

## **Greater Naples AAUW Charitable Foundation, Inc. Strategic Plan 2024-2029**

### **Mission Statement**

AAUW advances gender equity for women and girls through research, education, and advocacy. The Greater Naples AAUW Charitable Foundation, Inc. (the "Foundation"), a 501(c)(3) public charity founded in 2001 by members of the AAUW Greater Naples Branch (the "Branch"), is an affiliate of AAUW. The Foundation's mission is to promote equity, education, and development of opportunities for local women and girls that enable them to realize their full potential.

### **Purpose**

The Foundation takes action to make a positive difference in the community by:

- Working to increase representation of women in science, technology, engineering and math careers where women are currently under-represented. Specifically, the Foundation:
  - supports the annual Branch STEAM Girls Count Program for 5th-grade girls who are enrolled in Collier County Public Schools or in the programs of New Horizons in Lee County. The STEAM Girls Count program demonstrably inspires girls to pursue education and careers in science, technology, engineering, art, and mathematics.
  - annually awards STEM scholarships to deserving local women.
- Helping to reduce economic barriers to educational opportunities for deserving local women by annually providing post-secondary school scholarships. Specifically:
  - Our Local Scholarship Funds annually award scholarships to local women who are at least 21 years old, who are pursuing a degree in any field, and who otherwise meet the eligibility criteria for award. This scholarship program was created over 20 years ago to assist women returning to school, who typically have little access to tuition assistance to obtain degrees and thereby achieve greater economic security for themselves and their families.
  - Our STEM Scholarship Funds award scholarships to local graduating high school seniors and older female students who are pursuing a degree in one of the STEM fields and who otherwise satisfy the eligibility criteria for the award. These scholarships are designed to increase representation of women in science, technology, engineering and math careers where women are currently underserved.
    - To help address the critical need for more classroom teachers, our Future Educator Scholarship Funds award scholarships to local students of any age who are pursuing a bachelor's degree in early childhood education, elementary, or secondary education or a post-bachelor's teacher credential certificate, and otherwise meet the eligibility criteria for the award.
- Promoting educational opportunity and equity by supporting the Branch's Janet Martin Welch Reading is Fun! program, providing librarian-selected books to children at two Title I public elementary schools who often have few or no books of their own.
- Helping to eliminate the gender pay gap by supporting workshops for college women to improve

their ability to negotiate increased compensation and better career opportunities.

- Supporting the above and other mission-based charitable programs in the community through its Southwest Florida Women Giving Together Giving Circle, open to all interested women.

## **Greater Naples AAUW Charitable Foundation, Inc. Strategic Plan 2024-2029, p.2**

### **Value Promise**

The Foundation operates with minimal overhead, using dedicated volunteers, under the direction of an informed, committed, proactive, and uncompensated Board of Directors.

### **Goals**

#### **1. Community Impact**

- The Foundation has a positive impact in the local community through its scholarship programs and by its support for programs which serve young children as well as adults.
- The Foundation will continue to work with the Branch to reach the broader community who are not Branch members.

#### **2. Financial Sustainability**

The Foundation will:

- Work with the Branch (the primary source of our volunteers and individual donations) to improve public awareness of the programs we support and of giving opportunities via more active publicity.
- Develop a plan to expand our relationships with our donors and scholarship beneficiaries.
- Alone or in conjunction with the Branch, collaborate with other community organizations which share all or part of our mission, and host events to benefit local women and girls.
- Develop a planned giving campaign, initially to be offered to the members of the AAUW Greater Naples Branch.
- Promote matching fund drives and similar opportunities to obtain support.
- Research and pursue grant opportunities.
- Encourage members of the Branch to promote one-time named scholarship opportunities.
- Encourage members of the Branch to promote endowed scholarship fund opportunities.
- Encourage members of the Branch to promote the Southwest Florida Women Giving Together Giving Circle, open to all interested women.
- Invest the endowed scholarship funds and other funds responsibly and continue to consult investment advisors.

#### **2. Organizational Sustainability**

The Foundation will:

- Identify and solicit qualified persons to serve on the Foundation Board, as volunteers for its program committees, and in advisory capacities.
- Create or maintain one or more advisory committees which may include individuals who are not members of the Branch.
- Identify and implement changes, if any, needed to by-laws and policies to support Foundation goals and needs, emphasizing best practices.

Adopted August 21, 2024