



The Women's
Giving Collective
for Easterseals Midwest

Snapshot

- The Women's Giving Collective is dedicated to funding underfunded and unfunded innovative projects that advance the lives of the people Easterseals Midwest supports.
- The Women's Giving Collective invites its members to be hands-on investors through ongoing educational forums, networking activities, and peer-to-peer consultation.
- The Women's Giving Collective empowers women from every walk of life to be active partners while providing a meaningful experience where they can put their expertise to work and impact change.

Origins

Although women's giving groups are not a new concept, Easterseals Midwest (Easterseals) approached the project by reinventing how they impact change.

The Women's Giving Collective (the Collective) has been designed as a group for female charitable leaders to support the mission and programs of Easterseals. These women are committed to supporting and empowering people with disabilities today and into the future through strategic financial investments.

Inspired by a transformational gift made to the organization by Amazon co-founder MacKenzie Scott in 2020, the group engages members by building a platform to affect a positive evolution while shaping the future of Easterseals for generations to come.

Each spring, Easterseals program staff will submit short grant applications that the membership of the Collective will vote on funding. Together the members of the Collective are magnifying Ms. Scott's incredible gift, which was endowed with a matching draw of every dollar they raise towards funding underfunded or unfunded critical grant applications within the organization.

Examples of grants might include:

- Funding an accessible playground for children of all abilities to enjoy, or
- Supporting adaptive technology for people with disabilities to participate without limitation in our community.

Membership

Annual membership in the Collective begins at \$250 for women under 40 and \$500 for all other members.

We have made several giving options available to ensure everyone can participate. Opportunities for giving include annual, quarterly, or monthly sustainer gifts. As monthly sustainers, members can join the group for as little as \$21 per month, empowering women from every walk of life.

Women often develop their giving strategy around relationships. They are outwardly focused, collaborative, and focused on building bridges toward change.

In response, we worked to create a set of educational forums and networking opportunities to strengthen the connection to Easterseals' work. As an example, members receive:

- Quarterly invitations to networking educational gatherings with guest speakers.
- Ongoing written correspondence with 'insider' information and updates, including an annual report highlighting the group's efforts and outcomes.

Conclusion

As we wrote at the start of this paper, women's giving groups are not new. Yet, we believe that it's time to rethink how these groups impact change. Together, the Collective is building a robust budget-relieving instrument to support innovation at Easterseals while simultaneously creating meaningful engagement strategies to engage new supporters.

Together, we make change happen, raise more, support more, and change more lives. [Join us.](#)

For more information please contact us at wgc@esmw.org or call 1-800-200-2119.