

# VALENTINE FOUNDATION

FUNDING SOCIAL  
CHANGE FOR  
WOMEN & GIRLS



## 2009 Annual Report

# Greetings from The Valentine Foundation



I am proud to be the newly-elected chair of this incredible organization. It is an honor to work with seven women who are committed to achieving tangible results for women and girls, maintaining what's been gained, and pushing for continued progress.

A year ago the Valentine Foundation adopted the Women's Funding Network's "Five Indicators of Social Change" as a framework for making funding decisions. The incorporation of this tool into the Foundation's guidelines challenged the Trustees to examine our giving priorities and their impact on social change. Projects funded this year adhere to one or more of the Social Change Indicators. Their success will be evident in changed behavior, redefined issues, increased engagement in a plan of action, public policy reform, and/or maintenance of earlier gains. We look forward to hearing from grantees on the impact that these indicators had on their work.

We have awarded over 500 grants for a total of almost \$3 million since 1985.

This year, under the auspices of Delaware Valley Grantmakers, we formed a regional Women and Girls Funders Affinity Group. Valentine Trustees have taken a leadership role in this effort, presenting workshops for grant makers on "grantmaking with a gender lens" (see p. 7) – with the goal of helping grantmakers and the organizations they fund to understand and apply this important tool. Gender analysis can equip grant makers to frame more insightful questions for prospective grantees, find hidden opportunities, and create more effective programs and organizations.

## COVER PHOTOS

lower left: Staci Moore speaks at community meeting where volunteers reported back findings from the Public Land Listening Project of WCRP. PHOTO: KATE HOUSTON

upper and center right: Participants in Black Lily's Girls' Filmmaking Workshop. PHOTO: SIMBA MADZIVA

upper left: Girls from GUAPAS play soccer as part of La Comunidad Hispana's health promotion program for middle- and high school girls.

center bottom: Women Thrive ED Ritu Sharma with Melanne Verveer of the State Department, at a press hearing on International Violence Against Women. PHOTO: MCKENZIE LOCK

We are thrilled that the Valentine Foundation will celebrate 25 years of grant making in 2010. We have awarded over 500 grants for a total of almost \$3 million since 1985. In 2009 we created the Anniversary Project (see the feature article in this report) as a meaningful way to honor Phoebe Valentine and her spirit of sharing and educating others. Please visit our website [www.valentinefoundation.org](http://www.valentinefoundation.org) throughout the year for more information about this highlight in our history.

2010 will be another year to watch at the Valentine Foundation. I encourage you to read the stories of the grantees that are featured here, and invite you to remain a part of our community of supporters. Thank you for your commitment to improving the lives of the women and girls in your families, your neighborhood, your places of work and leisure and beyond.

