

CALENDAR YEAR 2022

2022 IMPACT REPORT

UNITED
WE .

2022 WAS A RECORD-BREAKING YEAR AT UNITED WE. TOGETHER, WE COMPLETED MORE RESEARCH STUDIES, HEARD FROM AND ADVANCED MORE WOMEN, AND SUPPORTED MORE SYSTEMS-LEVEL CHANGES THAN EVER BEFORE.

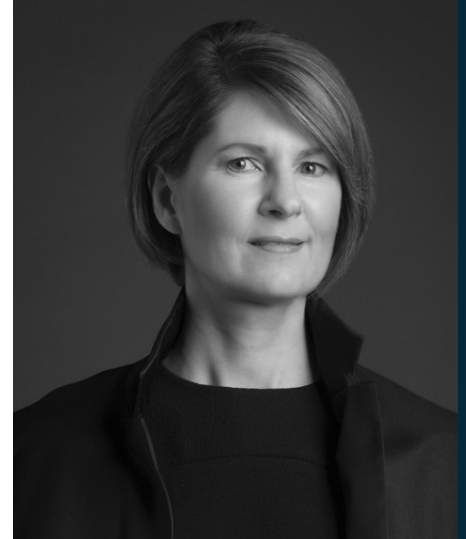
As an organization rooted in data, I am honored to share the impact of our work, which is all made possible by supporters like you.

Research & Women's Economic Development

- **Status of Women in Kansas Report:** In partnership with the University of Kansas, this report was an update to our original study on the Status of Women in Kansas published in 2016. It provided an overview of the progress made and new factors impacting women's economic potential, including COVID-19.
- **Kansas Municipalities & Gender Balance Report:** Also, in partnership with the University of Kansas, this study looked specifically at gender parity on municipal boards and commissions. It reveals progress in appointing more women, but also pointed out most women are not being appointed to civic "power boards," which have the greatest economic decision-making power.
- **Status of Women in Oklahoma Report:** In partnership with Oklahoma State University, our first report of women in Oklahoma - ranked the 51st worst state for women- was created. The report launched our work in Oklahoma by creating a baseline of data for future education and advocacy.
- **Occupational Licensing & Women in Missouri Policy Brief:** This update to the original policy brief published in 2016 looked at progress and new occupational licensing challenges for women in Missouri.
- **Kansas Town Hall Report:** Following the qualitative Status of Women in Kansas report, we convened 500+ women in Kansas to share their experience with workplace and civic barriers. Collectively, the reports are driving our policy agenda and advocacy actions.

True to our evidence-based approach, we put the research to work by convening and educating to directly impact systems change in the Midwest. Significant wins included:

- Kansas Governor Laura Kelly signed **SB 348** which exempts eyebrow threading from the practice of cosmetology, reducing the barrier to occupational licensing which disproportionately impacts women. The bill's bipartisan regulatory reform creates more economic opportunities for women.
- Governor Kelly signed the **Survivors and First Responders bill**, which expanded a law providing post-secondary tuition assistance for a spouse or dependent of an emergency service provider or military service member who died while in the line of duty to include public service employees and those disabled while performing duties.
- Governor Kelly signed a **Childcare Tax Credit**, expanding tax benefits for employers who provide childcare services. Legislation like this helps support families who've been experiencing barriers to childcare. We hope to see businesses take advantage.



WE ARE ADVANCING
WOMEN THROUGH
THE POWER OF
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THEN WE PUT THAT DATA
TO WORK TO SPARK
SYSTEMS-LEVEL CHANGE.

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- Kansas authorized a permanent *Kansas suffragist memorial* at the state capital, a wonderful commemoration to the strong women that have come before us and who inspire us to continue their good work.
- Missouri Governor Mike Parson signed the *Fast Track Workforce Incentive Grant* that provides financial aid to adults pursuing professional certificates, degrees or credentials and most recipients of this benefit are women.
- Governor Parson signed *HB 2419*, exempting military employees & contractors participating in the Innovative Readiness Training program from Missouri occupational licensing requirements if they hold licensing in another state. Another win for occupational licensing reform!
- Governor Parson signed *SB 683*, which added “day camps” to childcare facilities statutes and expanded emergency placement of children to their relatives other than grandparents.

Civic Leadership

I'm proud to share the continued expansion of our nationally-recognized Appointments Project® program. **By the end of the year, we added 4 new cities, 1 new county and 2 new states. We celebrated that 52% of program registrants were women of color.** We have big plans for the program in 2023 and strongly encourage you to follow along as we make it more accessible to women across the nation.

Overall, we engaged 2,276 women in civic leadership programming. This was made possible by collaborating with community partners to involve more women from marginalized populations, including Suburban Balance, Blaque Kansas City, The Links, Incorporated Greater Kansas City Chapter and the National Congress of Black Women.

In Kansas City, we are proud that in 2022 as a result of our work, the gender makeup of Kansas City civic boards and commissions (the Appointments Project® pilot city) overall consisted of 50% women for the first time ever.

We utilized our research on gender parity in civic boards and commissions in Kansas to educate elected officials, community, and business leaders about the discrepancies in service on “power boards.” We held small group meetings and shared the research at statewide conferences to spark conversation and awareness of the problem. The Kansas research inspired us to launch a similar research project in Missouri for 2023 with the University of Missouri – St. Louis to evaluate gender equity on power boards throughout the state. This research will be released late summer 2023.

