



WOMEN OF VISION

Celebrating 25 Years of Empowering
Jewish Women and Girls



We are Women of Vision.

We are change-makers who are rooted in Jewish values and committed to female empowerment. We strive to build a world in which Jewish women and girls can achieve their full potential through access to opportunities for social, economic and personal growth.

As grant-makers, we fund programs and organizations that create long-term change, especially in the realms of health and safety, empowerment and economic security.

As advocates, we educate our members and the public about the challenges faced by women and girls everyday, and we take meaningful action.

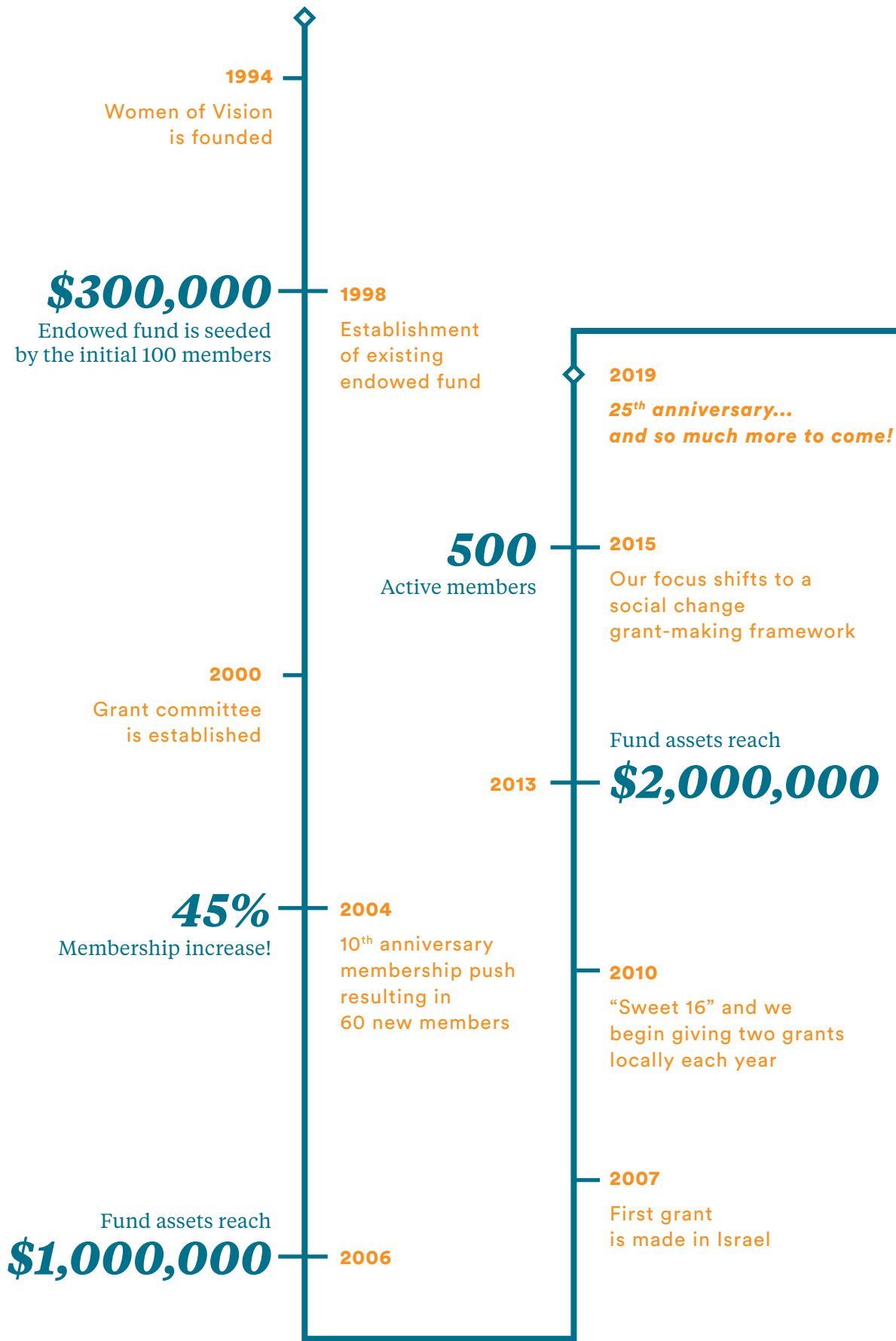


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As a community, we model the world we'd like to see: A place where every woman has a voice; finds the warmth, strength and support she needs; and uses her power to create positive change.

OUR HISTORY SO FAR

One of the first foundations of its kind in the nation, Women of Vision was conceived in 1994 by a group of dedicated women who sought to advance issues of social justice. “We had a vision,” says founder Sally Cooper Bleznak. “We believed that with our collective power, we could create a better world for Jewish women and girls.” Within the Jewish Federation of Greater Philadelphia, which agreed to underwrite nearly all expenses, they created the Women of Vision Foundation, whose permanent philanthropic fund would serve as the source of grants for innovative programs in the Jewish communities, including Israel.

