

TAKING THE INITIATIVE:

*What Women
and Girls Want
for California's
Future*

EXECUTIVE
SUMMARY

*The Women's
Foundation*



Pictured on the front cover (clockwise):

Members of Communities for a Better Environment; California State Senator Hilda Solis (D); members of the co-op Women in Action Cleaning Services, a program of the Sonoma-Napa Action Project; Richmond, California community members speak out on the effects of dioxin at the Chevron Refinery, August 2000

All photos © Donna A. Korones except Senator Solis

THE WOMEN'S FOUNDATION EXECUTIVE SUMMARY INITIATIVES FORUM RESEARCH

THE WOMEN'S FOUNDATION

The Women's Foundation is the west's largest and oldest philanthropic foundation serving grassroots women's and girls' organizations - supporting capacity building, leadership development and providing technical assistance. From the beginning, target populations for our grantmaking have included low-income women, women and girls of color, immigrant and refugee women, disabled women, lesbians, rural women, single mothers and older women. In addition to grantmaking The Women's Foundation convenes groups to discuss issues such as women's health, leadership, technology, economic justice, human rights and violence. The Women's Foundation has launched the Initiatives Forum to stimulate advocacy at the policy level for women and girls across California.

THE INITIATIVES FORUM

The Initiatives Forum is the 5 year, \$5 million campaign of The Women's Foundation. The Initiatives Forum (IF) is the first west coast policy action for women and girls. IF will:

- convene and coordinate new alliances with policy makers, business leaders, researchers, the media and others who can increase the influence of women's and girls' organizations;*
- fund organizations to challenge the systems that keep women and girls from participating in decision making in the policy environment; and*
- raise the visibility and voices of women and girls on the issues that concern them.*



TAKING THE INITIATIVE:

What Women and Girls Want for California's Future

VISION:

*Women and girls thriving
in an environment of
economic, social and
political justice.*

MISSION:

The Women's Foundation:

- *Serves as a voice and
advocate for the needs of
women and girls.*
- *Provides funding,
resources and tools.*
- *Convenes for dialogue
and collaboration.*

This executive summary describes the results of opinion research

conducted by The Women's Foundation on issues of concern to women

and girls in California. It also outlines the plans for the Initiatives Forum

(IF), the west coast's first policy action fund for women. Based on the

findings of this millennium research, IF will provide leadership and

resources to mobilize women and girls to shape California's future.

INTRODUCTION

Who speaks for women? Who determines what women and girls in California want from their government, from their policymakers?

Opinion research often leaves out the views and concerns of women and girls who do not fit the agenda of electoral or marketing campaigns. Political pollsters collect data on what women voters and potential voters think about issues, how they might vote in a specific election and how to capture the famous “gender gap.” Corporations gather opinion data and hold focus groups to design advertising and create new products that have the best chance of appealing to women and girl consumers. This type of opinion research is looking for ways to attach women and girls to the agendas of the candidates or profit-making goals of a company. It focuses on women and girls who are likely to be involved in politics, and/or have the purchasing power to be significant consumers.

Such research neglects the voices of many California women: the 59% who did not vote in the last general election; the many without the affluence to be seen as potentially powerful consumers; the women whose numbers are seen as too small or isolated to be captured in most polling data. The voices of women and girls like these are “left in the shadow,” as one Chinese immigrant woman from Los Angeles said in our study. Changing the balance of power in the state to better reflect the voices of women and girls requires just the opposite approach. We must seek and understand not only the voices of those who currently participate or who have the affluence to affect decision making. We must include and mobilize the voices of the many women and girls whose leadership has not yet been tapped to make change. This is a different kind of agenda for opinion research.

The Women’s Foundation incorporated this different agenda in conducting the Initiatives Forum research. The Foundation has conducted one of the largest and most diverse opinion polls of women and girls in California’s history to stimulate successful organizing and mobilizing of women and girls throughout the state - to make it possible for women and girls to act on their own behalf, rather than on the agenda of others. The Women’s Foundation’s opinion research was designed to:

- *identify the issues that unify the diverse women and girls of the state;*
- *document ways in which diverse groups of women and girls and their families are affected by these issues; and*
- *discover how women and girls hope to be engaged in changing policy in their communities or at the state level on the issues that most concern them.*

The Women’s Foundation conducted its opinion research to create a vision for what women and girls want for the future of California and how they hope to be involved in that change.

This Executive Summary highlights what has been learned in the research and how The Women’s Foundation, its partners, and supporters will advance the agenda that emerged for women and girls across California.

METHODOLOGY

The Initiative Forum research was conducted by The Women's Foundation and its partners from October, 1999 through January, 2000. It included a Field poll, 13 focus groups, and 125 individual interviews. The results provide an in-depth look at what women and girls want for the future of the state at the beginning of the 21st century.

