

2025 GRANT CYCLE

Strategy Statements & Guiding Definitions

We invest in direct services and systems-level change in the following impact areas:



CHILD CARE

Expand access to safe, quality, culturally competent, and affordable child care that is conveniently located for families with low incomes.



EDUCATION

Provide access to an ecosystem of support—academic, emotional, and financial—for women pursuing educational dreams.



HOUSING

Support access to affordable housing for women that include a network of support and/or opportunities for long-term wealth building.



UNINTENDED PREGNANCY PREVENTION

Increase access to consumable, unbiased pregnancy prevention resources.



WOMEN'S HEALTH

Reduce health disparities experienced by women facing the greatest barriers to care.

Guiding Definitions

- / **Access** – Impact area is approached or addressed through either direct services provided to the end user or by advocating for systems-level change that will have broader, or more long-term, benefits for women and their families.
- / **Affordable Housing** – Housing which consumes no more than 30% of a household's income. Affordable housing typically refers to a long-term or permanent place of home (either owned or rented) and does not typically include emergency or short-term shelters.
- / **Child Care** – Early childhood education for children from birth to age 5 when the primary caregiver(s) is/are unavailable, often to support the family's paid work in or outside of the home. Care can occur during the day or during non-traditional work hours. Childcare can occur in many settings, including private businesses, nonprofit organizations, places of worship, or home.
- / **Consumable, Unbiased** – Information and/or services shared are easily understood, relevant, and not leading in any particular way.
- / **Conveniently Located** – Care is within nearby proximity to the home or workplace of the primary caregiver with a special emphasis on supporting access to care within areas that are designated as 'childcare deserts.'
- / **Culturally Competent** – The ability to understand, appreciate, and interact with people from cultures or belief systems different from one's own.
- / **Health Disparities** – Refers to a higher burden and incidence of illness, injury, disability, or mortality experienced by one group relative to others.
- / **Long-Term Wealth Building** – The process of generating income over many years through multiple sources including job-based income, savings, investments, and any income-generating assets such as homeownership.
- / **Low Income** – Annual household earnings below 200% of the Federal Poverty Level. For a family of 4 in 2025, this is an annual income of \$64,300.
- / **Pregnancy Prevention Resources** – Inclusive of the full array of reproductive health services.
- / **Quality Care** – Families have licensed options that meet their needs, with early childhood educators who are well-qualified and well-paid. All areas of a child's development are fostered by responsive, nurturing, and engaging care.
- / **Women Pursuing Educational Dreams** – Educational opportunities (degree-seeking, accreditation, certificate, vocational/trade or informal) that help women (from high school age through the rest of their lives) work toward achieving economic mobility.