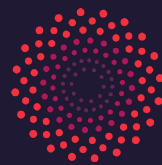


OUR YEAR OF IMPACT 2022



Women
Moving
Millions

CONTENTS

2022 in Review

Women's Power and Influence
Matching Fund

Understanding our Community Impact

Investing in Member
Learning and Leadership

The Future of Democracy
is Gender Equality: 2022 Summit

Looking Ahead

Financial Overview 2021

LETTER FROM SARAH & MONA

Women Moving Millions' mission is simple but bold: to move unprecedented resources to realize a gender equal world. From the start, we've understood the exponential power and potential of bringing together a community of women philanthropists to accelerate change. This knowledge guided our founding campaign and drives us to build a better tomorrow.

To realize our vision of a gender equal world, we must mobilize greater resources for the intersecting global movements fighting for gender and racial equality. With less than 2% of philanthropy going to women and girls, this vision will remain out of reach unless we shift the quantity and quality of funds. By closing the funding gap, we can take action to address the systemic and cultural barriers that continue to affect the lives of millions of women globally. This commitment to strengthening the funding ecosystem of the movement has never been more urgent.

This past year, we continued to adapt to an evolving operating environment amidst a growing global crisis for women's rights. At the tail end of a pandemic that had a disproportionate gendered impact, we witnessed a rolling back of reproductive freedom, escalating humanitarian crises,

worsening climate change, and rising political violence—all of which threaten the hard fought progress made to advance gender equality worldwide.

During this time, we remained laser-focused on our three strategic plan goals: to grow our membership and collective impact, invest in the leadership journey of our members, and catalyze new resources for gender equality. We sought to build upon the momentum and success of the prior year's Give Bold, Get Equal Campaign, expand our virtual and in-person programs, and advocate for increased funding.

We doubled down on our pledge to drive greater resources to the movement. We grew our community, mobilizing \$42 million in new funding commitments, including over \$10 million mobilized through WMM's Women's Power and Influence Matching Fund, our transformative new partnership with Pivotal Ventures. Through responsiveness, leadership, and bold action, we demonstrated once again that WMM is a unique platform that can catalyze strategic giving in ways that bolster women's power and influence.

We were thrilled to come together for our first in-person Annual Summit since 2019, where we were inspired by the magic of solidarity in community. This community



understands what's at stake, whether we're mobilizing to learn from reproductive rights experts in the wake of the Dobbs decision or identifying opportunities to strengthen democracy through gender equality. The WMM community doesn't just envision a world that is just, at peace, and flourishing—we strive to make that vision reality.

As we look to the year ahead, your partnership in this work is as critical as ever. By leveraging our combined power, we can achieve more than just incremental impact —we can drive exponential change.

We're thrilled to share this annual report, a celebration of everything we have collectively accomplished this year. Thank you for all you've done, in these pages and beyond, to strengthen our community and build a gender equal world!

In partnership,

Sarah Haacke Byrd
Chief Executive Officer

S. Mona Sinha
Board Chair



2022 IN REVIEW

While we witnessed an unprecedented assault on women's rights this past year, we also experienced moments of hope and opportunity. At Women Moving Millions, we met the moment through programming, partnerships, and advocacy. Our work continued to be guided by our strategic goals: to grow our community and impact, invest in member learning and leadership, and drive greater resources to the movement for gender equality. After two years of pandemic restrictions, we welcomed a return to in-person programming. We partnered with leading gender equality funders and peer philanthropy networks to catalyze new resources for women and girls, with a renewed focus on expanding our reach more globally.

GROWING OUR COMMUNITY & AMPLIFYING ITS IMPACT

WMM works to foster an environment that supports bold action, promotes curiosity and learning, and unites gender lens philanthropists in a powerful community to achieve exponential impact. Together, we have been accelerating progress toward a gender equal world for the last 15 years.



