

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.



WILLIAM & MARY
WOMEN

SOCIETY OF 1918

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!

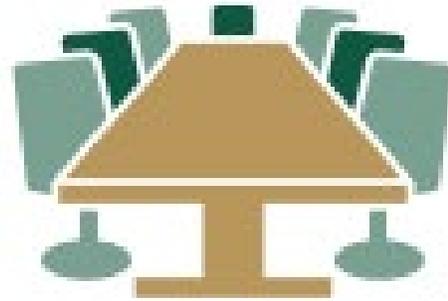
The first 5 years-Engagement



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 shapes in various colors (yellow, blue, red, green, purple) and stylized portraits of historical figures, including Martin Luther King Jr. and Malcolm X.

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

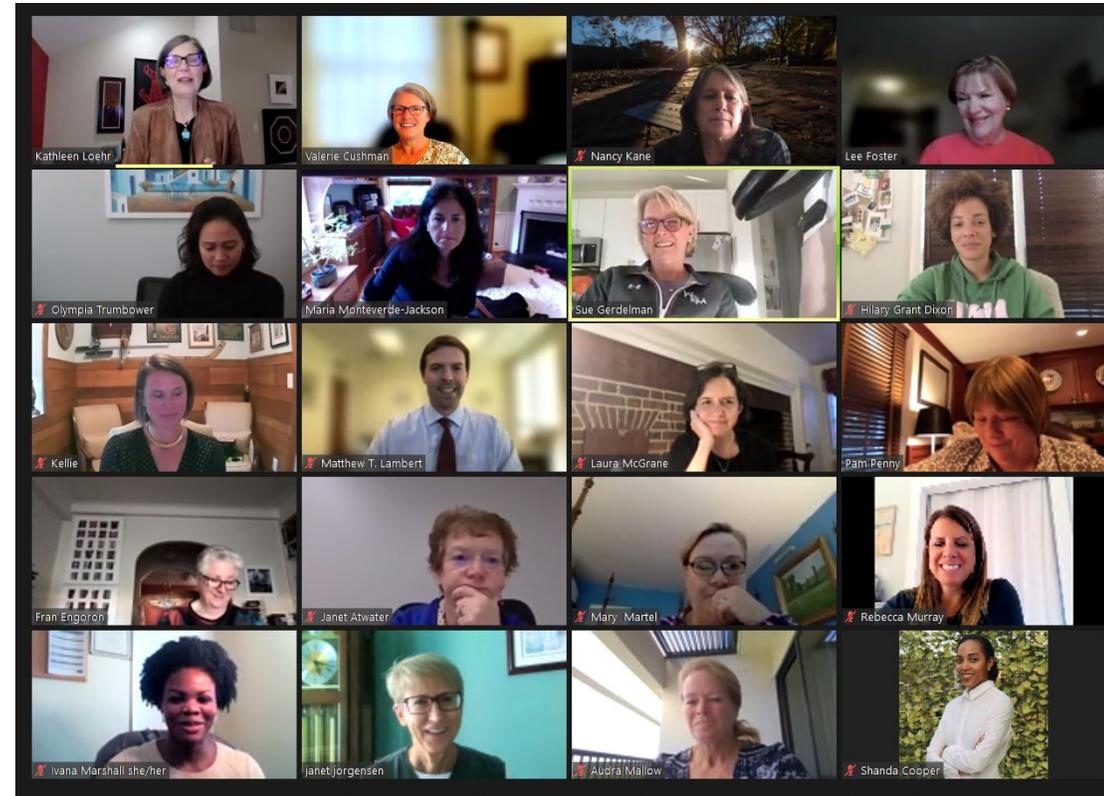
August 2019 – Member lunch with Beth Comstock

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)