

2020 Impact100 South Jersey Proposal Upload - Entry #497

Today's Date

03/13/20

For which Impact100 South Jersey focus area are you applying?

Education & Professional Development

Organization Name

Alice Paul Institute

Organization Local Address

128 Hooten Rd.
Mt. Laurel, NJ
08054

Organization Mailing Address (if different)

PO Box 1376
Mt. Laurel, NJ
08054

Organization Phone

(856) 231-1885

Organization Website

<http://www.alicepaul.org>

County in which organization is headquartered

Burlington

Name of Project

Girls Media Empowerment Project

County or counties served with this project

Burlington, Camden, Cumberland, Gloucester

Project Contact Person

Rachael Glashan Rupisan

Upload Your Proposal

[Alice-Paul-Institute-Impact-100.pdf](#)

Impact100 South Jersey



128 Hooten Road (street)
PO Box 1376 (mail)
Mount Laurel, NJ 08054
(856) 231-1885
info@alicepaul.org
www.AlicePaul.org
www.EqualRightsAmendment.org

Section 1: Organization Information

1. Organization's name

Alice Paul Institute

2. Mission of your organization

The mission of the Alice Paul Institute (API) is to honor the legacy of Alice Paul's work for gender equality through education and leadership development.

3. Year founded

1984

4. Executive Director Name

Lucienne Beard

5. Executive Director Email

lbeard@alicepaul.org

6. Best contact phone number for Executive Director

856.231.1885

7. How long has the Executive Director served in this position?

7 years

8. Number of full-time employees

6

9. Number of part-time employees

3

10. Number of volunteers

At least 75 volunteers give more than 10 hours/year. Another 50-100 give less than 10 hours/year. Volunteers serve on API's Board, Development, Program, Finance, Event, Property, and Advocacy committees, in addition to those volunteers who support office operations and special events, and participate in property clean-ups.

11. Number of current Board members

16

12. List of Board members. Please include board position, professional affiliation and number of years served.

API Board terms are 3 years, renewable once for a total of 6 years

Isolde Benyo (Treasurer)

Background: Benyo is sole proprietor of Acute Accounting, specializing in accounting services for non-profit organizations. In addition to running her own restaurant in Ocean City, NJ, Benyo has over 20 years of accounting experience, and has spent the past 8 years consulting with non-profit organizations
First Term Expires: March 2020

Laurel Brennan

Background: Brennan has served as the Secretary/Treasurer of the New Jersey AFL-CIO since 1997, where she develops and implements statewide policies for over one million union members and their families. In 2005 she established the AFL-CIO's annual Women in Leadership Development Conference.
First Term Expires: March 2021

Elizabeth Bressi-Stoppe

Background: Bressi-Stoppe has been engaged in the nonprofit community in the Delaware Valley for over 35 years and has served in leadership positions on numerous boards. She is the immediate past president of the board of Bartram's Garden in Philadelphia and an active member of League of Women Voters Burlington County. Professionally, she most recently served as Vice President for Community Partnerships at University of the Sciences in Philadelphia.
First Term Expires: September 2022

Linda Coppinger (Chair)

Background: Coppinger is sole proprietor of Senior & Special Needs Solutions LLC. She recently retired as executive director South Jersey at the Alzheimer's Association Delaware Valley Chapter. She has more than 30 years' experience in nonprofit management.

Second Term Expires: March 2021

Judith Corona-Karpowicz

Background: Corona-Karpowicz is Director of Admissions and Advancement at Friends School Mullica Hill. She worked previously in marketing services at VWR International and product management at EMD Millipore. She served on Friends School Mullica Hill's Board of Trustees from 2008-12.

Second Term Expires: March 2020

Lisa Hendrickson

Background: Hendrickson is an independent consultant with 30+ years' experience in the apparel field. Her expertise lies in strategic business development, innovative product design, and process improvement. She is a member of the Board of Directors for Bravado Designs in Toronto, Canada as well as owner of Create & Innovate consulting. Her community service involvement includes work with several relief organizations and mentoring underserved youth.

