

2014 ANNUAL REPORT



Changing Politics One Woman at a Time



MISSION

Our mission is to change politics by achieving greater representation of women in office and government in Escambia, Santa Rosa, and Okaloosa counties. We will empower women and the community through outreach, training, and mentoring programs.

VISION

Women will be fully engaged, represented, and respected as an integral part of the political process at the local, state, and national levels.

BOARD OF DIRECTORS

Diane Mack
President

Amy S. Miller
*Vice President/President-Elect
and Secretary*

Kimberly Aguiar
Treasurer

Amanda Bowden Combs

Rachael Gillette

Lorraine Ogan

Lola Presley

Anny Shepard



PRESIDENT'S MESSAGE

In 2011 the Center for American Women and Politics at Rutgers University joined with prominent business and professional women throughout the country in an effort which they called "The 2012 Project." The project sprang from two circumstances. The first was a decade of research which analyzed women's low participation rates in elections for state and national offices and identified the beneficial differences women officeholders have brought to the conduct of government. The second was decennial redistricting, which had opened up legislative seats and thereby offered women candidates more opportunity.

The 2012 Project aimed to get more women of whatever party elected to state legislatures and the U.S. Congress in that November's races. It achieved some success. Women's representation in the Congress increased from 17% to 20%. The increase in the state legislatures was unfortunately minimal, rising from 23.7% to 24.2%. Florida's legislative delegation did not change, remaining at 40 women for 25% representation.

The Institute for Women in Politics of Northwest Florida is the happy outcome of a chance contact with the Center at Rutgers in 2011 and of the passion of its founding directors to work toward a future in which women will be fully engaged, represented, and respected as an integral part of the political process at the local, state, and national levels.

Today, June 11, 2014, we look back on our first year of existence and accomplishments and present to you, members and special friends of the Institute, our goals for the coming fiscal year.

The Institute was incorporated as a non-profit organization in the State of Florida on August 28, 2013, by seven founding directors representing Escambia and Santa Rosa counties. On Saturday, May 31, 2014, the current Board of Directors participated in a planning retreat that produced mission and vision statements, short-term and long-range goals, and a committee structure for the work ahead. The reports which follow are presented by the chairs of the new committees—Membership, Events, Marketing, and Fundraising.

An organization is merely a construct on paper. It is brought to life and flourishes through the action, dedication, and financial support of people. The Institute for Women in Politics of Northwest Florida succeeded this past year thanks to:

- The hard work of the amazing women who serve on its Board of Directors
- The support of the women and men who expressed their faith in our mission through membership
- The support of special friends, women and men, who offered generous assistance, unasked, because they believe in our work.

We offer you our deep and abiding gratitude and are honored to acknowledge you within this report. We invite you to continue this journey with us.

Diane Mack



MEMBERSHIP COMMITTEE REPORT

As of this report, the Institute membership stands at 22 and is comprised of 21 regular members and 1 honorary member. In accordance with our bylaws, dues are payable on each member's anniversary date. Members should expect to receive a renewal notice reminder at least two weeks prior to the first day of the month in which they originally joined.

Goals for the Membership Committee for the 2014/2015 fiscal year are:

- Add 50 new paid members, including 40 regular members and 10 student members.
- In collaboration with the Board of Directors and the Marketing Committee, develop talking points and presentation materials for the dual purposes of (a) increasing general awareness and understanding of the organization and its objectives and (b) recruitment of new members.
- In collaboration with the Events Committee, plan and host a minimum of two events focused on recruitment of new members.

The Membership Committee will develop the specific work programs necessary to achieve these goals. Every member of the Institute is encouraged to get involved on one or more committees.

Amy Miller, Chair





EVENTS COMMITTEE REPORT

The Institute had a stellar premier year and hosted four events: a campaign mini-workshop, “Winning the Vote” campaign management workshop, our first membership coffee, and the annual meeting.

The mini-workshop in January saw an attendance of 32 participants. We welcomed presentations on campaign basics from Supervisor of Elections David Stafford, former Pensacola City Councilwoman Diane Mack, and Emerald Coast Utilities Authority member Vicki Campbell.

In April our keystone event, “Winning the Vote,” drew 40 participants. The workshop was conducted by professionals from The Leadership Institute of Arlington, VA, with local participation by Pensacola City Council President Jewel Cannada-Wynn and Escambia County Tax Collector Janet Holley. The event was made possible through generous sponsorships from Mr. and Mrs. Quint Studer and Mr. and Mrs. Brian Hooper. The marketing of the workshop in print and social media made great strides in increasing awareness of the Institute and of the training opportunities which the Institute offers.

