

# State of the Society of 1918

Gather. Grow. Give.

March 18, 2022



WILLIAM & MARY  
WOMEN

SOCIETY OF 1918

# Setting the context

Acknowledgement of Indigenous Peoples as  
the Historical Custodians of the Land at  
William & Mary



WILLIAM & MARY  
WOMEN

SOCIETY OF 1918

# Society of 1918

## Mission:

The Society of 1918 is committed to growing women's engagement, leadership and philanthropy and to celebrating and honoring the women of William & Mary.

## Vision:

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



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# Society Leadership

Janet Rollins Atwater '84  
Rachel Michelle Becker '19  
Kirstie Brenson '12  
Shanda Cooper '06  
Jessica Chen '05  
Katelyn Johnson-Chubb '06  
Allison Faucette Dunn '98  
Dawn Edmiston Ed.D. '20  
Fran Engoron '70  
Katherine Covino Feeny '12  
Jennifer Horrocks Francois '91  
Ashley Glacel '02  
Nicole Williams Gibson '98  
Kellie Gordon Hardiman '01  
Cyndy Huddleston '83, M.Ed. '86  
Christie Baty Hudgins '83

Susan Aheron Magill '72  
Mary Gallagher Martel '88  
Cindy Miley MBA '15  
Maria Monteverde-Jackson '93  
Karla Munden '90  
Carol Shewmaker O'Connell '69  
Sequoia Owen '12  
Susan Pettyjohn M.Ed. '95  
Clorisa Philips '77  
Crystal Anderson Polis '93  
Ashleigh Queen Ed.D. '20  
Alyssa Scruggs '10  
Christine Simpson '05  
Harriet Stanley '72  
Stacey Busbee Summerfield '04  
Sandra Thompson '90

The first 5 years

**514**  
**members!**

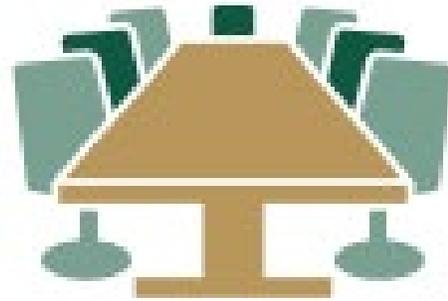
# The first 5 years-Engagement



The Society of 1918 has hosted **125** in-person and virtual events for W&M women with

**OVER 10,000 REGISTRATIONS**

# The first 5 years-Leadership



Women's representation on advancement  
leadership boards has grown from

**34% TO 49%**

76% of Society members have served in at  
least one W&M volunteer leader role

# The first 5 years-Philanthropy

Nearly  
**\$5 million**  
raised for the  
Alumnae Initiatives Endowment

**\$4.7 MILLION**

# The Impact



Provided funding to support new initiatives through the McLeod Tyler Wellness Center



# The Impact



**PROVIDED \$10,000**

in philanthropic support to **Women in Action** supporting the growth of women's engagement, leadership and philanthropy championing women student athletes.



# The Impact



**PROVIDED \$10,000**

in philanthropic support to underwrite  
a graduate student fellow in the  
**Center for Racial & Social Justice.**

A colorful mural with abstract geometric patterns in shades of blue, red, yellow, and green. Overlaid on the mural are three stylized, high-contrast portraits of African American men, likely historical figures, rendered in a woodcut or linocut style.

**Center for Racial & Social Justice**

# The Impact

A sampling of the over **100** programs offered to **ALL** W&M Women

Richmond and DC - Food tours

Roanoke - Ginger Ambler at the Taubman Museum

Philadelphia - The Museum of the American Revolution alumna ceramicist Michelle Erickson '82

DC and Boston - Women who practice law

Chicago - Oil Tasting

D.C. - Joint gathering with the Washington Center and Washington Alliance of Business Alumni

Atlanta -Center for Civil Rights Museum

Charlottesville - gathering at the home of member Jill Lord '94 in Charlottesville

Norfolk – Women and board service

NYC - Women's event at the Scandinavian House, 100 years of Women

San Diego - gathering at the home of member Nancy Kane '84

Seattle – Promoting Women in the Workplace

And, of course, Women's Weekend

And many more...!

