

# 2020

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## WOMEN4CHANGE YEAR-END-REVIEW

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WOMEN4CHANGEINDIANA.ORG

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INDIANAPOLIS, IN 46208

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# WHO ARE WE?

**MISSION STATEMENT: TO EDUCATE, EQUIP, AND MOBILIZE HOOSIERS TO CREATE POSITIVE CHANGE FOR WOMEN.**

**VISION STATEMENT: WOMEN, REGARDLESS OF RACE, RELIGION, ETHNICITY, OR SEXUAL ORIENTATION, ACHIEVE EQUITY IN EMPLOYMENT AND EARNINGS; IN HEALTHCARE; AND IN POLITICAL, CIVIC, CULTURAL, AND CORPORATE LEADERSHIP.**

## **W4C STAFF:**

Rima Shahid, Executive Director  
Haley Bougher, Director of Education & Advocacy  
Jean Louise Webb, Communications Coordinator  
Naomi Farahan, Advocacy Coordinator

## **PAST W4C STAFF:**

Margaret Schnabel  
Alysa Villelli

## **2020 INTERNS:**

Bronwyn Bartley  
Daniela Cervantes  
Grace Coleman  
Alyssa Garcia  
Claire Gilliland  
Jenna Hadley  
Elisabeth Huls  
Ariana Katz  
Remsha Khan  
Alexis Meyers  
Janine Paquette  
Erica Walters

## **BOARD MEMBERS:**

Patricia Castañeda  
Cristina Costa  
JoAnn Hoskins  
Becky Kendall  
Karen Kennelly  
Martha Lamkin  
Kathy Marrs  
Chris Paulsen  
Jeannie Sager  
Sandy Sasso  
Katherine Tyler Scott  
Aishah Shamsi  
Cindy Simon Skojdt  
Deborah Hearn Smith  
Elcira Villarreal  
Jennifer Nelson Williams



**This is a consolidated list of Board Members.**

## **EVENT SPONSORS:**

### **PATRON**

Aaron-Ruben-Nelson Funeral Home  
Premier Systems Inc  
Christie Gillespie- In Honor of Her Mother Dee Gillespie  
Thrive Nonprofit Solutions  
Community Solutions  
In Honor of the Next Generation of Women Leaders  
Women's, Gender and Sexuality Studies Program at IUPUI

### **SUPPORTER**

PNC  
In Memory of Boni Kennelly  
Planning Plus  
In Honor of Betty Lamkin and Neva Dempf

### **DONORS**

Defur Voran LLC  
Calderone Textiles  
Cotton & Calm  
Yasmin Stump Law

## **GOTV VOLUNTEER SPOTLIGHT:**

**THE GOTV VOLUNTEERS LISTED BELOW ARE A SELECTION OF THOSE WHO WENT ABOVE AND BEYOND THIS ELECTION SEASON. MANY OF THE INDIVIDUALS LISTED WROTE 300+ POSTCARDS TO HOOSIER VOTERS.**

Ashley Allen  
Bethany Allison  
Cindy Baker  
Katie Blair  
Jan M. Carol  
Chelsea Davey  
Lindie Hohler  
Jody O'Dell  
Joanna Russell  
Jody Root  
Komal Sarwar  
Eryka Stein  
Vanessa Stiles

**THANK YOU.**

**THANK YOU TO  
JEN S. THOMAS, STEPHEN  
HOSKINS, OUR COMMITTEE  
MEMBERS, STATE OF WOMEN  
2020 TASK FORCE MEMBERS,  
CHANGEMAKERS, BOARD  
MEMBERS, INTERNS,  
VOLUNTEERS, AND #1 FANS.**

**THANK YOU.**

# LETTER FROM BOARD CHAIRS

Our Women4Change Indiana Family,

2020... what a year!

From the lockdowns forced by the unmitigated spread of the pandemic earlier this year, to the civil strife and destruction following the brutal murder of Mr. George Floyd at the hands of the police, to the most monumental presidential election in generations, and now to the news of vaccines which will hopefully help humanity manage this destructive pandemic—this year has been akin to a whiplash, actually a series of successive whiplashes.

