



ARIZONA FOUNDATION FOR WOMEN

S.H.E. PARTNERS & SPONSORS INVESTMENT REPORT

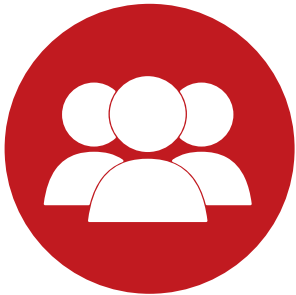
2020-2021

THE AFW NETWORK AND REACH



OVER 7,000 SUPPORTERS ARE SUBSCRIBED TO AFW'S EMAIL COMMUNICATIONS

Our average email open rate is 20% and email click rate is 8%. Industry averages are 20% and 2.6%, respectively, making AFW highly successful.



OUR MEMBERSHIP BASE CONSISTS OF OVER 120 DEDICATED AND PASSIONATE INDIVIDUALS AND CONTINUES TO GROW!



WE HAVE A LARGE, ACTIVE SOCIAL MEDIA PRESENCE

AFW accounts reach our 4,000 Facebook followers, 1,800 Instagram followers, 1,700 Twitter followers and 800 LinkedIn followers.



OUR BOARD MEMBERS AND VOLUNTEER GROUPS REPRESENT TOP COMPANIES AND INDUSTRIES ACROSS THE STATE



OUR WEBSITE REACHES TENS OF THOUSANDS

AFW's website attracts an average of 28,000 visitors and 54,000 page visits annually.



FREE COMMUNITY EDUCATION EVENTS

These events were hosted virtually due to the COVID-19 pandemic.

SAFETY EVENT TOPICS

- **Missing & Murdered Indigenous Women in Arizona - February 2021**
- **Best Practices for Online Dating Safely- August 2021**

HEALTH EVENT TOPICS

- **Innovative, New and Less Invasive Treatment Options for Breast Cancer- May 2021**



ECONOMIC EMPOWERMENT EVENT TOPICS (Financial Independence Seminars)

- **What You Need to Know About Taxes and Your Side Hustle - March 2021**
- **Top 10 Estate Planning Mistakes - April 2021**
- **Budgeting 101: Best Financial Habits - June 2021**

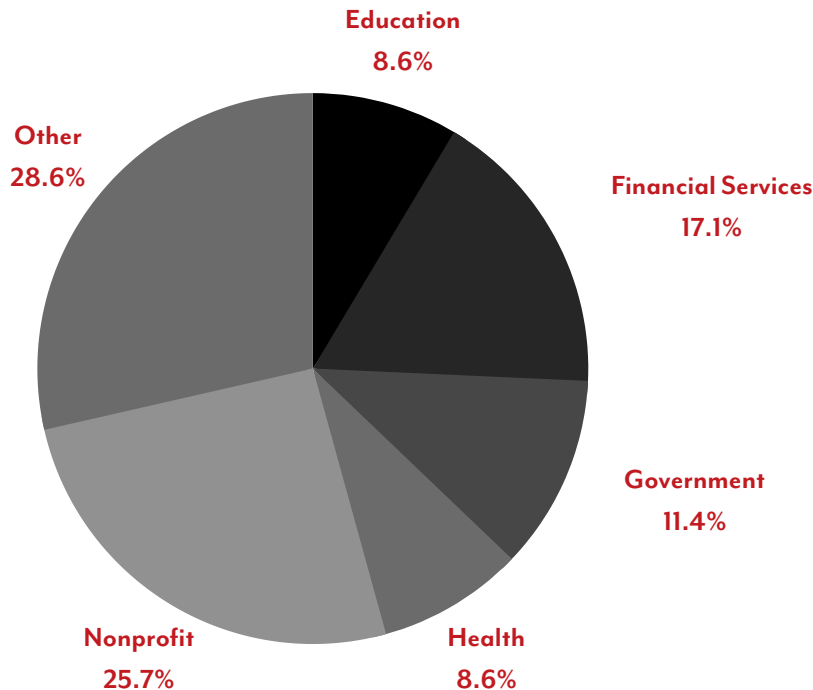
\$1,643

Worth of time donated by volunteer subject matter expert speakers, totaling 61 hours*

317

Event views, both live and on-demand

TOP INDUSTRIES REPRESENTED BY ALL ATTENDEES:



*State Values of Volunteer Time: Arizona, Independent Sector.

SHE Leads!™



Inaugural Class of 2021 Graduates

93%

Graduate program satisfaction rating

\$71,125

Raised by graduates and granted out to six local nonprofits*

1:1

Mentor to Participant ratio

78%

Graduation rate with 29 total graduates

FUNDS RAISED AND GRANTED BY THE CLASS COMMUNITY IMPACT:

Dollars granted are wholly separate from sponsorship dollars.

Transport 210 women and children in rural areas to safe locations, including shelter, and to court appointments.

Alice's Place

Provide mobile mammograms to 160 underserved Black women.

Coalition of Blacks Against Breast Cancer

Increase access to health care and nutrition benefits for minority women living in poverty.

Women's Health Coalition of Arizona

Provide support to 100 low-income women who have been destabilized by Covid-19, including financial assistance, cost of childcare, mental health care, and reliable transportation.

