Insert Date

Insert Contact

Insert Company

Insert Address

Insert Address

Dear Insert Contact:

I am writing today to connect with you on something dear and near to me – closing the opportunity gap for women in Central Texas. It is unfortunate that this statistic isn’t all that surprising: despite women making up nearly 50% of the US workforce, a recent study conducted by Catalyst found women only represent 4% of Fortune 500 CEOs, 14% of executive level positions, 16% of board seats, and 7.5% of top earners.

What does this mean for Central Texas businesses? **This translates to missed opportunities because gender matters. Diversity is good for business.** Study after study finds that companies with female and male leadership outperform their more exclusively male-led peer organizations.

* Forbes recently reported that female leadership offers a **63% higher ROI** than investments made to companies without a female founder.
* The Harvard Business Review examined profitable firms and found that when women occupied 30% of corporate leadership positions this was correlated with a **15% increase in profitability.**

And without a voice at the table, business policies and decisions will be made that marginalize the needs of women and families.

I am proud to be a part of an organization that gives a voice to these issues and is working collaboratively to make a difference. The Women’s Fund at the Austin Community Foundation understands that when we invest in the economic stability of women, our entire community thrives. The model is simple, but impactful. One of the Austin Community Foundation’s signature programs, the Women’s Fund is a collective giving program that invests in data-driven grant making to address the 4 main barriers to economic security: housing as the economic anchor, child care as a major work support, education as a pathway out of poverty, and investing in women’s health and preventing unintended pregnancy to as a vital path to maintaining economic security.

I am delighted to invite you to join me in being a part of this collaborative solution. Only together will we be able to move the needle and make a meaningful impact. Enclosed is more information on how Insert Company can become involved in the work of the Women’s Fund**. As a member of the Host Committee, I encourage you to consider joining me in attending and sponsoring Keyholder’20 on January 30 at the Long Center to convene and invest in women and children in Central Texas.**

Best way to describe the event? Think half TED-style-talk and half party – it’s one of Austin’s most inspiring and fun events to connect with Austin’s thought-leaders and support women in our community. This year’s event will also feature a keynote address by **Ziauddin Yousafzai**, who understands the power of investing in women. For many years, Ziauddin served as a teacher and school administrator in home country in Pakistan. His crusade against the inequalities, violence, and exploitation of women has placed both him and his daughter – the youngest ever Nobel Laureate, Malala Yousafzai – in the crosshairs of the Taliban. Together, he and Malala globally champion every girls’ right to 12 years of free, safe, quality education.

I would love to connect you with the Austin Community Foundation’s program staff and perhaps arrange a meeting to learn more about Keyholder sponsorship. As you review the enclosed materials, please do not hesitate to be in touch so we can get a conversation started on engaging Insert Company in Keyholder’20.

Most Sincerely,

Insert Your Name

Keyholder’20 Host Committee

Women’s Fund at the Austin Community Foundation