I JOINED WOMEN MOVING MILLIONS BECAUSE I FOUND KINDRED SPIRITS IN ITS MEMBERS. IF WE AS WOMEN WITH RESOURCES AND POWER DON'T STEP UP WITH OUR DOLLARS AND VOICES, WHO WILL? WOMEN MOVING MILLIONS IS DOING THE HARD WORK OF RAISING AWARENESS OF THE ISSUES FACING WOMEN AND GIRLS.

—SONJA PERKINS, WMM MEMBER

\$42M

COMMITTED IN 2022

378

MEMBERS STRONG

\$1B

COMMITTED BY WMM
SINCE OUR FOUNDING

**EQUAL
VOICE
EQUAL
POWER
EQUAL
CHOICE
EQUAL
JUSTICE
EQUAL
PAY
EQUAL
SAY**

WOMEN'S POWER AND INFLUENCE MATCHING FUND

AN INNOVATIVE NEW PARTNERSHIP TO CATALYZE BOLD NEW GIVING

This year, we were thrilled to launch the Women's Power and Influence Matching Fund, with initial funding provided by Pivotal Ventures, a Melinda French Gates company. WMM received \$5 million in funding from Pivotal Ventures to match eligible grants made by WMM members to organizations working to expand women's power and influence and gender equality in the United States. This initiative builds on our successful Give Bold, Get Equal Campaign, launched in 2020, that secured \$111 million in new commitments from WMM members for women and girls, continuing our track record of catalyzing critical resources for the movement.



PIVOTAL VENTURES IS ALWAYS LOOKING FOR INNOVATIVE WAYS TO EXPAND WOMEN'S POWER AND INFLUENCE AND SOCIAL PROGRESS IN THE U.S. BY WORKING WITH PARTNERS WHO HAVE EXPANSIVE DONOR NETWORKS AND SHARED GOALS, WE CAN UNLOCK GREATER GIVING AND IMPACT ON CRITICAL SOCIAL ISSUES, WITH A PARTICULAR FOCUS ON GENDER EQUALITY.

—DR. NICOLE BATES, DIRECTOR OF STRATEGIC PARTNERSHIPS & INITIATIVES AT PIVOTAL VENTURES

Over the past five months, our members have seized this opportunity with characteristic boldness, increasing giving to new levels, exploring expansion and innovation opportunities, and reaching into new areas of philanthropic funding. Some members seeded new areas of work for longtime partners, and others stepped into new areas of grantmaking for the first time. Importantly, the Pivotal Ventures match had a transformative impact on timing, accelerating the speed at which members made new commitments and got funding out the door.

As of this writing, we're thrilled to report that WMM has secured commitments that will fully allocate the current pool of matching funds. Overall, to date the Fund has catalyzed \$5.59 million in new philanthropy from our members with an average gift size of \$250,000. Combined with the matching funds, this will drive over \$10 million to frontline organizations.

We are excited about the diversity of this matched giving—encompassing 23 funding commitments to 15 grantees to date—which includes priorities identified through our Summit and other programming, including narrative change, women's leadership, and building women's economic power. Grant recipients are working coast to coast and in between, including Arizona, Ohio, and Texas, in rural and urban areas, with a particular focus on communities of color.

A gender equal world depends upon our ability to mobilize the resources needed to increase women's leadership, protect women's rights, and narrow the persistent gaps that leave women, especially women of color, at a disadvantage. By amplifying the power of WMM member funding, the Women's Power and Influence Matching Fund moves us closer to the world we envision.



UNDERSTANDING OUR COMMUNITY IMPACT

In January, WMM partnered with ORS Impact to conduct our most comprehensive organizational impact assessment to date. Nearly 150 members responded to the survey and we held six follow-up focus groups—a high level of engagement that reflects the dedication of our members.

