



Thinking Globally

Acting Locally

A Forum Series presented by

The Ventura County Women's Forum Collaborative

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[www.vcwf.org](http://www.vcwf.org)

# ***Women's Forum Toolkit***

Developed by The Ventura County Women's Forum Collaborative

## **DEDICATION**

This manual is dedicated to three women who conceived the vision and had the passion to provide the leadership and inspiration:

*Diana Goodrow, Cecilia Fargo, and Sara McCune.*

## **USE OF TOOLKIT**

We share this toolkit in the hope that it will inspire others to present similar forums. You are welcome to make full use of the outline, templates and artwork provided herein. We do ask that you credit our contribution in some fashion and that you send us feedback and samples from your own projects.

We wish you great success!

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## INTRODUCTION

This document has been developed to chronicle the formation of our journey as a collaboration of women and organizations that came together with the idea that, collectively, we would have a greater impact in affecting the quality of life for women and girls in our community if we worked together on a specific focus. We have chosen to address the 12 issues of concern enumerated in the 1995 Beijing International Conference for Women as the foundation of our Forums.

The model outlined in these pages is a composite of the best practices we learned through the three forums we have presented to date. We are just now starting the process anew for our fourth Forum, and are racing well ahead of previous year's timelines, having learned from past experiences.

## PURPOSE

The Ventura County Women's Forum Collaborative is a group of concerned individuals and organizations working together to coordinate a series of public forums and follow-up events to increase awareness of and coordinate action around twelve critical areas of concern for women in Ventura County, based on the Fourth World Conference on Women held in Beijing in 1995:

*Poverty, Education, Health, Violence, Economic Justice, Power Sharing, Institutional Mechanisms, Human Rights, Media, Peace, Environment and the Girl-Child*

We will explore each of these issues through a gender lens, exploring specific challenges to women, identifying potential opportunities and developing skills and coordinated action for improving opportunity and quality of life for women in Ventura County. It is very important to us that the forums are more than just a feel-good day, but that they generate action which will have a positive, measurable impact.

We will **Think Globally** – examining conditions and solutions applied throughout the world - and **Act Locally** – determining our community needs and priorities, creating and implementing solutions that best fit our county. Paraphrasing Jon P. Goodman, Ph.D., President, Town Hall Los Angeles, Economist, Author, and Keynote Speaker for the Ventura County Women's inaugural forum, *Women and Economic Justice*, "You can eat an elephant if you do so one bite at a time."

This first paragraph describing our purpose also serves as our Mission Statement.

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## **ORGANIZATIONAL STRUCTURE**

### **Initial Organizing**

*“Have a Passion for what you select and find a like-minded small group that cares about conditions. That's the way it works, get your issues, get a small group, and operate quid pro quo. Trade favors with other small groups.” – Jon P. Goodman, Ph.D.*

Our first forum topic was decided through a series of brainstorming sessions. We invited representatives from all of the local organizations we could find who work for the advancement of equality and quality of life issues for women. As word spread, a number of likeminded individuals who were not formally affiliated with any particular organization also joined the group. Having determined that we would base our forums following the Beijing Conference Platform, we looked at each of the twelve issues, their relevance and timeliness, and then voted on which subject to undertake.

[www.un.org/womenwatch/daw/beijing/platform/plat1.htm](http://www.un.org/womenwatch/daw/beijing/platform/plat1.htm),

[www.un.org/womenwatch/daw/beijing15/index.html](http://www.un.org/womenwatch/daw/beijing15/index.html).

Coming to consensus on the topic can be a very time-consuming process. You need to honor the input of all participants to encourage a shared sense of ownership and commitment. This is key to pulling together a quality, well-attended, meaningful event. For our first forum, we started with a wide-open discussion where everyone had the opportunity to share which topic they supported and why. We then had everyone vote for their top three picks. From that, we had everyone re-vote for their favorite of the top three. Although it may appear that this was a simple process, it actually took four or five lengthy and passionate meetings to make a selection that we had real consensus behind.

For subsequent forums, we based our selection – in large part – on the feedback received in the evaluation forms completed by the participants of the prior forum.

We have been spacing our Forums 18 months apart. This allows time for follow up activities after each forum and a full year to plan the next one.

### **The Collaborative**

The Collaborative is the large group made up of the many sponsoring organizations. Beginning this year, we are asking organizations and individuals to sign a membership pledge and donate \$25/organizations, \$10/individuals for each Forum (We operate on a 18 month cycle.)

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Once the Collaborative has selected the focus for the forum, we found it best to identify a smaller Steering Committee that would meet more frequently and be responsible for the finer details. The Collaborative would continue to meet at key points through the planning process to keep members apprised of planning and to keep them engaged.

Some of the member organizations volunteered to take on a specific piece of the planning, such as compiling the Directory information, as their own group project. Some individuals worked on committees, defining the extent of their commitment as suited their schedule and talents. For the most part, everyone from the Collaborative helped build our database and advertise the event through their own networks.

### **The Steering Committee**

Our core working committee was dubbed the Steering Committee. For us, it was important that we be inclusive and not identified with just one group. We set up a "co-chair" structure for each of the primary areas of responsibility (Program, Finance, Logistics, Database, Sponsors & Grants, Marketing & Communication) so that there is always more than one person with access to information like the database or financials. The Event Co-chairs oversee the Forum development as a whole and are the leading force for developing the program. They are responsible for calling meetings, setting agendas and ensuring that we stay on-track.