THE FIELD POLL

Designed collaboratively by The Women's Foundation and the Field Institute, this study was based on 972 telephone interviews with a random and representative sample of adult women 18 and older across the state. The Field Institute interviews were conducted in English and Spanish at two intervals: October 8-17 and December 3-14, 1999. Women in the survey were read a list of 18 issues and asked how concerned they were about each. They were also asked about the issues most affecting them and their families; five health related issues; the issues most concerning them as women; and their assessment, if working, about the fairness of their pay. Results of these interviews were tabulated and analyzed by the Field Institute in January, 2000.*

FOCUS GROUPS

Thirteen focus groups were conducted by Ana Rivera of InSight Research in November and December, 1999. These focus groups had three purposes:

- *to add the voices of young women and girls to the sample provided in the Field Poll;*
- *to add the voices of two populations whose numbers in the Field sample were too small to provide representative information - African American women and monolingual Spanish-speaking women; and*
- *to explore their needs, civic involvement, and mechanisms for education about issues and candidates.*

Focus groups were held in San Diego, Los Angeles, Fresno, San Francisco, and Eureka. The groups brought together 8-11 participants, recruited through professional focus group firms. These groups met demographic requirements related to education, income, working status, political background, race, and age. The following focus groups were held:

- **San Diego:** Four groups, including 1 African American women's group; 1 Hispanic women's group, conducted in Spanish; one mixed race young women's group (ages 14-17), and 1 mixed race girls group (ages 10-13).
- **Los Angeles:** Three groups, including 1 African American women's group; 1 mixed race young women's group (14-17); and one mixed race girls' group

*I vote so that my
voice will be heard.*

A 30 YEAR OLD
VIETNAMESE WOMAN
FROM THE CENTRAL VALLEY

* A summary report - Results from a Survey of California Women - and the telephone survey instrument are available from The Women's Foundation.

“
*It is a privilege to
have a political system
where everyone has an
opportunity to choose
who is in leadership.
It is a person’s respon-
sibility to vote. I do.*”

A CAMBODIAN WOMAN
IN HER 20’S FROM
SAN JOAQUIN COUNTY

(ages 10-13).

- **Fresno:** Two focus groups, including 1 mixed race young women’s group (14-17) and 1 girls group (ages 10-13);
- **Eureka:** One focus group of young women 14-17 who were of mixed races; and
- **San Francisco:** Three focus groups, 1 African American women’s group; 1 mixed race young women’s group (14-17); and 1 mixed race girls group (10-13).

Focus groups lasted 90 minutes. They were videotaped, and a report of each was compiled and interpreted.*

INDIVIDUAL INTERVIEWS

Individual interviews were conducted with 125 women and girls in December and January with two populations - 75 Native American women and girls in northern California and the city of Sacramento; and 50 Asian-language speaking women and girls of different Asian backgrounds in the Central Valley, the Bay Area, and Los Angeles. These interviews were conducted by a team of researchers from six community-based organizations serving these populations. Interviewers were trained by The Women’s Foundation to use a standardized interview questionnaire. The six organizations were:

- Local Indians for Education, Inc. in Shasta Lake
- The Hmong American Women Association in Fresno
- The Chinatown Service Center in Los Angeles
- The Asian Pacific Environmental Network in Oakland
- Asian Immigrant Women Advocates in San Francisco, and
- Korean Immigrant Workers Advocates in Los Angeles.

Interviews were designed to be conducted in 30 minutes, and took place on site in the agencies that participated, in local cafes, on the telephone, and in human service offices. Standard forms were completed by interviewers, which were sent directly to The Women’s Foundation for analysis. The forms were analyzed and interpreted in consultation with the six interviewing organizations.**

INTERPRETING THE FINDINGS

Upon concluding the research, The Women’s Foundation sought the input of issue experts, researchers, policy analysts and advocates, organizers, and other leaders from around the state to discuss and consider the findings. This input guided The Foundation’s selection of the issues that would frame the work of the Initiatives Forum and the appropriate focus areas in which the Foundation could make a contribution to work already underway. More than 30 leaders helped the Foundation shape the analysis of the findings and the IF Action Plan through participation in three meetings as well as individual interviews.

* A summary report - *Findings from Thirteen Focus Groups - and the focus group guide are available from The Women’s Foundation.*

** A summary report - *Results of 125 Individual Interviews with California Native American and Asian Language-speaking Women and Girls - and the standardized form used to structure the interviews are available from The Women’s Foundation.*

THE FINDINGS

Across the three studies, four issues emerged as being of the greatest concern to the broadest diversity of California women:

