



THE TURNING POINT FOR WOMEN AND ALABAMA'S ECONOMY

More than 80,000 women are missing from Alabama's workforce, robbing families and communities of vibrance and blunting our economy's competitive edge.

Alabama ended 2022 with 143,000 job openings – jobs we're still struggling to fill. At the same time, our state ranked dead last in the South and 49th in the nation in labor force participation for women. Every year the state fails to prioritize the removal of barriers to entering and staying in the workforce, we leave \$12 billion on the table. The solution to growing our economy seems obvious.

But it's not easy.

Clearing the economic path for women holds exceptional promise for Alabama. One organization has spent nearly three decades developing the expertise to fulfill that promise.

Over a period of 27 years, Women's Foundation of Alabama has developed proven approaches to clearing the path for women to enter the workforce. For decades, we have conducted research, piloted interventions, and explored root-cause solutions. By employing tactics that fall broadly in three streams of impact: research, grantmaking, and public policy advocacy, we have shown remarkable results. Our collective impact model for change pulls together disparate organizations in partnership, all working in concert to remove the barriers that prevent women from reaching their full potential.

Over the past five years alone, the lives of more than 1,000 women have been transformed through our unique grantmaking approach. Eighty percent of those women have moved off public assistance and into the workforce. But we didn't stop there. Aligning with business and government, we have written a new narrative of what's possible through institutional and public policy change – giving us the ability to touch the lives of tens of thousands more women.

The time has come to make even bigger waves.

It's time to make a historic investment in women. Help Women's Foundation of Alabama move 10,000 women into the workforce and on the path to economic mobility by 2027. Combining our proven practice of data-driven grantmaking and public policy shaping, here's how we'll do it:

CAMPAIGN GOALS

10K

WOMEN MOVED INTO OUR
STATE'S WORKFORCE BY 2027

\$6.5M

FUNDING FOR WOMEN'S
FOUNDATION OF ALABAMA'S
WATERSHED CAMPAIGN

\$250M

PUBLIC INVESTMENT IN
WOMEN THROUGH
POLICY CHANGE

EXECUTE THE ESSENTIAL PLAN.

The first of its kind, the Essential Plan is our comprehensive policy strategy focused on permanently removing barriers to work for women in three key ways.

1. Expand access to quality child care through increased funding and tax credits for businesses and child care providers.
2. Establish the state's first paid leave program for Alabama families.
3. Narrow the wage gap by strengthening equal pay legislation.

EXPAND AND SUSTAIN OUR GRANTMAKING PORTFOLIO.

We will expand our grantmaking portfolio of catalytic initiatives, collaboratives, and targeted grants that streamline the ability of women to reach their full potential and contribute to a growing economy. Our grantmaking success hinges on fueling existing organizations that have unique talents, missions, resources, data, and clout to truly move the needle. For example, we invest in organizations that provide tools and resources such as wraparound supports, skills training, success coaches, and child care throughout the state.

SOLIDIFY OUR ORGANIZATIONAL INFRASTRUCTURE.

The challenges women face are universal throughout the state. In order to win for all Alabama women, we need organizational infrastructure comprising, talent, tools, training, and more. Through this watershed effort we will build the much-needed infrastructure that will allow us to expand our footprint and our impact throughout all of Alabama.

WATERSHED CAMPAIGN



Alabama is poised for unprecedented growth. If our state can lead the nation and mobilize all of our workforce by helping women reach their full potential, the tide will lift us all.

This is a watershed moment.

We need your help.

Women Forward,

Dr. Nancy Dunlap Johns, Campaign Co-Chair
Professor Emeritus,
University of Alabama at Birmingham

Mr. Quentin Riggins, Campaign Co-Chair
Senior Vice President of Governmental and Corporate Affairs,
Alabama Power



WOMEN'S FOUNDATION
OF ALABAMA