# The Impact

## Supported Society of 1918 member-exclusive events

March 2018 – All Aboard

September 2018 – Society dinner during Women's Weekend

March 2019 – Thriving Tribe

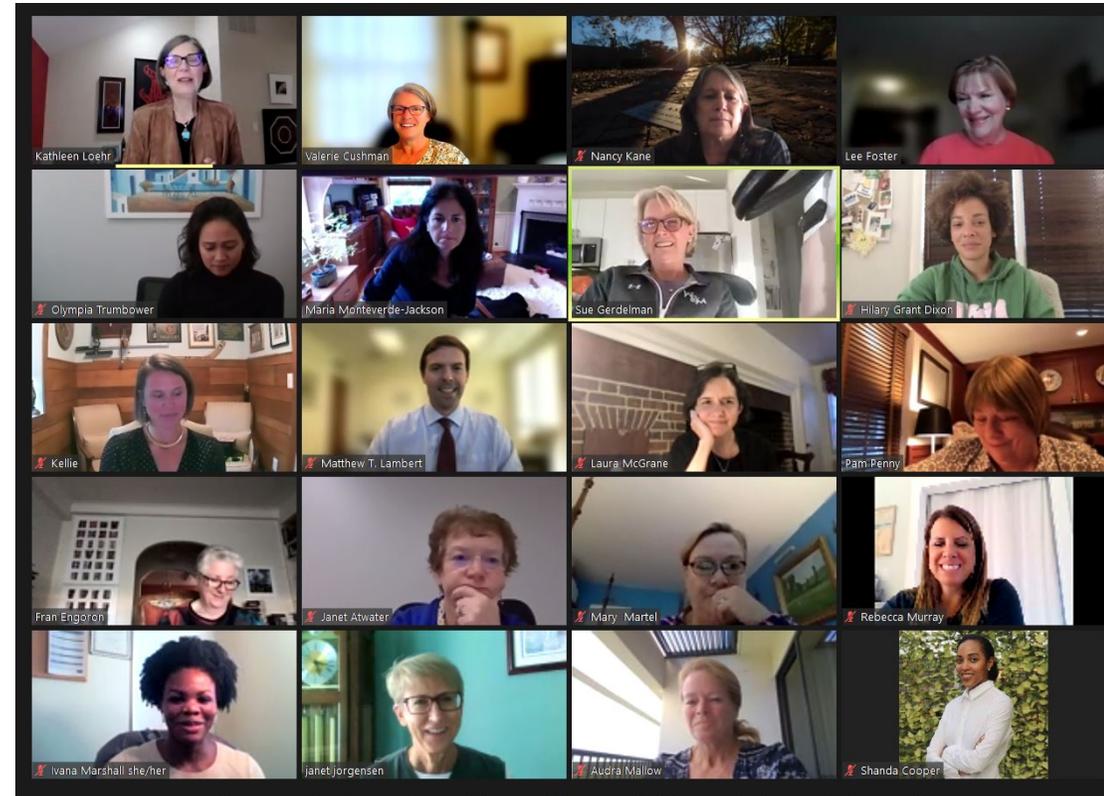
August 2019 – Member lunch with Beth Comstock

September 2019 – Gather. Grow. Give, Washington, DC

January 2020 – Member lunch, Richmond, VA

COVID 20-21 – Gather. Grow. Give, Women of Color, Conversations, Member Teas - Virtual

March 2022 – Gather. Grow. Give



# The Financials

The income paid from this endowment shall be used to support alumnae initiative programs that provide opportunities to engage alumnae with one another, students, faculty and William & Mary.

# The Financials

## Revenue Generated:

FY20 \$28,000

FY21 \$60,000

FY22 \$90,000

**Total to date: \$178,000**



# The Financials

Total expended from the AIE:

**\$47,220**

*(FY17-19 funded by University Advancement; FY20-21 pandemic)*

Leaving an unspent expendable balance of:

**\$130,780**



# Financial Forecast

FY23 payout from the AIE is estimated to be:  
\$160,000

Adding current fund balance of  
\$130,780

Providing a total expendable balance through  
June, 2023 of (an anomaly due to the pandemic):

≈\$290,000

# Financial Forecast

Known Estimated expenditures FY22 and FY23:

- Member renewal solicitations (\$10,000)
- Gather. Grow. Give. (\$40,000 for FY22 &23)
- W&M Women's Weekend (\$60-\$128,000)
- In-Region programs (\$30,000)

Total allocated expenditures:  
\$140,000-\$208,000

A unusual balance of unallocated funding of approximately  
\$82,000-\$150,000

# Financial Forecast

Based on the current endowment and once all current pledges are fulfilled and making a lot of assumptions, there will be about

\$60,000 annually  
in unallocated funds

The question is:

What are the new and exciting ways we can grow women's engagement, leadership & philanthropy?!

