



ANNUAL
REPORT
2016

WOMEN
DONORS *investing*
in women & girls

TABLE OF CONTENTS:

3.

A MESSAGE FROM OUR CHAIR

4.

OUR YEAR OF ACHIEVEMENTS - A SNAPSHOT

5.

GENDER-WISE RESOURCES

5.

COLLABORATING FOR IMPACT

6.

EVENTS

6.

PARTNERSHIPS

7.

WHAT TO EXPECT IN 2017

8.

APPLAUSE



CLOCKWISE FROM TOP LEFT: A full house at Women Moving Millions in conversation with Catherine Fox in Melbourne; Julie Reilly works with corporate supporter, MECCA Brands; Jacki Zehner and Ann Lovell with Jo Horgan of Mecca Brands; Women Moving Millions luncheon with Koda Capital/Scale Investors, Sydney.



DEANNE WEIR
Chair

A MESSAGE FROM OUR CHAIR

This year, we have concentrated our efforts on working strategically to influence major levers for change in philanthropy. We have delivered a number of successful high profile events, but equally important has been our purposeful work behind the scenes driving changes in grant-making and data collection systems. As outlined in this report, we have effected a number of significant changes that will embed the gender-wise approach in philanthropy and social investment practice. As we head into 2017, we face an uncertain world where many of the advances we thought we had secured towards gender equity now look under threat. It is more important than ever that we apply a gender lens to our social investment, to continue investing in the development of women and girls and deliver on the benefits that come from their full participation in society. But what is the best way to do that?

As someone who is passionate about storytelling, perhaps the best

illustration of the power of the gender-wise approach comes from this wonderful story that Mim Bartlett shared recently with me. I would encourage everyone to read the story of the *Women's Clinic* and the impacts that can be achieved by asking these simple but powerful questions.

"I would like to extend a huge thank you to Julie Reilly at the Australian Women Donors Network for educating me about the importance of taking a gender lens approach to philanthropy."

Up until recently, I was passionate about gender equality but didn't always take this into account with my philanthropy. My husband and I are consistent donors to the Asylum Seeker Resource Centre (ASRC) and after talking to Julie, I decided to apply this gender lens approach and ask the question when we made our yearly donation, "How will this donation support women and girls?"

From asking this question, the ASRC offered us the opportunity to create a new position for a lawyer to establish the first legal clinic in Australia for vulnerable women seeking asylum who are facing gender-based persecution. As

you can see [here](#), 134 women have been assisted since then. We are delighted and thrilled with the results.

If it hadn't been for Julie's guidance, I wouldn't have asked this question and found this opportunity."

I would like to thank the wonderful team at AWDN led by Julie Reilly for all of their efforts during 2016, and for the tireless support of the AWDN board, and our wonderful sponsors and supporters, to allow us to continue our work.

DEANNE WEIR
Chair

CEO'S REPORT

Our seventh year of operation, 2016 has seen many achievements in our quest to increase funding to organisations and projects supporting women and girls.

A SNAPSHOT OF OUR YEAR OF ACHIEVEMENTS

We are proud to report that in 2016 we have:

- **Sharpened our mission:** By 2020, 50% of Australian philanthropy and social investment will reach women and girls.
- **Provided a gender perspective and expertise** to grow Australian-Indonesian understanding of philanthropy as part of a **DFAT delegation to Indonesia**.
- **Introduced the Gender-wise Philanthropy Award** in partnership with Philanthropy Australia.
- **Reviewed the U.S. Foundation Centre's Taxonomy** for use in Australia to sharpen gender data collection in Australia.
- **Provided specialist content and guidance** to Our Community to support the introduction of gender-wise questions and tools to **Smartygrants**, Australia's largest grants management system.
- **Initiated a round-table forum with the Victorian State Government** on philanthropy and the alignment of gender equity initiatives.
- **Launched a new website**, providing a digital version of our Gender-wise Toolkit for Grant-makers. (www.gender-wise.com.au)
- **Delivered the Power of Women Tour**, presenting ten events across Sydney and Melbourne.
- **Ignited a new Sydney Women's Giving Circle**.
- **Advised on philanthropic strategy for a new corporate giving program**, to be announced in 2017
- **Secured new funders and partnerships** to support our work financially and philosophically.