The world has suffered like never before in modern times. The scale of human toll and economic cost incurred by this pandemic is staggering and unparalleled: from the death toll in the hundreds of thousands to economic contraction and a level of job losses not seen since the Great Depressions. Through it all, we, the Women4Change family, have also been taken on a ride like none before. But first and foremost, we are grateful that we remain healthy and safe, and we have been able to preserve the work of Women4Change.

It should come as no surprise that our organization was not shielded from the adversity of this pandemic. Our contributions this year will be below what we had budgeted due to a number of reasons. But to us the highlight of this year is how we came together and persevered. We quickly pivoted to virtual programming, contactless Get-Out-the-Vote campaign, and civics education videos. Our hardworking staff quickly adjusted to the new paradigm of working from home, and we ensured the transition was seamless to our volunteers. Our heroes, our board members, our volunteers, and interns went above and beyond the call of duty to keep intact operations of the organization during the most difficult times.

This adversity will pass, but these themes of commitment to our state, dedication to our work, and camaraderie and respect for each other are what we will remember from this year and will continue to define the Women4Change culture well into the future. We have always said, and hopefully you'll agree, shown with our actions, that we consider all of you at Women4Change our family. Witnessing your dedication and commitment to each other during this unprecedented year has shown us that you believe so, as well: we are family. With this strong bond among us, we march on to a challenging, prosperous 2021 and beyond. The work of Women4Change is needed more than ever!

We wish you a very Happy New Year. We pray for you to stay healthy and safe.

Sincerely yours,  
Patricia Castañeda & Martha Lamkin  
Women4Change Board Chairs

The many dire consequences of the Covid-19 pandemic largely fall on women's shoulders, especially since women are both more likely to lose their jobs and more likely to serve as the primary caretakers of children. Women are at the forefront of fighting this virus: 76% of all healthcare workers are women

W4C sprang into action at the start of the pandemic. We continued to advocate fervently for the issues we care deeply about, as all of them, including women's economic stability, equity, and access to healthcare, were deeply affected by the pandemic. This crisis laid bare for many the issues for which W4C has advocated since its founding.

# COVID-19

In the spring, when we noticed a lack of information surrounding the pandemic, we organized a series of live virtual events, including panels on finances and healthcare. We donated meals to healthcare workers and ramped up our advocacy surrounding sick and parental leave. We also transformed the rest of our 2020 goals and initiatives, including a historical GOTV campaign, to be Covid-safe.



# SOCIAL MEDIA

**5,500+ NEWSLETTER  
SUBSCRIBERS, AN  
INCREASE OF 20%  
FROM 2019**

**8,000+ SOCIAL MEDIA  
FOLLOWERS,  
AN INCREASE OF 33%  
FROM 2019**

**339,554 FACEBOOK  
ENGAGEMENTS**

**13,924 INSTAGRAM  
LIKES & VIDEO VIEWS**



# ARTICLES BY W4C TEAM

## **Elections Shouldn't Return to Normal**

In April, Advocacy Coordinator, Naomi Farahan, wrote about why elections should not return to normal after the COVID-19 pandemic. Naomi examined how voting accessibility issues exacerbated by the coronavirus outbreak illuminated struggles that marginalized communities have been facing long before the pandemic. She urged for increased diversity in the political process when reimagining the future of our elections.

## **The Heart of the Vote is You**

Director of Education and Advocacy, Haley Bougher, wrote a piece about the importance of voting for Indy Hub. She discussed the issue that many Americans do not take advantage of their right to vote, and how we can change that. Haley also provided important dates for general election voting and information on voter suppression issues in Indiana.

## **Everything You Need to Know About Indiana's Consent Laws**

Legislative Intern, Bronwyn Bartley, wrote a feature for Indy Maven on consent laws in Indiana. Bronwyn explained where legislation surrounding the issue currently stands in our state and how Women4Change has pushed to implement a legal definition of consent. In this feature, she also described the various ways that readers can take action and show their support.

