



# Board to Board

A Communication from the  
AAUW California Board to Branch Boards

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**AAUW California's Mission: AAUW California facilitates California branches in meeting the vision and mission of AAUW by providing programs, education, and resources.**

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## September 2017

Welcome to the third edition of the Board to Board this year. Please make your membership aware of this important information and take advantage of the many resources provided.

Cathy Foxhoven, Co-President-Elect, shares the following thoughts: "In these politically-charged times, it is so hard to know what to do to make a difference. The only clear guidance is to "lead by example." We know right from wrong and can only help others by doing the right thing. A great saying that seems to help is "action is an antidote to depression."

## REFLECTIONS FROM DONNA...

**Donna Mertens**, President, AAUW CA, [statepresident@aauw-ca.org](mailto:statepresident@aauw-ca.org)

Most branches are back from the summer and are in full swing. Many of you are kicking off the year by introducing your Tech Trek girls at your first meeting. It is always energizing to see how the money we raise brings such great results. Do you know that 2018 will be the 20<sup>th</sup> anniversary of the Tech Trek program? It is hard to believe that we have been helping 13-year-old girls discover math and science for that long. At a branch meeting recently, I met a young lady that our branch had sent to Tech Trek in 2000. She is now a science teacher in the local high school. It still gives me goosebumps to think about it. We really do good work.

It is also time to roll out the Speech Trek program for this year. The engaging topic "How can we stand up to sexism?" provides an opportunity to ask "What can I do as an individual, what can organizations like AAUW do to break down stereotypes and biases in school, in the military, at work, and in our communities?" Last year, 16 branches selected high school students for the state competition. The top three competed at the AAUW California Annual Meeting in April. This is another opportunity for you to reach out to your community and help develop our students. It is an opportunity to help them make their voices heard. Isn't that what we really need in this new political climate, to make our voices heard? See the Speech Trek article below for more details.

Many of you already have your programs planned for this year, but don't forget about the recent research report that AAUW produced on college debt, "Deeper in Debt, Women and Student Loans." It is a good opportunity to reach out to your local college or university and put together a panel of students and financial aid

professionals to address this issue. It is another way to shed light on the pay equity issue and how it affects the women in our society.

I look forward to reading your newsletters for the new year. I always enjoy hearing about what you are doing. We are working together to make AAUW more visible in our communities and advancing equity for women and girls. Have a great year.

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## MEMBERSHIP

**Deanna Arthur and Kathy Andreini**, Membership Chairs, [membership@aauw-ca.org](mailto:membership@aauw-ca.org)

Deanna Arthur and Kathy Andreini are so happy to be your co-chairs for Membership this year. While Kathy will be your primary contact if you are in the North and Deanna will be your contact if you are in the South we've made it easy for you to contact us as we share the [membership@aauw-ca.org](mailto:membership@aauw-ca.org) email. We both look forward to working with all the branches and the entire membership team is making the effort to visit/communicate with the branches.

If you have had a successful event in the late summer or fall that increased membership we would like to hear about it. Send the details to [membership@aauw-ca.org](mailto:membership@aauw-ca.org). Remember [Shape the Future](#) is a great way to recruit new members. When your branch features your Tech Trek campers, be sure to encourage members to invite prospective members. They'll hear about an inspiring AAUW project and receive a discount on dues if they join at the meeting.

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## FINANCE

**Pat Ferrer**, AAUW California Chief Financial Officer, [cfo@aauw-ca.org](mailto:cfo@aauw-ca.org)

### Welcome new Branch Chief Financial Officers/Treasurers

Federal and State Income Tax Filing: Please verify with your predecessor if these forms were already filed. If not, you will need to take action to submit these forms for your branch. Failure to submit your tax filing to the IRS 3 years in a row results in a branch losing its non-profit status. **YOU DO NOT WANT TO GO THROUGH THE PROCESS TO REINSTATE THIS STATUS.**

Federal and State income tax filings are due 11/15/2017 (unless your branch's fiscal year is something other than 06/30.) [Deadlines and links](#) to all of these forms may be found on the website.

