



ROANOKE WOMEN'S
FOUNDATION

MEMBERSHIP HANDBOOK

2024

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History of Roanoke Women's Foundation

In the Spring of 2004, Ginny Jarrett, a local financial advisor, attended a conference in Chicago and found herself in a session called "Women in Philanthropy." She became intrigued by the speaker, Colleen Willoughby, of Seattle, Washington.

Colleen led a workshop on how – about 10 years earlier – she had started a foundation of women donors in her home state. Their organization, The Washington Women's Foundation, was quite successful. So much so, they published a book entitled *Something Ventured*, a model for collaborative giving that could be adopted in other communities. Ginny returned from Chicago, ordered and read the book, and became strongly convinced this was something that could be replicated in Roanoke. Ginny contacted her good friend and University of Georgia sorority sister, Roanoke native Kandy Elliott, and they began their almost daily conversations about the exciting possibilities of such a venture.

Ginny and Kandy agreed to the concept that women in the Roanoke area could pool their financial resources to make an impact in our community – and do it repeatedly – on an annual basis. Sitting at Kandy's kitchen table, Roanoke Women's Foundation was born. As committed community volunteers and as businesswomen, Ginny and Kandy knew the needs in our community were continuous and growing. They understood that philanthropic efforts today take place in a very different context than in the past.

Back at the kitchen table, the two women thoughtfully went about identifying other women they would like to invite to be part of the new venture as founding board members. Women were chosen of various ages – those in their 30's to ones in their 70's, with unquestioned integrity and with great credibility in the community. They all embraced the vision as lunches were held with the five women, each of whom agreed to join in this endeavor: Sally Crockett, Sally Rugaber, Charlotte Porterfield, Jan Garrett, and Katherine Fralin.

At the first board meeting on August 30, 2004, this group of seven identified core values, established processes and timelines, including an agreement to ask members for a 3-year commitment of giving \$2,100 annually (\$100 of which would be used for administrative and other costs). They established themselves as a component fund of the former Foundation for Roanoke Valley (now Community Foundation Serving Western VA); worked with the Wallace Agency to design the logo, letterhead, and website; and began building a database of prospective members. With over 600 prospects on that initial list, letters of invitation were issued to attend the launch event at The Jefferson Center on March 21, 2005. Over 200 attended, with Colleen Willoughby as the special guest and speaker. The news release announcing the event stated, "Based on Seattle's Washington Women's Foundation model, the Roanoke Women's Foundation was founded to offer women in the Roanoke Valley and surrounding areas an avenue to become leaders in the field of philanthropy and to offer a model for collaborative giving in response to the needs of the community." In that first year, RWF proudly had 68 founding members and awarded three grants

to area non-profits, totaling \$138,000. That year, over 80 grant applications were received, the most in the organization's history.

In the early years of RWF, the founding board embraced responsibility for all components of this new philanthropic organization, with administrative support provided by the Community Foundation staff. The founding board members held regular meetings (with lots of laughter and funny notes at the end of the minutes); served as the grants committee, reviewing requests and deciding on recipients; sent out mailings; launched the first website; hosted events; spoke to numerous community groups and media about RWF; met with prospective members; and felt great excitement and pride about the role RWF might have in the Roanoke Valley and beyond.

The future is an exciting one for Roanoke Women's Foundation!



Ginny Jarrett and Kandy Elliott



Our Mission is to connect the power of women and their pooled financial resources to enhance the quality of life in our communities. Roanoke Women's Foundation is a philanthropic organization that supports arts and culture, education, the environment, and health and human services through a competitive grants process. RWF is funded by member donations.

What: An independent, all-volunteer organization that awards grants to eligible nonprofit organizations in the cities of Roanoke and Salem and the counties of Botetourt, Craig, Floyd, Franklin, and Roanoke. The Foundation supports projects through impact grants of at least \$30,000.

Who: An all-women, member-driven 501(c)(3) non-profit organization. Members each contribute \$2,100 a year to the foundation. A Board of Directors governs Roanoke Women's Foundation.

Why: Because giving is great! And pooled giving is even more impactful for the quality of life in our communities!

When: From its inception in 2004 through 2023, Roanoke Women's Foundation awarded \$5,281,600 in 96 individual grants to 75 different non-profits.

How: Our grants committee solicits applications, reviews submissions including financial statements, conducts site visits, and proposes a ballot each year upon which the full membership votes.

Website: roanokewomensfoundation.org
Facebook: @RoanokeWomen'sFoundation
Instagram: rwfphilanthropy
LinkedIn: Roanoke Women's Foundation

Mail: Roanoke Women's Foundation
P.O. Box 8976
Roanoke, VA 24014

COMMUNICATIONS COMMITTEE Monthly Tasks

Mission Statement

To create and manage external and internal communications (including print, digital, social media, press, and website) to RWF membership and community at large.

