

VCW January 24th, 2025 Meeting

Called to order at 9.05am

Attendance:

1. Chairwoman Joely Mauck
2. Secretary Erin Rayner
3. Lauren Kivlighan
4. Dr. Shawnrell Blackwell
5. Kara Moran
6. Cherry Dale
7. Tracy Keller
8. Mary Kate Andris
9. Emma Jensen
10. Aisha Johnson
11. Anh Tu Do
12. Georgeann Long
13. Bershan Shaw
14. Pastor Valerie
15. Ellen Walter

****Moved in executive session at 9.08****

Came out of executive session at 9:37

No action was taken in executive session

Kara Moran update on STEAM-H Essay contest:

- Emma will email new fundraising letter
- We need to raise \$50,000
- We have to hit the road running with fundraising as we are behind schedule
- Kara asked for a lead to keep on the tracker and follow up with people to know where they are at
- Georgeann and Cherry have been asked to coordinate with little hands Virginia (Taylor Kinney) our fiscal agent to know when we can see when donations come in

- Georgeann has already spoke to them and has a spreadsheet ready to go and will be sending to Secretary Gee, Emma, Georgeann, Kara, Joely, and Cherry to send out a weekly update of donations
- We have two donations as of now
- Liscomb University is returning \$5000 that was doubly sent last year
- \$1500 has been donated thus far
- The application portal needs to be opened asap
- Donor links are open
- Department of education
 - Kara would like to make sure our letter is sent to them to make sure they know
- Teresa is the liaison to the homeschool education association
- We need to update the deadline for essays. We will change to February 28th
- Erin volunteered to be the tracker of donations and follow up on leads, people, and do follow up
- Facebook needs to be updated and post and reposted multiple time
- Make sure people send to all friends, family, business associates
- Need to recruit judges—send out recruitment letters and post on facebook
- Chairwoman Mauck would love to see scripted letter template that we can use to email people for fundraising purposes
- If you have any questions, email or call Kara Moran
- Georgeann has a letter from last year that she will email

Thank you to Kara for everything, you are a diamond and the best!

- Chairwoman Mauck is asking Emma to ask some of the government officials to donate too since we are behind on fundraising and because of events that occurred outside our control

Chairman Mauck: Executive Summary instead of policy paper

- Governor Youngkin asked for us to be more in the community and be present

- Volunteering within the community
- We would like to do some roundtables
- Chairwoman is asking for someone to do the write up for the governor, due date to governor is March 1st
 - Kara comments that it is different from past, it's not a formal presentation, it's an update on what we did this year.
 - Aishia Johnson offered to write it with Mary Kate to edit and proof
 - Chairwoman Mauck will get the info to Aisha to write up

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Roundtables:

- Hampton Roads
 - Mary Kate talked to a woman that is already doing a roundtable for Sarah Michelle Peterson Foundation therefore we will give backup and support for this event
 - We can help elevate and bring visibility to this foundation
 - May 2025 is the event and would love to see as many councilwomen as possible be there
 - Details to come from Mary Kate and Tracy soon and update and next meeting
- Northern Virginia
 - Chairwoman is talking to the Christopher Atwood Foundation to host a roundtable at International Country Club in March, Date TBD about Addiction and drug abuse
 - Talking to Suzanne Youngkin to get her there
 - Erin to co-chair with Chairwoman Mauck on this
 - Other foundations
 - Morgans message

Policy Recommendations:

- Every year our council usually provides policy recommendations to the governor however last year we tabled that and went with executive summary to him about boots on ground service per the Governor's request

- This year, we'd like to bring in the knowledge of new members and discuss what we want to focus on moving forward. We can choose what we want to focus on
 - In recent years VCW has done
 - Rural maternal health access
 - Mental health
 - Service
 - Erin and Ellen like continuing with mental health
 - Cherry is doing a summit for financial success for women in Richmond (April 15th) and Roanoke (September 22nd) and we are invited. We are looking for 500 women
 - Mental health with women and its link to financial health
 - Cherry will send Joely marketing info so we can post on fb and advertise
 - VCW will have a table so as many of us that can attend as possible
 - We need policy recommendations from each sub-committee we are assigned too
 - Suzanne Holland who was our Emma, is now at the federal reserve in outreach would be a good resource and still a big fan of our committee.
 - We can align mental health and financial health and success with women is a huge area that would be good to focus on
 - Money is a huge stressor and trigger with a lot of women
 - Financial literacy and support for women
 - Morgan's Message is an organization for mental health for women athletes

Vote: We will adopt the policy recommendation for VCW 2025 will be financial health and success for women

Passed unanimously

Next meeting is in Richmond in February, please come! We will also be elected vice chair.

Please stay on top of STEAM-H fundraising

Chairwoman Mauck will send a recap of action items for us

Cherry is tasked with sending out info on her financial summit

Please send Chairwoman content for the Facebook page

Announcement: Aisha Johnson and Mary Kate Andris were named top 100 women in Virginia!

Motion to adjourn at 10:41