### **Fiscal Agent**

Because we have decided to incorporate as our own 501(c)(3) this year, we now have a new layer of elected officers: President, Treasurer, Secretary. This does not significantly change our previous Committee leadership structure, with the notable exception of bringing our finances in-house.

For our first three forums, one of our member organizations that had its own 501(c)(3) charitable, non-profit status served as Fiscal Agent. The Fiscal Agent must be a 501(c)(3) in order to accept grants and donations. The selected agent would accept the funds for the Forum, pay the expense invoices according to the budget provided and account for the funds. It is customary for them to charge a small fee for this service.

A template MOU (memo of understanding) between the Forum Group and its fiscal agent is included in the appendix. It is extremely important that you set in writing ownership of resources and that the Fiscal Agent is a member organization filling a specific role, rather than the Collaborative becoming a committee of that organization.

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## **Communication**

You will need to identify what mailing address and phone number you will use and decide how you will communicate with each other and all those you want to reach. We have been using [googlegroup.com](http://googlegroup.com) for the steering committee and standard email to keep the larger Collaborative updated. We also use [Evite.com](http://Evite.com) to inform the Collaborative of meetings. We have customized stationary with our logo and list the steering committee members and their affiliations, and the Collaboratives' mailing address, email, phone and website.

## **COMMITTEES**

### **FINANCE**

You will need someone connected to both the Collaborative and the Fiscal Agent to be one of the co-treasurers and serve as the Fiscal Liaison to facilitate smooth and timely processing of invoices and payments.

The Finance Committee will develop and recommend the budget for the event. Be conservative on income projections. These figures will determine how much you will need to charge for registration, what kind of facility you will be able to rent, the food service and whether you'll be able to offer scholarships. If you intend to hold more than one forum, you will need to set aside a portion of income for seed money for the next forum. The committee will also be responsible for keeping the group on track with the budget and provide monthly reports on the status and balance.

When we handled our finances through a Fiscal Agent, we found it necessary to provide check requests well in advance. When we began receiving checks for registration and sponsorships, we scanned the checks along with the registration or sponsorship form, made the bank deposit directly into the fiscal sponsors' account on a weekly basis, and emailed the scans along with a scan of the deposit slip to the fiscal agent. By following these steps, you will have a tidy and clear record for you finance reports, registration and sponsors all in one place.

The easier you make it for someone to register and pay without the fuss of writing and mailing a check, the greater your turn-out will be. If you are working with a Fiscal Agent, they can set up a PayPal or similar service for you to accept online credit card donations. PayPal will walk you through the steps to activate the link on your website.

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We had the Paypal notifications sent to our Googlegroup email account. A steering committee member forwarded summaries to the fiscal agent once a week, as well as incorporating the information into the master list that included payments received by check.

### **PROGRAM**

As stated earlier, the Event Co-chairs are tasked with taking the lead on program content development for our forums. We try to have one Event Co-chair who has been involved with the Forum Collaborative and is familiar with process and one who is connected to the topic through their background or employment, then leave it to them to decide how to divide their responsibilities.

Although the topic has already been identified at this point in the planning, it falls to the Program committee to hone down the subject to a manageable, more narrowly defined topic, come up with an engaging title, develop an Outline of the Day, secure Speakers, and decide who and how many other Presenters, facilitators, workshop leaders, scribes, etc. will be needed throughout the day.

We have found it works best to have each member of the committee take lead responsibility for a specific piece of program planning such as workshop coordinator. For example, while the committee as a whole will provide direction for which workshops to offer and who should lead those sessions, you need a point person who will make sure that workshop outlines are provided, workshop leaders contacted and confirmed, and bios and pictures are collected if they will be needed for advance publicity or the printed program.

It is a good idea to have a short training session for facilitators, scribes and other volunteers with key duties in advance of the event. Use these positions as an opportunity to give leadership experience to others.

The day should include plenty of opportunities for participation and interaction, and free time for networking and browsing the Vendors' Row or having a chance to meet the keynote speakers and other special guests.

### **LOGISTICS**

Our last two forums have been held at University campuses. By having a department within the University co-sponsor, we greatly reduced our overhead costs. If you are able to make a similar arrangement, we suggest that you have someone from the school serve as one of the Logistics co-chairs. In any event, you should designate only one person to be the liaison with the facility to ensure clear communication.

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Our events have varied in composition somewhat each year, but generally, we have used a large meeting room for opening and closing sessions, keynote speaker and lunch. If the same space will be used for all of these purposes, it works best to set up with large round tables. If you will be eating in a different room, you can set up in theatre style seating.

We have also utilized breakout rooms. We find that 15 – 25 per group is optimal: enough people to generate good discussion and small enough group that everyone has an opportunity to participate.

You want the rooms close enough so that they are easy to find and won't take up a lot of time getting to and from as you move through the program. It is possible to have multiple groups meet in separate corners of a large room, but it can be difficult to hear and be distracting.

Registration tables need to be the first stop upon entering the building. Allow enough stations so that people are checked in quickly as everyone tends to arrive all at the same time. For 150 registrants, you should have at least four people to do check in. Having Name Badges or Tags and alphabetically organized check-off list of pre-registrants and a separate line for walk-in registration will simplify this process.

Check out space availability for organizations and businesses to display their wares. If you have a sufficiently large main meeting room, these can be positioned around the back and sides of the room.

