

ADVANCE WOMEN LEADERS

WOMEN LEAD CHANGE



15 YEARS OF WOMEN'S LEADERSHIP

2022 ANNUAL REPORT





MISSION

Women Lead Change is dedicated to the development, advancement, and promotion of women, their organizations and to impacting the economy and future workforce.



FROM THE CEO

15 years. My, how far we've come!

When a group of women leaders first came together, the goal was simple: develop our current and emerging leaders. Today, Women Lead Change meets all leaders, new, emerging, and executive, where they are in ways that are as diverse as the groups we serve. Conferences and workshops, professional cohorts, public/private initiatives, research, and youth outreach are among the many growth opportunities we've realized in the last five years.

In 2022, Women Lead Change provided leadership development for more than 69 corporate partners and 5,180 attendees. With the anniversary year came our long-awaited return to an in-person conference in Cedar Rapids, Des Moines and the Quad Cities. Our efforts to support girls who will grow into future women leaders led to the inaugural Girls with Goals Become Women of Achievement event. Our Women Connect cohorts expanded into Cedar Falls, joining the Quad Cities, Des Moines Metro, Corridor and Sioux Falls, South Dakota.

In 15 years, our mission hasn't changed, though our work has evolved. We see the growing need for support in educating our partners on ways to adapt to the changing workforce. Hybrid work environments require new intention on the way we develop leaders and foster a team culture. In 2022, we launched our first industry-specific leadership development programming, Level Up Manufacturing. This program is now offered in the Corridor and the Quad Cities and is for women and men. We also announced the One Team Summit. This is a half-day event in Coraville, designed to bring teams together while providing tactical strategies for team building within organizations.

The saying is true: the more things change, the more they stay the same. The Iowa Women's Leadership Conference was born out of the need for workforce, specifically including underutilized women in the conversation. Today, post-Covid, we find ourselves eerily the same situation. Women have fallen back or disappeared from the workforce in unprecedented numbers. We need them back. In the lead. Leading Change!

Onward,

Tiffany O'Donnell, CEO Women Lead Change

CELEBRATED THE 15TH ANNIVERSARY
of Women Lead Change



HOSTED CONFERENCES
in Cedar Rapids, Des Moines,
and Quad Cities.

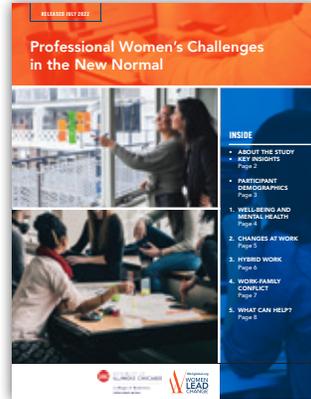
12 EPISODES
of Season Three of the
Own It Podcast.



HOSTED
the Small Biz Virtual Mini Series

**FEATURED A LEADERSHIP
SPEAKER SHOWCASE**
in the Cedar Rapids and Cedar
Valley regions

**CONDUCTED SECOND
PHASE OF RESEARCH**
on Challenges for Working
Women with University of Illinois
at Chicago.



**EPIC ALLY CHALLENGE
GREW TO 668 MEMBERS**
committed to advocating for
women in the workplace

5,180+
attendees at events and
programs

**CEDAR RAPIDS
CONFERENCE**
was the first time in-person
since 2019



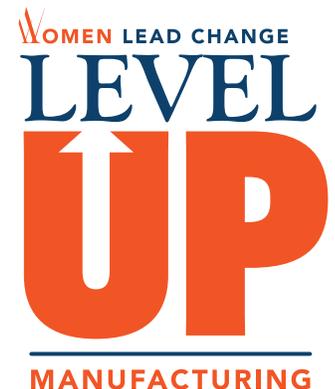
**INAUGURAL GIRLS WITH
GOALS FUNDRAISER**
featured coaches and athletes for
girls in sports

**25 CURRENT AND
EMERGING LEADERS**
participated in the
Elevate Program.



\$106,805
was raised in the Invest in She
campaign for current and future
programs

**LAUNCHED LEVEL UP
MANUFACTURING**
with a class of 21 for mid-level
managers (women & men) in
manufacturing in the Cedar
Rapids region





CONFERENCES + AWARDS

ICR IOWA CONFERENCE

April 26-27, 2022 (Cedar Rapids)