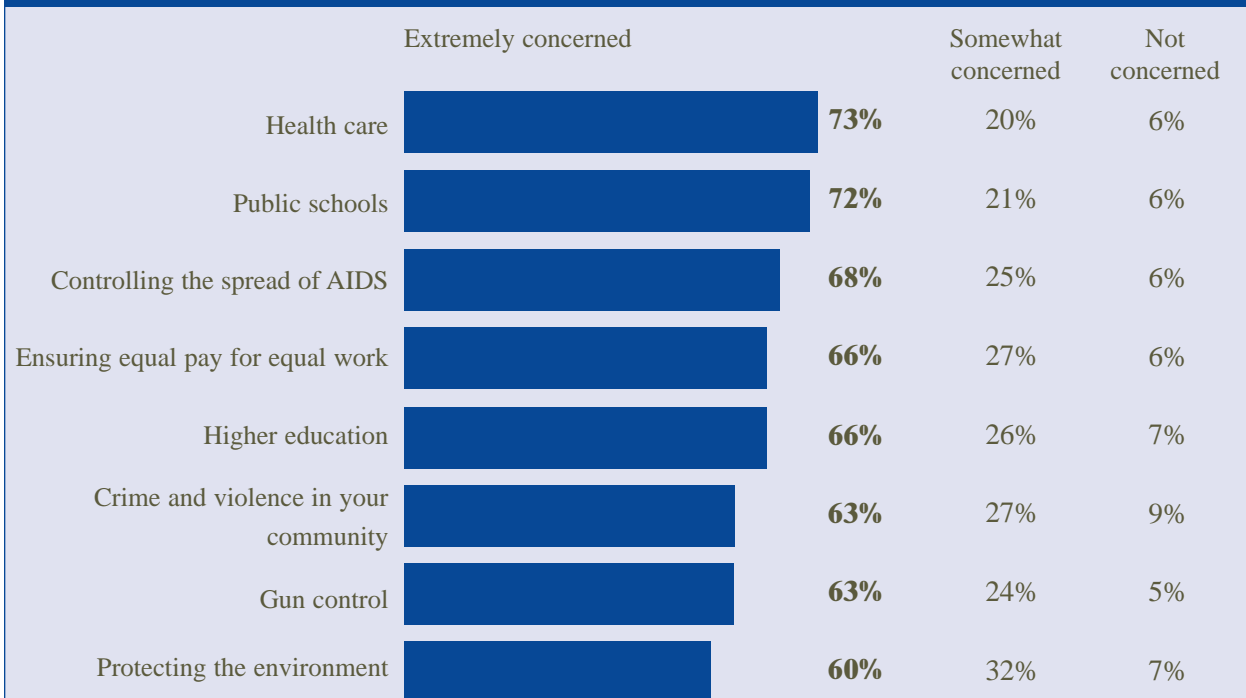
- health care;
- public education;
- jobs and pay; and
- crime and violence.

RESULTS OF THE FIELD POLL

In the Field poll, there were eight issues about which 60% or more of the respondents indicated being “extremely concerned”: health care (73%), public schools (72%), controlling the spread of AIDS (68%), ensuring equal pay (66%), higher education (66%), crime and violence in the community (63%), gun control (63%) and protecting the environment (60%). Respondents said that three issues had the greatest impact upon themselves and their families: health care, crime and violence, and public schools. Upon being asked “as a woman” what concerned respondents most, the issues cited most were: abortion, public schools, and equal pay. Likely women voters had particular concern about abortion and the public schools. One-third of the respondents to the Field poll - 34% - believe they are unfairly paid.

The four issues of greatest concern to women were: health care, public education, jobs and pay, and crime and violence.

