



Welcome to the 11th edition of the Society of 1918 e-newsletter!

Our three Society of 1918 goals through FY27:

GATHER. GROW. GIVE.



GATHER: 10,000 registrants for W&M women's programs since 2017 through 125 regional and on-campus events



GROW: Renew 95% of current members and grow total membership to 1,000 reflecting the diversity of W&M women



GIVE: Close the gap in average gift size (now 10%)
between W&M women and men

You Get What You Give

Many years ago, I was asked by a colleague to state my personal “mantra.” After first researching to find out what a “mantra” was (again, this was many years ago!), I gave it a lot of thought and kept circling back to “You get what you give.” From the time I was a little girl, I’ve seen and experienced that a smile is contagious, that helping someone lifted MY spirits, and that any amount of money I donated provided me a much greater emotional and spiritual return on investment (ROI) than what I’d given. In fact, I’ve always loved the quote from Dolly Levi in “Hello Dolly” — “Money, pardon the expression, is like manure. It’s not worth a thing unless it’s spread around, encouraging young things to grow.” Throughout my life, I have found that when I’ve given freely and joyfully — of my time, my talents and yes, my treasures — I have gotten so much more in return.

So, when I was approached in 2017 about becoming a charter member in the Society of 1918, I didn’t hesitate to raise my hand and open my checkbook. The Society’s mission was to leverage the work, wealth and wisdom of W&M women in order to grow engagement, leadership and philanthropy — to make a collective impact across the university — and I KNEW that an organization “by women and for women” would be a group in which I could truly live my mantra of “You get what you give.” Five years later, I’m very happy to report that I was correct.

The Society of 1918’s initial goals were to grow W&M women’s engagement opportunities, to have equal representation as volunteer leaders on W&M boards, and to increase private giving by women to the university to a level equal to or exceeding that of their male peers. Since the creation of the Society, this vibrant, inclusive and diverse community has grown to over 500 women. We have successfully accomplished all three of these goals, with the following highlights:

- We have raised over \$4.5 million for the Alumnae Initiatives Endowment (AIE).
 - The AIE supports exceptional programming and events for all W&M women.

- More than 10,000 W&M women have participated in these offerings, including the launch of W&M Women’s Weekend — which will return Sept. 16-18, 2022!
- In 2015, women comprised only 34% of volunteer board leadership positions at W&M. By 2021, that had grown to 49.5%, and women are proportionally represented as executive leaders within those boards.
- Individually, Society members have contributed \$530 million to W&M over their lifetimes and, collectively, W&M women contributed more than 50% of the funds to the \$1.04 billion raised in the *For the Bold* campaign.

With so many wonderful accomplishments in our first five years, now is the time to focus on the future! To help us think strategically about “what’s next,” we retained Kathleen Loehr, a renowned consultant in women’s philanthropy, who was instrumental in guiding the initial task force that created the Society of 1918. Throughout 2021, she led a dedicated group of Society members through a rigorous “Discovery to Dream” process, which culminated in a set of goals for the next evolution of the Society. Over the next five years, the Society will continue to expand and build upon our previous achievements:

Gather — Cultivate a sense of belonging and pride among our members by providing best-in-class programming for all W&M women as well as unique opportunities for Society of 1918 members to connect with each other, expand personal and professional networks, and engage with the university’s educational programs, students and leaders.

Grow — Actively work to renew our current membership and to expand and diversify our total membership to reflect the diversity of W&M women.

Give — Act as a catalyst and model for transformational giving by all W&M women and close the 10% gap in average gift size between W&M women and men.

Over the coming weeks, you will each be invited to take part in a series of “Society of 1918 Teas” in which you will have the opportunity to engage with one another and with the Steering Committee members, who will lead small group discussions about the Society’s newest goals in greater depth.

In addition, over the coming months, original Society members who have fulfilled their initial five-year pledge will be asked to renew for another five years. Renewing members are invited to give up to 80% of their gift to any fund at William & Mary and the remaining 20% to the Alumnae Initiatives Endowment. As one of those original members, I’ve already said, “Hell yes, I’ll renew!” I can’t wait to see what this amazing

group of women will accomplish in the coming years and I have every intention of being a part of it! As each of your memberships come up for renewal, I hope you will also say “Hell yes, I’ll renew!” and help us continue to grow the Society in order to cultivate, embolden and launch exemplary women leaders and philanthropists at William & Mary, and in their communities, the nation and the world.