First Term Expires: September 2021

Yvette Mitchell

Background: Mitchell is an Assistant to the Head of Information Management, USTS at TD Bank. She has over 15 years of experience as a Commercial Property Claims Professional. She volunteers as an advocate for Breast Cancer Awareness, has been a Girl Scout leader and advisor to Jack and Jill and other youth groups. Her daughter is an API Girls Leadership Council alumna.

First Term Expires: September 2022

Carol Murphy

Background: Murphy was elected to the NJ State General Assembly in November 2017 to represent the 7th Legislative District, Burlington County. She has more than 17 years in state government, 25 years in politics and 18 years as a paralegal.

First Term Expires: March 2022

Terri O'Connell

Background: O'Connell is the principle partner at Fuzzy Slippers Marketing Strategies LLC. Prior to opening her own firm in 2001, O'Connell was an account manager at Greater Media Marketing-Infinity Promotions Group.

Second Term Expires: March 2020

JoEllyn Perry Powell

Background: Powell is a Treasury Management Officer at JP Morgan. She has 30 years' experience in Cash Management services to Government, Higher Ed, Not-for-Profit, Commercial Real Estate, Middle Market and Small Business companies. Powell previously served on API's board 1999-2007.

Second Term Expires: March 2021

Mary Saile

Background: Saile recently retired from a 40-year career at Rohm and Haas Co. in Philadelphia where she was a logistics manager with responsibility for contract negotiations and vendor management. Saile previously served on API's board 2010-2016.

First Term Expires: March 2020

Dottie Schindlinger

Background: Schindlinger is a founding member of BoardEffect, the leading board management software solution for healthcare and nonprofit organizations, where she serves as EVP/Governance Technology Evangelist. She has over 15 years' experience as a trainer, author, presenter, and consultant on board governance and technology issues. Schindlinger previously served on API's board 2005-2008.

Second Term Expires: March 2022

Jamie A. Slimm, Esq. (Secretary)

Background: Slimm is a partner in the Litigation Department of Archer Law, Haddonfield and concentrates her practice in Environmental Law. She assists clients in all areas of Environmental Law, including complex litigation and regulatory and environmental compliance matters in New Jersey, Pennsylvania, and throughout the east coast.

Second Term Expires: March 2022

Dolores Szymanski, Ed.D

Background: Szymanski has served in educational leadership positions for over 30 years. She currently serves as Interim Director of Curriculum and Instruction for the Somerdale Public Schools. She also serves as an Adjunct Professor at Wilmington University and as mentor to new school district superintendents.
Second Term Expires: March 2022

Renee Thompson, Ph.D.

Background: Thompson is an academician who has spent the past 15 years in various leadership positions as a Regional Campus Dean, Dean of General Education, and Executive Director of a non-profit literacy organization overseeing programs of instruction in Adult Basic Education, General Education Diploma, and English for Speakers of Other Languages. Thompson worked for more than a decade as a legal administrator and paralegal. She has two graduate degrees in counseling psychology and conducts psychotherapy and life coaching to individuals and groups.
Second Term Expires: September 2022

Deirdre Webster Cobb

Background: Webster Cobb is an attorney specializing in labor and employment law with particular focus in the areas of discrimination, EEO, diversity and inclusion. She has worked for the State of New Jersey in various capacities for 28 years. Currently she serves as the Civil Service Commissioner in the Murphy Administration.
First Term Expires: September 2020

13. Percentage of board members who provided financial contributions to the organization during the last 12 months.

100%

14. How would you describe your organization’s target population?

We serve several populations with different program streams. API’s ERA Advocacy and Education programming serves an adult audience (high school age and above) in the Delaware Valley with events and activities, but also a growing national population online with the www.equalrightsamendment.org website. API’s History programs serve the region’s school children with in-school assemblies and workshops and field trips to Paulsdale. They also serve an adult audience with speaker programs, history commemorations, tours of Paulsdale, and group trips. API’s Leadership programs serve a female teen audience with in-school and on-site programs. All programs are publicized through the South Jersey region and are open to all those age-appropriate. For those programs with an admission fee,

scholarships/tuition remission are always offered so that there is no barrier to entry. Our focus is to make API's programs as inclusive as possible and reflective of the South Jersey population. API's online presence through www.alicepaul.org and our social media (Facebook, Twitter and Instagram) serves a growing national audience of adults and high school age students.