ISSUES ABOUT WHICH LARGE MAJORITIES OF CALIFORNIA WOMEN ARE “EXTREMELY” CONCERNED

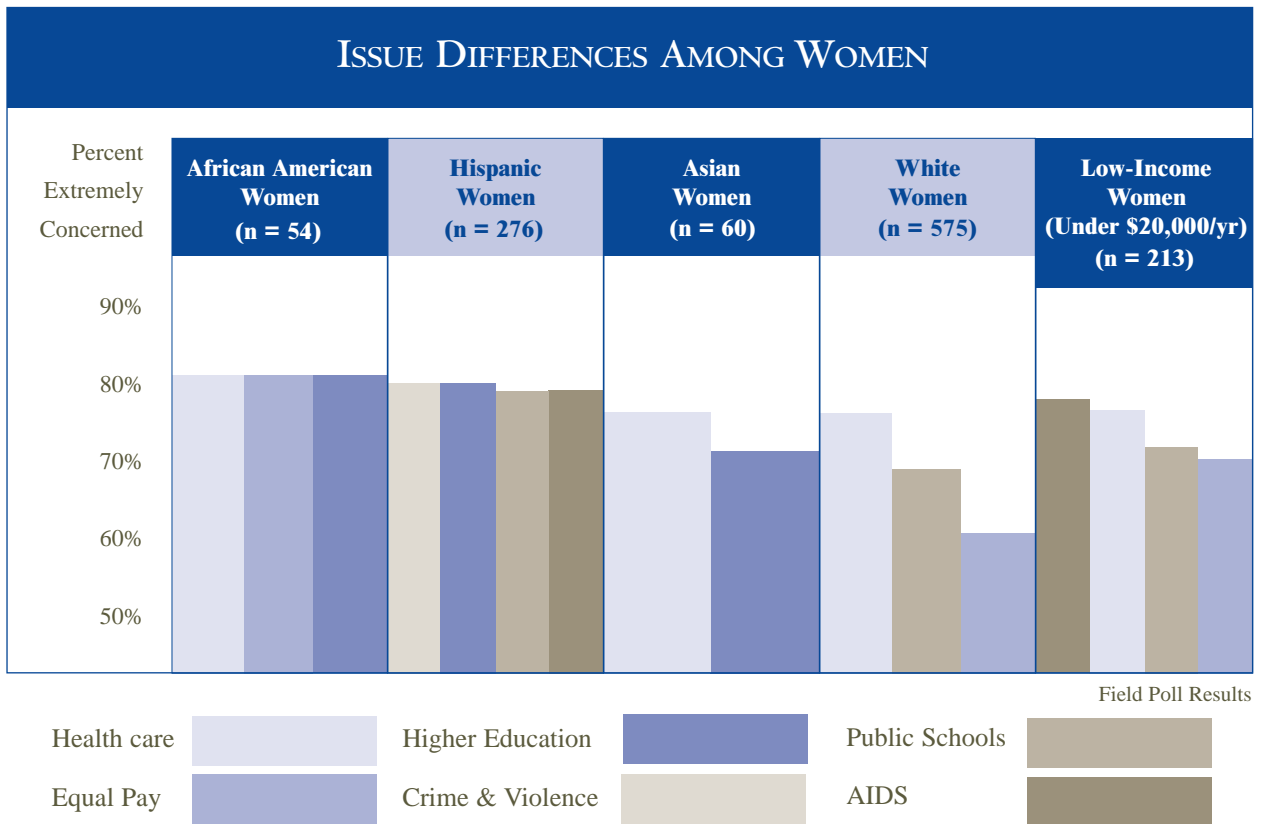


n for each = 972 California women age 18 or older
 Difference between the sum for the percentages for each item and 100% equals proportion with no opinion.

Results from a Survey of California Women
 Field Institute Report, January, 2,000

There were differences of opinion about issues by ethnicity:

Among African American women the most significant issues were health care (81%), equal pay (81%), and higher education (81%). Among Hispanic women, the issues of greatest concern were: crime and violence (80%), and higher education (80%), public schools (79%), and AIDS (79%). Among Asian women, the issues of greatest concern were: health care (77%) and higher education (72%). Among White women, the leading issues were health care (77%), public schools (69%), and pay (61%). Among women with incomes less than \$20,000 per year, the issues of greatest concern were: AIDS (78%), health care (77%), public schools (73%) and pay (71%).



RESULTS OF THE FOCUS GROUPS

The four issues of greatest concern to the adult women who participated in the focus groups were: public education, health care, crime and violence, jobs and pay. Young women and girls are concerned about their own schooling, about their capacity to get into higher education, about crime and violence in their homes and in the streets, and some are concerned about the financial security of their families. They are less engaged in health care and jobs issues. Some young women are concerned about the environment. Young women are concerned about a number of allied health issues: teen pregnancy, drugs and alcohol abuse, HIV/Aids, but they are often unaware of more general health care issues.

Both the women and the girls who participated in the focus groups recognize that they could play a greater role in initiating change. Many are involved in community activities, although few work on addressing the issues that most concern them. They are, however, open to learning more, getting information in new ways, and “taking matters into their own hands.” They are hungry to know of individuals and organizations who are making a difference.