- 1,162 total attendees
- Presenting Sponsor: Collins Aerospace

QUAD CITIES CONFERENCE

Oct. 6, 2022 (Bettendorf)

- 549 total attendees
- Presenting Sponsor: Bank of America

ATHENA + WOMEN OF INFLUENCE AWARDS LUNCHEON

Oct. 6, 2022 (Bettendorf)

- 541 in-person attendees
- Presenting Sponsor: Arconic

CENTRAL IOWA CONFERENCE

Oct. 25-26, 2022 (Des Moines)

- 1,110 total attendees
- Presenting Sponsor: EMC

IOWA WOMEN OF ACHIEVEMENT AWARDS LUNCHEON

Oct. 25, 2022 (Des Moines)

- 948 in-person attendees

WORKSHOPS

THE ROADMAP TO YOUR CAREER WITH DEBBIE PETERSON

Feb. 24, 2022

- 546 virtual attendees

BOUNDARIES IN THE WORKPLACE WITH COURTNEY MISENER

April 5, April 26, May 19, 2022

- 234 total attendees

LEAD FROM WHERE YOU ARE WITH KIM BECKING

April 6, 2022

- 116 attendees

LEADING THROUGH CHANGE WITH LIBBY GILL

May 18, 2022

- 156 attendees

STOP + SHIFT: THE MINDSET RESET THAT CHANGES EVERYTHING WITH KAREN ALLEN

- 575 virtual attendees

\$706,488

IN SPONSORSHIPS/GRANTS

\$124,543

FROM INDIVIDUAL DONORS

37

SCHOLARSHIPS

FUNDRAISING

THANK YOU SPONSORS

Alliant Energy
American Bank & Trust
American Enterprise
American Equity
Arconic
Athene
Aureon
Bank of America
Banklwa
BrownWinick
Business Publications Corporation
Cedar Rapids Bank & Trust
Chevron Renewable Energy Group
CIRAS
City of Cedar Rapids
Cobham Mission Systems
Collins Aerospace
Collins Community Credit Union
Community State Bank
Continental Western Group
Corridor Business Journal
CRST
Delta Dental of Iowa
Doris & Victor Day Foundation
Dubuque Bank & Trust
EMC Insurance Company
EMC National Life
Enterprise Holdings
Farm Bureau Financial
F&G Life
F&M Bank
First Interstate Bank
GoDaddy
Great Western Bank
Greater Des Moines Partnership
GreenState Credit Union
Grinnell Mutual
GuideOne Insurance
Hills Bank
HNI
ImOn Communications
IMT Insurance
ITC Midwest
John Deere
Kent Corporation
Kirkwood Community College
Lincoln Savings Bank
Markey's
McCarthy-Bush Corporation
McGrath Family of Dealerships
MidAmerican Energy
Mount Mercy University
Nationwide
NCMIC
Ohnward Bancshares, Inc.
Polk County
Principal
Quad City Bank & Trust
Royal Neighbors
RSM US LLP
Sammons Financial Group
Shive-Hattery
Symetra
Transamerica
UFG Insurance
University of Iowa Healthcare
U.S. Bank
Van Meter, Inc.
WQPT



LEADERSHIP CONFERENCES

- Three, regional conferences: Cedar Rapids, Des Moines, Quad Cities
- Nationally-known keynote speakers and breakout sessions led by local talent
- Speakers included: Brooke Baldwin, Varlorie Burton, Kristin Chenoweth, Cat Cora, Dima Ghawi, Vanessa Hauc, Christie Hunter Arscott, Khaliah O. Guillory, Courtney Misener, Tamera Mowry-Housley, Kathy Najimy, Nada Lena Nasserdeen, Elizabeth Nyamayaro, Catherine Price, Emily Steines, Joanna Teplin, Sarah Thomas, Chely Wright
- **2,821 total attendees** (in-person and virtual)

WOMEN CONNECT

Regional membership groups that engage women through sharing best practices, peer-to-peer networking, and provide professional/personal development opportunities for their organizations.

