



Women's Fund

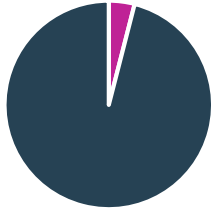
AUSTIN COMMUNITY FOUNDATION

**2019/20 Event Sponsorship
& Corporate Engagement Opportunities**

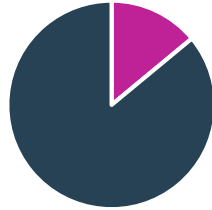
Women are good for business.

Study after study finds that companies with female and male leadership outperform those without gender diversity in senior corporate roles.

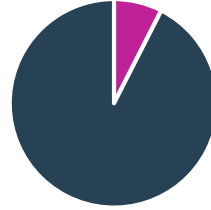
Despite women making up nearly 50% of the US workforce, they represent



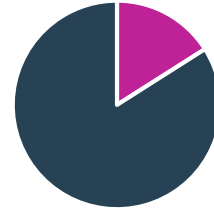
4% of Fortune 500
CEOs



14% of Executive-Level
Positions



7.5% of Top Earners



16% of Fortune 500
Boards

The Impact Women Have in the Workplace

- / **Higher ROI** Fortune 500 companies with 3 or more women board members over 3-4 years saw an 84% increase on their return on sales, a 60% increase on their return on invested capital, and a 46% increase on ROE.
- / **Skill Diversity** Women bring increased skill diversity with top management and less gender discrimination through the management ranks.
- / **Stronger Financial Performance** Organizations that have women occupying at least 30% of leadership roles are 12x more likely to be in the top 20% for financial performance.
- / **Better Risk Assessment** Multiple studies conclude that women have a better track record in risk assessment.

Our Solution and the Power of Collective Impact

Because women's issues are community issues, it takes **the entire community to move the needle on supporting the economic stability of women.** We believe that when women are economically secure, safe, and healthy, then families thrive. A program of the Austin Community Foundation, the Women's Fund has already given more than \$1,600,000 to our community through grants to nonprofits to improve the lives of children. The Women's Fund has identified 4 major barriers to women's advancement, and annually we invest in nonprofit programming that addresses the following strategy areas:

- / **Housing is the anchor to economic security for women and children,** so the Women's Fund invests in supportive services for women and children living in affordable housing.
- / **Child care is an essential work support for women,** and so we invest in the expansion of proven programs/providers to increase access to child care for low-income families.
- / **Education is a pathway out of poverty,** and the Women's Fund supports a path to post-secondary success and participation in the workplace.
- / **Preventing unintended pregnancy is vital in maintaining a pathway to economic security,** so the Women's Fund invests in increasing access to long acting reversible contraception (LARCs).

Your company's investment in the Women's Fund events makes a powerful and public statement that ensuring the economic security of women in Austin is priority for our community. Through this level of corporate engagement, you join a group of innovative leaders creating change for women and children in Central Texas.

Why the Women's Fund?

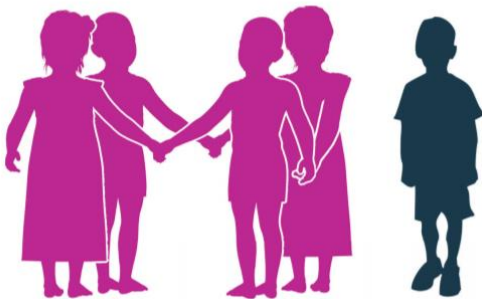
If not us, then who? If not Austin, then where?

Why we need to take action

According to the Women's Fund's latest report, *Women's Issues are Community Issues*, we know that in Central Texas:

- / Women earn \$9,140 less than men (median annual income).
- / Despite outpacing their male peers in degree completion, women consistently have a higher rate of poverty across each level of educational attainment.
- / The cost of childcare in Central Texas exceeds by at least \$2,000/year what an average family can afford.

1 in 5 children live in poverty in the Austin area



3 out of 4 of Central Texas jobs do not pay a living wage for a single mom with two kids.



TEEN BIRTH RATES (births per 1,000 females ages 15-19)



The inequitable pay gap is directly related to poverty.

According to the *Status of Women in the States Study*:

- / The difference between women's and men's median annual earnings, \$9,140, would **pay for at least 4 years of community college tuition in Texas**. This is 77 cents on the dollar, though Hispanic women earn on average just 44 cents for every dollar earned by White men.
- / If employed women in Texas were paid the same as comparable men, **their poverty rate would be reduced by more than half**.