CLOCKWISE FROM TOP LEFT: Georgia McRae, Amida Cumming & Minna Leunig; Julie Reilly closes the Women Moving Millions tour with a call to action; Participants discuss personal actions they will commit to for gender equality.

GENDER-WISE RESOURCES

In 2016 we introduced new products and resources to support best practice philanthropy:

- Women's Leadership in Philanthropy Presentation – Swinburne APCSIP.
- Gender-wise Philanthropy Award.
- A new stand-alone website, www.genderwise.com.au, developed with pro bono support from Atlassian, to offer a digitised Toolkit with enhancements including unconscious bias tests, video presentations, TED Talks and more.

This builds on our existing suite of resources:

- Introductory video outlining the case for women and girls.
- Introductory Flyer for our Network.
- Guide to Gender-wise Philanthropy.
- Gender-wise Toolkit for Grant-makers.
- Gender-wise Board Presentation.
- Gender-wise Workshop for Grant-makers.

- Fast Fact Sheets on 12 focus areas for funders.
- Online Project Showcase.

We have influenced and educated a broad range of philanthropic funders and social investors by rolling out our Gender-wise resources. We have:

- Delivered board presentations to **60** directors of trusts and foundations, and other social investors.
- Delivered the Gender-wise Workshop for Grant-makers to representatives from **20** trusts and foundations.
- Provided our Gender-wise Toolkit for Grant-makers to **110** social investors.
- Introduced the inaugural Gender-wise Award in partnership with Philanthropy Australia, presenting awards to **2** outstanding winners.
- Presented to **20** students enrolled in the Asia-Pacific Centre for Social Investment and Philanthropy at Swinburne University of Technology.

COLLABORATING FOR IMPACT

We have cemented partnerships and worked collaboratively with key influencers to introduce the gender lens into social investment eco-systems, including:

- **Philanthropy Australia** – Gender-wise Philanthropy Award.
- **Centre for Ethical Leadership** – Unconscious Bias presentation.
- **Our Community** – Smartygrants.
- **Perpetual** – Impact grants.
- **Good Pitch** – Gender focus.
- **The Funding Network** – Three projects addressing family violence.
- **Australian Charities & Not-for-Profit Commission** – facilitated AIS reporting on gender composition of philanthropic boards.
- **Victorian State Government** – Roundtable established for alignment of philanthropy and gender equality initiatives.



TOP: Carol Schwartz introduces Women Moving Millions, Melbourne.
 BOTTOM: Julie Reilly at Women Moving Millions salon, Sydney.



TOP: Madeleine Field commits to encourage young people to challenge gender inequality. BOTTOM: Jacki Zehner addresses a salon for Sydney philanthropists

EVENTS

Women Moving Millions - The Power of Women Tour

For the Power of Women Tour we delivered a series of highly successful events across Sydney and Melbourne, featuring Ann Lovell (President) and Jacki Zehner (Chief Engagement Officer) of Women Moving Millions. We achieved high participation within our traditional philanthropic community and also reached new audiences in business and financial markets.

Participants included high net wealth donors, CEO's and grant-makers from philanthropic trusts and foundations, as well as social change agents in the social sector, Private Wealth Network members, and clients of Koda Capital and Scale Investors.

Outcomes include new Australian memberships of WMM, increased

awareness of the impact of investing in women and girls, national media coverage and new funding for our Network. Most pleasing among the outcomes is the establishment of a new Women's Giving Circle in Sydney.

A PARTNERSHIP APPROACH:

The Funding Network: We were delighted to partner with The Funding Network for our first Melbourne 'Women and Girls' event, constructed around projects supporting women and children affected by family violence. More than \$110,000 was raised to support the following projects: Law and Advocacy Centre for Women, Emerge, and Inner Melbourne Community Legal.