Estimate the number of people who will attend and use this to determine the size of the main meeting room and number of breakout rooms that will be needed. Search for a site about a year before the event. Negotiate the price before making your selection. Do they require use of their in-house catering, or can food be brought in? Will you be required to provide liability insurance? Determine the final date required to reserve the facility, the cost if you must cancel, and then present to the Steering Committee or the Collaborative for permission to make the commitment for the site. Interpret the needs of the Forum with the facility staff for room layout and set up, lectern, head table, electronic equipment, display space and vender tables, ability to hang banners and flip chart sheets and other concerns.

You will need to provide – or request the facility to provide – good directional signage for each aspect of the day from parking to breakout rooms. Arrange for the hotel billing and timely payment. Arrange a walk-through of the facility in advance of the event for those who need to arrange the program, registration, and display tables.

Meals and refreshments also fall under the jurisdiction of the Logistics Committee. Start with a clear idea of what your per person food budget will be. Coffee, tea and muffins for the continental breakfast should

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suffice. We found that most people nibble rather than eat the morning fare. A buffet service at lunch is usually less expensive than table service, allows people to get served more quickly and bypasses the need for special dietary requests if you have a mix of standard, vegetarian and gluten free items to choose from. If your budget allows, ice tea and cookies mid afternoon is a good pick-me-up when folks start fading. You should have water available throughout the day. Make sure you have fresh water in place for each speaker.

This committee is also in charge of decorations. We had a fabulous group donate "feminist" Barbie Dolls as centerpieces one year. Normally we have nice floral arrangements (donated by a local grower!) on the tables in the dining area and at the registration table and podium. Remember to use low centerpieces on the tables so that people can see one another.

Logistics should confirm key arrangements with the facility a couple of weeks before the event. We are usually able to gain access to the event facility the day before the forum. The facility staff should set up tables to your specifications, but you will need to put up signs, centerpieces, etc. We also use this time to put together goodie bags.

### **MARKETING**

The art and logo for each of our forums was repeated on our postcard, website, invitation and program. Developing a visual brand helps people instantly recognize your communications. If you don't have someone on the committee with a graphic design background, ask around and don't be shy to request donated services or non-profit discounts. You can offer to credit their work in the program or the back of the invitation in exchange for donated services or significant discounts. The same goes for printers and mailing services. For the event itself you will want to have a banner printed for the main meeting room.

If your budget allows, prepare a Save-the-Date postcard to be mailed to those in your databank about six months out.

Prepare an article to be included in all of your member organization's newsletters.

**The Invitation** (with registration form) should be in the mail six weeks before the event. Work backwards from that date to determine how much time you will require to design, get Steering Committee approval, line up a printer and mailing service. We have found that using a mailing service with bulk mail rates saves us money and is much less work for us even though we are paying for their service in addition to postage.

Use email and social networking (Facebook, etc.) to supplement your mailing and broaden your reach.

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Submit a press release to community calendars at least 12 weeks before the event.

**Website** There are a multitude of website service providers that run the full range of cost and technical requirements. In this age, you really do need a website presence. Domain names are inexpensive and easy to secure. Try to keep your web address simple and easy to remember. There are now a number of low cost website hosting services that provide templates and WYSIWYG (What you see is what you get) features so that you can manage the site yourself without having to know java or html coding. Google, AOL and Yahoo offer free, basic websites. A plain pockets website should at the very least include your group's name and logo; brief mission statement; Forum title, date, location and time for the event; summary of program; contact and registration information. If you plan to present the series of Forums as we are doing, you should look into a web service that allows more features.

Our website, [www.vcwf.org](http://www.vcwf.org), provides additional pages for the program, speakers, recommended readings, testimonies, sponsors, online registration, archives of past forums and a prominent "Donate" button. It also provides links to the location and to the various support and sponsors organizations. This is an added attraction for sponsorships. We have set up an account with Paypal for online registration with credit cards, and also allow registrants the option to print and mail their registration.

**Our printed program** usually runs 32 pages and includes paid advertising; letter from the Steering Committee co-chairs; sponsors, supporters and volunteers acknowledgement; agenda for the day; bio's and photos of key speakers; and the Directory of Services. One committee member should be responsible for collecting all advertising material, another should provide clean copy for the directory and a third person should be in charge of collecting and organizing all other content. All of these elements need to be to your graphic designer at least three weeks before the event; the final copy needs to be ready for printing 10 days prior if you are having them printed. If you are having the program photocopied, you can allow yourself an extra day or two for preparation.

**DVD recording.** We have had a professional service videotape the keynote speaker at two of our Forums. They provide copies to us for \$10 each (\$5 production costs + \$5 profit). We in turn, sell them for \$15 each. We have pre-order forms available at the event.

The marketing committee works with each of the other committees to create the various forms.

### **DATABASE**

Ask all members of the Collaborative to provide you with lists of those who can be contacted and invited to the Forum. Ask the representatives of the member organizations to provide their membership list.

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Merge these lists to create a master database that will be used to send the Save-the-Date Card and Invitation. Also prepare an email database that can be used for electronic communications. When registrations are received update this Databank.

In addition to the Save-the-Date Card and Invitation mailings, you will also send Sponsorship and Vendor Table Forms to the member organizations.