**Please click article titles.**

# MEDIA SPOTLIGHTS

W4C is a trusted source for media outlets across Indiana. Our staff, interns, and board members speak out on local issues throughout the calendar year.

**Executive Director Rima Shahid on INFocus and WFYI**

**Director of Education and Advocacy Haley Bougher on WFYI**

**Intern Daniela Cervantes on Telemundo Indy**

# W4C IN RECENT NEWS

**IndyMaven**

**Inside Indiana Business**

**Indianapolis Recorder**

# MEDIA ENGAGEMENTS

**211 ENGAGEMENTS**  
**3,976,497**  
**AUDIENCE REACH**

**Numbers as of Dec 15, 2020.**



# 2020 LEGISLATIVE WINS

## **Sexual Assault Victim Rights: SB 146 was signed into law on March 18, 2020.**

This bill provides rights to sexual assault victims, including the right to: speak with a victim advocate or victim service provider, if available, and a victims assistance or social worker if a victim advocate or victim service provider is not available, before a forensic medical exam or during the course of an investigation. Victims also have the right to the free collection of sexual assault forensic evidence. In addition, victims have a right to receive written notice of their rights. Women4Change and the Indiana Coalition to End Sexual Assault and Human Trafficking advocated for this bill.

## **The Indiana Legislative Council assigned a summer study committee to study the topic of sexual consent.**

W4C members sent hundreds of emails using our OneClickPolitics tool to request that the Council assign this topic to an interim committee. The committee received extensive research produced by the W4C team outlining the importance of instituting a legal definition of consent. Additionally, Executive Director Rima Shahid testified to the committee about the need for a legal definition of consent.

## **Pregnancy Accommodations: SB 342 gained support from Governor Holcomb, who included maternal health on his 2020 agenda; Health Commissioner Dr. Box; and 17 bipartisan senators.**

This bill urges the legislative council to assign to an appropriate interim study committee the task of studying pregnancy and childbirth accommodations and the fiscal impact on businesses within Indiana. Women4Change is a member of the Equal Pay\$ Coalition that advocated for this bill. The bill was also supported by The Indy Chamber, March of Dimes, Indiana Catholic Conference, and others.

## **The Pregnant Workers Fairness Act passed the House for the first time with bipartisan support.**

The U.S. House of Representatives passed H.R. 2694, The Pregnant Workers Fairness Act, with an overwhelmingly bipartisan vote. This Act provides a right for pregnant workers to request accommodations for their health and safety in the workplace, unless it would cause an undue hardship on the employer. This bill did not ultimately pass in the U.S. Senate, but its passing in the House is a step in the right direction.

**[CLICK HERE FOR OUR 2020 IGA BILL TRACKER.](#)**



# SIGNATURE EVENTS

## STATE OF WOMEN IN INDIANA: UNFINISHED BUSINESS

Headlined by five Indiana female Lieutenant Governors, including the current Lt. Governor, the 2020 State of Women event featured a range of conversations about women in Indiana. Through a unique workshop format, this virtual event allowed everyone to select which causes and breakout sessions they most wanted to engage with throughout the day. Topics included Engaging Young Voters, Advocating in the Statehouse, and Maternal & Infant Health. After the event, attendees were also given access to exclusive recordings of every session.

## WOMEN BEHAVING BADLY

Women4Change co-hosted a virtual event celebrating the 100th anniversary of the ratification of the 19th Amendment. This event allowed attendees to virtually celebrate some of the most influential Hoosier women. This event is in partnership with the Indiana Historical Society.

## 4TH ANNIVERSARY CELEBRATION

Women4Change celebrated its fourth anniversary on November 17th. The virtual celebration honored the hundreds of women who joined us at the first-ever Women4Change meeting and celebrated the thousands of women who have joined us over the years.