Linda White, Chair

## Valentine Foundation Trustees

Linda White, Chair

Peggy Curchack, Vice Chair

Nancy Kirby

Alexandra Samuels

Barbara Silze

Shawn Towey

Tracy Tripp

Executive Director

Alexandra V. A. Frazier

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# 2009 Grantees

<b>Bryn Mawr Graduate School of Social Work</b>	<b>Nonprofit Executive Leadership Institute (NELI)</b>	\$10,000
<i>To provide comprehensive leadership training for Directors or rising leaders of Valentine grantee organizations.</i>		
<b>Childspace Cooperative Development, Inc.*</b>	<b>Advocacy Project</b>	\$10,000
<i>To organize child care providers and staff to become effective advocates for improved policies and access to health care.</i>		
<b>Clara Bell Duvall Education Fund</b>	<b>Minors' Rights Project</b>	\$10,000
<i>To equip health care providers with knowledge necessary to guarantee compassionate, appropriate health care for sexually abused minors.</i>		
<b>Delaware Valley Association for the Education of Young Children</b>	<b>Worthy Wage Campaign</b>	\$10,000
<i>To train and empower low-wage child care providers to advocate for livable wages and quality of child care.</i>		
<b>Direct Care Alliance, Inc.</b>	<b>Leadership Development for Direct Care Workers</b>	\$10,000
<i>To fund training for three Philadelphia-area direct care workers to become leaders and advocates on behalf of long-term care providers.</i>		
<b>Institute for Safe Families</b>	<b>Adolescent RADAR</b>	\$10,000
<i>To create the first screening tool for adolescent victims of dating violence.</i>		
<b>LEADERSHIP Philadelphia</b>	<b>Tuition Scholarship for a Nonprofit Leader</b>	\$7,000
<i>To fund participation in this city-wide leadership program for a female non-profit leader committed to social change for women and girls.</i>		
<b>Legal Momentum</b>	<b>General Operating</b>	\$10,000
<i>To reframe the debates around key policies and issues that negatively impact womens' and girls' economic and personal security.</i>		
<b>The Nonprofit Center, LaSalle University</b>	<b>CLEAR Circles for Women</b>	\$5,000
<i>To provide leadership training and professional development for mid-management staff of Valentine Foundation grantees.</i>		
<b>Public Citizens for Children and Youth**</b>	<b>Pregnant and Parenting Teens Project</b>	\$10,000
<i>To change policies and practices that prevent teen parents from completing their educations and fulfilling their role as effective parents.</i>		
<b>Senior Law Center</b>	<b>Advocating for Families at Risk in the DHS System</b>	\$10,000
<i>To promote systemic reform and advocate on behalf of grandparents/elders seeking to provide support for at-risk grandchildren and kin.</i>		
<b>Supportive Older Women's Network</b>	<b>Grandparent Ambassadors Program</b>	\$10,000
<i>To support grandparents who serve as mentors to and advocate for other grandparents raising grandchildren.</i>		
<b>Women's Campaign International</b>	<b>Global Awareness and Girl's Leadership Initiative</b>	\$10,000
<i>A pilot program to connect local young women to issues that affect the entire global community, specifically issues disproportionately affecting females.</i>		
<b>Women's Community Revitalization Project</b>	<b>Public Land for Public Benefit Initiative</b>	\$10,000
<i>To support this women-led advocacy campaign seeking equitable use of publicly-held property in eastern North Philadelphia.</i>		
<b>Women Thrive</b>	<b>General Operating</b>	\$5,000
<i>To pass federal legislation that would ensure that all US international aid would directly address the issue of violence against women.</i>		
<b>Women's Way‡</b>	<b>Education and Advocacy Initiative</b>	\$13,000
<i>To facilitate advocacy efforts on behalf of comprehensive health care and economic self-sufficiency for women regionally and state-wide.</i>		
<b>TOTAL</b>		\$150,000

\*first payment on a 3-year grant totalling \$30,000

\*\*first payment on a 2-year grant totalling \$20,000

‡first payment on a 3-year grant totalling \$39,000

# The Gift of Giving

## Valentine Foundation 25th Anniversary Project

In 2010 the Valentine Foundation will celebrate 25 years of grant making – and the Trustees thought long and hard about how we could mark this achievement in a remarkable way, honoring our founder, Phoebe Valentine. Do we host a gala tribute to celebrate the exceptional work of our past and present grantees? Do we invite an important public figure to speak on a key issue affecting women

Trustees were seeking a more meaningful way to honor Phoebe Valentine's spirit of sharing and educating others.

and girls? Is there some other way – in these complicated and challenging times – to distinguish the occasion?

In the end, the Trustees opted not to host a large event, instead choosing a more unusual, and substantive, way to honor Phoebe and her spirit of sharing and educating others. The “25th Anniversary Project” has its genesis in Phoebe’s own 50th Birthday

Project. For her 50th birthday, Phoebe gave individual women (who were her friends) a sum of money to grant as they chose. The initiative accomplished many things: it enabled women who may not have been able to do so on their own to become philanthropists; it engaged women in thinking about how meaningful social change could be achieved; and it gave Phoebe a chance to use the occasion of her birthday to yet again make a difference in the lives of everyone she touched. We don’t know of a more fitting strategy for celebrating our 25th anniversary, so we’ve chosen to replicate (thought not identically) her model.