**Registration.** Develop a comprehensive registration list and E-mail or mail confirmation of registration as registrations come in. Receive and store goodie bag items; Make name tags for registrants and speakers, purchase plastic badge holders; Reserve key tables for premium sponsors, speakers and other VIP's. Assemble Registration packets. Can be combined with goodie bags.

**Directory.** Organizations will be asked to provide their mission and list of services that you will include in a directory of services to be given out to Forum participants. The first year we prepared a stand alone Directory, but now combine it with the Program. We limit entries to 75 words and make contact information generic so that we don't have to spend time updating for each forum due to personnel changes with the listed organization. We print extra copies to make available to agencies that serve women and to have samples to show prospective sponsors for the next forum.

### **REVENUE GENERATORS**

**Sponsorships.** Develop levels for sponsorship donations and select names and packages (ad in program, tickets, logo and link on website) for these levels. The Sponsorship committee solicits leads of potential sponsors from Collaborative members and works with members who have name recognition or relationship with potential sponsors to determine who would be the most effective person to make initial and follow up contact. Materials sent to this list include Sponsor's request letter, Sponsorship form and Vendor Table Space form. Be creative when talking to potential sponsors. Sometimes they like to earmark their donation for scholarships or some other specific item.

**Grant Writing.** Identify potential foundations and other funding sources that may give grants to your event. Ask Collaborative members for suggestions as to whom they know who may fund you. Submit letters of interest. If you meet their initial criteria, they will likely request that you submit an application. Have your Letter of Intent and proposal or application read by the Steering Committee. Be sure and meet the deadline. If not everything is ready by the deadline submit what you have. They may (or may not) ask you for anything that is missing. Prepare your group for a meeting with representatives from the foundation. Be sure it is representative of your target population.

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**Vendor Tables.** Sell display space to organizations and businesses. This can also be offered as part of the sponsor packages. The facility should provide the tables, but will generally charge extra for table coverings. Limit the number of tables as appropriate to the space available. Set up tables the evening before the event if possible. Place name cards on each designated space for organizations that purchased the space. These cards will inform the organizations where they are to place their displays.

### **OTHER**

**Reading List.** Review books and published articles on the topic for your forum. Select books and readings to recommend for attendees for background. The keynote speaker should be a good source for developing the reading list. For our forums, we have arranged with a publisher to donate copies of a book from our reading list to give to each attendee as part of their registration packet. Publish the recommended reading list on your website and in your program.

**Goodie Bags.** Certainly not a requirement for a successful event, but a nice touch and usually fairly easy to get bags, pens, etc. donated by local businesses.

**Evaluation Forms.** Capture feedback from attendees before they leave. Hand out a one page, fill-in-the-blanks evaluation form early in the day and remind them to fill it in several times during the day. We also use the evaluation form for people to vote for their choice of topic for the next forum. Have people collecting the evaluation forms as folks leave. You might even offer a small gift for evaluation forms turned in.

**Check Lists.** No matter how many events you've planned, stuff always gets forgotten. Start a checklist and timeline for each committee at your first committee meeting. Add to it as needed, and refer to it often, especially as you get close to the event. It's always a good policy to call the printer, caterer, and speaker a week or so before the date to confirm that everything is on schedule.

### **Follow Up Activities**

We have had a variety of follow up activities undertaken by the Forum organizers and by participating organizations including the development of an online university social justice calendar where all related community events can be posted; movie screenings; follow-up gatherings to share post-forum actions undertaken by participating organizations; letter writing campaigns; volunteer activities such as mentoring events; community/school partnerships; grant writing workshop; and video presentations of our keynote addresses on local public access stations.

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## **SAMPLE FORMS AND DOCUMENTS**

### **Sample Memo of Understanding for Fiscal Agent**

#### MEMORANDUM OF UNDERSTANDING

##### INTRODUCTION

The Ventura County Women's Forums were established by women activists and organizations in 2006 to hold a series of public forums and events to create a greater awareness of the twelve critical areas of concern identified at the Fourth World Conference on women in 1995. The third forum in the series will be held at California Lutheran University on October 10, 2009 and will address the issue of Women and Poverty.

##### PURPOSE

This serves as a memorandum of understanding between \_\_\_\_\_, as the authorized representative of the \_\_\_\_\_ and the Ventura County Women's Forum Collaborative (VCWFC) for the purpose of establishing \_\_\_\_\_ 501(c) (3) as the fiscal agent the 2009 Forum on Women and Poverty. \_\_\_\_\_ is the entity that is a member of the VCWFC and will be entity most closely associated with the production of the 2009 Forum on Women and Poverty.

##### PARTICIPANTS

The Collaborative is composed of women activists and organizations dedicated to improving the quality of life for women and provide a venue for the organizations to come together and develop the detail planning for this event as identified by the Collaborative Steering Committee. The Collaborative Steering Committee will be determined beginning at the first organizing meeting for the 2009 Forum on Women and Poverty.

##### WHY THIS IS NECESSARY

The requirements for fiscal reporting set forth by \_\_\_\_\_ 501 (c) 3 will serve as the guideline for the Treasurer of the Collaborative for fulfillment of fiduciary responsibilities to both the NCWFC and to \_\_\_\_\_. This is necessary because \_\_\_\_\_ requires that any activities participated in must include education and outreach and meet \_\_\_\_\_ bottom-line issues including but not limited to education, training and development of leadership skills to encourage active participation in the political process. The 2009 Forum on Women and Poverty qualifies as an "educational use" as defined under 501(c) (3) guidelines.

