



Demystifying AAUW's *Greatest Needs*

The Philanthropic Landscape

- Individuals are the largest source of philanthropic giving in the US – according to Giving USA’s 2023 report, **64%** of charitable gifts come from Individuals and **9.1%** comes from giving by bequest.
 - 64% of gifts received by AAUW in FY23 came from individuals
 - 29% of gifts received by AAUW in FY23 came from bequests/planned giving
- According to the 2021 Women and Girls Index report (published by IUPUI Women’s Philanthropy Institute) **philanthropic support for women’s and girls’ organizations is a mere 1.9% of overall charitable giving.**
- According to Giving USA’s 2023 report, **charitable giving to Education organizations declined in 2022 by 3.6%, and giving to public-society benefit organizations declined by 8.4%**

What does it mean to give to AAUW's Greatest Needs?

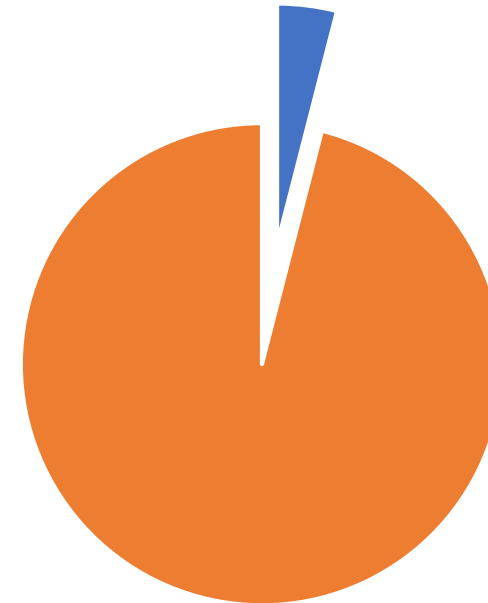
- Gifts to AAUW's Greatest Needs are Unrestricted and empowers AAUW to use these funds to achieve our mission.
- Restricted Gifts can only be used to support a specific program or project.



Restricted vs. Unrestricted Assets

- **Net Assets Definition:** total assets minus all liabilities
- **Only 5%** of AAUW's Net Assets are unrestricted
- **Restricted assets** include our generously funded **Fellowships, Grants Endowments** and other programs such as our **Nancy Grace Roman STEM funds** and **New York Metro area fund**.
- **Growing Greatest Needs support ensures effective operations, execution of mission-critical work and the long-term sustainability of AAUW.**

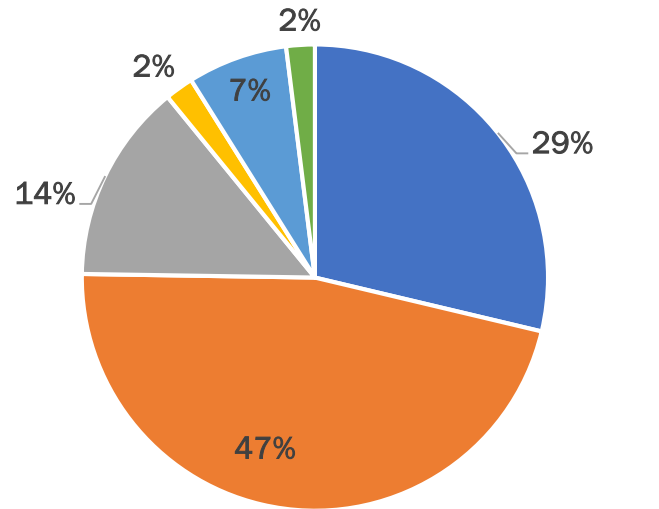
AAUW Net Assets



■ Unrestricted ■ With Restrictions

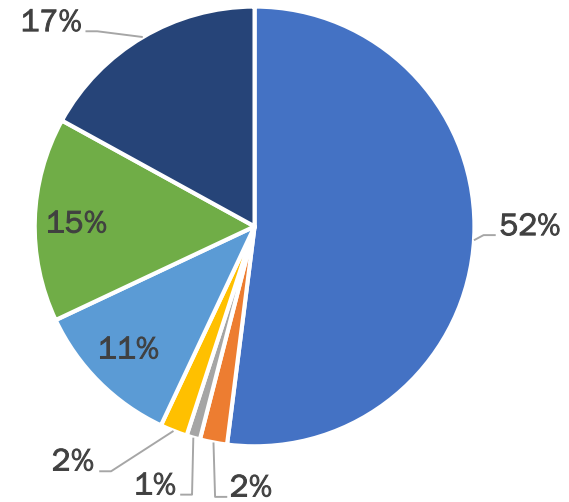
AAUW Revenue and Expenditures

Revenue Budget FY24



- Contributions
- Investment Earnings
- Membership Dues
- Registration (NCCWSL)
- Tenant Rental Income
- Other