- If your branch or IBC gross income is \$50,000 or less, you can either opt in with National through the Member Services Database at [aauw.org](http://aauw.org) (if your branch or IBC is NOT a 501(c)3) or just complete the online ONLY "postcard" IRS 990N form.
- To reduce fraudulent submissions, you will need to create an account with the IRS—this is new, so old branch logins will NOT work—just follow the instructions.
- While you can opt-in for National to file your Federal income tax return, it CANNOT, nor can AAUW California, file your State of California Franchise Tax Board (FTB) submission Form 199, 199 EZ or 199 N for you.
- If your branch has income less than \$50,000, you can complete the online ONLY postcard form with the FTB too.

- If your branch has greater than \$50,000 income, a 990 EZ or 990 must be filed with the IRS and a 199 EZ or 199 must also be filed with the California Franchise Tax Board.

### **Funds Assessment & Liability Insurance (FA&LI) invoices are heading your way!**

Please take note of the following:

- Invoices will be emailed to the Finance Officer(s) listed in the state directory by September 15th.
- The FA&LI invoices will come from email address: AAUW California
- We use Quickbooks for generating invoices. Therefore, though it's still the AAUW California Office sending them to you, the email address will appear as above. Check your spam folder if you haven't received your FA&LI invoice by September 15th.

The due date is 45 days from the date prepared. AAUW California has already paid the insurance cost in full—so prompt reimbursement of your branch's fair share or additional insurance coverage is requested. Each branch is also required to make a contribution to the AAUW Fund based on its membership.

An explanation of how these assessments are made and an insurance FAQ may be found [here](#).

If you need more information or have any questions, contact [office@aauw-ca.org](mailto:office@aauw-ca.org) or [\(916\) 448-7795](tel:(916)448-7795) during office hours or [cfo@aauw-ca.org](mailto:cfo@aauw-ca.org) any time.

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## **FINANCIAL LITERACY**

**Jan Cook**, Financial Literacy, [jcrumble@aol.com](mailto:jcrumble@aol.com)

Financial Literacy is defined as the ability of an individual to make appropriate decisions in managing personal finances.

AAUW California supports the following two programs for [Financial Literacy: Money Trek](#) and [Financial Literacy Is Personal](#) (FLIP). A whole new world opens up to you with valuable information in the [Financial Literacy section](#) of the AAUW -California website. Have a good time exploring the many opportunities for gaining knowledge. Enjoy the journey.

[Money Trek](#) consists of six-module PowerPoint presentations, accompanied by handouts and workbooks, which include examples and exercises. Students will be provided with a list of additional resources and material.

Use the Modules as they fit the audience: Modules 1 & 2 contain basic skills; Modules 3 & 4 contain credit and debit issues and borrowing; Modules 5 & 6 contain saving and investing. By breaking down these modules you can use them any way that fits your need.

The goal of ["Financial Literacy Is Personal" \(FLIP\)](#) is to provide AAUW California branches with the information and tools required to implement financial literacy programs within the individual branches and as a community program. The purpose of FLIP is to equip girls 10 to 16 years of age with fundamental personal finance skills, through education, training and hands-on experience for economic success in life. A PowerPoint presentation is available, as well as resource materials.

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# PUBLIC POLICY

**Charmen Goehring** and **Nancy Mahr**, Directors, Public Policy Co-Chairs, [publicpolicy@aauw-ca.org](mailto:publicpolicy@aauw-ca.org)

Your AAUW California Public Policy committee has already been at work planning for the upcoming year and looking at how we can best support branches while getting AAUW CA's policy message out. We revised our strategic plan, identified areas to concentrate on and met with our legislative advocate regarding the legislation we are tracking. Each committee member will serve as a liaison to at least 1-2 IBCs this year- disseminating information and tools for branches and gathering data as needed. Your liaison will contact you soon. We hope to increase communications regarding public policy, as well as provide branches with tools to engage members in our advocacy work. Please feel free to contact either of the committee chairs or your liaison with any questions, concerns or ideas.

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# AAUW FUND

**Sharon Westafer**, Director, AAUW Fund Committee Chair, [aauwfund@aauw-ca.org](mailto:aauwfund@aauw-ca.org)

You won't want to miss the AAUW Fund luncheons! Join our most recent Fellowship and Grant Recipients for an inspiring glimpse into their research. Each luncheon provides an opportunity to meet six to eight recipients who will give a brief overview of their studies or projects and highlight what the support they received from AAUW means to them.

After the event, you may want to engage a recipient as a speaker for your branch!

The reservation deadlines will be here before you know it. The luncheons will be held October 15 in Seal Beach, October 28 in South San Francisco, and October 29 in Danville. More details and the [registration form](#) can be found on the homepage of the website. Please share this information with your branch members.

