THE EVENTS OF 2020 DEEPENED OUR APPRECIATION FOR GOOD HEALTH, RELATIONSHIPS, AND A MORE EQUITABLE WORLD. IT WAS ONE OF THE MOST CHALLENGING YEARS, BUT IT EMBOLDENED US TO PIVOT, PERSEVERE AND ACCELERATE THE PACE OF CHANGE TOWARDS GENDER EQUITY.

As gender inequality became even more prevalent amid the coronavirus pandemic, we accelerated our progress to help women reach their full economic potential. We accelerated our unique combination of on the ground research, solution development and action combined with advocacy and education to make systems level change. United WE is uniquely positioned as a non-partisan, nonprofit organization with respected research and thought leadership among elected officials and community leaders to make positive change for women a reality.

Although 2020 brought much reflection, it also ignited a stronger path forward. In September 2020, we announced after months of strategic planning and the leadership of our board and stakeholders, that we are advancing our mission with a new name — United Women’s Empowerment, or United WE, which better reflects who we are: individuals of diverse backgrounds, women AND men, working together to remove barriers for women and enable a better life for all across this country. We also launched our new strategic plan to strengthen our mission to advance all women’s economic and civic leadership for meaningful change. A few specifics include:

- **Research:** We remain dedicated to research that helps us identify solutions to barriers for women. In 2021, we will partner with elected officials and community and business leaders across the state of Missouri to convene the first-ever statewide Women's Economic Task Force. We will conduct town halls across Kansas and Missouri to hear and learn from women of all backgrounds firsthand.

- **Economic Development:** We will accelerate advancements in critical areas like equal pay, occupational licensing, and childcare. We are particularly passionate about a national paid family leave policy as a critical piece to support women and their families.

- **Civic Leadership:** We will accelerate expansion of the Appointments Project®. We are now in over 30 cities across Missouri and Kansas, and have launched in four additional cities across the country: Fort Worth, Pittsburgh, Oklahoma City, and South San Francisco, with the expectation to launch in three more cities by the end of 2021.

- **Legacy of Women:** We will continue honoring the trailblazing women who paved the path for change long before we became an organization.

So much of our work and progress has been thanks to volunteers and generous donors, from our visionary founders 30 years ago to today’s advocates like members of our Trailblazers. We thank the countless women who have led us to this point, and those who will carry the mantle forward for the next generation of changemakers.

Wendy D. Doyle, CEO & President

UNITED WE IS UNIQUELY POSITIONED TO MAKE POSITIVE CHANGE FOR WOMEN A REALITY.
BY THE NUMBERS:

2019  2020

RESEARCH REPORTS
- Status of Women in Missouri
- COVID Impact on Women in Missouri & Kansas

1 → 2

MEETINGS OR BRIEFINGS
- held with policymakers

15 → 30

POLICY ACTIONS FORMALLY ESTABLISHED
- including paid leave and occupational licensing reform

2 → 4

WOMEN TRAINED/EMPOWERED
- through a training or engagement event

250 → 629

WOMEN APPOINTED
- through the Appointments Project

21 → 25

2020 FINANCIALS

REVENUE
- Donor Contributions
- Investment Allocations

EXPENSES
- Civic Leadership Initiative
- Economic Development Initiative
- Legacy of Women Initiative
- Fundraising Expenses
- Operating Expenses

21%  79%

41%  37%  8%  13%  1%

BOARD OF DIRECTORS
2020 Directors:
- Dan Cranshaw
- Linda Jordan
- Lisa Murray
- Tiffany Owens
- Patti Phillips – Secretary
- Joan Ruff - Chair
- Ellen Sullivan - Treasurer
- Starr Terrell
- Christie Zarkovich

UNITED WE ADVISORS
- Marcia Bailey
- Debby Ballard
- Mayor Kay Barnes
- Michelle Carr
- Dianne Cleaver
- Joanne Collins
- Bunni Copaken*
- Patty Garney
- Christy Gautreaux
- Susie Haake
- Linda Hanson*
- Shirley Bush Helzberg
- Karen M. Herman*
- Sharon Hoffman
- Mamie Hughes
- Jennifer Ingraham*
- Linda Jordan*
- Joyce Letts
- Jimmy McCoy
- Mary Ann Meeks
- Linda Moore
- Barbara Nelson
- Jennifer Nicholson
- Barbara O’Hearne
- Jeanne Olafson
- Shirley Pryor
- Marilyn B. Salomon
- Sandra Schermerhorn*

*denotes Past Board Chair

UNITED WE ADVISORS
- Freda Mendez Smith
- Betsey Solberg
- Barbara Tate*
- Linda Gill Taylor*
- Peg VanWagoner*
- Linda Doolin Ward*
- Sherri Wattenbarger*
- Kristin Webster
- Abby Wendel
- Teresa Woody*
- Julia Yank

CALENDAR YEAR 2020