

Cokie Roberts Addresses a Sold-Out Power of the Purse *Women for Women* Announces \$235,000 in Grants for WNC Nonprofits

(May 24 - Asheville, NC) – More than 1,000 people gathered today in Asheville to celebrate women’s philanthropy and to hear a keynote address from Political Analyst for ABC News and NPR Senior News Analyst Cokie Roberts at the 6th Annual Power of the Purse luncheon. The event took place at The Crowne Plaza resort in Asheville and included the announcement of \$235,000 in grants to nonprofits addressing the needs of women and girls in Western North Carolina made by the *Women for Women* giving circle.

Women for Women, a special initiative of The Community Foundation of Western North Carolina, raises funds for regional women and girls in need. The grant recipients are as follows:

- **On Track Financial Education and Counseling** - \$100,000 awarded over two years for the development of the Women’s Financial Empowerment Center to equip women with knowledge and skills to take charge of their finances. The program will use the process of “Crisis/Stability/Self-Sufficiency/Asset Building” to help women in eighteen Western North Carolina counties achieve financial literacy.
- **Task Force on Family Violence: REACH, Inc.** - \$100,000 awarded over two years to expand and enhance the existing Women’s Resource Center’s successful part-time program to provide assessment, counseling, educational training and job placement to survivors of domestic violence and sexual assault. This project serves women in Cherokee, Clay and Graham counties, an area that has suffered the loss of the textile industry and has a high incidence of domestic abuse.
- **YWCA** - \$20,000 awarded for a new advocacy program to develop a community strategy to educate and train women for living wage jobs in the emerging green economy. The YWCA will develop a working group of stakeholders in Buncombe County, a directory of green jobs and career pathways for low-income women. Stimulus money as well as government and private grants are creating green jobs in Buncombe County, and the YWCA will work to help women overcome barriers to participation.
- **Children and Family Resource Center of Henderson County** - \$15,000 awarded to advocate for an increase in the number of subsidized childcare spaces and the affordability of childcare. The Center also aims to raise the quality of early childhood education in Henderson County by promoting an increase in educational standards for childcare providers and reducing turnover rates. The project addresses a critical barrier for women’s financial self-sufficiency, as affordable childcare is necessary for working mothers and their families.

Elizabeth Brazas, president of The Community Foundation, said, “*Women for Women* is meeting real needs in our communities. Especially during this period of recovery, we are proud that *Women for Women* is making these big grants that will have a profound impact on women’s lives.”

Women for Women is a giving circle created by The Community Foundation in 2005. Members of the group study issues affecting local women, pool their funds and, as a group, invest in high-impact projects. To date, the initiative has distributed more than \$1.2 million in grants.

Since 1978, Western North Carolinians have relied on The Community Foundation to help them turn their charitable passions into meaningful and effective philanthropy. In partnership with our donors, CFWNC has awarded more than \$100 million in charitable grants to nonprofit organizations and public institutions across our 18-county mountain region.

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