GoodPitch2 Australia: Our third year of involvement in GoodPitch2 Australia saw Women Donors at

the table for the documentary film, 'Beautiful Minds', which celebrates and promotes women in STEM. We were also proud to announce support for the documentary film 'Dying to Live', acknowledging the different gendered approach to organ donation.

Increasingly, our Network is being invited to share the message about the power of investing in women and girls at key sector events. In 2016 these have included:

- **Lyceum Club Lunch – Melbourne.**
- **Tilbury Lunch – Sydney Women's Fund.**
- **Swinburne University of Technology's Asia Pacific Centre for Social Investment and Philanthropy - Masters Program.**

"IT WAS TOTALLY INSPIRING TO BE SURROUNDED BY SUCH PASSIONATE, ACCOMPLISHED WOMEN AND ... TO SEE SO MANY MEN IN THE ROOM ENGAGING ON THIS IMPORTANT TOPIC."

SAM MELLETT, SUSAN MCKINNON FOUNDATION

LOOKING AHEAD TO 2017

We are excited about the level of interest and engagement in our work growing social investment for women and girls. The recent Women Moving Millions Tour has highlighted the value of bringing donors together as a community to share, learn and collaborate for greater impact.

We will be working on a number of fronts to activate more collective giving opportunities that benefit women and girls. We will leverage our existing resources and partnerships to influence new audiences and continue to advance and bed down best practice philanthropy by supporting a gender-wise approach to funding.

2016 has been a year of significant change on the global stage. Yet again, we are reminded that advances in gender equality and women's rights can be eroded. Now, more than ever, we need to redouble our efforts to ensure a more equitable society, where both women and men are enabled to reach their full potential to the benefit of the individual, the community, the economy and society as a whole.

I would like to take this opportunity to thank everyone who supports our work advancing women and girls through philanthropy and social investment. I am particularly grateful to our Chair, Deanne Weir, for her organisational and philanthropic leadership, and for her personal support for me as CEO. To our dedicated Board members and our part-time and volunteer staff, Amida, Georgia and Minna... thank you so much for all you do.

We look back with pride at the year's achievements by our small team, which remains less than two full time equivalents, and look forward to working alongside you in this important next phase of our work.

JULIE REILLY
*CEO – Australian Women
Donors Network
December 2016*



TOP: With DFAT in Indonesia. BOTTOM: Julie Reilly at the table for *Beautiful Minds* at Good Pitch2 in November.

WE COULDN'T DO IT WITHOUT YOU OUR HEATFELT THANKS TO OUR SPONSORS AND SUPPORTERS

As always we are indebted to our philanthropic supporters and sponsors whose generosity allows us to deliver impact through our Gender-wise Project, and to those who provide pro bono support including:

- Unconscious bias in philanthropy - Centre for Ethical Leadership, Ormond College, University of Melbourne.
- Legal advice from Joey Borensztajn of Arnold Bloch Leibler (ABL).
- Audit services from Deloitte (GMK Partners).
- Website development by Atlassian
- Design services for corporate presentations from Digital Image, courtesy of Andrew Jackson.
- Audio support from NorWest Productions.
- We gratefully acknowledge event hosting by Netwealth, Perpetual, AMP, Koda Capital, Private Wealth Network and PwC.
- Facilitation by Catherine Fox.
- Jan Owen AO – Facilitation of Strategy Review
- Event photography by Helga Leunig.

"SUCH AN INSPIRING LUNCH ... IT WAS A PRIVILEGE TO SHARE THE ROOM WITH SO MANY PASSIONATE WOMEN AND IT HAS CERTAINLY EXPANDED MY THOUGHTS AROUND THE POTENTIAL FOR IMPACT."

ALLISON HALL, RAISE

WMM TOUR SUPPORTERS



PHILANTHROPIC SUPPORTERS



SPONSORS

