



Roanoke Women's Foundation (RWF) Annual Report Highlights - 2023

Participation Recognitions and Conference:

Roanoke Women's Foundation (RWF) received recognition from Philanos, the international network of women's giving circles, for its exceptional success in membership retention and growth. As President of RWF, I had the honor of representing our organization at the November Philanos conference. During the conference session on "Engagement Strategies for Membership Retention," I highlighted RWF's impactful community giving that inspires the generous women of Roanoke to join our efforts. Despite a slight decrease in the retention rate from 97% in 2022 to 96% in 2023, our commitment to fostering a strong sense of community and purpose remains unwavering.

Community Impact and Grants Allocation:

In 2023, RWF increased its annual grants total to an impressive \$392,100, contributing to our 19-year giving in the community, which now surpasses \$5.2 million. The Grants Committee, chaired by Sue Nussbaum, Susan Koch, and Lee Woody, diligently reviewed submissions from nonprofit organizations, culminating in the selection of six impactful projects approved by the board. This reflects our dedication to supporting initiatives that make a tangible difference in the lives of individuals and families in the Roanoke community.

Membership Growth and Engagement:

RWF experienced significant growth in membership, reaching a total of 195 members. Led by the Membership Committee under the guidance of Audrey Stone, our organization continues to excel in recruiting, retaining, and supporting generous individuals who share our vision of community empowerment through philanthropy. The strong partnerships forged between RWF and our members serve as the cornerstone of our continued success.

Enhanced Visibility and Outreach:

In 2023, RWF significantly increased its public visibility through strategic communication efforts led by the Communications Committee. From podcast interviews and in-person presentations to engaging social media posts and media coverage of our events and achievements, we ensured that RWF remained prominently represented in local media channels. These efforts have helped amplify our message and reach a broader audience, fostering greater awareness and support for our mission.

Memorial Tributes and Celebrations:

RWF commemorated the lives of two remarkable individuals, Ginny Jarrett's husband Shields Jarrett and RWF board member Jenny Bradley, who passed away during the year. Their contributions and legacy continue to inspire us, and their absence is deeply felt within our organization. Additionally, we celebrated the accomplishments of four recent grant recipients, highlighting the transformative impact of their work in our community.

As we reflect on the achievements of 2023, we extend our heartfelt gratitude to our members, partners, donors, and volunteers for their unwavering support and dedication. Together, we remain committed to driving positive change and making a lasting difference in the Roanoke Valley.

Sincerely,

MaryJean Levin

2023 President, Roanoke Women's Foundation