The assessment focused on three areas:

1. The composition of our community, including where and how members give
2. Members' experience of the WMM community and how it has influenced their philanthropy
3. What WMM means to members, including why they join and why they stay

The assessment validated that WMM cultivates a community of engaged, motivated, and impactful philanthropists. Members give widely and diversely across

priorities in the movement for gender equality, advancing women's rights, building more stable economic futures, and combating violence both in home countries and around the globe. Indeed, we found that almost half of our members are giving internationally—a proportion much higher than the average.

Among the findings were that seventy percent of respondents have already completed their \$1 million commitment, with nearly half doing so more quickly than anticipated. Most had surged past \$1 million and continued to give. Eighty percent of respondents are satisfied with WMM's programming, organizational vision, and leadership. Respondents noted that WMM provided them with a framework for giving, the confidence to give more, support for their leadership journey, and a deep sense of connection to the movement.

These changes went beyond the size of giving; members also reported changes in the way that they practice philanthropy. A majority of members reported that WMM influenced them to address root causes in their giving, expand their issue-area focus, and give with a more intersectional lens. These findings demonstrate that WMM is providing a space that is both safe and challenging—a community of peers who inspire learning and growth.

Thanks to generous support from The David & Lura Lovell Foundation, this assessment not only collected data that will inform WMM's strategy, but also set a baseline for a more robust investment in impact measurement programs going forward. In 2023, measurement, evaluation, and learning will continue to be a priority for WMM, with investments in research and insights of value to the organization, our community, and the broader field.



I WANT TO BE IN COMMUNITY WITH WOMEN WHO ARE INVESTED IN THEMSELVES—WHO ACKNOWLEDGE THEY ARE UNIQUELY POSITIONED TO LEAD THEIR LIVES, FAMILIES, AND COMMUNITIES INTO THE NEXT CHAPTER, AND LIVING FULLY IN THEIR LEADERSHIP POTENTIAL.

—KATIE SPENCER, WMM MEMBER

INVESTING IN MEMBER LEARNING AND LEADERSHIP

WMM's learning programs spring from member priorities, as well as emerging topics and trends from across the field. This year, we leaned on our relationships with innovative sector leaders to build enriching and responsive member experiences. Across both in-person and virtual fora, WMM connected members to leading thinkers in peer networks, the private sector, academia, nonprofits, and from within the member community.

IN-PERSON EVENTS

In addition to our Annual Summit, we were thrilled to welcome members back for several other in-person gatherings in Boston, New York, San Francisco, Toronto, Washington, D.C., and London. Members convened on an array of topics, such as cultivating the next generation's giving, the role of media in driving culture change, and elevating women's power and influence across sectors. Many events were co-hosted with partners such as The Fuller Project in New York, I.G. Advisors in London, and Battery Powered in San Francisco.



WMM COLLABORATIVES

In 2022, we piloted Collaboratives on five priority topics: Arts & Culture, Climate, Economic Empowerment, Girls, and Mental Health. These Collaboratives were designed to be flexible, responsive, member-informed working groups where members could share their own innovations and projects as well as engage in intimate conversations with sector leaders. Collaboratives became valued spaces to explore new ideas, raise questions, and share strategies and expertise. We look forward to continuing to offer this program in 2023.

MEETING THE MOMENT

Throughout the year, we were responsive to world events and offered members learning opportunities and access to experts to inform their giving. As the crisis in Ukraine unfolded, we convened with UNICEF, WHO Foundation, and Alight—all of which had teams on the ground responding to growing humanitarian needs. Following the Supreme Court decision in *Dobbs v. Jackson Women's Health Organization*, we convened a three-part virtual discussion with experts leading the reproductive rights movement, including Planned Parenthood, Supermajority, Institute for Women's Policy Research, and the National Women's Law Center. Through the lenses of advocacy, law, and culture change, WMM members learned about opportunities for philanthropists to engage more deeply in the fight for reproductive rights and justice.