JANUARY

- Beginning of year committee planning
- Review Strategic Plan and set applicable goals
- Create annual planner by month for newsletter articles and social media postings
- Help collect data to create Annual Report
- Update list of local press contacts
- Create press release for Grants Committee Information Event (February) and post on social media and website
- Update list of RWF Committees and Committee members if asked by Governance
- Create press release of new officers. Arrange for photos early!

FEBRUARY

- Update online directory
- Support Grants Committee with outreach needs

MARCH

APRIL

- Reconcile Membership accounts as needed with Treasurer

MAY

- Collect and post photos of Power of the Purse
- Create labels for mailing renewal letters

JUNE

- Support Grants Committee with information about RWF grants meetings, site visits

JULY

- Support Grants Committee with information about RWF grants meetings, site visits

AUGUST

- Support Grants Committee as needed

SEPTEMBER

- Send ballot email to all current members through Constant Contact
- Mailed ballots are handled by Grants and Membership committees

OCTOBER

- New membership directory to printer by October 18
- Prepare committee budget

NOVEMBER

- Annual Awards – press release, photos, social media and website

DECEMBER

- Committee Postmortem – what worked, didn't work

ONGOING ACTIVITIES

- Maintain website maintenance and updates (information both internal – Members Only – and external). We work with two web contractors.
- Facilitate Membership Accounts - maintenance, correspondence, send tax receipts
- Collect content of interest to membership, edit, create, and send monthly newsletter
- Post news on social media Facebook, Instagram, LinkedIn
- Create documents and reports for board/committees if requested

EDUCATION COMMITTEE Monthly Tasks

Mission Statement

To engage and educate our membership about philanthropy, community, and the power of women's collective giving.

JANUARY

- Work with Treasurer/Finance Committee on information for Annual Meeting
- Work with RWF Board Chair on Annual Report
- Work with Communications Committee on reminder emails

FEBRUARY

- Prepare printed/digital information for Annual Meeting
- Conduct Annual Meeting

OCTOBER

- Start planning for 1st Quarter Annual Meeting
- Set date and location

NOVEMBER

- Work with Communications Committee to publicize Annual Meeting

DECEMBER

- Work with Communications Committee on reminder emails

Ongoing Activities

- Promote education opportunities through Philanos
- Determine speakers/opportunities for outreach
- Share responsibility for outreach social media content

EVENTS COMMITTEE Monthly Tasks

Mission Statement

To plan, coordinate, and implement two annual membership gatherings: Power of the Purse (POP) and the Grant Awards Luncheon.

JANUARY

FEBRUARY

- Committee meets to begin Power of the Purse planning
- Contact caterers – get menu suggestions and cost estimates
- Begin venue search for POP
- Assign venue options to each committee member
- Begin venue site visits
- Submit POP Save The Date article for March newsletter

MARCH

- Continue POP venue site visits
- Finalize venue choice
- Make caterer selection – notify of venue choice
- Coordinate with Communications Committee re: POP evite schedule and procedures
- Finalize evite design
- ** Coordinate with Development Committee on sponsorship options for POP

APRIL

- Evite to members sent mid-April – RSVP due very early May
- Committee meets to make décor and procedure plans for POP
- Purchase needed supplies for POP

MAY

- Final RSVP list due to caterer one week before POP event
- Final prep for Power of the Purse
- Power of the Purse – second Tuesday in May
- Committee meets at venue for set-up
- Clean up after event
- Return any borrowed items
- ** Committee Chair submits receipts for any expenses to RWF Treasurer for Reimbursement

JUNE

- Conduct venue selection for Fall Grants Luncheon - Confirm date availability (1st Thursday in November)
- Assign venue options to committee members to get info
- Conduct site visits at best options
- Select venue for luncheon
- Pay any deposit required at venue
- Select caterer for fall grants luncheon – ask for menu options and cost estimates from candidates
- Put date on caterer’s calendar

JULY

AUGUST

- Submit Save The Date article to Communications Committee for September RWF newsletter
- Events Committee meets to determine luncheon theme and decoration ideas
- Coordinate with Development Committee about sponsorship options for luncheon
- Contract for any needed audio-visual equipment

SEPTEMBER

- Assign tasks to events committee members - for purchase or preparation of supplies
- Coordinate with Communications Committee for luncheon evite schedule and design
- Arrange for photographer at luncheon

OCTOBER

- Evite sent early October, Reminder email sent mid-October, RSVPs due 10 days before event
- Coordinate with Grants Committee on what they need for presentation: seating, timing, podium, microphone, etc.
- Events Committee meets to prepare décor items, if required
- Give caterer final number one week before event

NOVEMBER

- Annual Grants Luncheon – first Thursday in November
- Events Committee meet at venue on day of event to prepare for luncheon
- Events Committee Chair submit any receipts to RWF Treasurer for reimbursement

DECEMBER

ONGOING ACTIVITIES

- Encourage Creative thinking!