##### AGREEMENTS SET FORTH

The collaborative will be allowed to use the \_\_\_\_\_ 501(c) (3) account for the fiscal activities required under the purpose of holding the 2009 Women's Poverty Forum. \_\_\_\_\_ will act as the fiscal agent. The policies and bylaws of the \_\_\_\_\_ will serve as the reporting guidelines. \_\_\_\_\_ stipulates that the Treasurer for the Collaborative must be an \_\_\_\_\_ board member as well as a member of the collaborative Steering Committee.

The responsibilities of the Treasurer for the Collaborative include compilation of timely and accurate reports to the Steering Committee and will be further developed as the Steering Committee requires in addition to fulfilling requirement of the use of the \_\_\_\_\_ 501(c) (3) account as required by \_\_\_\_\_ and the \_\_\_\_\_.

Contributors to the fund (incoming checks) will be made out \_\_\_\_\_ and will identify "VC Collaborative" in the memo section for tracking deposits. This requirement conforms to 501(c) (3) guidelines.

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\_\_\_\_\_ is allowing the use of its post office box as the address for mailings pertaining to this event, including receipt of checks for deposit. \_\_\_\_\_ is not offering use of its website or dedicated phone line for other communications pertaining to this event.

At the conclusion of the 2009 Forum on Women and Poverty, \_\_\_\_\_ will remit all residual funds back to the Collaborative for retention for future Forums. A donation to the \_\_\_\_\_ to offset administrative and oversight costs will be \$75.00 payable at the conclusion to the \_\_\_\_\_ general and administrative account.

Name, Title \_\_\_\_\_ Date \_\_\_\_\_

Name, Title \_\_\_\_\_ Date \_\_\_\_\_

## Save-the-date Card



**VENTURA COUNTY EDUCATIONAL JUSTICE WOMEN'S FORUM**

# Save The Date

## Saturday April 12, 2008

### VENTURA COUNTY WOMEN'S FORUM

This will be the second in a series of forums planned around the Platform for Action's 12 Critical Areas of Concern developed at the Beijing International Women's Conference:

**Poverty \* EDUCATION \* Health \* Violence \* Economic Justice \* Power Sharing \* Institutional Mechanisms \* Human Rights \* Media \* Peace \* Environment \* The Girl-Child**

In 2006, we focused on Economic Justice. In 2008, we will examine Educational Justice: Local leaders will gather to discuss issues of gender equity and social change in education, and to develop coordinated action plans for improving educational opportunities in Ventura County.

For more information about the Forum agenda, sponsorship opportunities, or how to get involved, contact:  
Diana Goodrow (805) 340-3180, [goodrowdh@aol.com](mailto:goodrowdh@aol.com); or  
Kim Marra Stephenson (805) 389-1992, [kimstep@rocketmail.com](mailto:kimstep@rocketmail.com).

2008 Forum information will be available soon on [www.smartgirl.org/vcwf](http://www.smartgirl.org/vcwf)

**Sponsoring Organizations:**  
Ventura County Commission for Women;  
Reproductive Rights Network of Ventura County; National Women's Political Caucus - Ventura County; Promotoras y Promotores Foundation; AAUW - Camarillo Branch; Ventura County Rainbow Alliance; Business and Professional Women of Conejo Valley; Links, Inc. - Channel Islands Chapter; Delta Sigma Theta, Inc. - Ventura County Alumni Chapter; Ventura County Speaker Series; CAWA-WIN; CAUSE; Centro Mujer; Concerned Black Women of Conejo Valley.

**Fiscal Sponsor:** Ventura County Community Foundation

**Foundational Sponsor:** McCune Foundation

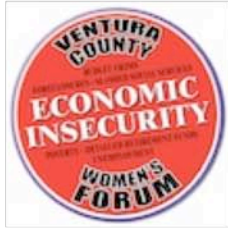
**Corporate Sponsor:** SAGE Publications

**Educational Sponsors:**  
California State University at Channel Islands (CSUCI); SmartGirl.org; Institute for Research on Women and Gender; University of Michigan; Fielding Graduate Institute

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## Sponsorship Solicitation Letter



**MARIE FRANCOIS Ph.D.**  
Co-Chair  
Cal State University Channel Islands

**MARICELA MORALES**  
Co-Chair  
CAUSE  
City Council Member, Port Hueneme

**Pamela Brubaker Ph.D.**  
California Lutheran University

**Helen Conly**  
VC Rainbow Alliance

**Pat Esseff**  
Catholic Charities

**Jessie Goede**  
Cal State University Channel Islands

**Diana Goodrow**  
California Women's Agenda/  
Women's Intercultural Network

**Raye Keene**  
Concerned Black Women of  
Conejo Valley

**Lee Riggan**  
Business and Professional Women  
of Conejo Valley,  
Promotoras y Promotores Foundation

**Catherine Smith**  
National Women's Political Caucus  
Ventura County

**Kim Marra Stephenson Ph.D.**  
AAUW - Camarillo, CA Branch

**Celeste Weingardt**  
National Women's Political Caucus  
Ventura County

## Ventura County Women's Forum Collaborative

c/o NWPC-Ventura County, P.O. Box 7362, Ventura CA 93006-7362  
[vcwomensforum@gmail.com](mailto:vcwomensforum@gmail.com) (805) 639-3886 [www.vcwf.org](http://www.vcwf.org)

Date

Dear Organization or Grantor or Individual,

The third **Ventura County Women's Forum** will be held **Saturday, October 10, 2009** at **California Lutheran University**, hosted by the Ventura County Women's Forum Collaborative. Our past forums focused on Economic Justice (2006) and Educational Justice (2008). This year, we will continue the discussion with a focus on **Women & Economic Insecurity**. We will view the current economic crisis through a women's lens, exploring the specific challenges for women, identifying potential opportunities and developing skills and coordinated action for improving the economic prospects for women in Ventura County.