IMPACT THROUGH PARTNERSHIPS

Collaboration and partnership are critical to our ability to offer the most effective and relevant programming to our members, and to expand our reach. In 2022, WMM continued to build connections with leaders in philanthropy, wealth management, and impact investing to expand member learning opportunities. In addition to the dozens of sector experts, organizers, and leaders who shared their expertise with our community, we are grateful to the following partners for their program collaboration in 2022: Network of Engaged International Donors (NEID), Women's Philanthropy Institute, Bank of America Private Bank, Bessemer Trust, Veris Wealth Partners, and Fidelity Charitable.

THE LENS

In October, with support from the Kaleta A. Doolin Foundation, WMM launched The Lens, a new virtual platform for resources and insights on gender equality and gender lens philanthropy. The Lens features curated articles, research, reports, and toolkits from experts, practitioners, and thought leaders in the gender giving space. Our goal is for The Lens to become the go-to source for insights on gender lens philanthropy, with content across more than a dozen issues areas from climate to racial equity.

The Lens is a living resource that depends on the insights and voices of experts in our larger community. We welcome contributions to this platform, which you can submit by emailing info@womenmovingmillions.org.



THE FUTURE OF DEMOCRACY IS GENDER EQUALITY: 2022 SUMMIT

In April, WMM hosted its Annual Summit in-person—a long-awaited reunion that felt joyous despite the considerable global challenges before us. The timely theme of this year’s Summit—The Future of Democracy is Gender Equality—was a call to action. Hosted in our nation’s capital, we drew attention to women’s central role in powering democracy and called upon our community and the broader philanthropic sector to accelerate its investment in feminist movement-building efforts.

**FEMINIST
MOVEMENTS
ARE AN
ENGINE OF
DEMOCRATIC
PROGRESS**

**AUTHORITARIANISM
IS ON THE RISE,
WOMEN’S RIGHTS
ARE DECLINING
AND IT’S NOT A COINCIDENCE**



The Summit was a time to reflect on the failure of so many of our systems, from our health system to our care economy, our workplace policies to our political system. Time and again, we heard how these systems were designed to hold us back, especially women of color and other marginalized groups. It was also a time that called for bold vision and action to realize a more just and equal world.

With 50+ speakers across varying areas of expertise, we debated new ideas, explored solutions, and examined the unique role and impact philanthropy can play—and how to be an effective partner in this important work. Through two days of inspiring conversations and connections, we strategized how to ensure women’s rights are placed at the center of approaches to protecting and strengthening democracy. Whether it’s climate solutions, designing more inclusive economies, increasing representation in media and culture, bolstering women’s reproductive rights, or restoring peace and security, women are generating solutions to the most significant challenges confronting democracy.

At the highest level, our message from Summit 2022 echoes the core of our mission at WMM: move money into the hands of women. Currently, less than 2% of global giving goes toward organizations advancing gender equality—but we can invest boldly to change that and finance the priorities on which the future of democracy depends. The future of democracy is gender equality.



“
**LET’S BE BOLD IN ACTION AND
HARNESS OUR COLLECTIVE
POWER AS A FORCE FOR CHANGE.
THE NEXT CHAPTER, WRITTEN ON
DEMOCRACY’S TRIUMPH, WILL BE
WRITTEN BY WOMEN.**

—SARAH HAACKE BYRD, CEO, WOMEN MOVING MILLIONS

LOOKING AHEAD

In 2023, in line with our strategic plan, we will double down on efforts to grow our community, invest in the leadership journey of our members, and catalyze new resources for the global movement for gender equality. We will continue to center women's leadership in our programming and advocate for greater investment in feminist movements.

We will continue to offer a hybrid calendar of virtual and in-person member gatherings to learn, connect, and act to advance gender equality. Our programs will support members in their feminist philanthropic leadership journey and to engage with the interconnected movements for gender and racial justice. We will continue to offer Collaboratives and partner convenings to expand our reach, knowledge, and collective impact.

