the lack of representation in public life of people who resemble me. I believe that incremental changes can

lead to outsized returns. WCC’s focus on empowering underserved women to become more civically engaged will lead to more equitable representation in our city and country. WCC’s strong leadership and strategic approach can make a sustainable difference, and I’m honored to serve on the board.”



TRACEY SALMON-SMITH
Faegre Drinker Biddle & Reath LLP
“I am deeply committed to the mission of WCC and am truly honored to be a part of the Board of Directors. Throughout

my life, I have focused on giving back and serving the community, especially as to issues affecting women and women of color. I am proud to be a part of helping to shape the path ahead as we empower women to create change in their communities as they shape the future of New York.”



SABRINA STRATTON
Amalgamated Bank
“I love that WCC focuses on providing solutions to the issues that women face in this city. I appreciate that WCC is committed to creating innovative and proactive tools and

programs that support underserved women to get involved and advocate for themselves, their families, and their communities. I am proud to join the WCC Board and help create these important pathways to participation for *all* New York City women.”



DAYANNA TORRES
JobsFirstNYC
“Since joining the WCC Board of Directors, I have become an integral part of a broader movement working to dismantle systemic barriers for women. As a public sector

professional, first generation New Yorker, and daughter of a single mother who emigrated from the Dominican Republic, I know first-hand how important it is to invest in programs and coordinated efforts that create conditions for all women to thrive, lead, and have their voices heard.”



**WOMEN
CREATING
CHANGE**

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 [Women Creating Change](https://www.linkedin.com/company/Women-Creating-Change)

 [Women Creating Change](https://www.youtube.com/Women-Creating-Change)

