



WOMEN LEAD CHANGE  
2021 ANNUAL REPORT

# ADVANCE WOMEN LEADERS







## FROM THE CEO

From day one of our creation, Women Lead Change has operated as a laser-focused, mission-driven...business. While technically a non-profit, our policies, plans and programming are an intentional balance of serving our mission while providing for the future and financial health of the organization. As CEO, it's common for me to describe us as a startup. We are a small, nimble organization that works every day to stay ahead of the curve in order to provide support for those organizations and individuals who want to advance, develop and promote female leaders. While the mission stays the same, our engagement and strategy evolve from year to year. And, in the case of 2020-21, month-to-month.

It is this mindset that allows me to proudly share our annual report, full of the rewards of being an innovative and flexible team. When I joined WLC in 2015, I had visions of expansion, collaboration, and reach. We've been able to achieve that and more, through the ability of our board of directors, sponsors, and staff to pivot and evolve to reach across the nation and the globe through virtual capabilities and programming.

Women Lead Change is dedicated to the development, advancement, and promotion of women, their organizations, and to impacting the economy and future workforce. With the support of 59 corporate sponsors and over 4,400 attendees over the year, we were able to deliver content and resources around workplace culture, diversity, equity, and inclusion, mental health, and more.

**The pandemic has underscored the need for our work and, research shows, intensified it. Women have left the workforce in unprecedented numbers. Our professional and organizational development efforts will ensure that the last 20 months were a hurdle, not a roadblock.**

In 2022, Women Lead Change celebrates our 15th anniversary. What a fitting milestone as we begin creating the workforce of the future. Thank you for standing with us as we, together, lead change.

Gratefully,  
Tiffany O'Donnell, CEO Women Lead Change

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# 2021 AT A GLANCE

## HOSTED CONFERENCES

in Cedar Rapids,  
Des Moines, and Quad Cities.

## 12 EPISODES

of Season Two of the  
Own It Podcast.



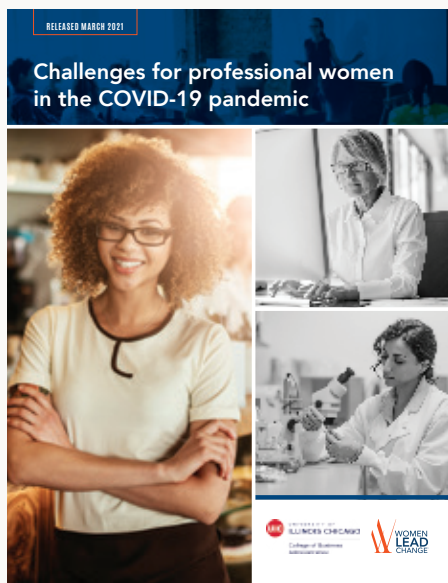
## EXPANDED THE QUAD CITIES WOMEN'S LEADERSHIP AWARDS

to include ATHENA, Women of  
Influence, and Emerging Leaders.



## RESEARCH STUDY

conducted in conjunction with  
the University of Illinois at  
Chicago on the pandemic effects  
on the female workforce.



## EXPANDED THE WOMEN CONNECT NETWORK

to Cedar Falls-Waterloo in  
partnership with Grow  
Cedar Valley.

## LAUNCHED THE EPIC ALLY CHALLENGE

to provide an opportunity for  
individuals to advocate for  
gender equity.

## HOSTED A NEW VIRTUAL LEADERSHIP SERIES

for advocates and allies, giving  
attendees access to thought  
leaders and authors on  
workplace culture.

## 27 CURRENT AND EMERGING LEADERS

participated in the  
Elevate Program.

## 4,300+

attendees at events

## UNVEILED A NEWLY DESIGNED WEB SITE

allowing users to navigate to  
programs that fit their own  
leadership journey.



# 2021 AT A GLANCE

## CONFERENCES + AWARDS

### ICR IOWA CONFERENCE

May 4, 2021, Cedar Rapids

- Presenting Sponsor: Collins Aerospace
- 768 virtual attendees

### QUAD CITIES CONFERENCE

Oct. 13, 2021, Bettendorf

- Presenting Sponsor: John Deere
- 471 total attendees (363 in person, 108 virtual)

### ATHENA + WOMEN OF INFLUENCE AWARDS LUNCHEON

Oct. 13, 2021, Bettendorf

- Presenting Sponsor: Bank of America
- 476 in-person attendees

### CENTRAL IOWA CONFERENCE

Oct. 27-28, 2021, Des Moines

- Presenting Sponsor: EMC
- 809 total attendees (407 in person, 402 virtual)