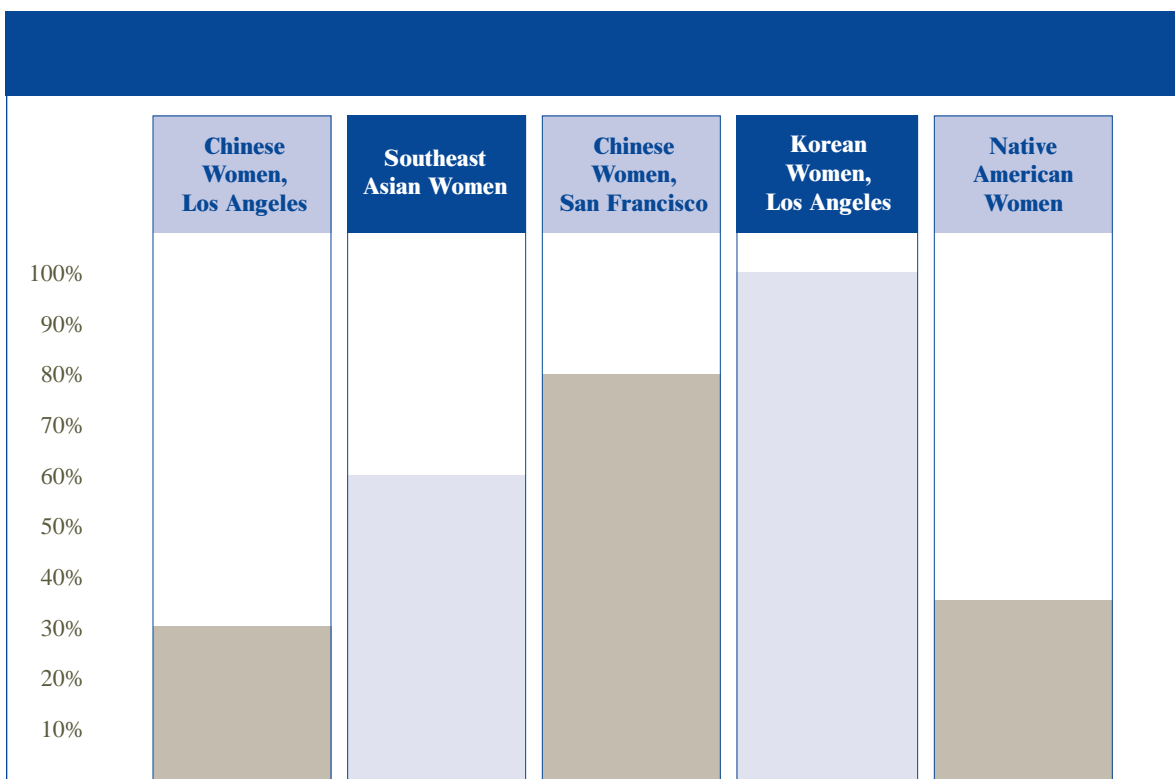
RESULTS OF THE INDIVIDUAL INTERVIEWS

In the individual interviews, highlighting the concerns of Native American and Asian women, including those with limited English, the issues of greatest concern were crime and violence, financial security, health, public education, and child care. Among young women, the issues of greatest concern were domestic violence, public education, drugs, and HIV/AIDs. Eighty percent of those interviewed are involved in community volunteer work or activism, and among those eligible to vote, 75% state that they do. Among the women and girls interviewed, 60% of Southeast Asian women in Fresno and the Bay area, 30% of Chinese women in Los Angeles, 80% of Chinese women in San Francisco; 100% of Korean women in Los Angeles, and 35% of Native American women said they were unfairly paid.*

Most of those interviewed are interested in being more actively involved in efforts to address the issues they care about, although many are working long hours and have heavy family responsibilities.

“I am excited about people registering to vote and people being active in politics. It’s exciting for me to know that Hispanics and immigrants are adopting this country as their own.”

A HISPANIC WOMAN
FROM SAN DIEGO



* Although the sizes of these samples are not large enough to be considered representative, these results are consistent enough to be indicative of trends.

 *I would like to get Asian women together to submit petitions and bills to Congress and the legislature. We need more activism.* 

A CHINESE AMERICAN
WOMAN IN HER 40'S
FROM LOS ANGELES.

OTHER KEY FINDINGS

In addition to learning about the interests of the state's women and girls in issues, the IF research revealed several other key findings:

- **Participants in all three parts of the Initiatives Forum research want government to take a more active role to address the issues which concern them;**
- **Women and girls in the state expressed a hunger to have their voices heard and to work with others to address the issues that concern them, although most are uncertain how to be involved;**
- **Women and girls believe that the information they receive about public issues - through the media and through politicians - does not provide ways for them to become involved.**

These findings reveal a climate across California that lends itself to the work proposed by The Women's Foundation in its Initiatives Forum.



SELECTING THE ISSUES FOR ACTION

To have maximum impact, The Women's Foundation determined that IF would focus on two issues for the first two years. The Foundation selected issues that would:

- bring new and currently less involved women and girls into action on the policy front;
- create the opportunity for involvement in local communities and at the state level;
- have potential for issue education, media coverage and action in every region of the state;
- unify the interests of the greatest diversity of women and girls possible.

Using these criteria, with the support of many partners and advisors, The Women's Foundation selected the issues of health and pay around which to organize its Initiatives Forum work.

“My greatest challenge is making ends meet, being able to provide for myself, so I can survive and move on to the next day.”

A LAOTIAN TEEN
FROM RICHMOND

HEALTH

*“In a rich country
like America there
should be no one who
is without health care.”*

AN AFRICAN AMERICAN
WOMAN FROM
SAN FRANCISCO

Of all of the issues explored in the IF research, health is the single most unifying issue. With 73% of women interviewed in the Field poll describing themselves as extremely concerned about health, the arena is ripe for action. In the focus groups, the greatest agreement among the women who participated was that government support for health care should be expanded.

Women from all parts of the state, with varied income and education levels, are worrying about health care. Even Native American women, most of whom reported having coverage for themselves and their families through the Indian Health Service, are concerned about California’s health care system for all.

Yet, much work is underway in California to address the access of all to basic health care. Although 7 million Californians remain without coverage, dozens of bills are introduced in each session of the legislature to expand access, improve coverage of particular treatments, increase participation in programs like Healthy Families, and fill in the gaps for those who remain uncovered. While there is still much work to do in this area, vast resources will be needed to achieve full coverage for all. Fortunately, the large conversion health care foundations are sponsoring significant efforts to unite Californians behind an agenda that will improve access to coverage step by step. Universal access seems a distant dream in this policy environment. Women throughout the IF research are discouraged by this reality.

