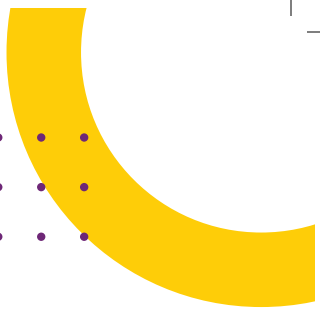




**ALICE PAUL
INSTITUTE**

Education. Empowerment. Equality.



2022

IMPACT REPORT



**ALICE PAUL
INSTITUTE**

Education. Empowerment. Equality.



A LETTER FROM THE BOARD CHAIR & EXECUTIVE DIRECTOR

Dear API Friends & Supporters,

tran-si-tion

noun

The process or a period of changing from one state or condition to another.

Transition can be a scary word when you're describing the state of an organization, but we're claiming 2022 as our defining period of change for the Institute.

Coming out of the pandemic we were eager to meet the community in new ways. We offered new and renewed programming, events, and initiatives that met the urgency of the moment while connecting multiple communities to our mission of gender justice for all. We built lasting relationships with new partners including the National Park Service, Library of Congress, and Delta Sigma Theta Sorority, Inc. We renewed our Feminist Film Series and hosted our first Women's Equality Day Festival both on the grounds at Paulsdale. We engaged with our stakeholders, partners, and friends to further understand what we can offer to better advance their work too.

Our leadership development programs activated more than 100 girls throughout the country, helping them identify and articulate the innate power within themselves to effect positive change. We met with more than a dozen school districts in four states, highlighting the importance of women leaders, like Alice, who despite not fitting the archetype of a leader were able to make a difference in their communities.

Regardless of the forward momentum, we took a pause to re-imagine the impact of the Institute as a whole. We dove into a strategic planning process that helped us crystalize our place in the equality ecosystem, leaning on the history of the past to help pave the way towards future goals. The diversity of our staff and board guided the initiative allowing for a truly intersectional approach in our decision-making process.

We're still learning, adapting, and re-envisioning our work—and that will never end. We're so proud of what we have been able to accomplish this year, and even more thrilled to see the impact of our efforts across the region and beyond.

Thank you so much for your continued support of our work. These accomplishments would not be possible without your dedication to equality and justice for all.

Sincerely,



Dr. June Deponte Sernak

BOARD CHAIR



Rachael Gashan Rypisan

EXECUTIVE DIRECTOR

WHO WE ARE

OUR MISSION

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

OUR VISION

Gender equality for all.

WHO WE SERVE

The Alice Paul Institute is committed to having a positive impact in the ongoing, intersectional struggle for gender equality. We utilize an expansive and inclusive understanding of the terms "women" and "girls" and welcome the participation of trans women and girls, non-binary and gender non-conforming people, and anyone else who identifies with women and girls.

ORGANIZATIONAL HISTORY

In 1984, a group of advocates for the Equal Rights Amendment (ERA) decided to ensure that the 1985 centennial of the birth of Alice Paul, the author of the ERA, would be appropriately commemorated. They founded the Alice Paul Centennial Foundation, then created a slate of leadership programs for girls and purchased an important collection of Paul's papers and artifacts. Eventually, they were also offered the opportunity to acquire Paul's childhood home, Paulsdale, saving the house and property from development.

Today, as the Alice Paul Institute, the organization continues to educate and empower girls and young women to view themselves as leaders, encourage civic engagement, preserve Paulsdale, and advocate for the passage of the ERA which, when enshrined in the U.S. Constitution, will give legal and lasting equal protections to people of all genders.

STRATEGIC GOALS

- API builds the civic engagement needed to advance gender equality.
- API effectively advances appreciation of women's history and promotes its importance in understanding the social, economic, and political situation of women today.
- API expands engagement in its leadership development programs for young women across the Delaware Valley.
- API increases annual revenue to support program growth and infrastructure stabilization.
- Enhance API's core infrastructure to better secure long-term sustainability.

Who was Alice Paul?

Feminist. Suffragist. Political Strategist.

Alice Paul was the architect of some of the most outstanding political achievements on behalf of women in the 20th century. Born on January 11, 1885 to Quaker parents in Mount Laurel, New Jersey, Alice Paul dedicated her life to the single cause of securing equal rights for all.

A leader in the fight to ratify the 19th Amendment in 1920 to extend voting rights to women, Alice Paul authored the Equal Rights Amendment 1923 and spent the rest of her life fighting for its ratification to ensure the U.S. Constitution protects women and men equally.


Few individuals have had as much impact on American history as has Alice Paul. Her life symbolizes the long struggle for justice in the United States and around the world. Her vision was the ordinary notion that women and men should be equal partners in society.



YOUR SUPPORT

What an exciting year it has been at API, which has been made possible because of the generosity of our thoughtful and dedicated donors! We'd like to take this opportunity to welcome the **115 new donors** who gave to API for the very first time this fiscal year. We're also incredibly grateful for the **196 donors who renewed** their support **this year**, and the **56 generous donors who increased** their support. You make all of our important programs and our continued work towards gender equality possible, so THANK YOU!

 **367**
Individual Donors

 **\$145,957**
Total Individual Gifts FY22



196
Renewed Donors

56
Increased Donors

115
New Donors

“From the Girls Leadership Council, building a pipeline of women leaders to history events that remind us we must not lose sight of the ultimate goal for gender equality, API's programs are making a difference in the fight for gender equality. — Jeanne Hayden

COMMUNITY PROGRAMS

 **12,417**
Reached in 2022

Fiscal year 2022 saw the welcome return of in-person programming at Paulsdale. Using the hybrid capabilities we built out in recent years, our community programs directly served over 600 people.

