



Kappa Kappa Gamma
FOUNDATION



2019-20

ANNUAL REPORT

thanks to you

MISSION

Investing in our members by funding programs that fulfill the evolving needs of women.

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Mary Eschbach Wright, <i>Alpha Iota (Alumna Initiate)</i>	Donor and Program Support Specialist

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Dear sisters and friends,

Never has sharing the annual report been more meaningful than this year, our Sesquicentennial — a monumental year that began with plans for our 150th celebrations and ends with the unforeseen emergence of COVID-19. Your attention and generosity have been commensurate with the unique demands of a pandemic. Your sisterly support is vital in keeping with Kappa Kappa Gamma’s long tradition of ever-evolving response to change.

The annual report represents the passion and participation of many women. Volunteers are the lifeblood of every program and members of the Foundation staff connect the big picture to the details, executing our plans with care. The Foundation board stewards all of our endeavors with passion and perspective. Members in every stage of life give when they are able and know they can count on their sisters should they need to ask for help. Through your gifts, you empower each other and preserve our Fraternity’s vitality. I speak for all of us at the Foundation when I say it is a privilege to facilitate so much reciprocity and goodness!

As you review the highlights from fiscal year 2019–20, I encourage you to reflect on the words of recipients of your kindness. Know that our organization grows stronger with every challenge because our members are courageous thinkers. As I write this letter, top of mind is a renewed attention to inclusion practices, which have been informed and re-energized by national attention to ways organizations like ours can do more. With those efforts, as with all of the work we have before us, we look forward to connecting with you.

There is always another mountain to climb for women who seek to dream boldly and live fully. At the Foundation, we believe in the law of the echo: Every whisper sent forth will rebound indefinitely with ever-greater volume. Thank you for supporting the women of Kappa Kappa Gamma and beyond.

Loyally and most gratefully yours,
Susanne Wolff Vander Heyden
President



Photo credit: Cory Klein

SCHOLARSHIPS

You helped provide \$2,020,956 to 602 merit-based and need-based scholarship recipients, enabling Kappas to pursue their academic dreams.

I am a 2020 medical school graduate of Howard University in Washington, D.C. I am originally from Seattle and graduated from Whitman College where I am a proud member of Gamma Gamma Chapter. I would like to express my most sincere gratitude and appreciation for your financial support. You have helped me become an astute clinician, helped train me to take care of patients, and are responsible for part of my medical degree! I cannot thank you enough for this gift. Because of you, I will graduate with less student loan debt.

Over the next four years, I will train as a dermatologist at one of the top five programs in the country at the University of California, San Francisco. This has been a dream of mine since I was a little girl. Thank you for your support during multiple years of medical school. Kappa Kappa Gamma has made a meaningful and significant contribution to my goals and dreams. I am proud to come from such a strong sisterhood and will absolutely pay this forward to future Kappas. Thank you so much.

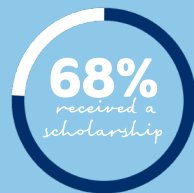


Olivia Ware, Whitman
2019–20 Kappa Scholar

SCHOLARSHIPS

During the 2019–20 academic year:

881
applicants



ROSE MCGILL

From March 19–June 30, 2020:

259
applicants



\$241,560
distributed
to 196 members

ROSE MCGILL

You provided \$414,169 to 246 Rose McGill recipients.

In 2016, I made an incredibly difficult decision to dissolve my position overseeing a program that I developed, implemented and managed for 15 years at a large corporation. My youngest child was struggling with special needs, so I spent the last four years dedicated to helping her succeed. In the meantime, I returned to school to advance my education. I am working toward my bachelor's degree in nursing. My husband is self-employed and in

graduate school.

I needed a flexible work schedule, so I began substitute teaching. This was one way to continue working while in nursing school and caring for my daughter. I also began doing some contract work. Since COVID-19, my work came to a halt and my husband's business has decreased substantially. We were struggling to make ends meet when I received the email from Kappa about Rose McGill. Embarrassed, I hesitated. I have always been

in a position to help others and now we needed help. We thought we were going to lose our house and car, but your gift helped with these payments and also helped to buy groceries. I am so thankful to Kappa and to you for the assistance provided to our family. Kappa caught me when I fell and for that, I am eternally grateful. One day, I hope to be in a position to give back to another Kappa sister who may be struggling. Thank you so much.