Membership grew as philanthropists flocked to the young foundation, bringing passion and ideas. As Women of Vision’s grant-making philosophy continued to evolve, it was determined that in order to make strategic grants of meaningful, lasting impact, Women of Vision would invest in programs that address the root causes of challenges faced by Jewish women and girls — and which had the potential to create systemic or policy changes. In that trailblazing spirit, those grants could even be allocated to start-up ventures or as seed money for brand-new unfunded projects; allocations would be entirely up to Women of Vision’s membership to decide.



OUR GRANTS IN ACTION

Moving Traditions: Support for a Startup Battling Sexism.

Being a teenager can be tough. Just ask 13-year old Hope. “Our emotions change a lot because of our hormones, and just growing up,” says the middle schooler. Fortunately, to cope with those feelings, Hope knows where to turn. Once a month, she heads to her synagogue, which hosts a girls-only group called Rosh Hodesh — a program from the organization Moving Traditions, which for the last 12 years has helped 20,000 kids nationwide get through the ordinary challenges of their extraordinary teenage years. “I love it!” says Hope.

Moving Traditions was in its infancy when founder Deborah Meyer applied for a Women of Vision grant in 2006. Meyer imagined Rosh Hodesh and its boys-only counterpart, Shevet, as a means of aiding kids in their self-discovery, challenging sexism and creating a commitment to Jewish life. “It’s a safe place where teens can talk about what’s on their minds, whether that’s academic pressure, their bodies, sexuality,” explains Meyer. “And we discuss it through the lens of Jewish teachings. It lays the foundation for teens to form a healthy identity and really flourish.”

We at Women of Vision recognized the organization’s groundbreaking potential, and were among its first supporters; the grant we allocated helped get Moving Traditions up and running. Today, Moving Traditions is a nationally recognized pioneer in Jewish education. And when in 2018 it revamped its curriculum and refined its training to take its programming to the next level, Women of Vision was there to support its growth. Altogether, it makes Moving Traditions a prime example of our philanthropic vision in action: By providing funding to dynamic nonprofits during pivotal moments, we leverage relatively small grants to achieve big results.

ATZUM: Advocating for an End to Modern Slavery.

Over the past decade about 25,000 women, nearly all from the Former Soviet Union, have been smuggled into Israel to be brutalized as sex slaves. Victims are sold and resold to pimps and brothel owners, imprisoned, and subject to rape and abuse.

We at Women of Vision were shocked to discover that the pressing problem of human trafficking afflicted even our Jewish sisters, and were struck by the urgency of the issue. We were determined to make a swift but significant difference. Our resulting grant to the Israeli advocacy group ATZUM – Justice Works marked a pivot point as our first deliberate move into grantmaking for social change.

Our grants to ATZUM’s Task Force on Human Trafficking have helped lead the battle to change Israeli sex trafficking laws. Their key proposed legislation advocates for the “Nordic model,” which criminalizes prostitution for the purveyors and purchasers, and protects victims. With our support of ATZUM’s sustained efforts, the legislation has gained significant ground in Knesset and the conversation around trafficking in Israel has advanced, putting an end to this inhumane practice — we pray — within our sights.

“To me, it’s so meaningful to know that even at a time when I’m not here, they’ll remember these conversations and remember me, and have that closeness by that connection to Women of Vision.”

Penni Blaskey, Women of Vision Member and Former Chair

L’DOR VADOR: BEQUEATHING OUR VALUES

During her tenure as Chair of Women of Vision, Penni Blaskey’s grandchildren would often hear about Bubbe’s “club.” So recently, Penni decided to bring 9-year old granddaughter Maya to a Women of Vision event, to give her a better idea of what went on at the “club” — and afterwards, Maya emptied her *tzedakah* box to make her own Women of Vision donation: \$2.40. It got Penni to thinking.

“This is where my heart and passion is, bringing in social change that benefits Jewish women and girls – especially because I have daughters and granddaughters,” remembers Penni. “I decided that this is where I wanted to put my legacy.” Penni made a \$100,000 gift, which raised her membership level to one that confers membership and full voting rights to immediate female family. A portion of the gift is a planned gift and Penni is still acknowledged as a \$100,000 donor. Her Women of Vision leadership gift will help fund grants today and into the future, and creates a bond that spans generations.

This past spring, for the first time, Penni and Maya engaged in an engrossing discussion about the slate of potential Women of Vision grantees. Maya, though not yet old enough to vote, proved curious, enthusiastic and thoughtful. “It was the impetus for really meaningful conversations,” says Penni.