As you begin or complete your fundraising activities for this year, keep in mind that AAUW policy states that fundraising should not be done for other organizations and donations should not be given to other organizations. Consult AAUW National [Fundraising Policies](#) and the [AAUW Fundraising Policy 501 With Guidelines](#) for more details. Please remember that unless your branch has applied for and received approval from the IRS to claim 501(c)(3) status or you are using the Special Projects Fund for a branch project, those donations aren't tax deductible: only donations to the various AAUW Funds at National are tax deductible. Substantial penalties from the IRS can apply for improperly claiming donations to be tax deductible. We wish you the best of luck with your fundraising activities.

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# PROGRAM

**Jane Niemeier** and **Stormy Miller**, Program Co-Chairs, [program@aauw-ca.org](mailto:program@aauw-ca.org)

Greetings branches! We know you all are hard at work providing dynamic and engaging mission-based activities to your membership and community. We see your newsletters and workshop proposals coming in, and we are in awe of your commitment to empowering women and girls through action. So, thank you and keep up the inspiring work.

And just to add a few reminders, you still have time to submit a [workshop proposal](#) for the 2018 State Convention. The due date is October 15, 2017. We also encourage you to begin reading *I am Malala* by Malala

Yousafzai, so you can join the book club on October 15. This is an online book club, and there will be instructions in the October Board to Board.

Thank you for all you do!

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## SPEECH TREK

**Marlene Cain**, Speech Trek Coordinator, [marcain@earthlink.net](mailto:marcain@earthlink.net)

Looking for a new, exciting and economical WIN-WIN project for your branch this year? Consider starting Speech Trek! Speech Trek is a low-cost, high-impact project that engages your high school students on mission-critical topics and publicizes your branch at the same time!

Speech Trek is an annual speech contest for all actively enrolled high school students (including home-schooled) in California. Now in its twelfth year, Speech Trek is an AAUW California project that begins each year at the branch level with a speech contest for local students, and culminates with the three top statewide finalists giving their speeches and competing for cash prizes at the AAUW California convention to be held in Irvine on Saturday, April 28, 2018.

The 2017/2018 topic--“How Can We Stand Up to Sexism?”-- gives students the opportunity to speak about how individuals and organizations like AAUW can help break down stereotypes and biases in schools, at work, in the military and throughout our communities.

Not sure how to get started? No problem! Details about the 2017-2018 Speech Trek Contest including a Branch Toolkit is now available [online](#) and provides a step-by-step guide to running a successful Speech Trek at your branch.

For more information, please contact Marlene Cain, Speech Trek Coordinator, at [spechtrek@aauw-ca.org](mailto:spechtrek@aauw-ca.org) or [\(909\) 8662819](tel:(909)8662819). She looks forward to helping your branch find its voice on this important topic.

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## COMMUNICATIONS

**Sandi Gabe**, Director, Communication Committee Chair, [Sandi.Gabe@hotmail.com](mailto:Sandi.Gabe@hotmail.com)

### **What's in a number? Power!**

The Communication team is on a mission to increase the number of “likes” on our Facebook page and we need your help. More “likes” means we reach more people with our messages, engage members to action and inspire potential members to join us. We currently have 1,736 “likes”. Our goal is to reach 2,000 by the end of the year.

How can you help?

- [“Like”](#) us yourself!
- Invite your friends to “like” us. See the pictures below for instructions.

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# GOVERNANCE

Sue Cochran, Governance Chair, [governance@aauw-ca.org](mailto:governance@aauw-ca.org)

A reminder that an “EVERY MEMBER” VOTE on the critical issue of changing AAUW CA back to a “public benefit” organization begins on September 10 and the polls close on October 1. It is vital that every member cast a vote to make this change. The following are some FAQ’s that will help to clarify the issue to members. Be sure to check the AAUW CA webpage for more detailed information.

## Frequently Asked Questions (FAQ’s) Regarding the Upcoming Vote for AAUW CA

What is the difference between a Mutual Benefit and a Public Benefit Organization?