Women Connect Regions:

- Cedar Valley Women Connect: **17 members**
- Corridor Women Connect: **24 members**
- Metro Women Connect: **40 members**
- Quad Cities Women Connect: **15 members**
- Sioux Empire Women Connect: **15 members**



EPIC CORPORATE CHALLENGE

- EPIC partners commit to set voluntary measurable goals in at least one of the following areas:
 - Increase the percentage of women of color in current and emerging leadership positions, including boards of directors
 - Actively recruit and retain women at all levels of the organization
 - Increase the percentage of women among the top 10% of the company's senior positions
 - Increase the number of women on the board of directors
 - Monitor pay by gender and address such gaps as are discovered
- Sponsors: Delta Dental of Iowa and Transamerica
- **115 member companies**



EPIC ALLY CHALLENGE

- Individuals that commit to the EPIC Ally Challenge pledge to:
 - Help women move into greater leadership roles
 - Invite others to join the challenge
 - Identify opportunities
 - Eliminate gender bias
 - Make own actions serve as a model for others to follow
- Sponsors: Delta Dental of Iowa and Transamerica
- **668 individual members**



ELEVATE

- Women's leadership development program for emerging leaders in the Cedar Rapids region.
- Meets for six months, with five half-day learning sessions, and a capstone project
- **25 participants**



NEW! LEVEL UP MANUFACTURING

- Leadership development for pipeline leaders in manufacturing (open to women and men)
- 6-week program covering: Leadership Presence, Emotional Intelligence, Fierce Conversations, Inclusive Cultures, Growth Mindset
- **21 participants in Cedar Rapids**



A ADVOCATES & ALLIES

ADVOCATES & ALLIES SPEAKER SERIES

- Weekly, 60-minute virtual sessions with renowned authors Ryan Jenkins & Steven Van Cohen, Deepa Purushothaman, Jennifer Edwards & Katie McCleary, and Cy Wakeman
- Attendees received access to the virtual sessions, along with books from the authors
- Presenting Sponsor: Kirkwood Community College
- **163 attendees**



NEW! SMALL BIZ VIRTUAL MINI SERIES

- 30-minute virtual sessions led by local experts with topics targeted at small business owners
- Learning sessions: Marketing Do's & Don'ts with Jenny Cross, Financially Managing Your Business with Laura Bensema, Small Business Resource Panel with Sarah Blais & Jenica Johnson
- **28 attendees**



ATHENA & WOMEN'S LEADERSHIP AWARDS

- Recognizing outstanding women leaders in the Quad Cities region
- ATHENA Nominations (female leaders ages 60+): **1 Honoree**
- Women of Influence Nominations (female leaders ages 30-59): **6 Honorees**
- Emerging Leader Nominations (female leader ages 18-29): **1 Honoree**



IOWA WOMEN OF ACHIEVEMENT BRIDGE & AWARDS

- Recognizes contributions of historical Iowa women who made outstanding & lasting contributions or have advanced the well-being of others throughout the world.
- 17 award plaques are featured on the Iowa Women of Achievement Bridge in downtown Des Moines to date
- 2022 honorees: Mary J. Whitely Coggeshall, Dr. Christine Grant, Maria "Running Moccasins" Pearson, LaMetta Wynn

GIRLS WITH GOALS FUND

- Supports Iowa non-profit organizations that:
 - Inspire girls to recognize their inner strength, celebrate the characteristics that make each girl one of a kind, spark the interest in girls to pursue studies and careers in male-dominated fields, empower girls of all ages through mentorship
- Seven (7) grants awarded in 2022 to:
 - Big Brothers Big Sisters of Central Iowa: "I Am Enough" Mentoring Program
 - Big Brothers Big Sisters of the Mississippi Valley: Career Navigator/Exploration- Construction Industry
 - Boys & Girls Clubs of the Cedar Valley: SMART Girls
 - Courage League Sports dba CAN PLAY: Expanding H.E.R.S. Programming for Middle School Girls
 - Girl Scouts of Greater Iowa: Girl Scouts of Greater Iowa (GSGI) Program Aide Training
 - Marion Independent School Foundation & Alumni Association: Ricochet: An Extreme Leadership Adventure at Vernon Middle School
 - YMCA of Greater Des Moines: Girls on the Run Coach Recruitment
- **NEW! Girls with Goals Fundraiser hosted 99 attendees to support women & girls in sport**



OWN IT! FROM WOMEN LEAD CHANGE PODCAST

- Our podcast features thought leaders, industry experts, CEOs, and senior leaders who recognize the imperative to advance women leaders at all levels with topics ranging from personal stories of perseverance to tactical development insights.
- Season 3 featured 12 episodes with 4,413 downloads across the U.S., North America, South America, Asia, Africa, Australia, and Europe.

