



Women United in Philanthropy

in partnership with the United Way - Thomas Jefferson Area

Vol. 4 No. 2

November 2010

“Our Grant Recipients Are Our Neighbors”

Tuesday, September 21st will be remembered as one of the greatest highlights for *Women United in Philanthropy*. Together, we celebrated the privilege of giving our largest grant to date - \$40,000 to The Women’s Initiative. Next year we hope to achieve our goal of \$50,000 and divide the money in order to fund more than one grant.

Every grant announcement is a joyous experience. In the past we have given to Comprehensive Health Investment Project (CHIP), International Rescue Committee (IRC), Children Youth & Family Services (CYFS), and Charlottesville Area Dental Access (CADA). In each instance, as a group, we have nurtured in a way that none of us could ever have done on our own. We have seen firsthand the beauty of collective giving. Many of us have been fortunate enough to see up close the difference this kind of giving makes in the lives of our neighbors.

Neighbors. It is true. Our grant recipients are *our neighbors*. If one makes the choice to do so, it doesn’t take long to notice that in a city of such great wealth - wealth in terms of culture, education, and money - there is likewise a great deal of need. Yes. These are the needs of our neighbors. How can we possibly look the other way?

Admittedly, it is a daunting task to take on everything by oneself. It is so much better to have friends who share one’s passion for making a difference in the lives of others.

That is the spirit of Women United in Philanthropy. We are friends with a common goal, coming together, working



Kerry Day, Amy Hughes, Bebe Heiner, and Carol Johnston at September’s Luncheon

together, and learning how to best bring assistance to others. It is the collective concept and not the individual ego which yields the fruit of success.

We celebrate our good fortune to be part of such passion thrown into action!

On Tuesday, November 16th we are meeting at The Local in Belmont from 5:00-7:00PM. Join us for wine and hors d’oeuvres as we welcome new members, greet prospective members, and show our appreciation to returning members. We’re looking forward to seeing you for ‘just fun!’

All the best,

Deborah Hayes
Co-Chair
Women United in Philanthropy

Membership Celebration

Join Us As We Celebrate You,
Our Dedicated Members!

November 16, 2010
5-7pm
The Local in Belmont

Thank you for your continued support!

Interested in learning more about WUP? Meet the Co-Chairs of the Communications & Marketing, the Programming & Events, the Grant, and the Membership Committees and see how you can become involved.

Remember to bring a friend and introduce her to WUP! See you there!

Living the “Three P’s”

As the room started to fill at the **WUP** Annual Grant Award luncheon, I was reminded of our mission of maximizing women’s leadership in philanthropy and strengthening our community through the impact of collective giving. Maximizing Leadership and Collective Giving. As each table began to fill, I watched those words come to life. Just one member coming through the door to join a table until slowly some twenty tables were full and the room was energized with women – **Women United in Philanthropy**.

I had the opportunity to chat with our guest speaker, Dr. Luanne Freer, before the luncheon. I was impressed by her matter-of-factness. She was back in Charlottesville for the first time in 20 years, hanging out with her Chi Omega sorority sisters, drinking wine and giggling over stories from college days. Just four months earlier, she had been living on a moving glacier at the base of Mt Everest treating over 400 people at an altitude of 17,600 ft.

“If you leave your mind open and follow your passion, it will lead you to places you never expected.” Her interest in altitude sickness and wilderness medicine made the initial trip to Nepal a natural one. “What’s more exciting than going on vacation?” She was able to combine her desire to help the Sherpa people with her passion for the mountains by opening the Everest Base Camp clinic.



Dr. Luanne Freer

During her presentation, Dr. Freer entertained us with stories both heartwarming and tragic. Stories of a young woman being surprised by a pregnancy diagnosis, of the Sherpa boy stealing her under garments as a joke, of the climber brought back from the brink of death only to complain of her snoring and of the young man who did not make it down the mountain in time. The Everest Base Camp was first established in 2003 and Dr. Freer has been there every year since during the climbing season. “Living the three P’s has brought me personal and professional fulfillment. Profession, Passion, and Philanthropy. What’s your Everest?” For more information on the Everest Base Camp and Dr. Luanne Freer, visit their website at www.everester.com.

Carol Johnston announced **The Women’s Initiative** as the recipient of the WUP 2010 Collective Fund Grant and introduced Kerry Day, Executive Director, and Bebe Heiner, Founder. Ms. Heiner said that “Women, coming together to help other women, unite us in a powerful way to work together in a powerful community need.” The Women’s Initiative is also the first grant recipient to benefit from an extraordinary gift: Monticello Media is partnering with WUP to award one year’s worth of PSAs to all WUP grant recipients!

In closing, Deborah Hayes remarked that “When women give to women the impact is much greater than when more traditional groups give to others. Let’s celebrate our accomplishments! Give yourselves an ‘atta girl!’” Cathy Train added that “Your job is not to judge, your job is to care. We have our own Mt Everest right here and we need your help.” - *Wanda Birkhead*

HOPE

A Letter From Our 2010 Grant Recipient

There is a lovely French Proverb that states, “L’espoir est le rêve d’une âme en éveilée.”

Hope is the dream of a soul awake.

As Executive Director of The Women’s Initiative, I witness this truth each and every day.

When women come to us in search of counseling services, the light of hope has often all but been extinguished. Their spirits have become immobilized by depression, anxiety, addiction and the scars of abuse. And they are seeking services at a pivotal moment in their lives.