15. List your organization's main (1-3) programs/services. Include 1-2 sentences describing each.

API offers a variety of elementary school-level programs that serve both boys and girls with in-school assemblies and workshops, as well as field trips and workshops at Paulsdale that focus on history, character, and civics education. Middle and high school programs focus on girls' leadership development and include the *Girls Leadership Council*, which runs the length of the school year. Members attend monthly meetings to learn about issues affecting women in the US and around the world, and how to be effective advocates and allies as they work towards awareness and positive social change. Other school programs include *Meeting Alice* and *Lead-A-Way*, which focus on using Paul's and other women's stories as a tool to inspire leadership development.

API also hosts a variety of adult programming each year including lectures, tours, performances, and book talks. Each of these initiatives highlights Paul's work while placing her story in contemporary settings. The aim of our adult programming is to help the community fully realize the relevance and importance of women's history, while contextualizing society's own understanding of gender equality.

16. Approximately how many individuals did your organization reach last year through your current programs and services?

Over the past twelve months, API has directly served 4,400+ individuals through in-person adult and children's programming. Through our online offerings, we reach an additional 13,315 individuals who follow our social media channels (9,605 Facebook followers, 2,800 Twitter followers, and 1,200 Instagram followers). Additionally, API hosts two websites that offer a wealth of resources and serve as an online extension of our educational programming (alicepaul.org and equalrightsamendment.org). The two sites had a combined total of 5,089,029 visitors in 2019.

17. Briefly describe what makes your organization unique from other local organizations that offer similar programs or services.

API uniquely shares Alice Paul's story as a way to inspire the community and help to empower women and girls to take leadership roles in the community. We believe that every individual has a unique set of leadership skills that can be used to obtain a common goal. We design our programs through the lens of what Paul referred to as "ordinary equality," which is the notion that all humans are equal partners in society and have the potential for success. As such, we have tailored our offerings to assist individuals in finding their own voices or strategies to tackle issues related to social justice.

18. Date of the organization's last strategic plan and years it encompasses.

We are currently in year two of our 2019-2021 strategic plan.

19. Describe your organization's long term goals or vision. (Limit answers to 250 words or less.)

API's vision statement is "Gender equality for all." Our three main goals are to:

- be an effective advocate for equality
- be a benchmark in leadership development for women and girls
- promote Alice Paul's story and Paulsdale, our Mt. Laurel property, as vital symbols in American women's history

20. List the organization's top five funding sources for the last completed fiscal year, including the names of funders and the amounts.

- Individual donations supporting (unrestricted) general operations (\$137,355)
- Individual donations restricted to program or endowment (\$83,905)
- Proceeds from (3) fundraising events (gross \$192,849, net \$162,734)
- Grants for general operating support (\$54,247) – NJ Historical Commission, Investors Bank Foundation, Dircks Family Foundation, Roma Bank Foundation
- Program admissions (\$39,875) – Alice Paul Professional Leadership Institute, Girls Leadership Council, Meeting Alice, Second Saturday Speakers, tours & presentations

21. **In the next 6-12 months, do you foresee any significant changes taking place within the organization? If yes, please provide details. (Limit answers to 250 words or less.)**

API does not anticipate any significant changes in the organization over the next six months. If any changes do occur, we do not foresee them impacting the completion of this project.

Section 2: Project Information

1. **Name of project**

Girls Media Empowerment Project

2. **Project summary (Limit answer to 100 words).**

Through this project API will create a YouTube channel that releases bi-monthly videos targeted to girls between the ages of 10-17. The content of these videos will focus on Alice Paul's story and philosophies from both an historic and contemporary perspective. It will be tailored to meet the needs of girls of ethnic and socio-economic diversity.

3. **Describe the need or problem that this project will address. (Limit answer to 250 words or less.)**

There is a need for all girls to learn leadership skills. This project will address two problems: 1) girls' inability to access API's on-site program and 2) the different needs of girls from different communities and socio-economic groups.