Expense Budget FY24



- Fellowships & Programs
- Public Policy
- Research
- Communications & External Affairs
- Advancement & Partnerships
- Occupancy
- Operations & Administration

What is the impact of Unrestricted Giving?



- Solid overhead capabilities make AAUW more **resilient** to disruptions like pandemics, disasters and economic downturns.
- It empowers AAUW to continue and build **mission-critical activities and programs** – when restricted funds are not available.
- Stable funding empowers AAUW to focus on **long-term planning** goals and dedicate resources to **research and organizational improvements**.
- Ensures AAUW can afford to **pay competitive salaries** to hire and retain employees, which is needed now, more than ever as there is a crisis of attrition affecting the world of nonprofits.

What are some examples of what Greatest Needs has supported at AAUW?

Research	Programs	Policy	Operations	Membership	Communications
Updates to and dissemination of our widely-cited signature research reports: Simple Truth and Deeper in Debt	Staff time and other direct expenses for NCCWSL, Salary Negotiation, Financial Literacy and Leadership Programs	Advocating for AAUW's Values – the majority of our Policy Team's entire budget is supported by Greatest Needs	Infrastructure and sustainability – ensuring AAUW has the funding necessary to run efficiently and effectively to execute our mission.	Supporting our members with resources and opportunities to engage – dues do not cover the full expense of our membership support	Keeping AAUW at the forefront of a National dialogue about Women's Equity, growing our media exposure and maintaining our prominent seat at the table

What has been the impact of AAUW's research, education and advocacy work?

AAUW's salary negotiation programs have trained over

190K

women to negotiate their salaries and benefits to date

NCCWSL 2023 returned in person and welcomed nearly

450

Women Student Leaders

AAUW's STEMEd for Girls provided

200 participants and their caregivers

the opportunity to explore STEM subjects and careers.

AAUW Activists sent

19,539 letters

to elected officials calling for action on AAUW priorities in 2022.

AAUW's Legal Advocacy Fund supported

7 plaintiff cases

in 2022

Since 1888, AAUW has awarded more than **\$140 million** in fellowships, grants and awards to **over 13,000 recipients** from **145 countries**.

Fellowships and grants were awarded to more than

\$6M to 320

women and community projects in 2022-23

AAUW's social media messages were seen more than

14 million times

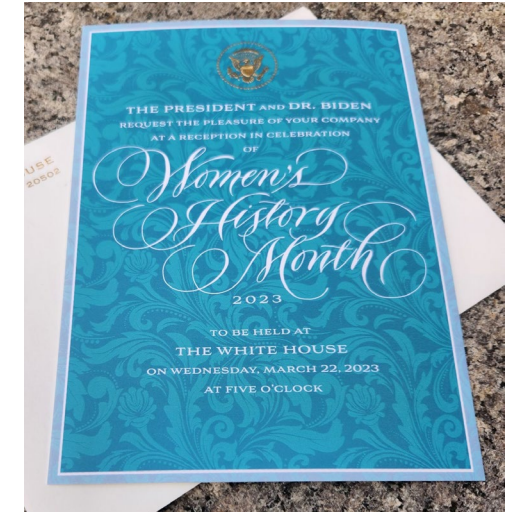
across Facebook, Twitter, LinkedIn and Instagram in 2022

Hosted more than

58 webinars

in 2022

AAUW has a powerful seat at the table to support women and girls – and we are proud of the work we do together



Why is it so important today?

- Dues revenue does not cover the full cost of supporting our membership – over 10,000 of our members (and growing) are Honorary Lifetime members (non-dues paying)
- Fellowships and Grants funding will sustain these restricted programs in perpetuity (forever) – therefore AAUW's Greatest Need is Unrestricted Funds.
- Supporting the sustainability and effective operations of the National organization supports our Branches, F&G Alumnae, Advocates and wider AAUW Community
- Public Policy and Grassroots Advocacy is more important now than ever –the rights of women and girls are under attack.