

WOMEN'S FUND
OF GREATER MILWAUKEE



**YOU ARE THE
MOVEMENT**



FORTY IS A MILESTONE OF CONFIDENCE AND CLARITY...



Forty is often called the decade when everything clicks — when experience sharpens into wisdom, your voice carries more weight, and you step into who you truly are with purpose and resolve. It's a powerful threshold, rooted in all that came before and wide open to what's next.

As the Women's Fund marks 40 years, we recognize that same energy in ourselves. We've grown, learned, listened, and led — together — through four decades of fostering gender equity in Greater Milwaukee. And in a moment when the landscape for women feels more uncertain and urgent than ever, this anniversary is both a celebration and a call to action.

Thank you — your trust and commitment are what make this work possible. We honor everyone who has made gifts along the way — those who gave at the very beginning, those who have given over time, and those who are donors today. We invite you to engage fully in all that we do: connect with our mission, participate in our programming, challenge yourself with greater generosity, and help shape what comes next.

Forty is a moment of intention, connection, and investment in what matters most. Here's to 40 — celebrating the journey and fueling the path to 2040, together.

With gratitude,



BETH ODIAN

Chair, Board of Directors



LISA ATTONITO

Executive Director

ACT. LEAD. CHANGE.

This is how we drive gender equity forward with purpose.



LEARN MORE

BOLD ADVOCACY

Our advocacy is timely...by deepening our understanding of key issues, and championing actions that promote gender equity, we are working to ensure that ALL women thrive.

WHAT WE DO

VIBRANT PROGRAMS

We curate programming that spurs intergenerational conversations, imagines the possibilities and inspires meaningful action. Topics, experts and presenters, formats, venues and collaborators evolve and respond to the moment.

STRATEGIC GRANTS

We support initiatives that focus on systemic issues and align our community investment with our priority issues.

PURPOSEFUL FLASH GRANTS

These grants either affirm the work of an organization or support a specific need in the moment. An informal process allows for spontaneity and immediacy.

VALUABLE HER SCHOLARSHIPS

For nearly three decades, our HER Scholarship Program has provided support to non-traditional students — women aged 35 and above who face tremendous hurdles — enabling them to achieve lasting economic self-sufficiency through higher education.

ACTIVATING PHILANTHROPY

WHO PAYS FOR IT

The Women's Fund is backed by a diverse community of individuals, businesses, and foundations who invest in women—via annual gifts that sustain our efforts, everyday contributions that drive change, leadership investments that boost impact, and legacy gifts that secure women's future, because every gift counts.

POWER ILLUMINATORS.

This donor recognition program was established in 2023 to celebrate the specialness of personal gifts. It is designed to cultivate relationships with donors and encourage them to deepen their commitment to the mission.

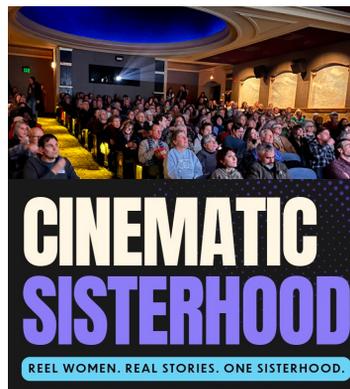
WOMENWILL.

These individuals have included the Women's Fund in their estate plans. Whether their ultimate gift is the entire estate, a portion of the estate, or a set dollar amount from the estate... we are proud they believe equity for women is an important part of their personal legacies.

INTENTIONAL SPECIAL GRANTS

The first one, awarded to Milwaukee Film, to create Cinematic Sisterhood. Launched in July 2025, the series showcased films produced/directed by women and featured visiting filmmakers designed to foster meaningful connections.

From entrepreneurial documentaries like *She Rises Up* to genre-bending dramedies like *The Queen of My Dreams*, from a healthcare justice film like *Arrest the Midwife* to a director retrospective honoring Rachel Talalay, Cinematic Sisterhood mobilized the local community to connect and engage with stories that elevate women's voices — leveraging the power of the big screen to inspire conversation and accelerate change toward lasting gender equity.





HOW WE DO IT

1 **LATRICE LUCKETT**, HER Scholar, with **BARB REINKE**, Member, College Endowment Association—an ongoing collaborator that supports a dedicated scholarship. *August 2025.*

2 **LISA ATTONITO**, Executive Director, and **DR. AMY WASHBURN** co-create narratives for the **WOMEN'S WELL-BEING INDEXES** for Wisconsin and Greater Milwaukee. *June 2025.*

3 **ERIKA SANDER** (1941–2025) with **ASHTON HENRY**, both Board Directors. Erika's lifelong commitment to championing gender equity – along with her trust, curiosity, and belief in progress over time – forever inspires us. We are grateful to all who have honored Erika's life with gifts, especially in support of the **HER SCHOLARSHIP PROGRAM** she held so dear.