While API has enjoyed success with our onsite leadership development programming, we are limited by Paulsdale's size, the distance people have to travel to get to us and the lack of adequate public transit. We see a particular need among economically-vulnerable girls for leadership development, and we know that we are not serving them with our current, on-site program. While the GLC is an ethnically diverse group, Paulsdale's location and the lack of public transit means that we are not serving economically vulnerable girls.

We have learned from past partnerships with charter and public schools and community groups in Camden and other economically challenged areas that girls face some different issues and often have priorities different from girls from more affluent suburbs. We know that we need a more flexible program delivery

platform so that we can tailor programs to be relevant and fit the specific needs of girls in different South Jersey communities.

4. Is this a new project or expansion of a current project?

This is a new project that will draw inspiration from current programming.

5. How does this project fit within your organization's strategic plan and/or long-term goals and vision? (Limit answer to 250 words or less.)

A main objective of the Institute's three-year strategic plan is to diversify our community. Our vision is gender equality for all, but if we are not able to engage with a variety of populations, we are limited in what we can offer and limited in how our programs can successfully grow to reach more girls.

We believe that Paul's story can inspire diverse communities, empowering individuals to take action for their personal values. However, there has not been an opportunity for the Institute to focus on the barriers specific groups face in accessing information about Alice and the suffrage movement. This project will afford us the opportunity to research and implement new outreach strategies that will enable the organization to serve more individuals while eliminating physical barriers to programming.

6. Why is this project a priority for your organization now? (Limit answer to 250 words or less.)

The year 2020 is the centennial celebration of women gaining the right to vote in the US, and it has become a milestone year for the Alice Paul Institute. National media outlets including the *New York Times*, Associated Press, WHYY Radio and *Smithsonian* have covered Paul's story and have looked to API as the leader in education on the regarding the Equal Rights Amendment, which Alice Paul originally authored and for which in 2020 there are renewed ratification efforts. API staff members are frequently interviewed on these topics, and Alice Paul is a more recognizable public figure.

Additionally, girls are more visible in the media and their voices are being heard. There is a synergy between what is happening in our culture and API's core value of empowerment, which provides the organization the opportunity to become a true leader in the field of women's history, advocacy, and education. Through the project, we anticipate new opportunities to partner with existing media groups who are sharing similar messages, and to expand our reach and grow our network. The project is a priority for API now so that we can capitalize on this moment, ensuring the furthest reach of the channel across multiple platforms.

7. **Indicate the approximate number of individuals that the organization expects to serve through this project over the 24-month grant period.**

While a YouTube channel can be accessed by any individual, API will target girls between the ages of 10-17 who live in Camden, Cumberland, Salem and Gloucester Counties to pilot this project. Based on our current media platforms and the partnerships we have developed with the region's organizations and schools, we anticipate effectively reaching thousands of girls in the region within the 24-month grant period.

8. **Describe how this project would improve your organization's ability to more effectively carry out its core mission.**

API's mission is to further Alice Paul's legacy of gender equality for all. Eliminating the physical barriers of attending a program will effectively further our mission by enabling us to reach a more diverse group of individuals throughout the region and beyond.

9. **List the key staff positions for this project including 1) the role that this staff member will play in the project's implementation 2) whether this is a new or existing hire.**

Alyssa Hunt, Program Coordinator (Existing)

- Develops content
- Organizes video participants
- Works with GLC members to help with content creation

Colleen Tryner, Operations Director (Existing)

- Works with Program Coordinator to develop content

Media Specialist (New)

- Produces videos and social media content for project

Krista Niles, Outreach & Civic Engagement Director (Existing)

- Oversees the Media Specialist, production of the videos, marketing & outreach to potential media partners

Diversity Consultant (New)

- Assists with outreach to diverse communities and helps curate content to most appropriately address those communities' priorities and needs

10. **Will you be collaborating with other organization(s) to carry out this project? If so, please list name(s) of organization, name of executive director, its 501(c)(3) status and describe their role in the project. (Limit answer to 250 words or less).**

API will create the content for the project using our own staff and consultant resources. As with everything we do, we will reach out to include as many partners as possible to ensure the success of this project. For example, we will connect with new and longtime community partners in South Jersey schools and girl-serving organizations to help us identify girls to pilot the project.

