

UNFINISHED BUSINESS

MONTHLY NEWSLETTER | MAY 2017

Insights on Equality for Women

WHAT WE HEARD ON 50/50 DAY



May 10th marked the first-ever 50/50 Day, a global awareness day to spark discussions and action around gender equality. More than 11,000 50/50 Day events took place across 63 countries worldwide. In the U.S., every state participated – with many programs sponsored by Vision 2020 Delegates – and in Philadelphia, Vision 2020 was the host of 50/50 Day.

As part of Vision 2020 50/50 Day, we held a film screening of *50/50* – a mini-documentary about the history of women in leadership – followed by a panel discussion featuring top business and government leaders. In a candid exchange, the panelists shared insights and advice that we believe every woman (and man) should hear.

Vision 2020 News

'FAVORITE CITY ON EARTH': REFINERY29 RECOGNIZES PHILADELPHIA FOR VISION 2020 50/50 DAY RESOLUTION



Councilwoman Blondell Reynolds Brown presented Vision 2020's Lynn Yeakel with a Resolution from the City of Philadelphia that proclaimed May 10, 2017, as 50/50 Day.

As part of 50/50 Day in Philadelphia, Vision 2020 teamed up with Councilwoman Blondell Reynolds Brown of Philadelphia City Council. The councilwoman, who participated on a panel of business and government leaders, brought with her an [official resolution](#) proclaiming May 10 as 50/50 Day throughout Philadelphia – the only major U.S. city to make such a declaration.

Soon after the Vision 2020 event, *Refinery29*, a global online media outlet, published an article about the Resolution: [Here's Why This City Proclaimed Today 50/50 Day](#). The cherry on top was a follow-up piece in which *Refinery29* stated that Philadelphia became its ["favorite city on Earth"](#) by officially declaring May 10 as 50/50 Day.

In addition to generating national exposure through *Refinery29*, Vision 2020's 50/50 Day was covered locally by Philadelphia's NPR and CBS affiliates:

- [Pa. leader in promoting gender equality reflects on progress, challenges](#) (WHYY)
- [Vision 2020 hosts '50/50 Day' discussing gender equality](#) (CBS Philadelphia)

INTRODUCING THE *HERSTORY* HUNT, A WOMEN'S HISTORY SCAVENGER HUNT FOR GIRLS AND BOYS



Girls on the Run teamed up with Vision 2020 to be the first to test the HERstory Hunt, a women's history scavenger hunt that will formally launch in August at two national parks in the Philadelphia region. The program will expand to more parks within the National Park Service in the coming years.

One of Vision 2020's goals is to educate youth about the contributions of women throughout history. As one strategy to achieve that goal, Vision 2020 created the HERstory Hunt, a hands-on women's history scavenger hunt that seeks to teach girls and boys to go beyond the traditional telling of history to find the underrepresented voices of the past, and especially to find the places where women have served as leaders or important historical figures.

To test-run the HERstory Hunt, Vision 2020 recently teamed up with two national parks and two Girls on the Run chapters. On May 6, the HERstory Hunt pilot took place at Valley Forge National Historical Park in partnership with Girls on the Run Montgomery & Delaware Counties. On May 16, the second HERstory Hunt pilot took place at Independence National Historical Park in partnership with Girls on the Run Philadelphia and the Forum of Executive Women.

Both scavenger hunts operated under the "find and do" model, where girls participating were tasked with not only finding women's history in the parks, but also doing an activity once they solved the clue. Activities included playing a popular children's game from the Revolutionary War, ringing a bell for justice in honor of the suffragists, and following in the footsteps of George Washington's enslaved servant as she escaped from the President's House to freedom.

The next two HERstory Hunts, which will be open to the public, will take place on National Women's Equality Day (August 26) as part of the annual Vision 2020 Toast to Tenacity. [Email Vision 2020](#) for more information.

FLORIDA LEADERS GATHER FOR VISION 2020 SUNSET CRUISE

Vision 2020 Florida Delegates Sarah Owen and Nori Ann Reed, along with donors and friends of Vision 2020, joined Lynn Yeakel and supporter Captain Noah Stewart on a sunset cruise off of Sanibel Island on April 27.



The women who participated, representing many different states and organizations, discussed the Vision 2020 voting goal and strategies to register, educate and mobilize women voters in 2020. Nori Ann Reed is chair of the 2020 voting goal team.

Food and drinks were donated by Cip's Place.

People in the News

UTAH DELEGATE ACCEPTS 'MAKING DEMOCRACY WORK' AWARD

[Sheryl Allen](#), a Vision 2020 Delegate in Utah, accepted an award from the League of Women Voters of Utah on behalf of Real Women Run, a group that encourages and trains women to run for political office in Utah. Sheryl is a founding member of Real Women Run and sits on its board.



Real Women Run was given the Making Democracy Work award for its efforts to close the gender gap in Utah politics. The award ceremony was held at LWV Utah's [25th Annual State of Community Luncheon](#) on April 11.

TEXAS DELEGATE RUNS FOR STATE OFFICE

[Kim Olson](#), a Vision 2020 Delegate in Texas, is running for Texas Agriculture Commissioner.