Live & Learn

Continue SHE Leads!™ for another year to come!

AFW

Provide tailor-made "Hope Boxes" and support services to 1,500 breast cancer patients and survivors.

Impact One Breast Cancer Foundation

2020 STATUS OF WOMEN IN ARIZONA

Research Report

THE STATUS OF WOMEN IN ARIZONA 2020

SAFETY

- 41%** 41% of women in Arizona have been a victim of sexual violence. Almost half of the perpetrators were a current or former intimate partner.
- 90%** This reduction of Maricopa County's rape kit backlog has led to 7 convictions and 14 indictments. 95% of Maricopa County's rape kit backlog has been submitted for testing. 90% has been completed.
- 7th** Arizona is ranked 7th in the nation for the highest rate of femicide. Over 2,546 of these homicide victims were committed with guns.
- 2/3rds**

It is only when we begin to remove the legal, structural and societal barriers that impede a woman's ability to equally and fully participate in the economy, that families will flourish, women will be healthier and the economy will grow.

-Amanda Aguirre
President and CEO of Regional Center for Gender Health, Inc.

the **STATUS OF WOMEN IN ARIZONA 2020**

ARIZONA FOUNDATION FOR WOMEN
A supporting organization of the Arizona Community Foundation

STATUS OF WOMEN IN ARIZONA 2020 RESEARCH REPORT RELEASE

Media Player

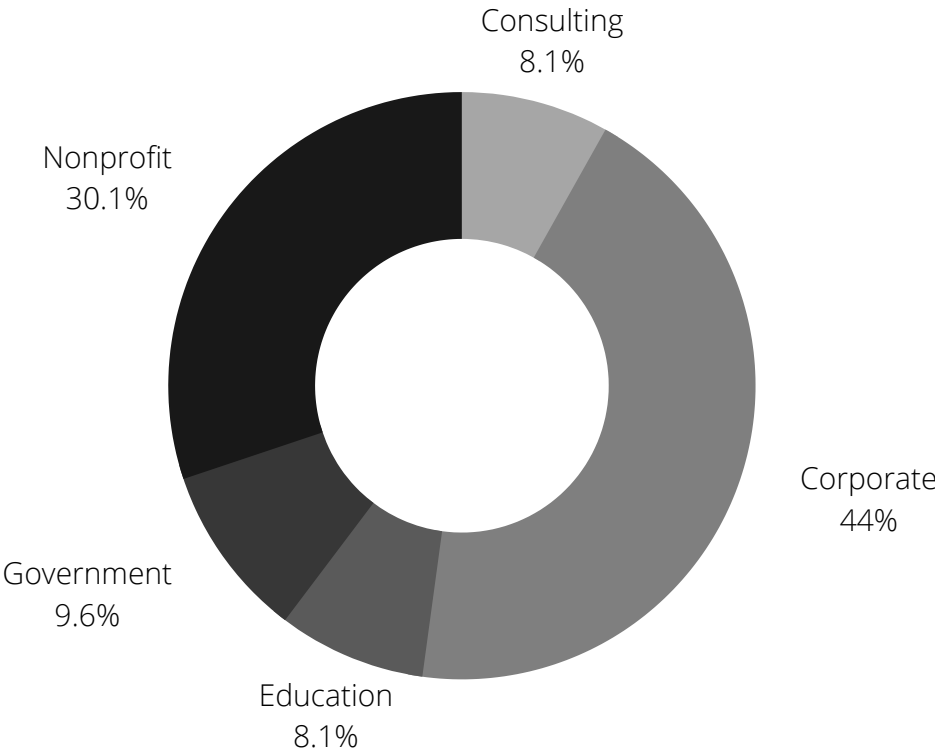
Cassia Spohn

SPONSORED BY THE FOLLOWING

ARIZONA FOUNDATION FOR WOMEN

Subject Matter Experts (SME) contributed to this report by providing all written content and data, resulting in massive cost savings to the organization. This allowed us to use your sponsorship investment towards disseminating the critical data in this Report to changemakers who have the power to change the reality of some of the most pressing issues affecting women in Arizona.

TOP INDUSTRIES REPRESENTED BY RELEASE EVENT ATTENDEES:



396 Release event registrants

218 Release event attendees

238 Report Downloads

2020-2021 S.H.E. PARTNERS AND SPONSORS

Thank you for your generous support!

S.H.E. PARTNERS



SHE LEADS!™



BOK FINANCIAL



SHE TALKS!™/ FINANCIAL SEMINARS



Innovating cryotherapy solutions



National Bank
OF ARIZONA



— Online —
Safety Specialists

RESEARCH REPORT



Reimagine Phoenix
Transforming Trash Into Resources



ARIZONA FOUNDATION FOR WOMEN

MISSION & VISION

At Arizona Foundation for Women, we envision an Arizona where women are safe, healthy and economically independent.

Our mission is to advance the status of Arizona's women through research, advocacy and philanthropy.



2201 E. Camelback Rd
Suite 405B
Phoenix, AZ 85016



info@azfw.org



602.532.2800



AZFW.ORG

FOLLOW AFW