At the same time, women and girls in the state are in growing need of health care. More women are getting sick on their jobs. Job-related respiratory diseases and repetitive motion injuries are on the increase. More and more jobs, especially those in which women are concentrated, lack health benefits and sick leave. Increases in environmentally-related breast and ovarian cancers, asthma, multiple chemical sensitivity syndrome, reproductive disorders, and nerve damage diseases are being documented all over the state. **Moreover, the impact of occupationally and environmentally-linked illnesses seems to fall disproportionately on women, on women of color, and on poor women and their children.** Women have taken leadership in a number of California communities to document these problems, organize others to address them, and are beginning to make change.

Community organizing led by women is going on across the state. Groups have organized in Contra Costa County, where multiple school closings, evacuations and closures have occurred because of chemical spills and industrial fires. Organizing is also underway in areas like Bay View/Hunters Point where women suffer double the rates of breast cancer as other women in San Francisco. In the Martinez area, an Asian woman leader organized her community to fight hazardous waste dumps operating 1,000 yards from her children’s school. In Los Angeles, Korean Immigrant Worker Advocates (KIWA) is organizing low wage restaurant workers to demand better ventilation. California-based Breast Cancer Action is challenging the state and federal research agenda to target resources to attack the cause as well as the treatment of the disease.

WOMEN'S HEALTH AND THE ENVIRONMENT: PROMOTING WELLNESS FROM THE GROUND UP

The Women's Foundation has decided to launch its Initiatives Forum health work by investing in community-based and statewide efforts to promote wellness through occupational health and environmental health organizing. This work will link the work of women and girls interested in the environment with that of those interested in health and social justice. There is work to be done to reduce the agricultural pesticides in the Central Valley, clean up urban brown-fields and communities polluted by chemical and power plants, and enforce occupational standards in the garment, food, and electronic assembly plants statewide. There is also work to be done on Indian reservations, where state environmental laws do not apply and it has been estimated that more than 2 million tons of radioactive waste have been dumped nationally.

Policies which can address these problems have already been identified: enforcement of federal occupational health and safety laws, increased research dollars targeted at finding the environmental causes of specific diseases, banning of pollutants and toxins, enhanced environmental protections, the imposition of fines and litigation against polluters, and standards for increasing "green" buildings and spaces. Women and girls can have an impact on these issues in their affected neighborhoods as well as at the state and federal levels.

The Women's Foundation believes that IF can have an impact on wellness and empowerment among women and girls through this work. IF will: make grants to groups organizing on these issues; finance popular education on the links between disease and occupational and environmental causes; support convenings of groups working in different communities to learn from each other; consider new strategies; and seek broader remedies. IF will generate greater media coverage of these issues and provide new platforms on which to raise the voices of women and girls working on these issues. IF will seek new ways to engage young women in these efforts and to build leadership statewide among young women who are affected and those who are allies.

I work in a kitchen with terrible ventilation. Many of us in the kitchen have serious respiratory problems. We are organizing to demand our right to safety on the job.

A KOREAN WOMAN
IN HER 40'S
FROM LOS ANGELES

MAKING A DIFFERENCE

The Asian Pacific Environmental Network is a six-year-old environmental justice organization with offices in Oakland and Richmond, California. APEN was founded to empower low-income Asian and Pacific Islander communities to take action around environmental and economic justice issues. Recently, through its Laotian Organizing Project, APEN organized community members and leaders and won a new multilingual emergency warning agreement from Contra Costa County. Previously, in cases like the 1999 Chevron fire, the county warning system ignored the many limited English speaking residents of the county whose health and safety were at risk. Now, non-English speakers will receive telephone alerts in their own languages in the case of environmental emergencies. The APEN organizing effort which accomplished the policy change was led by a multigenerational group of Laotian seniors and girls.

FINANCIAL SECURITY AND PAY

“*At my work I think that they always pay the men more. As a woman and as a Hispanic woman, you have to fight double. It’s double discrimination.*”

A HISPANIC WOMAN
FROM SAN DIEGO

Equal pay was one of the issues of greatest concern among the women in the Field poll (66%). It was also one of the issues that concerned women “as a woman.” In the Field poll, 34% of women who participated said they were unfairly paid, and in the Individual Interviews, there was a range from 35% of Chinese women in Los Angeles to 100% among Korean restaurant workers who said they were unfairly paid. But, it was in the focus groups and interviews that The Women’s Foundation learned the importance of women’s concerns about their financial futures. Throughout this research, women spoke candidly about how their goals are limited by their financial resources:

“I’m going broke,” said a 20 year old Laotian woman from Fresno. “Money is a necessity of life, and I don’t have it.”