**Lilly Ledbetter** will be our special luncheon speaker. Lilly is the namesake for the Fair Pay Act of 2009 that passed the US Congress and was the first law signed by President Barack Obama on January 29, 2009. This important civil and economic justice bill amends the Civil Rights Act of 1964 allowing women to sue under the Equality Pay Act citing sex discrimination in the workplace.

We are writing to solicit your support and ask you to partner with us in making this event a success. This series of forums has become a signature event for women in Ventura County, providing a vehicle for women leaders from all sectors to come together to tackle the issues that stand as barriers to gender equality and equal opportunity.

This year's event is co-hosted by Ventura County Chapter of the National Women's Political Caucus, Center for Equality and Justice at California Lutheran University, and the Center for Multicultural Engagement at Cal State University Channel Islands. The National Women's Political Caucus -California Women's Leadership Fund (NWPC-CA WLF) is the 2009 Forum Collaborative fiscal sponsor, so donations are tax deductible: 501 (c)(3) Tax ID #33-0019914.

Detailed sponsorship information is attached, including sponsorship levels, vendor information, and other participating organizations. We are also accepting donations for scholarships to sponsor students and women of limited financial means interested in attending the event.

The web site for information is [www.vcwf.org](http://www.vcwf.org). For more information about a sponsorship, contact Raye Keene (805) 496-7970 or Helen Conly (805) 746-0199 or send an email inquiry to [vcwomensforum@gmail.com](mailto:vcwomensforum@gmail.com).

We look forward to seeing you at this very timely Forum on Economic Insecurity to help us plan for the future of women in our community.

Sincerely,

Maricela Morales  
Co-Chair  
VC Women's Forum 2009

Marie Francois Ph.D.  
Co-Chair  
VC Women's Forum 2009

## ***Women's Forum Toolkit***

Developed by The Ventura County Women's Forum Collaborative

### **Sample Sponsorship packages**

Title of Sponsorship	Amount	Ad in Program	Tickets
Mother Teresa	\$1000	full page ad	8
Delores Huerta	\$500	1/2 page	4
Frances Perkins	\$250	1/4 page	2
Barbara Jordan	\$100	listed	1

### **Sample Program Agenda**

- 8:30 Check-in, Continental Breakfast, Networking
- 9:00 Welcome
- 9:15 Global Perspective Presentation
- 10:00 Break
- 10:15 Small Group Discussions
- 11:15 Reconvene whole group to share small group findings
- 12:00 Lunch served
- 12:20 Keynote Speaker
- 1:15 Skill and Action Workshops
- 2:15 Reconvene whole group to share workshop action reports
- 3:00 Closing Remarks, collect evaluation forms

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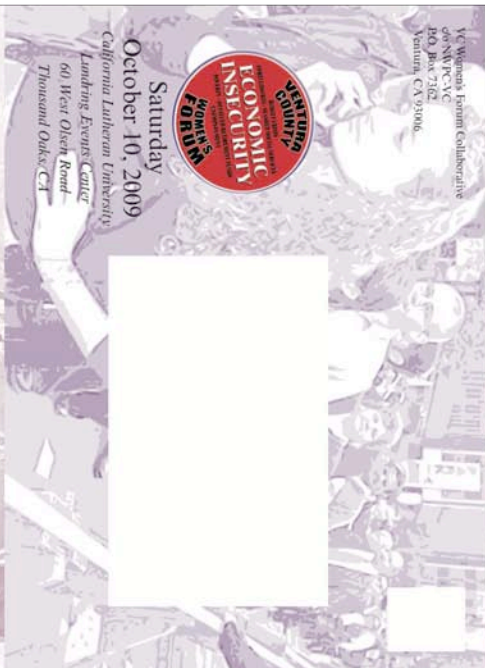
## Invitation

The Ventura County Women's Forum Collaborative is a group of activists and organizations working together to coordinate a series of public forums and follow-up events to increase awareness of and coordinate action around twelve critical areas of concern for women in Ventura County, based on the Fourth World Conference on Women held in Beijing in 1995:

*Poverty, Education, Health, Violence, Economic Justice, Power Sharing, Institutional Mechanisms, Human Rights, Media, Peace, Environment, and the Girl-Child.*

Past forums examined The Changing Global Economy and Educational Justice: Gender Equity and Social Change.

This, our third forum, will focus on Women and Economic Insecurity, broadening the topic of Poverty to address the far reaching effects of today's volatile economy. We will view the economic crisis through a gender lens, exploring the specific challenges for women, identifying potential opportunities and developing skills and coordinated action for improving the economic prospects for women in Ventura County.