“You get what you give,” and I can say with absolute certainty that I have gotten SO much more than I’ve given by being a member of this transformational group of W&M women!

Janet Atwater '84

Chair, Society of 1918

MEMBER FEATURES



KAREN MAPLES '76, M.B.A. '78

Innovation Strategist and Thought Leader

Recognized as an accomplished strategy expert, Karen is deeply dedicated to working on global issues impacting women’s leadership. As founder and chief catalyst of Future Forward, she is



MICHELLE KANG '96

Global Education Innovator

A passionate advocate for high-quality early childhood education, Michelle Kang transforms the lives of children worldwide. As the Chief Strategy and Innovation Officer for the National

bringing together women scientists, women in STEM and high-growth women entrepreneurs to create new models of mentorship and collaboration. Karen is recognized by *Enterprising Women* as one of the top women entrepreneurs in North America.

Association for the Education of Young Children, Michelle oversees high-quality learning for all young children by connecting early childhood practice, policy and research. She is also deeply committed to employee engagement and innovation in workplaces and classrooms.

UPCOMING SOCIETY OF 1918 EVENTS

Society of 1918 Annual Meeting and Conference | Gather. Grow.

Give.:

March 18, 2022 | W&M Alumni House | 9 a.m.-5 p.m.

Join Society of 1918 members to hear updates on the impact of the Society, participate in an interactive program provided by the Center for Creative Leadership, engage with students and the women on the president's executive leadership team, and enjoy a wine-and-cheese reception!

REGISTER

W&M Women | The Intersection of Sustainability & Social Justice: The Lasting Impact of 20th-Century Redlining

May 3, 2022 | Norfolk Botanical Garden | 6-8 p.m. ET

William & Mary has recently launched two new university-wide initiatives — the Center for Racial & Social Justice and the Institute for Integrative Conservation. While these initiatives have different missions, the work of both will include advancing racial, social and environmental justice. In this presentation, Vivian E. Hamilton, founding director of the William & Mary Center for Racial & Social Justice, and Robert Rose, executive director of the Institute for Integrative Conservation, will discuss an issue at the intersection of their work — combating the enduring effects of redlining. Redlining was the 20th-century government and industry practice of ranking neighborhoods for home ownership; it has

contributed to significant racial, social and environmental injustices that are still being felt across many communities today. Hamilton and Rose will also discuss how, in partnership with others at William & Mary and beyond, we might begin to reverse its effects in our communities.

- Stay tuned for the registration link via email!

WELCOME NEW SOCIETY OF 1918 MEMBERS

Christina Pinwell Rawls '07

Lisa Viviano Henesy '87 (Women in Action supporter)

Lily Chu Sicard '93

Paula Wickland '70

Jyness Williams '14

REMEMBER TO JOIN US FOR THE MARCH 18, 2022,
GATHER.GROW.GIVE. ANNUAL PROGRAM IN WILLIAMSBURG!

Register to join us on campus for the
Gather.Grow.Give.: Society of 1918 Annual Meeting
and Conference

March 18, 2022 | W&M Alumni House

CALL FOR MARY TALKS AT W&M WOMEN'S WEEKEND 2022



Join fellow W&M women for an extraordinary weekend of inspiration, empowerment, networking and fun at W&M Women's Weekend, Sept. 16-18, 2022. Have an experience you'd like to share with the community? Consider presenting a MARY Talk (think TED Talk, but W&M style).

[Check out the lineup](#) from the 2018 Weekend and [submit your idea](#) for this year before March 1!

SOCIETY OF 1918 MISSION AND VISION

The Society of 1918 is committed to growing the engagement, leadership and philanthropy of W&M women.

Our vision is to achieve a level of impact, influence and generosity commensurate with our majority representation in the alumni community.

The Society of 1918 e-newsletter goes out to all members of the society periodically with updates, upcoming events, shout-outs and more. Love it? Have a suggestion? Want to author a blog on women's leadership or philanthropy? Want to submit your information for a member feature? Contact Val Cushman at vcushman@wm.edu or by phone at (757) 221-1622.

Message sent by: W&M Women, William & Mary
PO Box 8795, Williamsburg, VA 23187-8795

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