“Both my husband and I are working more than full-time,” said a Native American woman from Sacramento. “We still don’t earn \$30,000 a year. We just can’t make it.”

The economic realities of women in California explain these situations.

Despite the booming economy of the past several years:

- *Of the 50 states, California ranks in the bottom third because of the high percentage of women living in poverty;*
- *Women earn less than men in every occupational category, with a 1997 study documenting \$18,842 average earnings by women, versus \$31,447 average earnings by men.*

The Women’s Foundation research reveals that the issue of pay for women is less about “equal pay,” although this is an issue for many. The ability among women “to make ends meet,” and their declining sense of financial well-being in a period of economic prosperity is the deeper story.

This finding is consistent with recent economic trends:

In **Unequal Gains, The State of Working California**, the California Budget Project explains why so many women in the IF study feel financially insecure.

- Incomes of the bottom 80% of California families declined between 1980 and 1996, while those of the wealthiest one percent nearly doubled. Lower middle class families earned \$13,735 — \$561 less than they earned in 1980.
- California has experienced sharper wage deterioration than in other states. Between 1989 and 1997, median hourly wage levels have dropped 10.7% in California but only 3.2% nationally.

While White women's wages have risen 5.9% over the past decade, the wages of women of color have dropped - 15.9% among African American women and 6.4% among Hispanic women. The purchasing power of the minimum wage has also dropped - by \$2.00 per hour since 1968, and by 78 cents per hour since 1979. About 2 million Californians work and remain in poverty.

As more women have entered the workforce over the past two decades, job growth has been concentrated in the service sector and in jobs that pay the lowest wages. About two thirds of the jobs being created in the economy are jobs paying less than \$10.00 per hour, while only 3% of the projected growth in California's economy is expected to occur in the higher wage sectors, according to the Economic Policy Institute.

There are many efforts underway in California to increase the incomes of families struggling to make ends meet: to raise the minimum wage, to develop an improved state earned income tax credit, and to achieve "living wages" in many individual communities. Effective lobbying is being done by the labor movement and by community activists on these issues. More women's voices are needed in these campaigns, especially to highlight the needs of women workers in traditionally female jobs.

And the economic insecurity of many women in California will not change significantly even if all of these policies were to be passed. These women will continue to work and live in poverty or on the economic margin. The undervaluing of women's work - in the food service and tourism industries, in child care and home health care, in the garment industry, in temporary office work, and in electronic assembly - to name just a few, is making women economically vulnerable.

RAISING THE VALUE OF WOMEN'S WORK: ORGANIZING FOR BETTER PAY AND BENEFITS

The Women's Foundation has decided to launch its Initiatives Forum campaign on pay by investing in statewide, industry, and community efforts that organize women to work together for better pay and benefits, especially in those sectors of the economy considered "women's work."

Through the Initiatives Forum, The Women's Foundation will invest in efforts where women working in a low wage sector are pushing for government and corporate policies that enhance their economic security - whether for benefits for temporary workers in an industry that doesn't provide benefits; or through increasing state or county subsidies that support child care or health workers; or through enforcing wage and hour laws in the electronic assembly industry. IF will support the development of organizing efforts to create a voice for these workers, whether in the farm labor, restaurant, or garment industries. The

“California has experienced sharper wage deterioration than in other states. Between 1989 and 1997, median hourly wage levels have dropped 10.7% in California but only 3.2% nationally.”

UNEQUAL GAINS,
THE CALIFORNIA
BUDGET PROJECT.

“ I hope that my daughter will get a good job with good pay. I never did.”

A CHINESE WOMAN
IN HER 50'S FROM
LOS ANGELES.

Foundation will also support convenings among organizers working in similar sectors to develop stronger campaigns and/or convenings across sectors to develop statewide policy solutions. The Foundation will use its leadership to build new alliances with progressive employers interested in improving women's wages and job mobility and with the labor movement leadership organizing among low-wage women workers. IF will work to tell the story of the women struggling to survive on low wages and the victories gained by women mobilized for change.

MAKING A DIFFERENCE

The Los Angeles Alliance for a New Economy is an organization which integrates research, education, grassroots organizing, and policy advocacy. Begun by women organizing in the hotel and tourism industries in L.A., LAANE has built a strong coalition base, working with the labor movement, community based groups and others. Over the past several years, their campaigns have won: California's first living wage ordinance, the monitoring of regulations to strengthen enforcement of the ordinance, and the expansion of the living wage policy to other adjacent areas and the airport. Their work has increased wages for thousands of workers in low wage, primarily women sectors of the L.A. economy.

ACTION PLAN 2000

The Women's Foundation has pledged to raise \$5 million to finance the Initiatives Forum work on these two campaigns. In 2000-2001 The Women's Foundation will:

- Hold briefings on the Initiatives Forum research and the two campaigns in Sacramento, San Diego, Los Angeles, Fresno, Santa Cruz, and northern and coastal areas before the end of 2000;
- Form the campaign, policymaker, and donor support teams to develop policy, funding, and organizing and campaign workplans for 2000-2001;
- Raise \$1 million by December 31, 2000;
- Initiate the first grantmaking on the campaign issues;
- Issue IF's second state report card - an assessment of the state's policy performance on women's health.