Through an nomination process, we have selected 10 women who are not traditional philanthropists and matched them with 10 mentors, recruited from past and present Trustees, grantee organizations and members of the Valentine Visionary Leadership Fund committee. Each donor will be given \$2,500 from the Foundation to make a grant to an organization of her choice that conforms with the Foundation’s guidelines and spirit; her mentor will

work with her to help her through the inevitable challenges that arise when we give money away. The project begins in early 2010 with a targeted completion by the end of the year.

One of the anniversary project’s architects was involved in a similar project for her own birthday and spoke about its impact on her, noting that it was more powerful and meaningful than she expected. “I didn’t want to turn 60 and celebrate having. I wanted to celebrate helping.” Another member of the 25th anniversary planning committee noted that what’s particularly exciting about this endeavor is the diverse backgrounds and vast amounts of experience that the new grantmakers bring to the task. “We can think of no better way to honor the Foundation’s past and catapult [it] into the future than by engaging with this group as they make significant gifts to the organizations of their choice.”

Through the 25th Anniversary Project we will build a new community of givers, and fuel organizers and advocates that believe the world can be a better place for women and girls. The words of the “Matriarch and Queen Mother of Black Dance” – Katherine Dunham – best describe the Foundation’s goals at this milestone and beyond: “I used to want the words ‘she tried’ on my tombstone. Now I want ‘she did it.’”

Doris Berris walks by one of the abandoned lots in her neighborhood – conditions that led her to get involved in the women-led Public Land for Public Benefit campaign of WCRP.

PHOTO CREDIT: HARVEY FINKLE



## Anniversary Project Feature: A Donor & Mentor Pair

**Wanda Moore** is the Director of Peace in the Streets, a Chester, PA organization that teaches community residents alternatives to violence; she also works with an anti-violence project at Children's Hospital in Philadelphia. Wanda earned a Bachelor's degree in Urban Sociology from Barnard College and has Master's degrees in Social Work and Law and Social Policy from Bryn Mawr College. At Bryn Mawr she was the student representative to the Board of Trustees, and spearheaded a student committee that changed the curriculum to reflect the student body's diversity. She was a volunteer trainer with United for a Fair Economy, a Boston-based national organization which uses popular education methods to build the economic justice movement. Wanda received Bryn Mawr College's 2009 McPherson Award for academic achievement and a distinguished record of community service, and was a speaker at the college's 2009 convocation.



**Cynthia Jetter** grew up in Chester, PA. She is Director of Community Partnerships at Swarthmore College's Lang Center for Civic and Social Responsibility and former Valentine Foundation Trustee. She is responsible for coordinating the Center's partnerships with community groups. Cynthia works with leaders of community groups as well as with faculty who wish to create community-based experiences for their students, staff who wish to engage with community organizations, and with students who are seeking internships and other service opportunities. In 2006 she received the Lewis Brown Freedom Award from the Chester chapter of the NAACP for her longtime service and leadership in the Chester community.



### Donor/Mentor Pairs

**Valeria Harvel** Pastor of Temple Presbyterian Church and Professor of African American History – PSU

**Shayna Israel** Feminist artist and social activist

**Tammy James** Professor of Health Education, College of Health Sciences, West Chester University

**Tara Jones** Director of the YWCA of Chester

**Shirley Latham** Community Activist in North Philadelphia

**Wanda Moore** Director of Peace in the Streets of Chester

**Kathryn Pannepacker** Textile/visual artist

**Ellen Lissy Rosenberg** Co-Founder of Children of South Africa

**Martiza Santiago** Technical Trainer at Big Brothers Big Sisters

**Talisa Superville** Student

**Ann Ricksecker** Associate Executive Director, Health Federation of Philadelphia; Adjunct faculty at Drexel School of Public Health; and former Valentine Trustee