2019–20 Rose McGill recipient

EDUCATIONAL AND LEADERSHIP PROGRAMMING

You helped grant \$1,472,073 for educational and leadership programming. To respond to the changing needs of women, Kappa facilitated in-person programs on leadership and health and safety. We also offered online courses, including Wellness Wednesdays, to Kappas at every stage of life.

wellness wednesdays

Six Facebook Live events with more than 75,000 unique views!

1. It's OK to Not Be OK
2. Coping During Quarantine
3. Healthy Relationships
4. Kosha with Kappas: A Model for Integrative Health
5. Building Community Through Hope and Resiliency
6. Wellness Wednesday Recap



Maura Delaney, South Carolina Education Chairman

Throughout four years of college, I truly believe this is a unique time to learn and grow with the people around you and immerse yourself with people of different backgrounds, whether it be race, religion, sexual orientation or gender.

This program celebrated and highlighted the ways I can become an ally and recognize social injustices while lifting up others who may not have the same opportunities as me. The diversity, equity and inclusion Courage to Commit program **Are You Ensuring Everyone's Asked to Dance? Doing Your Part** gave our members a safe space to discuss difficult and complex issues, especially with the current racial and social injustice we face today. This program helped to show our sisters some of the small steps they can take as well as the large social issues they can combat in their everyday lives. With this knowledge, our sisters are able to ensure they are providing a better world for others. Thank you.



Alyssa Rollins, Oregon State Courage to Commit facilitator

I love Kappa and always want to give back to the organization that has greatly shaped my professional path. I love the opportunity to develop young people, especially young women, and have tough conversations around topics that impact their daily lives.

courage to commit*



Behind Happy Faces
mental health curriculum



Are You Ensuring Everyone's Asked to Dance? Doing Your Part
diversity, equity and inclusion



Alcohol Skills Training Program
alcohol and substance education



Aspiring to a Higher Ideal of Sisterhood: Building a Culture of Safety and Support
sexual assault prevention and survivor support



These programs were delivered in person to 110 chapters. Due to the pandemic, all Courage to Commit programs will be virtual in 2020–21.

online courses taken

MOST POPULAR COURSES:

alumnae

Alumna Initiation
Building a Dynamic Board
Role and Resources

collegians

History and Organization
Finance and Facility
Fraternity Standards

members took courses

*Courage to Commit is the updated name for Kappa's harm-prevention educational series.

MINNIE STEWART VAN

Before COVID-19 took the Minnie Stewart van off the road in March:

HISTORY

You helped provide \$756,122 to support Kappa's history.

In October 2019, Fraternity President Gail Owen kicked off Kappa's Sesquicentennial with a virtual Founders Day ceremony from the charter room of The Stewart House. Our mobile museum — the Minnie Stewart van — set out to tell the story of Kappa in the context of women's history. Our Vanbassadors — Karen Nichols, *Virginia Tech*, and Elizabeth Smith, *Monmouth* — hit the road with a goal to visit every chapter, from the oldest to the newest, and as many alumnae as possible.

In early 2020, The Stewart House expanded its virtual presence. The 2020 program schedule was reimaged with a series of videos to a local fifth grade class. The videos corresponded to subjects the students were learning in class. A virtual tour of the Stewart family's graves in the Monmouth Cemetery and new episodes of the Sesquicentennial podcast "Voyage of Discovery" kept us connected. "Front Porch Fridays," a new lecture series on Facebook Live, explores the rise of tearooms as a third place for women during the Gilded Age.

To commemorate the Sesquicentennial, The Stewart House landscape revitalization project is underway. Keep up with all that's happening at The Stewart House at www.facebook.com/thestewarhouse1865.

Kappa history is also being delivered straight to you through Kappa's digital archives. It's incredible to be able to easily find and share Kappa treasures with the world using the innovative digital archives site and to know that our history is stored safely. To find the digital archives, go to kappa.historyit.com and prepare to fall down the rabbit hole as you uncover so many amazing stories.



WAYS YOU GAVE

Your support through the Annual Loyalty Fund makes a collective and immediate difference and allows us to respond carefully to the ever-shifting needs of our membership. Annual gifts sustain and expand our programs, strengthen our organization, and enhance the Kappa experience for all members.

SAPPHIRE CIRCLE

The Sapphire Circle recognizes annual giving by honoring donors who contribute \$500–\$999 during the fiscal year in unrestricted or broadly restricted funds.

Number of Sapphire Circle donors in 2019–20: **286**

IRIS CIRCLE

The Iris Circle recognizes annual giving by honoring donors who give \$1,000 or more during the fiscal year in unrestricted or broadly restricted funds.