WHO WE ARE AND OUR SUPPORTERS

The leadership of The Women's Foundation and its Initiatives Forum includes talented women with decades of successful policy change experience:

PATTI CHANG, President and CEO of The Women's Foundation, has spent the past nine years at TWF working to provide opportunities for disenfranchised women and girls. She has served as President of the San Francisco Commission on the Status of Women, shepherding the successful passage of the Convention to Eliminate All Forms of Discrimination Against Women, and now serves on the city's Commission on the Environment. Chang is on the Board of the Women's Funding Network, which links women's foundations across the U.S. She is the recipient of awards for community leadership by the National Women's Political Caucus and the Pacific Asian American Women of the Bay Area Coalition.

ADRIENNE PON, TWF Board Chair, is Director of External Affairs for Pacific Bell. Pon works closely with community leaders and advocates to ensure their voices and participation in telecommunications and other public policy decisions. She has helped create and lead organizations of Asian Americans, including Asian Americans Pacific Islanders in Philanthropy, National Asian Pacific American Legal Consortium Advisory Council and the Asian Pacific American Women's Leadership Institute. In 2000, Pon received a national WISE Woman Award from the Center for Women Policy Studies.

CHANTEL WALKER, TWF Board Vice Chair and Program Committee Chair, is the current Chief Operating Officer of Power Up, which links disadvantaged youth with technology. Previously, Walker was Director of the Community Infrastructure Division of the National Economic Development & Law Center, a nonprofit corporation that provides technical assistance in the areas of economic development and community revitalization to organizations throughout the country.

JUDITH PATRICK, TWF Vice President of Program and Operations, has led a number of systems change efforts as Executive Director, including: increasing the movement of women into conducting and composing at the Women's Philharmonic; affecting statewide education policy for girls at Girl's Count, the first statewide advocacy organization for girls in Colorado; and developing nationally recognized programs for women and girls in microenterprise and nontraditional fields as Co-Director of Mi Casa Resource Center for Women in Denver.

CINDY MARANO, IF Program Coordinator, is the former Executive Director of Wider Opportunities for Women, a national women's employment organization in Washington, DC. Marano led efforts to gain the largest policy federal funding setasides for women's education and training in the last two decades. She has chaired many national advocacy campaigns and coalitions, including the National Women's Vote Project and the National Coalition on Women, Work, and Welfare Reform. She is the principal in Marano & Associates, specializing in strategic planning and policy development.

RINKU SEN was Co-Director of the Center for Third World Organizing from 1990 to 2000. She has helped women around the U.S. win health insurance for state contracted child care workers, new lead poisoning prevention and treatment programs, improved public housing and transportation, and anti-discrimination policies in policing, education, and welfare. She is a well-known leader in the movement to build strength among organizers across the country.

TRACY GARY, IF Resource Development Consultant, has been a donor activist and feminist philanthropist for over 25 years. She is a co-founder of The Women's Foundation and twelve other non-profits, including Resourceful Women, the International Donor Network, and Changemakers Foundation. She is a member of Responsible Wealth and United for A Fair Economy and is a socially responsible investor.

SUSAN FREUNDLICH, TWF Interim Vice President of Development, has raised more than \$5 million for progressive organizations such as Women's Educational Media, MADRE, SF Jewish Film Festival, and Redwood Records. She helped bring the film "It's Elementary: Talking about Gay Issues in School" to community organizations, across the US. She is a partner in The FM Group.

This team of leaders will be supported by steering committees formed to guide work on the two campaigns, a supportive circle of lead donors, and an advisory committee of committed policymakers, led by Senator Jackie Speier. In addition, The Women's Foundation will work collaboratively with the Los Angeles Women's Foundation to make IF a truly statewide effort.

*You vote, and then
you make changes
with your vote. If you
can't make a change
with your vote, then
you get together with
a group of people and
see if you can make a
change. Because we
are the government.*

AN AFRICAN
AMERICAN WOMAN
FROM SAN FRANCISCO

CONCLUSION

“*Women’s opinions are still not heard. They are still in the shadows.*”

A CHINESE AMERICAN
WOMAN FROM
LOS ANGELES.

The Women’s Foundation will use the Initiatives Forum to raise the voices of women and girls and bring them out of the shadows. The Foundation will raise and mobilize resources to add new women’s and girls’ voices to the policy debate and to strengthen the influence and visibility of these new voices.

When politicians and others who shape policy in the state ask:

“What kind of California do women and girls want in our future?”

The Foundation and our partners across the state will answer:

- **An environment that promotes - rather than undermines - women’s health; and**
- **Better pay and benefits for women workers.**

Most important, The Women’s Foundation’s Initiatives Forum will support the women and girls who will lead the changes to achieve this vision.

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