*“Mutual Benefit” and “Public Benefit” are classifications of nonprofit corporations under California law. The key distinction between them is that for a Public Benefit corporation, all assets must be irrevocably dedicated to a charitable purpose and as such, there are no distributions to members of the organization on dissolution or otherwise. In contrast, members of a Mutual Benefit corporation can receive distributions from the organization and receive the assets of the organization if it is dissolved, similar to shareholders of a for profit corporation. Based on these characteristics, Public Benefits corporations generally qualify for federal tax exemption under 501(c)(3) and sometimes 501(c)(4), while Mutual Benefit Corporations typically qualify under 501(c)(4) or 501(c)(6).*

What is the next step if the members do not vote to change AAUW CA back to a Public Benefit organization?

*If anyone votes “no” we will have to go through the “fairness determination” process with the Secretary of State before the change can be effective. This is a very lengthy and costly process which involves extensive work by our legal counsel and would have a significant financial impact on AAUW CA.*

What is the long term impact on AAUW CA if we fail to become a Public Benefit organization?

*As an affiliate of AAUW, AAUW CA must be a public benefit entity which aligns with the status of AAUW. To fail to obtain this status would make AAUW CA out of compliance with our Affiliates Agreement and would potentially lead to our loss of AAUW affiliation. Loss of affiliation would mean we are no longer a recognized AAUW entity and as such would no longer be eligible to participate in any/all AAUW programs, such as Tech Trek.*

How did AAUW CA become a Mutual Benefit organization when it has historically been a Public Benefit organization?

*When AAUW CA undertook its reorganization in 2008 a critical error was made that affects the corporate standing of AAUW CA under California nonprofit law, our standing with the IRS, as well as our affiliation with National. There are several categories of nonprofit organizations under California law, and in 2008, AAUW CA changed its category from a “public benefit” to a “mutual benefit” organization, which is inconsistent with National’s public benefit status. As a practical matter, the category change did not have any impact on AAUW CA’s missions, goals, operations or its members. Similarly, changing back to a public benefit organization will also not have any noticeable impact. Nevertheless, National has informed us that AAUW CA must change back to its prior classification as a public benefit organization. Unfortunately, the process to change AAUW CA back to its prior classification is somewhat complicated and we have spent a great deal of time negotiating with the state of CA and conferring with an attorney trying to resolve the issue as efficiently and expeditiously as possible. Without this change we risk losing our National affiliation as well as jeopardizing our tax exempt status.*

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## How to invite your friends to "Like" our page

Go to the [AAUW California Facebook Page](#)



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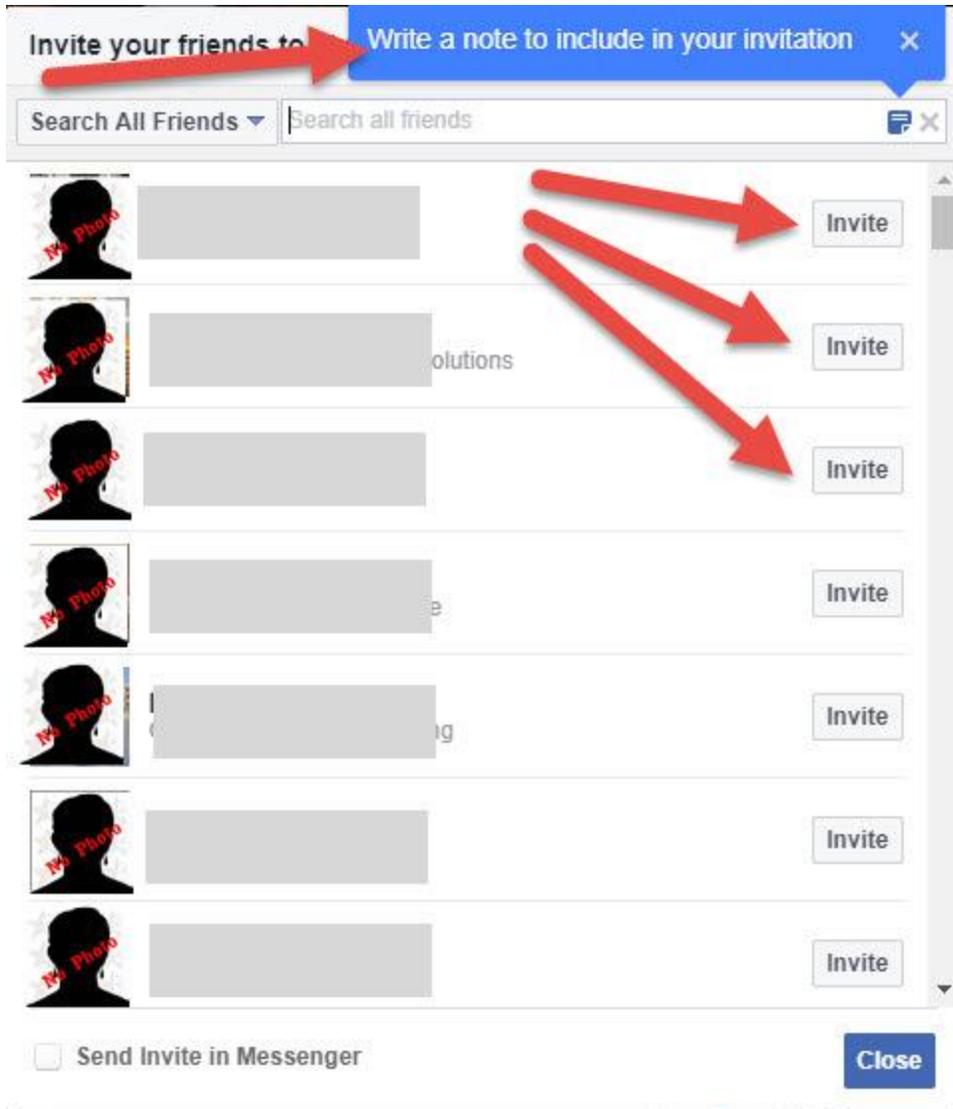
Like Liked | Follow Following | Share |