**Leslie Matthews** Artist

**Pam Bryer** Executive Director of Maternal and Child Health Consortium of Chester County

**Susan Garrison** Executive Director of The Center Foundation

**Nora Lichtash** Executive Director of Women's Community Revitalization Project

**Cynthia Jetter** Director of Community Partnerships and Planning, Lang Center for Civic and Social Responsibility, Swarthmore College, and former Valentine Trustee

**Mary McTernan** former Valentine Foundation Trustee

**Brenda Green** Executive Director of CHOICE, Inc.

**Robin Eisenberg** Manager of Learning and Development, Pearson VUE and former Valentine Foundation Trustee

**Nancy Kirby** Assistant Dean and Director of Admissions, Bryn Mawr Graduate School of Social Work and Social Research and Valentine Foundation Trustee



# Reshaping the Way We Influence Social Change

***“Funding Social Change for Women and Girls.”*** That's the Valentine Foundation tagline – it's what we have committed to doing for the past 25 years. Over the past couple of years, the Trustees have been engaged in a vigorous dialogue about how we can best hold true to our tagline. After many hours of thoughtful and energetic discussion and debate, we agreed that adopting the Women's Funding Network's “Social Change Indicators” would help us, and our grantees, understand what we meant by “social change,” and what metrics we would use to evaluate our own, and our grantees,’ effectiveness.

Social Change Indicators	Example:
<b>Shift in Definitions</b> The issue will be defined differently in the community or society.	<i>“Women's issues” are no longer perceived to be just about women - they are about the whole society, and impact on all of us.</i>
<b>Shift in Behavior</b> People are behaving differently in the community or larger society.	<i>Communities open expanded adult education.</i>
<b>Shift in Engagement</b> People in the community or larger society are more engaged in the issue.	<i>Rather than two or three lone “activists” working to insure fair wages for home health aides, entire communities rally to create a critical mass to make change possible.</i>
<b>Shift in Policy</b> Institutional, legal, organizational or legislative policies or practices change.	<i>States vote to endorse same-sex marriage.</i>
<b>Current Position Maintained</b> Past gains have been maintained (in the face of backlash or resistance).	<i>State referenda to overturn same-sex marriage are defeated.</i>

## Shifts in Engagement

***“These are the people who support what I believe in.”***

Khadijah Sabir is a long-time child care provider, activist, leader and organizer. Last year she hosted a retreat, joined a training team, organized providers in her East Oak Lane community, and gathered hundreds of petitions and postcards from parents and providers to promote a strong early childhood budget. At DVAEYC – Delaware Valley Association for the Education of Young Children – she has found a “home” to nourish her leadership and direct her passion for quality early childhood education.





## Shifts in Policy/ Current Position Maintained

The shutdown of state services for 90 days in the summer of 2009 created a crisis for day care operators who rely on state subsidies for low-income working parents. Many providers did not have the cash flow to enable them to stay open. Sharon Neilson, Director of Woodland Academy Child Care and an active member of the Childspace CDI Provider Committee, spoke at a march outside of Senator Pileggi's office to protest the lack of subsidy payments. Sharon is a previous participant in CCDI's "Child Care Voices" program who has taken on increasing leadership in encouraging the active involvement of other child care professionals.

## Shifts in Behavior

CHOICE hotline staff recognized that teens spend lots of time instant messaging (IMing) their friends. CHOICE used a Valentine Foundation grant to increase accessibility through IM. Their "Girls Want 2 Know" project developed and distributed mini disks filled with interactive games about their bodies, pregnancy prevention, relationships, and more.



## Gender Analysis: Powerful Tool to Support Social Change Grantmaking

To ensure that Valentine Foundation grantmaking is as faithful to our mission as possible, over the summer Valentine Trustees and the Executive Director met to explore applying a "gender lens" as part of the proposal review process. GrantCraft's *Grantmaking with a Gender Lens* (©2004 GrantCraft) provided the frame of reference. This complex, multi-dimensional approach "frames questions; it does not dictate answers," and helps reveal "previously unexamined inequities [that] lead to action."