We are particularly excited to share these select upcoming events and milestones:

2023 ANNUAL SUMMIT & MEMBER DAY TRAVELS WEST

Our flagship, invitation-only event will convene in Half Moon Bay, CA on May 10-12, 2023. As in past years, we'll be joined by members, prospective members, partners, and external gender and philanthropy experts. Together, we will learn, share, and connect in the shared pursuit of building a gender equal world.

PHILANTHROPIC LEADERSHIP IMMERSION PROGRAM

WMM's Philanthropic Leadership Program (PLP) is an immersive and transformative learning journey held over four days in a retreat setting. Our next cohort will convene in January to gain a deeper understanding of their strengths, opportunities for growth, personal power, and individual needs in their philanthropic journeys. Long-term outcomes of this program were well supported by our recent impact assessment, and we look forward to our first in-person PLP since 2019.

NEXT-GEN SUMMIT

In the fall of 2023, WMM will hold our first-ever Next-Gen Summit, a day dedicated to learning and discussing new ideas to help elevate the voices, power, and influence of the next generation of philanthropic leaders.

GLOBAL STRATEGY

Inspired by our globally engaged membership, we recognize there are opportunities to expand our reach and collaborate with the growing global movement for gender equality. Building upon the work of our Global Strategy Working Group this past year, in 2023 we will operationalize a new partnership strategy to extend our reach, create structure for the sharing of knowledge and expertise, and drive new resources to the field.



FINANCIAL OVERVIEW 2021

WMM operates with a strong, sustainable financial model made possible by member support and collaboration with aligned partners in philanthropy. We continue to experience exciting growth, and we are grateful to those who are financial stakeholders in our mission and work together. Please see our website for our 990 tax filing. Fully audited financials are available by request.



OUR WORK TO BUILD A GENDER EQUAL WORLD

IS ONLY POSSIBLE BECAUSE OF YOU, OUR INCREDIBLE AND GROWING MEMBER COMMUNITY. THANK YOU!

THIS YEAR, SEVERAL OF YOU HAVE RECEIVED AWARDS TO RECOGNIZE YOUR WORK, OTHERS HAVE INSPIRED US WITH YOUR STORIES OF IMPACT, AND SO MANY HAVE SHARED YOUR EXPERTISE THROUGH OUR ANNUAL SUMMIT & MEMBER DAY, COLLABORATIVES, REGIONAL CONVENINGS, AND VIRTUAL LEARNING OPPORTUNITIES.

WE CONTINUE TO BE ENERGIZED AND INSPIRED BY THE WAYS YOU LEND YOUR VOICES, SHARE IDEAS, AND COMMIT YOUR TIME TO THIS PHILANTHROPIC MOVEMENT. WITH YOUR HELP, WE CAN REALIZE A MORE JUST AND EQUITABLE WORLD FOR ALL.

WE ALSO EXTEND OUR DEEP GRATITUDE TO OUR BOARD OF DIRECTORS WHO SHARE THEIR TIME, LEADERSHIP, AND TALENT TO CHAMPION THIS WORK. AND FINALLY, A VERY SPECIAL THANKS TO THE AMAZING WMM TEAM WHO GIVE THEIR HEARTS, CREATIVITY, AND ENERGY TO MAKE ALL OF THIS POSSIBLE.

OUR TEAM

SARAH HAACKE BYRD CHIEF EXECUTIVE OFFICER

JESSICA LEE SENIOR DIRECTOR OF PARTNERSHIPS & EXTERNAL AFFAIRS

ZAYNAB NAWAZ SENIOR DIRECTOR OF PROGRAM & LEARNING

AMANDA GRIFFIN DIRECTOR OF COMMUNITY ENGAGEMENT

MICHELLE KULIKAUSKAS PROGRAM MANAGER

JESSICA RISOLO COMMUNITY ENGAGEMENT MANAGER

ANA SILVA SPECIAL ASSISTANT TO THE CHIEF EXECUTIVE OFFICER

TIFFANI HUTTON SPECIAL ASSISTANT TO PROGRAMS

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