11. **Please list the specific activities/components of the project and a projected timetable for each in the format indicated below. NOTE: The timetable for the project should begin on July 1, 2020 and go through June 30, 2022, which corresponds to the Impact100SJ grant award period.**

<u>Activity/Project Component</u>	<u>Timetable</u>
Hire Media Specialist	July 2020
Work with Diversity Consultant	July-September 2020
Reach out to Community Partners at schools and girl-serving organizations	July-December 2020
Develop Content	September-December 2020
Pilot Program with focus group	January-February 2021
Evaluate Pilot Program	February-March 2021
Launch Channel with Regional Target Populations	March 2021
Evaluate Channel with Diversity Consultant	July 2021
Revise and Develop New Content	September-December 2021
Obtain Media Partner for wider dissemination	January-March 2022
Launch Channel with Regional and National Targets	April 2022
Monitor Response to Content and Evaluate	June 2022 and beyond

12. **List the anticipated, measureable outcomes that your organization sees to achieve with this project. Be as specific as possible about each outcome. Include a description of how you will measure each outcome, including the metrics or tools that you will use. (Limit answers to 250 words or less.)**

Measurable Outcomes:

- 1) Reach 5,000 new individuals beyond Burlington County through 2022
 - a. Through media analytics, API will be able to collect data on the YouTube subscriber, which will can capture information on the users' location. This data will also be able to tell API how many times a video is shared or liked, which will further the reach of the content. YouTube

subscribers will also have the opportunity to sign up for our newsletter, which will be tracked through the Constant Contact platform.

- b. All on-site events and programs will have an online registration form. This data will be compared to the data from the YouTube channel to best determine the overlap of subscribers and new API members (on-site visitors).
- 2) Diversify API's program offerings
 - a. By working with a Diversity & Inclusion expert API will be able to restructure messaging to make it more accessible to a variety of populations. API will collect data from YouTube to understand the ethnic and socio-economic bracket of the user.
 - 3) Establish partnership with a national media outlet
 - a. Through YouTube analytics API will be able to see how many subscribers and users the site has on a regular basis. This information in addition to the demographics data, will allow API to pursue partnership opportunities with national media outlets who share similar messaging.

13. List the steps the organization will take to achieve sustainability of the project beyond the 24-month grant period. If this will not be an ongoing project, please explain.

To sustain the project, API will hire a full-time Media Specialist to remain as part of the core staff beyond the 24-month period. This position will be responsible for coordinating and producing the YouTube videos, as well as managing all API media outlets.

Additionally, API will pursue a national media partner in 2022. This will help the YouTube channel emerge into new markets, and provide new platforms for the program. Some of these may include UN Women, NY Times Women in the World and The List. Our channel will be a way to move users up the networking pipeline to these outlets.

Section 3: Project Budget

Total project budget amount (including grant from Impact100SJ).

Please list all project expenses in format indicated below. If the project budget is greater than \$100,000, please indicate with an asterisk (*) which expenses are to be covered by our grant. NOTE: Make sure each activity listed above is reflected

in an expense listed here. Expenses may include individual staff; make sure to include the percentage of their time to be spent on project under the additional details column. Total of all expenses must equal total project budget amount. (Please use the following format.)

Specific Expense	Additional Details/Breakout	Total
Staff		
Media Specialist	Full-time salary + benefits for 2 years	\$70,000*
Communications Director	Estimated hours on project per week – 5 (1-year)	\$7,800*
Program Coordinator	Estimated hours on project per week – 2 (1-year)	\$2,080
Operations Director	Estimated hours on project per month – 4 (1-year)	\$1,200*
Consultants		
Diversity & Inclusion	Contracted 6 months	\$7,000*
Host	Face of the channel- stipend	\$5,000
Equipment		
Camera		\$2,500*
Microphone		\$600
Video Production Software	3-year contract	\$1,336*
Marketing		
Advertising	Social media, print, etc.	\$10,000*
Total		\$107,516

If the total project budget amount exceeds \$100,000, please list all proposed additional funding sources and date you anticipate securing these funding sources. You may include in-kind support if applicable. (Please use the following format.)

Funder/Donor	Amount/Value	Date
Donor	\$7,680	September 2020