TZEDAKAH: WHAT IT TRULY MEANS TO GIVE

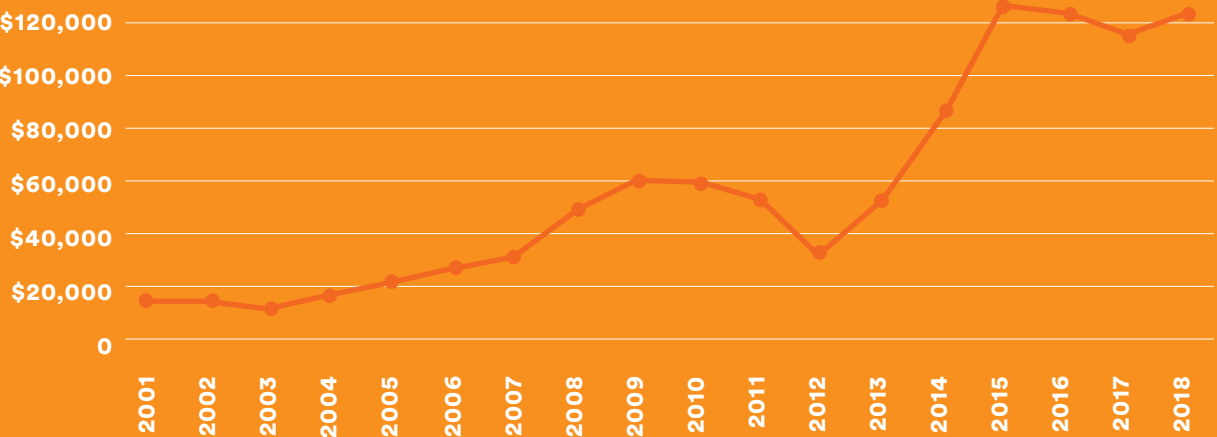
When Rabbi Lynnnda Targan’s grandparents immigrated to America in the early 20th century, they came with little in their pockets, but much in the way of Jewish ethical values. Her great-grandparents and grandparents always opened their purses and pockets to others in need, the very model of *tzedakah*, “righteous giving.” Lynnnda remembers absorbing those early lessons: that no matter how little you had, there was always someone with less. “I remember my mother, single and poor and divorced, walking the neighborhood with *pushkah* in hand, collecting coins for the less fortunate,” recalls Lynnnda.

Lynnnda was determined to carry on that legacy. That’s why she has left a planned gift in her will to Women of Vision, confident in our shared mission to create lasting social change for Jewish women and girls locally and in Israel. By leaving a legacy gift, Lynnnda helps ensure that mission continues in perpetuity; honors her forebears; and illustrates for her children and grandchildren the meaning of *tzedakah* — that giving is its own reward.

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“I hope that others will also follow in the path of continuity. To live in the light of *tzedakah* is to experience love and blessings in their fullest manifestations. And to that I say, *Dayenu*.”



As Women of Vision has grown, so too has our ability to make transformational grants in our communities at home and in Israel:



HISTORY OF GRANTS

Since our Grant Committee was formed in 2000, Women of Vision has made grants to the following organizations — all working to improve the lives of Jewish women and girls.

Greater Philadelphia

- AJC: Global Jewish Advocacy
- Career Wardrobe
- CeaseFirePA
- Challah for Hunger
- Dinah
- Female Hebrew Benevolent Society
- Hillel at Drexel University
- Hillel at University of Pennsylvania
- Interfaith Center of Greater Philadelphia
- Jewish Employment and Vocational Services (JEVS)
- Jewish Family & Children’s Service (JFCS)
- Living Beyond Breast Cancer
- Mitzvah Food Program
- Moving Traditions
- New World Association
- Organization for the Resolution of Agunot

- SeniorLAW Center
- Temple Hillel
- Tribe 12
- Victor Center for Jewish Genetic Diseases
- Women’s Opportunities Resource Center (WORC)

Israel

- ATIDIM
- ATZUM-Justice Works
- Beit Ruth
- Hillel-The Right To Choose
- Israel Association for Child Protection
- IT Works
- New Family Organization
- SHUTAFOT
- WePower – The Organization for the Advancement of Women’s Leadership

MAKE IT COUNT

Thanks to your generosity and participation, Women of Vision has transformed the lives of Jewish women and girls across generations and geographic boundaries. But our work is far from done. And we'll never sit on the sidelines when our mission calls.

At this singular moment in time, seize your opportunity to make change. This is the time to speak up and be heard, and to act upon our values; this is the place where every woman has a vote, a choice and a voice.

As our foundation grows, more and more women and girls receive assistance in a greater variety of ways. Make a positive impact on our world. Consider joining or reinvesting in your membership today.

LiberatHer (under age 45)\$1,800 payable over 2 years
SupportHer\$3,600 payable over 2 years
EntrustHer\$5,000 payable over 2 years
SustainHer\$10,000 payable over 3 years
MentHer\$18,000 payable over 4 years
LeadHer\$25,000 payable over 5 years
AmbassadHer\$36,000 payable over 5 years
BenefactHer\$50,000 payable over 5 years
EmpowerHer*\$100,000 payable over 5 years

*\$50,000 may be a planned gift

2019
25th anniversary...
marking incredible milestones!

25
New members join Women of Vision

25
Existing members reinvest in
Women of Vision by doubling their gift

\$250,000
Additional dollars raised

Fund assets reach
\$3,000,000

FOR MORE INFORMATION
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Jewish Federation
of Greater Philadelphia

The Jewish Federation of Greater Philadelphia mobilizes financial and volunteer resources to address the communities' most critical priorities locally, in Israel and around the world.

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