Number of Iris Circle donors in 2019–20: **325**

ENDOWMENT FUNDS

Endowed funds make a transformational impact in Kappa's programs and the lives of women. These funds may be established with a minimum \$75,000 investment over a five-year period.

Total number of endowed funds: **124**



FOUNDERS DAY giving challenge

SAVE THE DATE: OCT. 11–13, 2020
In 2019, the inaugural Founders Day Giving Challenge was a huge success! More than 2,100 Kappas and friends donated over \$718,000 to help meet our membership's most pressing needs. Thank you!

To commemorate Kappa's Sesquicentennial and kick off the next 150 years, we have another exciting challenge to share with you. **A generous Kappa sister has pledged \$150,000 if 3,000 Kappas and friends make a gift to this year's Founders Day Giving Challenge!**

Together, we have an opportunity to unlock this amazing gift to our sisterhood. We invite you to be one of the first donors to give a lead gift to this exciting challenge. We want every Kappa and friend of the Foundation to be part of this special initiative and hope your name will appear front and center among our generous donors.

Your Annual Loyalty Fund kickoff appeal will arrive in just a couple weeks with information on how you can make your gift! Or visit donate.kappa.org/givingchallenge to make your gift today!

3500 visitors

21 states

63 chapters

16,500 miles added to the odometer

113 associations

BY THE NUMBERS

endowment management

Kappa's Finance Committee and Investment Committee, guided by Kappa's Financial Policies and Investment Policies, work closely with Silvercrest Asset Management Group to take a long-term view toward investing Kappa's endowment. The first objective is to protect the assets that so many generous donors have given and second, to grow those assets over time. We use a variety of strategies to achieve those objectives, including separately managed accounts, mutual funds, exchange-traded funds, hedge funds and private equity.

As of June 30, 2020, the Kappa Foundation endowment was

\$47 MILLION



omega society

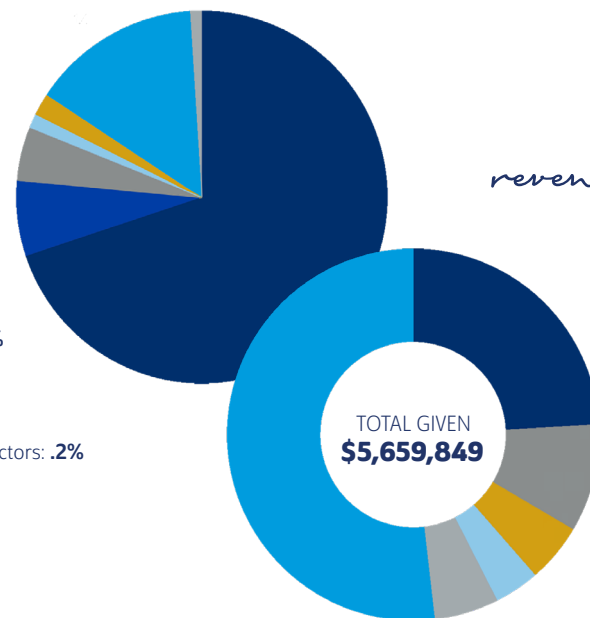
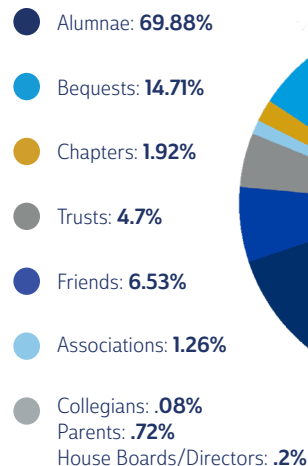
The Omega Society honors donors who have designated the Kappa Kappa Gamma Foundation as a beneficiary through their estate plans. The Omega Society has 288 total living members and more join each year! These gifts are testaments to the lifelong commitment of these Kappas.

7652 donors

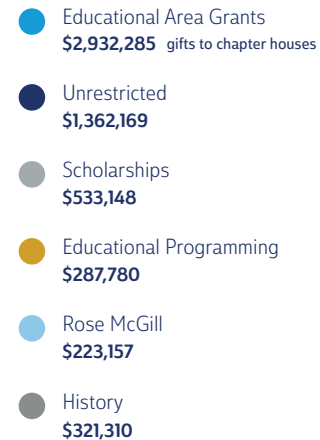
expenses



contributions by audience



revenue breakdown



Unaudited figures



Kappa Kappa Gamma
FOUNDATION

Kappa Kappa Gamma Foundation
6640 Riverside Drive, Suite 200
Dublin, Ohio 43017

kappa.org/foundation
foundation@kappa.org | 614-228-6515