### Forum Sponsors

NWPC-VC  
California Lutheran University, Center for Equality & Justice  
Sarah McCune  
Ventura County School Board  
Ventura County Community Foundation  
Ventura County Star  
SAGE Publications  
CAUSE  
AARP  
Catherine Smith  
Anonymous

### Fiscal Sponsor

National Women's Political Caucus of California, Women's Leadership Fund

### Ventura County Women's Forum Collaborative Members

AARP, AAUW, Camarillo, CA Branch, Business and Professional Women of Conejo Valley, CLU Center for Social Equality and Justice, Catholic Charities, CAUSE, Community Action-VC, Concerned Black Women of Conejo Valley, CSUEJ Center for Multicultural Engagement, Delta Sigma Theta Sorority, Help of Ohio, League of Women Voters-VC, NAACP-VC, NWPC-VC, Promotora y Promotores Foundation, Reproductive Rights Network of Ventura County, Ventura County FOOD Share, Ventura County Rainbow Alliance, and Women's Intercultural Network/California Women's Agenda.

*Sponsorship opportunities still available. For more information contact Helen Conly (805) 746-0199 or Raye Keene (805) 496-7970 or send an email inquiry to vcwomensforum@gmail.com.*

### Steering Committee

**MARICELA MORALES**, Co-Chair  
CAUSE  
Port Huamantla City Council

**MARIE FRANCOIS**, Co-Chair  
Cal State University Channel Islands

**Pam Broshaker**, California Lutheran University  
**Helen Conly**, VC Rainbow Alliance  
**Pat Euseff**, Catholic Charities  
**Jessie Gadele**, Cal State University Channel Islands  
**Diana Goodnow**, California Women's Agenda/Women's Intercultural Network  
**Raye Keene**, Concerned Black Women of Conejo Valley

**Lee Rizzan**, Business and Professional Women of Conejo Valley, Promotora y Promotores Foundation  
**Catherine Smith**, National Women's Political Caucus, Ventura County  
**Kim Marra Stephenson**, AAUW - Camarillo, CA Branch  
**Celine Weingarth**, National Women's Political Caucus, Ventura County

### Program

**Check in, Continental Breakfast, Networking**

**Welcome:**  
Hon. Maricela Morales and Marie Francois, Forum Co-Chairs, and Special Guest Hon. Linda Parks, County Board of Supervisors

**Women on the Edge: Gendered Political Economy Past and Present**  
Marie Francois and Singshee Choi, CSUCI

**Small Group Discussions:**

- Budget Crisis Impact on Social Services
- Foreclosures & Bankruptcy
- Retirement Fund Loss
- Loss of Job and/or Benefits
- Domestic Crisis

How do these issues affect women? What's being done in Ventura County? What more could be done in Ventura County?

**Lunch & Keynote Speaker: Lilly Ledbetter**  
The Lilly Ledbetter Fair Pay Act was the first legislation signed into law by President Barack Obama, January 2009

**Skill and Action Workshops:**

- Disenfranchised Women: Foster Youth, Immigrant Women, Women Struggling with Substance Abuse
- Counseling
- Domestic Violence/Abuse
- Family Services
- Financial Planning
- Grants for Individuals
- Grants for Organizations
- Health Care
- Health Education
- Hospice
- Housing Assistance
- Immigration Assistance
- Job Placement
- Job Training
- Labor Representation
- Leadership Training
- Legal Assistance
- Legislative Assistance
- Mentoring
- Parent Education
- Scholarships
- Scholarship Counseling
- Senior Services
- Tax Assistance
- Tax Services
- Job Training
- Transportation Assistance
- Tutoring
- Volunteering
- Other: \_\_\_\_\_

**Workshop Action Reports**

**Closing remarks**

### Registration Form

Mail form and registration payment to:  
**Ventura County Women's Forum Collaborative, P.O. Box 7362, Ventura, CA 93006**  
For online registration and secure credit card payment: [www.vcwf.org](http://www.vcwf.org)

Registration will be limited to the first 175 paid registrants. Applications will be processed in the order they are received and paid in full. If capacity has been reached prior to processing your application, you will be contacted within a week and your registration fee will be returned.

Name \_\_\_\_\_  
Organization \_\_\_\_\_ Position \_\_\_\_\_  
Address \_\_\_\_\_  
City/State/Zip \_\_\_\_\_  
E-mail \_\_\_\_\_ Phone \_\_\_\_\_  
Additional Registrants \_\_\_\_\_  
Special Needs:  Vegetarian Meal  ADA Accommodation (Specify) \_\_\_\_\_

Amount enclosed for registration:

Thru Sept 26th, \$35 per person \$ \_\_\_\_\_  
After Sept 26th, \$40 per person \$ \_\_\_\_\_  
With Student ID, \$20 per person \$ \_\_\_\_\_

Amount enclosed for tax-deductible donation to the VC Women's Forum Collaborative: \$ \_\_\_\_\_

If you represent a service organization, please attach a brief mission statement (75 words or less) and contact information (name, address, phone, email, website). Information must be provided by **September 15, 2009** to be included in the booklet of services that will be distributed at the Forum.

**Check which services your organization provides:**

Organization was included in the Booklet in 2008, and the information has not changed.  
 Campaign Assistance  Hospice  Scholarships  
 Childcare Assistance  Housing Assistance  Scholarship Counseling  
 Counseling  Immigration Assistance  Senior Services  
 Domestic Violence/Abuse  Job Placement  Tax Assistance  
 Family Services  Job Training  Teen Services  
 Financial Assistance  Labor Representation  Transportation Assistance  
 Financial Planning  Leadership Training  Tutoring  
 Grants for Individuals  Legal Assistance  Volunteering  
 Grants for Organizations  Legislative Assistance  Other: \_\_\_\_\_  
 Health Care  Mentoring  
 Health Education  Parent Education

If your organization offers scholarships or grants please attach eligibility requirements, application form, contact name & phone number.