## CLOTHESLINE DAY AT THE STATEHOUSE

As a part of El Tendedero/The Clothesline Indiana, Women4Change brought the voices of women who have been sexually assaulted or have witnessed sexual assault to the Indiana Statehouse. The goal was to create awareness among lawmakers of the problem's magnitude and create conversations that lead to legislation defining consent.



## EL TENDEDERO/THE CLOTHESLINE INDIANA: HOMAGE & CELEBRATION

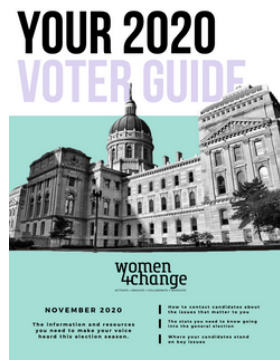
This virtual event featured the works of three Indianapolis-based artists: Darlene Delbecq, Beatriz Vásquez, and Samantha Veach. Inspired by the work of Mexican feminist artist, Monica Mayer, the exhibit transformed a symbol of traditional feminine roles into forums for conversation on violence against women, and recognized the advocacy work of women and organizations in central Indiana.

# GOTV CAMPAIGN

Our GOTV strategy was to educate and empower voters, which we believe is one of the most effective ways to improve the lives of Hoosier women. When more of us vote, we are more accurately represented in government. True representation benefits us all, particularly women who are too often left behind in policy and law-making.

The COVID-19 crisis pushed us to think creatively about how we could mobilize volunteers, empower voters, and get out the vote in November. We used several points of contact to communicate with diverse constituents, connecting with them in five key ways: text messages, phone calls, email, social media, and snail-mail postcards. We are confident that this multi-pronged approach helped us reach constituents across age groups. Targeting prospective Hoosiers in central Indiana and Evansville, we succeeded in reaching more than 512,403 voters.

For our 2020 Voter Guides, we aimed to inform voters about priority issues for W4C. Through each of our contact methods, we directed voters to our issue-based voter guide in English and Spanish. The voter guide walked constituents through the voting process, from start to finish. The issues within in the guide are particularly pressing for Hoosier women, and consisted of economic stability, sexual assault and consent, maternal health, and voting access.



Each issue included links to contact candidates, and the final page of the guide featured additional resources, including sample letters. Our goal was not only to inform potential voters, but also offer a vehicle through which they could discuss issues with the candidates' campaigns. Although we could not interact with voters in person, we strove to make the best out of our reality through this unique, innovative approach to getting out the vote. We are proud to say that our 2020 Voter Guide received nearly 2,000 clicks.



During this election season, we enlisted the help of more than 650 volunteers to help contact voters through phone banking, text messaging, and writing postcards safely from the comfort of their homes. We asked volunteers to participate in no-contact door-to-door postcard drop offs to potential voters, as well. We additionally offered virtual training sessions to teach our volunteers how to do all of the above tasks and provided scripts to guide their conversations with voters.

# 512,403

VOTERS ENGAGED

# 250,000

SOCIAL MEDIA  
ENGAGEMENTS AND  
VIEWS

# 143,146

VOTERS REACHED  
THROUGH TEXT

# 102,100

VOTERS REACHED  
THROUGH POSTCARDS

# 650+

VOLUNTEERS

# 25+

COUNTIES REACHED

## GET OUT THE VOTE SPOTLIGHT

WHAT HAPPENED WHEN WE ASKED THE W4C COMMUNITY TO HELP US GET OUT THE VOTE?

HUNDREDS OF VOLUNTEERS ENGAGED HUNDREDS OF THOUSANDS OF VOTERS IN DOZENS OF INDIANA COUNTIES.

WE TRAINED GROUPS TO REGISTER VOTERS, INCLUDING:  
1ST TIME VOTERS  
NEW AMERICANS  
RETURNING CITIZENS

WE MADE THE PROCESS OF VOTING, FROM START TO FINISH, EASIER TO UNDERSTAND AND MORE ACCESSIBLE FOR ALL HOOSIERS.