All of our impact is made possible due to you, our generous donors and supporters. I thank you for being involved in this movement and for your contributions to our most impactful year yet. Your commitment to the advancement of women is transforming generations to come. I cannot wait to see what we accomplish together in 2023!

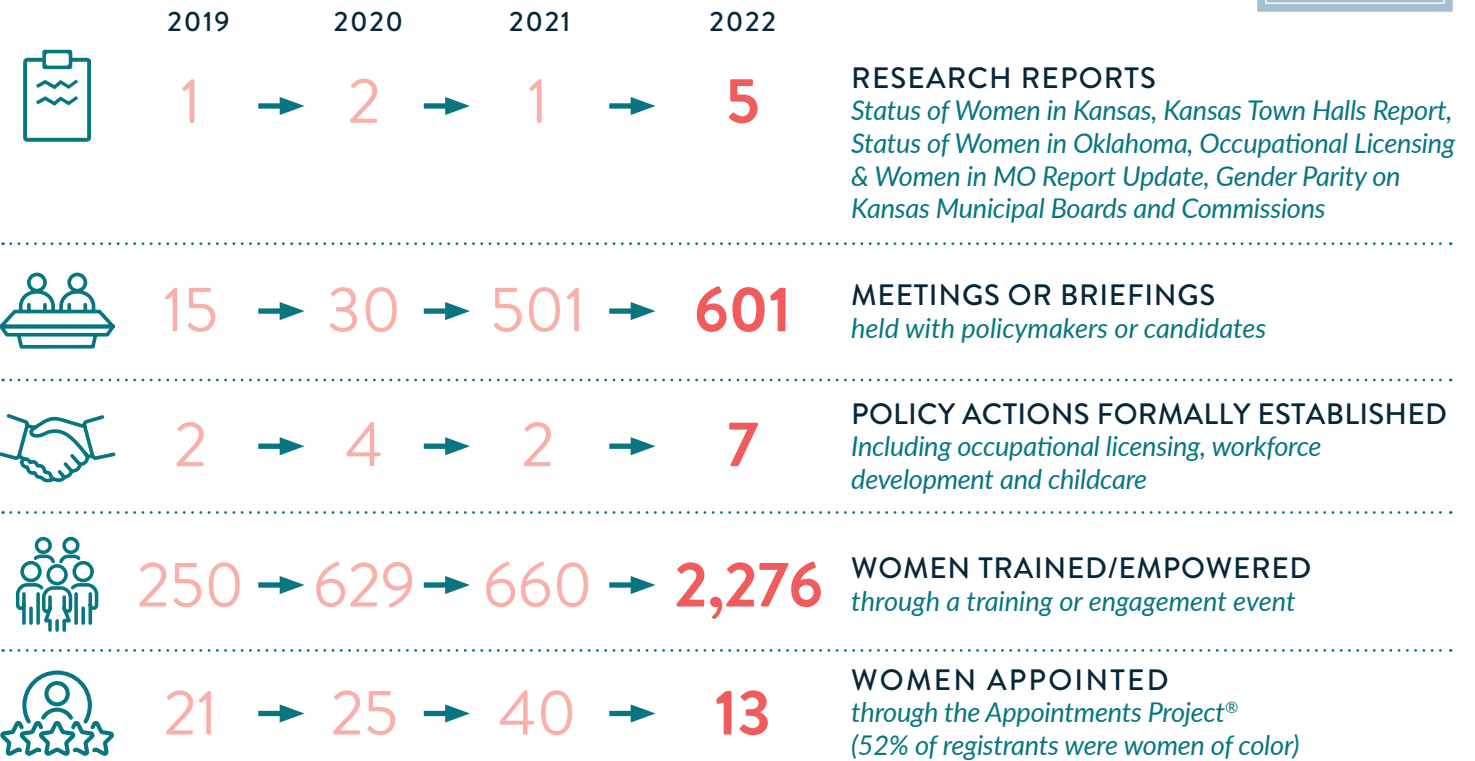
Sincerely,



Wendy D. Doyle, CEO & President

ALONGSIDE EVIDENCE-BASED RESEARCH, ADVOCACY FOR WOMEN IS OUR GREATEST PRIORITY AT UNITED WE. IT IS THE MOST EFFECTIVE WAY TO MAKE REAL, LASTING CHANGE IN THE LIVES OF ALL WOMEN.

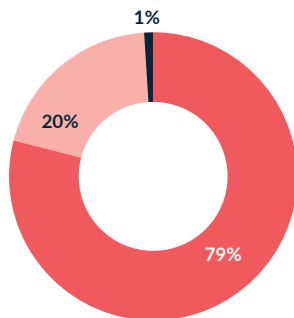
BY THE NUMBERS:



2022 FINANCIALS

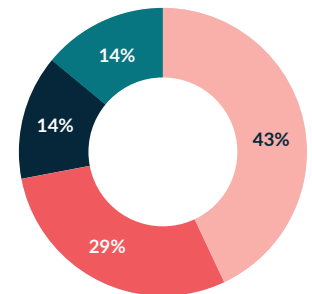
REVENUE

- Donor Contributions
- Investment Allocations
- Other Income



EXPENSES

- Civic Leadership Initiative
- Economic Development Initiative
- Operating Expenses
- Fundraising Expenses



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