“Who are these women?” I am often asked. “And how do they find you?”

“These women,” I reply, “are all around us.”

They are single, uninsured mothers who are working three jobs to survive. They are caretakers who find themselves painfully isolated. They are women who have lost their careers and fear they will end up homeless. They are women who are trying desperately to overcome destructive patterns of behavior that emerged from a traumatic past.

They are mothers, grandmothers, daughters, sisters and friends.

The recent \$40,000 grant from *Women United in Philanthropy* will help these women reclaim the sense of hope that lies buried within.

WUP funds will be dedicated exclusively to our Individual Counseling Program for Low-Income Women. This program serves a diverse group of uninsured women age 18+. Services are offered in both English and Spanish, and our counselors use a wide variety of modalities from Cognitive Behavioral Therapy, to EMDR, to Mind-Body Medicine, to Psychodynamic Therapy.

Our clinicians recognize that every woman’s story is inimitable. Comprehensive assessments and individualized treatment plans are designed to address each woman’s unique personal history and distinct needs. Counseling sessions are 50

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Member Profile: Sue Friedman

This month's spotlight is on Susan B. Friedman, one of the founding members of *Women United in Philanthropy*. Sue is President and CEO of the Central and Western Virginia Chapter of the Alzheimer's Association. She is also the current Chair of the WUP Program Committee.

Originally from Indiana, Sue is a "rabid boilermaker" having graduated from Purdue University where she majored in Political Science. Her niche has definitely been with non-profits and she is the first to admit she "can sell a cause, but can't sell a product."

Sue has been active with the Chamber of Commerce in Indiana and Charlottesville and has worked with emotionally disturbed adolescents in South Carolina. Most recently she made a five year commitment to the *I Have a Dream Foundation* to mentor a young girl through her middle and high school years. She is in her fourth year of the program.

Sue is completely invested in WUP and spoke of little else. "Wherever you are in your life, there is a place for you at WUP. All you have to be is a woman who can find power and strength in the capacity to give." She looks forward to the day when we meet our goal of giving two \$50,000 grants in one year.

The private Sue likes reading and good conversation – almost anything that involves learning. She loves to travel with her husband, Frank, who is President of PVCC. She would like to be in the General Assembly and quips "I would be good at it!"

Final words? "It is from inside that we will grow this organization." and "Everyone should know the 10 Warning Signs of Alzheimer's." Thank you, Sue. Keep selling the cause.



Sue Friedman, WUP Co-Founder

WUP

Steering Committee Meeting

OPEN to All Members

**Tuesday, March 1,
2011**

**9am at RFB&D
300 Remson Court**

**RSVP to Deborah
Hayes
deborah@
deborahhayes.com**

HOPE

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minutes in length and occur weekly, and the majority of women complete therapy in 12 weeks or less.

Referrals come from throughout our community. Agencies like the Charlottesville Free Clinic, AIDS/HIV Services, La Clinica, and the Jefferson Area CHIP all come to mind. In 2011, we will provide 2,160 direct service counseling hours for a minimum of 180 women through our counseling program.

Support from WUP will help make this possible.

Clients repeatedly comment that our office and staff help them feel welcome and supported at each step in the journey of recovery and healing. Recent client quotes:

"With the help of The Women's Initiative, I am finally able to move past years of pain." And this, "If it wasn't for your organization, I'd be in a VERY bad place. Being able to afford counseling since I

was laid off and have no insurance and my unemployment ran out was a godsend."

When women complete their therapy, they emerge from extreme places of darkness into a place of wholeness. Through this process, women discover ways to reconnect with children, family, friends, and self. This transformation becomes a gift for not only the woman... but for all who surround her.

The \$25,000 advertising grant received through WUP's partnership with Monticello Media will also help us further our mission and reach women in need by: assuring community members that access to critical mental health services is available, educating women about the signs & symptoms of psychological distress, and breaking down the social stigma surrounding mental illness so women will reach out for help.

Thank you, *Women United in Philanthropy* for recognizing the essential role that mental health plays in the strength of our community. Thank you for your compassion. Thank you for awakening hope in the lives of others.

**Kerry Day, Executive Director
The Women's Initiative**

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Email: womenunited@unitedwaytja.org

Annual Membership Drive 2011

Now through December 31, 2010

We are off to a fantastic start for our fall membership drive! Thank you to everyone who has already returned her membership form. With a goal of \$50,000 for 2011, we are on our way to a significant first for WUP: the awarding of more than one grant! To achieve this we need the support of all members.

Please consider becoming a Donor Member with the opportunity to participate in the grant making process and to vote for the recipients. Or consider making an increased contribution to the Collective Fund.

If you have been a General Member in the past, perhaps this is the year for you to become part of the Collective Fund. Any donation is greatly appreciated and helps us reach our goal.

Together we can continue making a difference to the women and children in our community. Thank you for your participation!

Maia Bannan & Darcy Darrell
Membership Committee Co-Chairs

Volunteers Needed!

to write articles for the biannual
WUP newsletter. Please contact
Olivia Branch at obranch@gmail.com

Thank You Newsletter Contributors

Wanda Birkhead, Olivia Branch, Maia Bannan,
Darcy Darrell, Kim Martin and Deborah Hayes

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(with Collective Fund contributions)

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