### IOWA WOMEN OF ACHIEVEMENT AWARDS LUNCHEON

Oct. 28, 2021, Des Moines

- 437 in-person attendees



## WORKSHOPS

### THE SOUL BEHIND THE ROLE: IGNITING INTENTIONAL LEADERSHIP WITH RACHEL DRUCKENMILLER

Feb. 17, 2021

- 404 virtual attendees

### CONNECTING ACROSS GENERATIONS WITH HANNAH UBL

April 13, 2021

- 424 virtual attendees

### WHAT NOT TO SAY WITH LIZ NEAD

June 9, 2021

- 593 virtual attendees

### HOW TO HANDLE ANYTHING: USING IMPROV COMEDY FOR LIFE WITH KATIE GOODMAN

Sept. 14-16, 2021

- 397 in-person attendees

### CHARGED LEADERSHIP: ENERGIZE YOUR WORK & LIFE WITH KRISTEN BROWN

Sept. 29-30, 2021

- 209 in-person attendees



# \$502,400

SPONSORSHIPS/GRANTS

# \$25,000

INDIVIDUAL DONORS

## FUNDRAISING

### THANK YOU SPONSORS

Alliant Energy	Huiskamp Collins
American Enterprise	IMT
American Equity	ITC Midwest
Arconic	John Deere
Aureon	KWQC-TV
Bank of America	Lincoln Savings Bank
Banklowa	Markey's
BrownWinick	McCarthy-Bush Corporation
Business Publications Corporation	McGrath Family of Dealerships
Casey's General Store	Mid-American Energy
Cedar Rapids Bank & Trust	MidWestOne Bank
City of Cedar Rapids	Nationwide
Cobham	NCMIC
Collins Aerospace	Polk County Grant
Collins Community Credit Union	Principal
<i>Corridor Business Journal</i>	Quad City Bank & Trust
CRST	REG
Crystal Group	Renew Rural Iowa
Delta Dental of Iowa	Royal Neighbors
EMC Insurance Company	RSM US LLP
EMC National Life	Sammons Financial Group
Enterprise Holdings	Shive-Hattery
Farm Bureau Financial Services	Smart Lexus of the Quad Cities
GoDaddy	Symetra
Great Western Bank	Transamerica
Greater Des Moines Partnership	UFG Insurance
Green State Credit Union	UnityPoint Health
Grinnell Mutual	US Bank
GuideOne Insurance	Waterfront Convention Center
Hills Bank	WQPT



# PROGRAMMING & INITIATIVES REVIEW



## LEADERSHIP CONFERENCES

- Three, regional conferences: Cedar Rapids, Des Moines, Quad Cities
- Nationally-known keynote speakers and breakout sessions led by local talent
- **1,891 total attendees** (in-person and virtual)



## WOMEN CONNECT

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

### Women Connect Regions:

- Cedar Valley Women Connect: **16 members**
- Corridor Women Connect: **23 members**
- Metro Women Connect: **33 members**
- Quad Cities Women Connect: **8 members**
- Sioux Empire Women Connect: **17 members**



## ASCENT LEADERSHIP PROGRAM

- 12-month intensive leadership development program targeted at mid-level, high potential women
- Virtual classroom meets twice monthly, One-on-one coaching once monthly, Accelerate online accountability tool
- **48 participants** to date



## ADVOCATES & ALLIES SPEAKER SERIES

- Weekly, 60-minute virtual sessions with renowned authors Dr. Robert Livingston, Jeff Schwartz, Dr. Jennifer Ashton, and Carla Harris
- Attendees received access to the virtual sessions, along with books from the authors
- Presenting Sponsor: Kirkwood Community College
- **118 attendees**



## ELEVATE

- Women's leadership development program for emerging leaders in ICR.
- Meets for six months, with 5 half-day learning sessions, and a capstone project
- **27 participants**



## 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 to increase the percentage of women in company's workforce, including women in non-traditional roles
  - 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
- Presenting Sponsor: Delta Dental of Iowa
- **110 member companies**

# PROGRAMMING & INITIATIVES REVIEW



## 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
- Presenting Sponsor: Delta Dental of Iowa
- **420 individual members**



## ATHENA & WOMEN'S LEADERSHIP AWARDS

- Recognizing outstanding women leaders in the Quad Cities region
- ATHENA Nominations (female leaders ages 60+)
- Women of Influence Nominations (female leaders ages 30-59)
- Emerging Leader Nominations (female leader ages 18-29)
- Presenting Sponsor: Bank of America



## 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.
- 13 award plaques are featured on the Iowa Women of Achievement Bridge in downtown Des Moines to date
- 2021 honorees: Barbara Lee Boatwright, Lou Henry Hoover, and Jesse Field Shambaugh



## 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
- Six grants awarded in 2021 to:
  - Girls on the Run of Eastern Iowa
  - NIACC Verizon Innovation Girls STEM Camp and Mentoring Project
  - Boys and Girls Club of the Corridor SMART Girls
  - Quad Cities Community Foundation Love Girls: The Podcast
  - CAN PLAY HERS - Health, Empowerment, Respect and Sports
  - Big Brothers Big Sisters of Central Iowa



## 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 2 featured **12 episodes** and **5,047 plays** with downloads across the U.S. and in Asia, Africa, and Europe