# Women's Weekend Program

TENTATIVE

Friday, September 16

Kick-off event  
Isabel Wilkerson  
Strolling supper

Saturday, September 17

Breakout sessions featuring W&M faculty and students  
Lunch on the Alumni House Lawn  
Women-owned Business Expo  
Tours of ISC, CW back of the house, Kaplan  
Reception with live music  
Society of 1918 dinner

Sunday, September 18

Mary Talks



# Women's Weekend Finances

Est. cost over FY22 and FY23  
(dependent on number of registrants)

\$60,000 (200) - \$128,000 (600)

Accessibility is primary goal  
Young Guardie – registration fee \$100  
Others \$200

Considering providing  
sponsorships/scholarships



# The next 5 years

Now nearly 5 years old  
Initial goals exceeded  
it is time to raise the bar with a

## New Dream!

Task Force comprised of 25 W&M women and University Advancement Staff

# The next 5 years

## New Dream!

Having achieved their original goals, the Society of 1918 will build upon these accomplishments by actively working to expand and diversify its membership to reflect W&M's diversity; cultivating a sense of belonging and pride among its members; and, continuing to focus on making transformational impact by and for W&M women. Under the banner of Gather, Grow, Give, the Society will, by June 30, 2027 achieve the following:

# The next 5 years

## Gather

Provide best in class programming for W&M women and 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

Renew 95% of current members, and grow total membership to 1,000 reflective of the diversity of W&M women (currently 512 members)

## Give

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

# Initial action steps:

## Gather

Provide best in class programming for W&M women and 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

Will focus on programs with:

- External experts, relevant and current topics
- Vary time/day offerings and sometimes duplicating to reach a wider audience
- Connect/collaborate with different affinity groups
- Adopt Gradway supporting a Society of 1918 “group” and alumni to alumni and alumni to student mentoring



# Initial action steps

## Grow

**Renew 95% of current members, and grow total membership to 1,000 reflective of the diversity of W&M women (currently 515 members)**

We heard from our current members that they would like to grow university-wide impact by Society members

Over 100 current members are due for renewal at the end of this FY and another 200 next FY

**Going forward renewing members will be asked to again commit to a 5-year pledge of \$10,000 with at least 20% to AIE and the balance to a fund of choice**

# Initial action steps

## Give

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

- As personal decisions change with each new decade and life transition, provide education programs about personal finance
- Storytelling – grow storytelling in the newsletter and tap the opportunity Women’s Weekend presents
- Encourage every women to increase her giving by 10%
- Provide opportunities to learn about campus programs to better understand W&M’s philanthropic needs

# An amazing collective of women

W&M Women contributed  
over half a  
**billion**  
raised for the *FTB* campaign



**WOMEN GAVE \$551 MILLION,**

51% of the total giving to W&M's  
*For the Bold* campaign-  
2015-2021.

# An amazing collective of women

514 Society members alone  
- over half a  
**Billion**  
in lifetime giving



**LIFETIME GIVING FOR SOCIETY OF 1918  
MEMBERS**

**\$578,792,805**

An amazing collective of women



# Questions?

Please use the QR code  
or card on your table



WILLIAM & MARY  
**WOMEN**

SOCIETY OF 1918

# Closing Remarks

**Facebook Group Launch – W&M Society of 1918**

**LinkedIn – Society of 1918**

**#WMWomen #Societyof1918**

**Ideas@wm.edu**

**SAVE THE DATES!**

**Women's Weekend – September 16-18, 2022**

**Gather. Grow. Give.– Friday, March 24, 2023 (aligned again with the Women's Stock Pitch Competition and Leadership Conference)**