# OUR VISION FOR 2021

**ADVANCE** OUR PUBLIC POLICY ISSUES, ESPECIALLY AS WOMEN DROP OUT OF THE WORKPLACE AT A RATE 1.5 TIMES HIGHER THAN MEN DO.

**ADVOCATE** FOR PREGNANCY ACCOMODATIONS TO PROTECT PREGNANT WORKERS AND ENSURE HEALTHY BABIES.

**ADVOCATE** FOR CONSENT LEGISLATION TO ENSURE THE SAFETY OF ALL HOOSIERS.

**WORK** WITH PARTNERS TO STANDARDIZE YOUTH AND ADULT CIVICS EDUCATION INITIATIVES.

**EXPAND** THE REACH OF EL TENDERO/THE CLOTHESLINE.

**INCREASE** THE NUMBER OF W4C COLLEGIATE CHAPTERS.

**REACH** MORE WOMEN WITH OUR ANNUAL READY TO RUN PROGRAM.

**HOST** IUPUI STUDENTS AS ACTION ADVOCATES.

# 2021 LEGISLATIVE PRIORITIES



## FAIR VOTING & VOTER ACCESS

Indiana consistently ranks in the **bottom 10 states** for **voter turnout**.

Through the Indiana Coalition for Independent Redistricting, and through our partnership at All IN for Democracy, W4C is working to end the current process for establishing districts which leads to noncompetitive districts and lower voter turnout.

A primary barrier to high voter turnout is reduced polling places in communities of color. Counties with larger minority populations have fewer polling sites and workers per voter.

## MATERNAL HEALTH & INFANT MORTALITY

W4C will support policies that promote women's health, such as access to birth control, expanded use of doulas, and increased public health funding. Maternal and infant mortality is an urgent issue.

W4C commends Gov. Holcomb for naming maternal and infant mortality a top priority. Indiana ranks 46th in the nation for maternal mortality rates, with an average of **41.4 women dying per 100,000 births**, double the national average of **20.7** deaths per 100,000 births.

## SEXUAL HARASSMENT, ASSAULT AND CONSENT

**1 in every 5 Hoosier females** has experienced sexual assault. Through proposed state legislation, W4C is working to more specifically define sexual assault and offer justice for victims.

W4C will support legislation that closes loopholes in the state's sexual harassment and assault statute. This includes changes to the definition of consent and removing a requirement that an employer agree before a case may be filed in court.

## WOMEN'S ECONOMIC STABILITY

W4C will work to strengthen women's economic stability by supporting paid family leave, childcare accessibility, and continuing to partner with Equality Pay\$ Coalition.

Indiana ranks **49th out of 50 states** and DC for the **gender pay gap**.

In the Midwest, **69.3%** of mothers are breadwinners or co-breadwinners in their households. Yet in 2016, almost 40% of single mothers had incomes below the poverty line, and there is no Indiana law that requires private employers to provide parental leave to employees.

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## THANK YOU.

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We want to thank our W4C community for giving so much of themselves this year. We began 2020 energized and excited: a new year, a new decade. New beginnings. Of course, the year looked seriously different from anything we imagined for ourselves, our communities and the world at large. On March 5th, we held our historic Clothesline, El Tendedero event at the Statehouse. Hundreds of Hoosiers from around the state gathered to share their stories of sexual assault and harassment. The next day, March 6th, Governor Holcolmb announced the first confirmed Covid-19 case in Indiana. We were working from home only a week later. We were all nervous and unsure about the future.

But you — our members, board members, interns, and donors — sprang into action. You didn't miss a beat. It was still springtime when we started receiving emails from you asking how to get involved ahead of the 2020 election. Your enthusiasm and support for each project and event, even as we went virtual, was astounding. Thank you. Thank you for helping us reach more than half a million Hoosier voters. Thank you for advocating with us in the Statehouse. Thank you for sending emails, making phone calls, and writing postcards. Thank you for matching our ambition and dedication. Thank you for being on our team as we build a better future for Hoosier women and their families. Have a happy and safe New Year. We are excited to work with all of you in 2021!

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**FROM THE W4C STAFF**