**For more information:**  
**(805) 639-3886 • [vcwomensforum@gmail.com](mailto:vcwomensforum@gmail.com)**

All proceeds benefit the Ventura County Women's Forum Collaborative.  
Non-profit Sponsor NWPC-CA 501 (c)(3) Tax ID #03-0019914. Donations are tax deductible.

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## Flyer for Email



Ventura County Women's Forum Collaborative

P.O. Box 7362, Ventura, CA 93006

(805) 639-3886

www.vcwf.org • vcwomensforum@gmail.com

## Women and Economic Insecurity

Presented by The Ventura County Women's Forum Collaborative  
Third in a series of Forums based on the 1995 International Women's Conference Platform

**Saturday, October 10, 2009**

**California Lutheran University, Thousand Oaks**

8:30 am – 3:30 pm

Join us for a day of information sharing, collaboration, and presentations.  
The forum will be interactive and action oriented. Lunch is included.

Special Lunch Speaker

**Lilly Ledbetter**



Lilly Ledbetter was paid less than the men at her workplace for 20 years, unaware of the pay gap until she received an anonymous note near the end of her career. She took her former employer to court and a jury found that she had been subject to discrimination. But in 2007, the Supreme Court dismissed her case. According to the Court, if pay discrimination wasn't challenged within six months, a company could pay a woman less than a man for the rest of the woman's career. This year, Congress passed the Lilly Ledbetter Fair Pay Act to give all employees a better shot at a fair workplace, making it easier to ensure justice for those who have been paid less based on sex, race, ethnicity, religion, disability, and age.

### Register Today!

\$30.00 by September 15, 2009

\$40.00 after September 15, 2009

### Sponsor Packages Available

For information, please call Raye Keene: 496-7970 or Helen Conly 746-0199  
or send an email inquiry to [vcwomensforum@gmail.com](mailto:vcwomensforum@gmail.com)

Secure site for on-line registration and donations:


**[www.vcwf.org](http://www.vcwf.org)**

All proceeds benefit the Ventura County Women's Forum Collaborative. Non-profit Sponsor  
NWPC-CA 501 (c)(3) Tax ID #33-0019914. Donations are tax deductible.

## *Women's Forum Toolkit*

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### DVD and Book Order Form

	<p><b>VENTURA COUNTY WOMEN'S FORUM COLLABORATIVE</b></p> <p><b>DVD ORDER FORM</b></p>
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QUANTITY	TITLE	COST	AMOUNT
	2006 "Global Economy with Jon Goodman"	\$15	
	2008 "Educational Justice with Anna DiStefano"	\$15	
	2009 "Economic Insecurity with Lilly Ledbetter"	\$15	
		Subtotal	
Shipping and Handling: \$4.50 for 1 DVD/ \$1.00 for each additional			
Express Shipping: \$19.95			
Total			

Name(s): \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Please make checks payable to:

Mail to:

Questions: (805) 639-3886

[vcwomensforum@gmail.com](mailto:vcwomensforum@gmail.com)

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## Evaluation Form

### EVALUATION FORM 2009 Ventura County Women's Forum on Economic Insecurity

Thank you for attending the Forum. Your feedback is important to us to help plan future forums. Please use the back for additional comments.

1. As a result of today you/your organization will consider: \_\_\_\_\_  
\_\_\_\_\_

2. Circle the topic you would like to see addressed at the next VC Women's Forum:

Human Rights	Health	Violence	The Girl-Child	Systemic/Social Change
Environment	Media	Peace	Power Sharing	

3. Do you have any suggestions to improve:

Pre-conference materials (registration mailer, sponsorship/vendor forms, website)? \_\_\_\_\_  
\_\_\_\_\_

Today's program? \_\_\_\_\_

4. What major thought(s) will you take from:

Morning Panel: \_\_\_\_\_

Morning Group Discussion: \_\_\_\_\_

Lunch-time Keynote presentation: \_\_\_\_\_

Afternoon Workshop (Circle the session you attended: (1) Disenfranchised Women (2) Culture of Poverty (3) Power Organizing (4) Policy Solutions (5) Nontraditional Jobs & Entrepreneurship):  
\_\_\_\_\_

Workshop Action Reports? \_\_\_\_\_

5. How did you hear about the Forum?

<input type="checkbox"/> Word of mouth	<input type="checkbox"/> Mail	<input type="checkbox"/> Meeting of (Org.): _____
<input type="checkbox"/> Website:	<input type="checkbox"/> Radio Station:	<input type="checkbox"/> Newspaper:
<input type="checkbox"/> Other: _____		

6. How likely are you to attend:

another Ventura County Women's Forum?	(not)	1	2	3	4	5 (very)
a follow-up/kickoff luncheon?	(not)	1	2	3	4	5 (very)
a follow up activity (e.g., film presentation)?	(not)	1	2	3	4	5 (very)

7. Please provide your contact information below (optional) if you are interested in:

- serving on the planning committee for the next Forum
- helping coordinate a follow-up activity

Name: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Address: \_\_\_\_\_ Phone # \_\_\_\_\_