AAUW OF CALIFORNIA Write something...

Share a photo or video	Advertise business	Video	Get people to learn more
Get messages	Publish a post	Event	Create an offer

See All

- Edit Page Info
- View Insights
- View as Page Visitor
- Suggest Page
- Create Ad
- Create Event
- Create Fundraiser
- Ads Manager
- Create Page
- Pin to Shortcuts
- Like As Your Page
- Invite Friends
- Create Milestone



## September Board to Board Addendum

It happens. Sometimes we miss a submission for the Board to Board. In this case the submission is timely so we're sending out this update from the College/University (C/U) Committee rather than waiting until the October edition.

## COLLEGE/UNIVERSITY (C/U) COMMITTEE

*Tina Byrne, College/University (C/U) Committee Chair, [aauwtina@gmail.com](mailto:aauwtina@gmail.com)*

## **WHAT IS AN E-STUDENT AFFILIATE AND HOW DO WE FIND MORE OF THEM?**

E-student affiliation is free for all undergraduate students attending an AAUW college/university partner member institution. 90 schools in California are AAUW partner members and all their undergraduate students are eligible for this option. At this time we have 880 e-students attending our partner schools. Upon graduation, e-student affiliates receive a free, one-year membership to AAUW as a graduation gift. Read more about why students should become an e-student affiliate on the [AAUW Website](#). They can sign up [online](#) and also become a *California* e-student affiliate by forwarding a copy of the confirmation from National (required) to [office@aauw-ca.org](mailto:office@aauw-ca.org).

E-affiliates receive a quarterly *Campus Connections* newsletter to update them on [Campus leadership programs](#), AAUW research, and professional development opportunities. They also receive access to [Outlook](#), our award-winning magazine, and they will receive priority consideration in the application review process for programs such as [Campus Action Projects](#) and the [National Student Advisory Council](#).

What about students who are visiting or attending a college or university that is not a partner? These students are eligible to join AAUW for a reduced rate of \$17 annually and are eligible to become an AAUW California member. They can sign up online and send a confirmation of their National Membership (required) and \$10 to [office@aauw-ca.org](mailto:office@aauw-ca.org) to become a member of AAUW California.

## **TABLING AT YOUR LOCAL PARTNER SCHOOL**

Tabling can help you raise awareness and garner support for an issue, advertise for events, and recruit new members. Set up a table with information and signup forms and then engage with passersby to recruit them as members, inform them about AAUW policy issues, and ask them to take action. Tabling is a great way to increase visibility for AAUW and spread the word about AAUW's work. But there's more to it than sitting at a table with brochures. [Read the guide](#) to learn how to plan a tabling event that recruits new members and engages your community around AAUW issues. If you're not already in touch with AAUW's public policy and government relations staff, e-mail [advocacy@aauw.org](mailto:advocacy@aauw.org) for assistance.