4 **NANCY PETERSON** and **BETH ODIAN**, both Board Directors, attend a **WF COMMUNITY TALK BACK** on the Wisconsin Supreme Court in preparation for the Spring Election. *February 2025.*

5 **ERIKA PETY**, with her mother at the **WF COMMUNITY BOOK READ**, *Infinite Country*—a gathering that explored lived experiences of families connected to more than one country. *May 2025.*

6 **WF LAUNDRY NIGHTS** bring our mission into everyday spaces, creating casual, welcoming gatherings where authentic conversations naturally unfold. *Monthly.*

7 We celebrate our **JOY GENERATORS** at the annual **WF PRESENTS** program. *November 2025.*

Additional Highlights

- Thirteen organizations were named Grant Partners. *January 2025.*
- We celebrated **NATIONAL WOMEN'S HISTORY MONTH** inviting supporters to make a gift of support and name a business owned by a woman. Additionally, **WENDY K. BAUMAN**, Secretary-Designee, WI Department of Financial Institutions gave remarks during a WF Reception. The theme also celebrated US Mint, American Women series. *March 2025.*

- We collaborated with 5 organizations for **WOMEN'S NIGHT AT THE THEATER** to experience *Espejos: Clean at the Rep.* *April 2025.*
- After federal government funding reductions, **LISA ATTONITO** and **ANA SIMPSON**, Executive Director of Girls Scouts, co-hosted Leadership Roundtables to discuss implications and possible opportunities. *April and July 2025.*
- We collaborated as a Promotional Partner with **WOMAN'S CLUB OF WISCONSIN** for *Frances Perkins: The Woman Behind the New Deal.* *July 2025.*
- Presented Women's **WELL-BEING INDEX** creation journey, purpose, strategy, marketing, with the Board of Directors of **WISCONSIN WOMEN'S COUNCIL.** *August 2025.*
- We collaborated as a Promotional Partner with **MSO** for *Disco Divas.* *September 2025.*
- Named Best of 2025 Philanthropist by *Shepherd Express.* **LISA ATTONITO/ WOMEN'S FUND.** *December 2025.*

THE SCIENCE OF HAPPINESS



SPEAKER
DR. SONJA LYUBOMIRSKY

Recognizing the power of convening community to drive lasting change for gender equity, the Women's Fund Presents program is designed to inform, create dialogue, strengthen connections, and inspire meaningful action.

In 2025, WF Presents explored *The Science of Happiness*, featuring renowned researcher and author Dr. Sonja Lyubomirsky, whose work illuminates what truly drives well-being — and why women's happiness is essential to thriving families, workplaces, and communities.

We are proud to partner, for the 9th year in a row, with Associated Bank as our Signature Partner, and to mark a decade of WF Presents — celebrating more than 100+ honorees named by our Partners.

Thank you to everyone who attended. Together, we continue to build momentum — one conversation, one connection, and one action at a time.



SIGNATURE PARTNER

9 consecutive years of partnership

**DR. LYUBOMIRSKY'S
TOP HAPPINESS TIP:**
have at least one 15-minute
conversation each day that
involves genuine listening
and sincere interest
that creates a shared
experience.

JOY GENERATORS

NAMED BY OUR PROGRAM PARTNERS



ENA ALLEN
Named by
Michael Best



CHRISTY L. BROWN, JD
Named by
Brewers Community Foundation



ALEX CRAIG
Named by
Baird



MOLLY DUBIN
Named by
Susan Lubar and Marianne Lubar



JANE APPLBY FOX
Named by
Quarles



ANN GRANITZ
Named by
BMO



GRETCHEN M. JAMESON, ED.D.
Named by
Kane Communications Group



NINA JOHNSON
Named by
U.S. Bank



RITA LESTER-GEORGE
Named by
speak.write.coach



KRISTI LUZAR
Named by
Associated Bank



BETH RIDLEY
Named by
Herb Kohl Philanthropies



PAM ZORKO
Named by
Waterstone Bank

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Jerri Washington

WHO MAKES
IT HAPPEN

The Women's Fund stands at the forefront of the women's movement locally, driving lasting change for equity by protecting rights, removing obstacles, and creating ripples of possibilities. Our focused investments change individual lives — and reshape the future of neighborhoods and Greater Milwaukee.

DECADE

1

1986-1990s

CLAIMED
PHILANTHROPIC
SPACE

DECADE

2

2000s

IDENTIFIED
PROBLEMS,
FUNDED
SOLUTIONS

DECADE

3

2010s

DEEPENED
KNOWLEDGE,
INSPIRED
ACTION

DECADE

4

2020s

ENGAGING
COMMUNITY,
EXPANDING
INFLUENCE

WOMEN'S FUND
OF GREATER MILWAUKEE



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ACT. LEAD. CHANGE.