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:
- Education 8.6%
- Financial Services 17.1%
- Government 11.4%
- Nonprofit 25.7%
- Health 8.6%
- Other 28.6%

FUNDS RAISED AND GRANTED BY THE CLASS COMMUNITY IMPACT:

Dollars granted are wholly separate from sponsorship dollars.

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

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

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

Impact One Breast Cancer Foundation

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

Inaugural Class of 2021 Graduates

Continue SHE Leads!™ for another year to come!

AFW
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:
Thank you for your generous support!
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.