Using gender analysis as part of the proposal review process challenges Valentine Trustees to think about a number of highly targeted questions, such as: "Who [is] making decisions and whose interests are served?" "Who owns what?" "Who gets what?" and "Who benefits?" These types of

questions help focus on critical variables impacting on social change. Additionally, applying a gender lens facilitates grant evaluation from both an external and an internal perspective, raising questions like: "What is the composition of the Board?" "Who is in leadership positions in the organization?" and "What are the dimensions of diversity among Board and staff?" Asking these types of questions results in a more comprehensive understanding of potential grantees, and helps the Valentine Foundation realize its goal of meaningful social change for women and girls.

Based on the power of this conversation, Valentine Trustee Shawn Towey has since led the Delaware Valley Grantmakers' Women's Affinity Group in a rewarding discussion of gender analysis.

# The Fund for Visionary Leadership

Supporting the next generation of women leaders

Supporting the Valentine Foundation's commitment to developing the next generation of local women leaders of non-profits serving women and girls, the Fund provides grants through which agency Directors and staff members refine their skills and increase the impact and effectiveness of their agencies as well as their own personal impact on their workplace and community.

The Trustees have selected three programs to which to send Valentine Visionary Leaders: the Non-Profit Executive Leadership Institute (NELI) at Bryn Mawr College; Leadership, Inc. in Philadelphia; and CLEAR (Cultivating Leadership, Excellence and Responsibility) Circles at the Non-Profit Center at LaSalle University.

## Valentine Visionary Leader Spotlight

Annette Owens-Johnson, M/W, L/W



Director of Transitional Housing, Women Against Abuse, Inc., Philadelphia

**Leadership Program:** Clear Circles at the Non-Profit Center, LaSalle University

**In Her Words:** "Leadership training strengthened my commitment to proactive leadership and allowed me to meet, interact with and learn from peers in non-profit management. It has been a vital part of my professional development."

**Her Program:** Women Against Abuse (WAA) began in the mid-1970s as a part-time hotline in a women's center and is now a leading local advocate and service provider for victims of domestic violence. WAA serves 10,000+ individuals each year through emergency residential services, legal aid, hotline counseling, education, and advocacy. The transitional housing program provides women and children with family apartments and extensive support services to help them safely and successfully move back into the community.

## Donors to the Valentine Foundation Leadership Fund

### Calendar Year 2009

Anonymous  
Linda Lee Alter  
Miles Smith and Sara Bingaman  
Mr. and Mrs. Benjamin Brake  
Susan and Cummins Catherwood  
Susanne Coffin  
Peggy Curchack  
Robin Eisenberg and Bean Meles  
Lisa Gilden  
The Hess Foundation  
Neilda Mott  
Cathy Ormerod  
Ann Ricksecker  
Tom and Trisha Ringe  
Alexandra Samuels and Peter Kohn  
Janet Dickerson Stephens

## 2009 Visionary Leadership Fellows

### Leadership Philadelphia

Carol Goertzel, Pathways PA

### CLEAR Circles for Women at LaSalle

Colleen Brooks, AIDS Coalition of Southern NJ  
Lorna Clause, Turning Point of Lehigh Valley  
Mary Catherine Dabrowski, Havertown Center w/ Mid County Senior Services  
Melissa Firman, Laurel House  
Jan Joell, SOWN  
Kelly Leyman, Devereaux  
Christine Linville, Family Support Line

Tamela Luce, Womens Way  
Laura Morris, Resources for Human Development  
Erika L. Orsulak, St. Christopher's Foundation for Children  
Annette Owens-Johnson, Women Against Abuse  
Karla Sainz, Council of Spanish Speaking Organizations  
Shana Steinberg, The Bridge  
Amy Tressier, Eagles Youth Partnership  
Carrie Veurink, The Career Wardrobe  
Tomika Vines, Teen Challenge Philadelphia