FINANCE COMMITTEE Monthly Tasks

Mission Statement

Develop and propose an organization budget, maintain RWF's fiscal health.

JANUARY

- Prepare previous year's final expenses and financial report for Board
- Ask board to finalize year's budget
- Work with Cole to have journal entries into QuickBooks moving membership donations paid in previous year(s) to current years member donations from liability account
- Work with Education Committee for Planning for Town Hall
- Renewal of Fast Comet

FEBRUARY

- Talk with Cole (Laureen and Clark) about tax filings for the year 990 and 8879 and 1099 if necessary and any other filings they advise we need. Plan when these will be done.
- Work with Education Committee to have Town Hall Meeting
- Renewal of PO Box
- CHUBB insurance payments due

JUNE

- Compare member donations numbers with Communications Committee
- Philanos renewal payment
- See if GoDaddy payment is due (every 5 years)
- File SCC annual registration fee and update board info due June 30th

AUGUST

- Submit Virginia Sales and Use Tax Certificate

SEPTEMBER

- Make TechSoup payment

OCTOBER

- Ask Committees for their budget requests

NOVEMBER

- Prepare checks for Grant Recipients

DECEMBER

- Request all bills/invoices be turned in so we can pay them in the calendar year
- Submit proposed budget for next year
- Pay Foundation
- Submit compliance with PCI by December 3rd

ONGOING ACTIVITIES

- Prepare financial reports for board
- Meet with finance committee
- Have Assistant Treasurer review paid bills by Treasurer
- Pay bills and keep receipts/documentation
- Reconcile Bank Accounts into QuickBooks
- Submit articles for newsletter on donation reminders early in the year

GOVERNANCE COMMITTEE Monthly Tasks

Mission Statement

To plan for orderly leadership transitions for organizational health and sustainability.

JANUARY

- Arrange monthly Governance committee meeting dates/location/time for the year.
- Schedule/host new Board member orientation lunch. Utilize RWF Membership Handbook as learning tool.
- Update, make changes and approve Bylaws. If revisions are made, send out to entire membership via RWF newsletter with link plus email Communications team to change on website.
- Provide Treasurer with requested annual budget amount for Governance committee
- Obtain Conflict of Interest form signatures from all Board members. Give signed copies to Secretary to store on RWF Google Drive.

FEBRUARY

- Obtain Board Vote/approval of revised RWF Bylaws, if revised by Governance
- Request each committee chair review and provide changes/updates to Membership Handbook
- Obtain list from committee chairs all members that serve on each committee
- Send out to entire membership list of all members that serve on each Committee and include mission statements

MARCH

- Schedule Spring, non-working fun social for Board members
- Coordinate annual Board survey with each Board member

APRIL

- Plan and discuss Board members whose terms end then determine who will replace them. Continuous succession planning is vital.
- Give report from Board member survey of overall findings

MAY

- Reach out to each Board member and schedule time to conduct confidential Board interviews to discuss what your experience on RWF Board has been, etc.

JUNE

- Report overall findings of confidential Board interviews to Board
- Provide Board with an overview of comments obtained from confidential Board member interviews

JULY

- No governance committee meeting in July

AUGUST

SEPTEMBER

OCTOBER

- Present next year's Board slate be voted on and obtain approval of officers, committee chairs plus new Board members
- Keep in mind, Governance Committee is required to Approve, and Board votes on **all** Finance committee members.
- Board approves and votes on other committee chairs, but not committee members.

NOVEMBER

- Get date on calendar for non-working Board lunch.

DECEMBER

- When a new Treasurer is elected, RWF registered agent needs to be transferred to new treasurer's name

ONGOING ACTIVITIES

- Secretary requests we provide monthly committee reports the week prior to Board meeting with all updates of what's going on
- Work with committee chairs to determine when new committee members are needed then recruit from current membership

GRANTS COMMITTEE Monthly Tasks

Mission Statement

To provide for annual membership selection a list of high quality, well researched projects, representing the RWF's topical and geographic areas of desired community impact.