Our program year had a focused theme of women and civil rights in America— ranging from unsung heroism of suffragists whose names have never appeared in history books to the often untold experiences of the marginalized women who are still fighting to make their voices heard in American history and politics.

The Feminist Film Series returned with screenings of movies about civil rights giants Pauli Murray and Ruth Bader Ginsburg, and our eight different book talks featured scholars and authors from across America. Advocates and activists shared updates and tactics on the state of feminist issues like the history of anti-choice laws, reparations, and the Equal Rights Amendment. Our online program channels had over 12,000 discrete views.

“Especially at this time in our nation's history, I believe any endeavor that seeks to educate and advocate for voting rights and equality is a most worthwhile endeavor. And when so much of this work is directed toward young people, the endeavor is that much more important. The Alice Paul Institute is of course just such a place. I'm proud and honored to be part of the volunteer team, and look forward to helping as much as I can in the future.”
— Mary Kimport



WOMEN'S EQUALITY DAY

Women's Equality Day is celebrated as the day designated by Congress as the annual observance of the certification of the 19th Amendment to the U.S. Constitution in 1920, which guaranteed women the right to vote. On Women's Equality Day, August 26, 2022, API welcomed 279 guests to Paulsdale, the childhood home of Alice Paul.

- **100 people** toured the house & exhibit with Ali our long-time tour guide
- **23 children** participated in our Kids' Suffrage Parade (which turned into an ERA March around the property)
- **28 local vendors**
- **30 volunteers** participated
- **3 elected officials** attended the event (Senator Troy Singleton, Burlington County Commissioner Dan O'Connell & Mt. Laurel Councilwoman Karen Cohen)
- **Sold 14 Alice Paul t-shirts**
- **Received \$750** of donations on-site at Paulsdale
- **Sold 4 Uncorked tickets**



YOUTH PROGRAMS

MEETING ALICE
2 presentations,
84 participants

LENS OF LEADERSHIP
3 presentations,
73 participants

LEAD-A-WAY
1 time,
26 participants

APPLI COLLEGES
10 participants

“The Lead-A-Way program has helped our sixth grade students access their inner leader and enhance their natural leadership abilities. Our students were inspired by the lessons API brought in about female leaders in history. The Lead-A-Way program helped give some of our students the confidence to step out of their comfort zones and get involved in our school by joining Student Council, applying for NJHS, or joining some of the other awesome clubs we offer.”
— Amanda Schwartz, School Counselor, Somerdale Park School

GIRLS LEADERSHIP COUNCIL

API's Girls Leadership Council provides a space for high school-aged girls+ to learn about issues related to gender equality and develop their leadership skills. Girls participate in monthly meetings that include hands-on activities and discussions through which they explore topics ranging from housing insecurity to international feminist movements. Members develop as leaders through participation in social action projects and activities that allow them to practice exercising their voices.

“I think the most beneficial thing for me about being in GLC is learning about issues and topics I wouldn't otherwise know about. I gain a lot from having conversations with other people about social issues and I feel GLC has given me a place to learn, not only what my viewpoints on these topics are, but also why other people feel the way they do and to listen to the viewpoints of people who come from different experiences than myself.”
— Avery O'Hagan



 **77 Members**
(47 returning,
30 new participants)

WITH GRATITUDE

The Alice Paul Institute is honored to recognize the generosity of Mr. Daniel Wills Collins of Moorestown, NJ who passed away on April 15, 2020, in Burlington County at the age of 88 years old. Through the generosity of his estate, API was provided with a transformational gift to help support our mission, most notably the grounds of Paulsdale. Mr. Collins was an avid horticulturalist, the art and science passed on by his father, Lester Collins, who was a farmer. A few years ago, Mr. Collins thoughtfully purchased a number of plants still on the property of Paulsdale, include the beautiful Kwanzan cherry tree that blooms each spring and provides shade to visitors near the shadow box at the house's entryway.

On behalf of all of us here at API, we cannot thank Mr. Collins enough for the thoughtful and generous ways he supported our important mission both during his life and through this legacy gift.



INSTITUTIONAL & GOVERNMENT SUPPORT

- AAUW – Gloucester County Area
- Acu-Health Center
- Burlington Stores Foundation
- Holman Automotive
- Investors Bank
- Judith Glick Buckman Fund for the Future
- KMPG US Foundation Inc
- Moorestown Chapter, NSDAR
- Moorestown Monthly Meeting
- Munich Reinsurance America, Inc.
- New Jersey Council for The Humanities
- New Jersey Cultural Trust
- New Jersey Historic Trust
- New Jersey Historical Commission
- NJM Insurance Group
- NRG Energy Inc.
- PSE&G
- Rahway & Plainfield Monthly Meeting of the Religious Society of Friends, Inc.
- Sciarra & Catrambone LLC
- Unitarian Universalist Church of Cherry Hill
- Virtua
- Weinberg, Kaplan & Smith
- Womyn & Religion Group – Unitarian Church in Cherry Hill
- WSFS Bank

API SOCIAL MEDIA ENGAGEMENT

FACEBOOK
• 3,387 Page Visits
• Reach 86,175

INSTAGRAM
• 2,158 Profile Visits
• Reach 11,007

TWITTER
• 45,275 Page Visits
• Avg. 135/ Visits Per Day

YOUTUBE
• Views 11,878

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\$5,000+

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