Women's Fund Leadership

Keyholder Host Committee

Marjorie Clifton
Keyholder'20 Chair

Sara Boone Hartley
Women's Fund Chair

/ **Bobbie Barker**
/ **Toya Cirica Bell**
/ **Amy Blakely**
/ **Rhonda Bly**
/ **Sara Brand**
/ **Annika Franco**
/ **Vanessa Fuentes**
/ **Andi Gillentine**
/ **Beth Goff-McMillan**
/ **Laura & Morris Gottesman**
/ **Dan & Lisa Graham**
/ **Patti Hixon**
/ **Erika Garza Holland**
/ **Liz Howard**
/ **Lila Igram**
/ **Rakhee Jain Desai**
/ **Janel Joseph**
/ **David Lack**
/ **Jane Louis**
/ **Vanessa McElwrath**
/ **Virginia Miracle**
/ **Beth Myler**
/ **Anna Near**
/ **Mollie O'Hara**
/ **Kerry Rupp**
/ **Jennifer Seay**
/ **Pooja Sethi**
/ **Kimberly Storin**
/ **Kerry Tate**
/ **Jessica Weaver**
/ **Sheryl Winarick**
/ **Leslie Wingo**

Keyholder'20

The Long Center for the Performing Arts / Thursday, January 30, 2020



About Keyholder'20

Keyholder is the Women's Fund's annual evening to convene and invest in women and children in Central Texas. Best way to describe the event? Think part TED-style-talk, part DJ and cocktails party, part power networking – it's one of Austin's most inspiring and fun events to connect with Austin's thought-leaders and support women in our community.

Some talk about change. Some write about it. Few dedicate their lives to creating change.

This year's event will feature a discussion with **Ziauddin Yousafzai**, who understands this kind of sacrifice well. For many years, Ziauddin serves as a teacher and school administrator in his 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. In 2013, they founded the Malala Fund, which breaks down the barriers preventing more than 130 million girls around the world from going to school.

Event Details

- / **5:00 PM:** VIP Reception & Exclusive Meet & Greet with Ziauddin Yousafzai for Leader, Underwriter, and Presenting Sponsors
- / **5:30 PM:** Keyholder Reception
- / **7:00 PM:** Keyholder'20 Program
- / **8:00 PM:** After-Party and Dessert Bar by Whim

Sponsorship Levels

Corporate Engagement Opportunities to Support Central Texas Women

KEYHOLDER Sponsorship Levels

January 30, 2020 / 5-8:30 pm

Keyholder is an evening to convene and invest in women and children. Through discussion and conversation, some of Austin's most inspiring thought-leaders connect to unlock Austin's potential and support women and their children to strengthen our whole community.

	Leader \$5,000	Underwriter \$10,000	Presenting \$30,000
Reserved Keyholder Tickets	10	20	30
Complimentary reserved event parking	✓	✓	✓
Logo inclusion in digital event invitation and print program	Included	Included	Prominent recognition
Logo and link inclusion in all digital communications, including e-blasts	Included	Included	Prominent recognition
Logo recognition and link on Keyholder website	✓	✓	✓
Logo inclusion in event lobby sponsor loop	Included	Included	Prominent recognition
VIP Meet and Greet with Keynote Speaker <i>Subject to Speaker's availability</i>	✓	✓	✓
Opportunity for Company's Staff to Enjoy Voting Investor Membership Benefits <i>Attend year-long educational events, sit on committees, vote on grants, etc.</i>	2	4	10
Dedicated social media post		1	2
Inclusion in Austin Woman Magazine or Texas Tribune advertorial <i>Pending confirmed agreement with publisher and print deadlines</i>			✓
Logo projection in the theatre at Keyholder'20 <i>Pending venue projection capabilities</i>			✓
Opportunity to address and speak in the Keyholder'20 program			✓

Pledge Your Support Today

Yes! I/we wish to support the work of the Women's Fund at the Austin Community Foundation and make a difference in the lives of Central Texas women and their families.

We pledge our support at the following sponsorship level:

KEYHOLDER'20 SPONSORSHIP

January 30, 2020

- Keyholder'20 Presenting Sponsor: \$30,000 *Note: \$600 in goods and services are offered in consideration of this contribution.*
- Keyholder'20 Underwriter Sponsor: \$10,000
Note: \$400 in goods and services are offered in consideration of this contribution.
- Keyholder'20 Leader Sponsor: \$5,000
Note: \$200 in goods and services are offered in consideration of this contribution.

Contact Information

Company Name _____

Benefits Contact _____

Person who will be arranging sponsorship benefits, logo inclusion, and event tickets

Email _____ Phone _____

Voting Members' Names and Emails _____

Colleagues who will be receiving invites on events, asked to sit on Grants Committee, and vote on grant recipients

Company Information

Address _____

City _____ State _____ Zip Code _____

Payment Options

- Enclosed is my check (made payable to Austin Community Foundation)
- I will make my payment online at www.keyholderaustin.org/kh20-sponsorship
- Please invoice my company. Preferred date for invoice: ____/____/2019

To secure your sponsorship, complete this page and return to:

Kimberly Theodore Sidey, Program Manager

Austin Community Foundation / 4315 Guadalupe Street, Suite 300 / Austin, Texas 78751

ksidey@austincf.org / (512) 220-1441



Contact Us

Kimberly Theodore Sidey

Program Manager
ksidey@austincf.org
(512) 220-1441

Meagan Anderson Longley

Vice President, Community Impact
mlongley@austincf.org
(512) 220-1412