

## Mission

To activate philanthropy that advances equity for women.

### *Equity vs Equality*

Equality is based in being equal; equity takes differences into consideration.

Equality sounds fair, equity is fair!

## Vision

Greater Milwaukee is an inclusive world-class community where women and girls realize their full potential and everyone thrives.

## Guidance

### General

- Must focus on mission of advancing equity for women/girls.
- Segmented programming, services, etc. for women/girls is easier, not required
- Metro Milwaukee.
- Willing to take risks.
- Results matter.
- Range of \$5,000 - \$25,000.

### Who

- Must be a 501 c(3), or utilize a fiscal agent.
- Grassroots or well established entity.
- Chapter of national organization or local entity.
- Small or large.
- Only grantee or among others.

### What

- Capital, operating, project, purchase.
- Proven programming or innovation.
- One-time project, on-going program or operational.

### *Social Change*

- Shift in attitude, behavior or culture.
- Systemic issue, root cause.
- Long process, time consuming.
- Slow results.
- Not social service: food, clothing or shelter

*Economic Empowerment. Leadership Development. Education*