The membership coffee provided a relaxed atmosphere for potential members to meet the Board and exchange information and ideas. This will be a recurring event.

The annual meeting gives us the opportunity to thank existing members and encourage new members as well as create an opportunity for partnering with a local non-profit to raise awareness and to participate in the community.

Goals for the Events Committee for the 2014/2015 fiscal year are:

- Conduct four events to include membership coffees and training workshops.
- Support the goal of welcoming 50 new Institute members.

Anny Shepard, Chair



MARKETING COMMITTEE REPORT

In our first year, through the efforts of the Board of Directors, the Institute has made strides to develop a “brand,” including creating a fabulous logo, letterhead, email, and website (www.iwpflorida.org). We also have a Facebook page with over 250 “Likes” and a five-star rating. Our membership brochure is now being widely distributed to attract new members.

Press coverage began in September 2013 as the Pensacola News Journal, Independent News, and WUWF covered the incorporation of the Institute. In January 2014 the News Journal, Independent News, and WUWF covered our first workshop. In March 2014 the News Journal published a “Viewpoint” by our president. The News Journal, Independent News, and WUWF again covered the April 2014 workshop.

The objectives and goals for the Marketing Committee for the 2014/2015 fiscal year are to achieve greater public awareness of the Institute through:

- A blog with monthly contributions from both members and guest contributors
- Publication and promotion of a quarterly e-newsletter and measurement of readership
- Publication and distribution of the annual report
- Development and use of promotional materials
- Greater use of social media and measurement of audience reach.

The Marketing Committee will develop the specific work programs necessary to achieve these goals. Every member of the Institute is encouraged to get involved on one or more committees.

Rachael Gillette, Chair



FUNDRAISING COMMITTEE REPORT

Special friends of the Institute donated more than **\$ 6,000** in the form of sponsorships, in-kind contributions, and cash donations in the 2013/2014 fiscal year. Generosity from members of the community who believe in and support the Institute’s mission made possible the first-year accomplishments detailed in this annual report.

Goals for the Fundraising Committee for the 2014/2015 fiscal year are:

- Complete and submit the application for 501 (c) (3) tax exemption.
- Determine with the Florida Division of Consumer Affairs what fundraising is permissible while waiting for IRS to grant exempt status.
- Secure sponsorship for each Institute event.

Diane Mack, Chair

**INSTITUTE FOR WOMEN IN POLITICS OF NORTHWEST FLORIDA, INC.
STATEMENT OF FINANCIAL ACTIVITIES
FOR AUGUST 28, 2013 THROUGH MAY 31, 2014**

	FY 2014 (10 MOS)
Revenues:	
Memberships	\$ 2,050.00
Workshop fees	1,195.00
Cash contributions	58.62
Miscellaneous	105.47
Total revenues	3,409.09
 Expenditures:	
Administration	481.57
Marketing	189.20
Workshops	711.78
Total expenditures	1,382.55
Excess of revenues over expenditures	2,026.54
 Net Change in fund balance	 2,026.54
 Fund balance at beginning of year	 0
 Fund balance at 5/31/14	 \$ 2,026.54

STATEMENT OF NET POSITION

Assets*	\$ 2,026.54
Liabilities	0
Total Net Position	\$ 2,026.54

*All assets are cash held in the organization's depository of record.

MEMBERS OF THE INSTITUTE

Kimberly K. Aguiar
Carolyn P. Appleyard
The Hon. Lois Benson
The Hon. Vicki Campbell
Colleen Castille
Amanda Bowden Combs
Maren DeWeese
Rachael Gillette

Rand Hicks
Brian J. Hooper
Kim Kirschenfeld
Diane P. Mack
Jena Melancon
Carol Michalski
Amy S. Miller

The Hon. Sherri Myers
Melanie A. Nichols
Lorraine Ogan
Lola Presley
Chuck Presti
Ann Regan
Anny Shepard

SPECIAL FRIENDS

These individuals and businesses contributed more than \$ 6,000 to the Institute in the form of sponsorships, in-kind gifts, or cash donations.

Quint and Rishy Studer
Brian and Kimberly Hooper
The Appleyard Agency
Diane Mack Advertising, Inc.
Amy S. Miller

Starbucks
Dr. Jennifer K. Emery
Historic Pensacola Village (UWF)
Kim Kirschenfeld
The Hon. Jewel Cannada-Wynn

Rachael Gillette



