



The Women's Foundation of Colorado

Women Thriving. Colorado Rising.

STRATEGIC COMMUNICATIONS: WIDENING THE LENS ON DATA

WFCO 2017-2021 Strategic Plan



**When women
thrive, everyone
thrives**





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Establishing an Understanding

Statistics like these illustrate the depth of the problem:

- More than 500,000 Colorado women live in or near poverty.
- More than 36.5 percent of single moms live in poverty, compared with 19.5 percent of single fathers.
- Colorado women who work full-time year-round earn just .86 cents on the dollar to men who also work full-time, year-round.

Widening the Lens

**IF COLORADO WOMEN HAD EARNED THE SAME
AS COMPARABLE MEN IN 2014**



2018 Voter Handbook

THE WOMANIFESTO

A Nonpartisan Voter Handbook for Everyone Who Wants to Strengthen Colorado

wo·man·i·fes·to

noun: a public proclamation of policy goals, intentions, or views, especially one issued before an election; a policy statement or platform



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Expanding Women's Impact

We make the case that investing in women should be a priority for everyone

- When more women participate in the workforce, wages for women and men increase.
- Women reinvest their earnings into families and communities at higher rates than men.
- Companies with greater gender diversity have better financial performance.

Policy Persuasion

Improved workforce **stability and productivity**

Ensure children enter kindergarten
ready to learn and succeed

Fulfill employers' current and future **labor demands**

Broader economic growth

Success: Raising the Minimum Wage

The Impact of a \$12 Minimum Wage on Women in Colorado

- The minimum wage boost in Colorado will collectively increase wages by \$600-\$700 million, positively contributing to economic activity throughout the state.
- Higher worker effort and reduced turnover will mitigate higher costs for employers, thereby reducing the risk of dramatic price increases as wages rise.
- Higher minimum wages have strong positive earnings effects for restaurants and other low wage retail industries.