JANUARY

- Chairs finalize calendar
- Reserve meeting rooms

FEBRUARY

- If needed, host informational community forum
- Invite organizations to apply
- Explain grants process at Annual Meeting

MARCH

- Orientation for new members
- Kick off meeting for committee
- Foundant training
- Organizations complete LOIs

APRIL

- Review LOIs
- Determine Phase II applicants
- Notify applicants
- Work with past grantees on Power of Purse presentations
- Present grantees at Power of the Purse

MAY

- Organizations complete Phase II applications
- Training for committee members on financial review
- Publish site visit dates for general members

JUNE

- Grants Fair for RWF members to meet Phase II finalists
- Site visits

JULY

- Site visits
- Site visit reports due

AUGUST

- Discuss site visit reports
- Determine ballot
- Prepare ballot summaries

SEPTEMBER

- Recommend ballot to Board
- Notify applicants
- Conduct All Member meeting to preview the ballot
- Mail printed and electronic ballots

OCTOBER

- Tally votes
- Determine allocation recommendation for Board
- Notify applicants of decision

NOVEMBER

- Present organizations and funding at member luncheon
- Grants Committee wrap-up dinner
- Co-ordinate contracts with grantees and mail checks

DECEMBER

- Happy Holidays!

ONGOING ACTIVITIES

- Create Bi-annual follow up reports in June and December
- Work with grantees with issues
- Prepare Monthly newsletter articles

- Update Foundant
- Revise applications and communications

MEMBERSHIP COMMITTEE Monthly Tasks

Mission Statement

To recruit and retain members for the Roanoke Women's Foundation.

JANUARY

- Finalize plans/ send invite for new member event for February – invite new members from the last two years as a way to get to know each other

FEBRUARY

- New member event

MARCH

- Begin compiling list of potential members for Power of the Purse (POP)

APRIL

- Invite potential members to POP
- Draft letters for May mailings
- Set date for mailings
- Get labels from RWF member managing labels
- Lists for hand addressing invitations to potential members
- Need nametags for POP in May

MAY

- Draft and send reminder letter to all current members about June 30th deadline. Send in EARLY May. Current President creates and signs letter. Copies are mailed to all that haven't yet renewed.
 - Items needed:
 - Small envelopes with labels for PO Box (or printed)
 - Large envelopes with return address labels (or printed)
 - Donor info sheets
 - Letter from the president
 - Address labels from RWF member managing labels
 - Stamps

- Suggest that a committee member take one filled sample envelope to post office to weigh when buying stamps to be sure postage is correct
- Consider whether to send letter to those who didn't renew last year(s)
- Final letter/invite to potential members re: "if considering, don't forget deadline to vote this year..."
- POP – help with nametags and guests, greeters

JUNE 30TH MEMBERSHIP DONATION DEADLINE

- Reminder calls, and calls and calls....

JULY

- Follow-ups re: missing payments
- Membership deadline is July 31st

AUGUST

- Grants meeting – help if needed
- Set potential member events (if any) for the year
- Set membership meeting dates for the year. In the past meetings are first Monday of month at noon (either in-person or zoom)

SEPTEMBER

- Discuss directory with Communications Committee and send to printers – ensure date on front "as of July 1, 20xx"

OCTOBER

- Ensure with RWF member in charge of name tags that new members have name tags, and those that did not renew are taken out.
- Guest name tags for potential members and agencies for POP

NOVEMBER

- Luncheon – help with nametags, guests, and directory distribution
- Nametags for Luncheon
- Mail directories if a virtual event – get labels from RWF member managing mailing labels

DECEMBER

- Set date and location for new member event schedule for end of January/early February

ONGOING ACTIVITIES

- Send directories and quick welcome note to new members as they join
- Send welcome email with detail about RWF (online access instructions, be on lookout for Mix and Mingle (M&M) dates/attend, join committee, look for newsletters/spam)
- Schedule monthly membership committee meetings
- Keep notes throughout month of what's going on: RWF Board Secretary will email and ask for your committee report. Provide details to Board of M&M events, number of attendees, location, etc. Always snail mail your expenses to Treasurer with copy of reimbursement form and copies of receipts
- Use 501(c)(3) letter / tax exempt form when buying supplies or hosting M&M. Not paying taxes saves \$\$\$
- Keep pending list of potential members but only contact once or twice about joining
- Thank current member that recommends a new member. (Coffee, email &/or note)
- Schedule Mix and Mingle Events. Always include RSVP and bring a friend
- Keep list of attendees for all M&M events
- Invite Potential Members to events/coffees
- Follow-up with existing and potential members and be in touch
- If a member passes away, advise communications committee to include newsletter editor and website chair. Provide any and all contact changes to RWF member handling this function for directory and for email changes to editor of RWF newsletter.
- After each M&M advise Communications team (social media, website and newsletter editor) number that attended, venue and if any new members joined.
- Let Communications Committee know all member updates for Directory updates (new, not renew, change of any contact information.) Social media and newsletter editor also need email changes.