In March, Kim, a retired United States Air Force colonel, began visiting all 254 Texas counties as a Democratic candidate hoping to run the Texas Department of Agriculture. The TDA is

responsible for overseeing various agriculture and rural issues, as well as administering the USDA school lunch and similar programs, regulating pesticides and overseeing other marketing and consumer protection programs.

When asked about her motivations to run for office, Kim said: "Someone worked hard so I could go into the military as a woman. So I see myself as standing on the shoulders of some pretty brave women. And I guess the same thing is true of politics, that there were women that marched, that went to jail so we could vote and then so we could run. And so after the last election, I thought, you know, it just seems to me that I could just sit out on my ranch and pick pecans or I could get in the game and maybe have some influence to make things better. Give people that don't have voices a voice."



[Click here to read more](#)

LYNN YEAKEL SPEAKS AT WOMEN'S HEALTH EMPOWERMENT SUMMIT

On May 17, Vision 2020 President [Lynn Yeakel](#) spoke on a panel at the [Women's Health Empowerment Summit](#) in D.C. The summit was organized by the Coalition for Women's Health Equity, which was founded by Haddassah – a Vision 2020 National Ally.



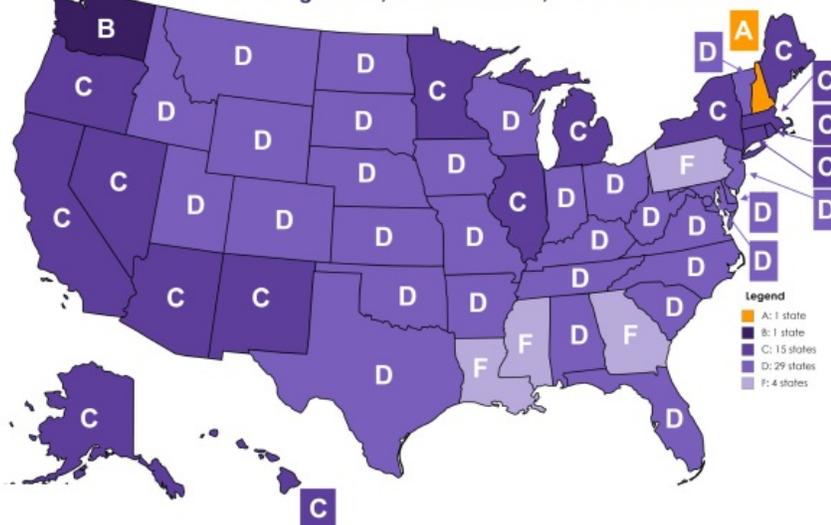
Joining Lynn as speakers on the "Women's Health for All Ages: New Trends & Perspectives" panel were Mary Worstell of the HHS Office of Women's Health, Jill Lesser of WomenAgainstAlzheimer's, Athena Cross-Edge of Black Women's Health Imperative, and Susan Hoffstetter, a women's health nurse practitioner.

Ally News

REPRESENTATION 2020 RELEASES REPORT ON WOMEN'S REPRESENTATION IN GOVERNMENT

Gender Parity Index: State Grades

The Gender Parity Index measures women's representation at the local, state legislative, state executive, and federal level.



Representation2020, a Vision 2020 National Ally, recently launched its [2017 Gender Parity Index Report](#), which measures the country's progress toward shared leadership among women and men in government. This report offers the first comprehensive assessment of female representation at the local, state and federal levels since the 2016 election.

The key finding from the new report? Nearly every state is failing when it comes to electing women to local, state and federal legislatures. (Just take a look at the grades in the above map.) Globally, America's ranking with regards to representation of women has plummeted from 53rd place in 1995 to 100th in 2017.

Read this *Jezebel* article for a breakdown of this year's findings and ideas from Representation2020's director, Cynthia Terrell, on how we can achieve gender parity: [Only One State in the U.S. Is Succeeding at Gender Parity in Government. Here's How to Change That.](#)

CAWP RELEASES FINDINGS ON HOW GENDER INFLUENCES PRESIDENTIAL ELECTIONS

The Center for American Women and Politics (CAWP) at Rutgers University, a Vision 2020 National Ally, teamed up with the Barbara Lee Family Foundation to examine the ways in which gender was at play in the 2016 presidential election. Their findings were just released in [Finding Gender in Election 2016: Lessons from Presidential Gender Watch.](#)



With the help of expert scholars and practitioners, CAWP and the Barbara Lee Foundation worked for 21 months to further public understanding of how gender influences candidate strategy, voter engagement and expectations, media coverage, and electoral outcomes in campaigns for the nation's highest executive office.

Empowering Photo of the Month

Have an empowering photo to share? Submit it to vision2020@drexelmed.edu to be included in one of our future newsletters.



This man participated in 50/50 Day's social media campaign, which asked people to post photos showing their response to the following question: "In six words, what does a gender-balanced world look like to you?"

IN SIX WORDS, WHAT DOES A GENDER-BALANCED WORLD LOOK LIKE TO YOU?

The global organizers of 50/50 Day asked this very question on May 10, encouraging people from all over the world to write down their responses, take a picture, and post the picture to social media using the hashtag [#Gettingto5050](https://www.instagram.com/Gettingto5050).

We couldn't help but love this photo that was submitted: "She's the CEO; he's the homemaker."

It is an important reminder that in order to achieve our goal of shared leadership among women *and* men, we must involve both women and men in conversations about gender equality.

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