



your
IMPACT



Kappa Kappa Gamma FOUNDATION

OUR MISSION

The mission of the Kappa Kappa Gamma Foundation is
***investing in our members by funding programs that fulfill
the evolving needs of women.***

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dear sisters and friends,

Thank you for your support of the Kappa Kappa Gamma Foundation. The desire to give back is one of the greatest gifts written into the hearts of donors like you. Each gift creates a widespread ripple of positive change in the world. In spite of the challenges of the past year, every day we see the impact of your generosity. Women are achieving their goals because of your support and, together, we are investing in a bolder future. It is a joy to share with you the impact that your gifts have made over the past year.

ADAPTING TO A VIRTUAL WORLD

Generous financial support from you allowed us to adapt in ways we never could have anticipated. All Kappa educational programs were delivered virtually in the 2020–21 academic year. From the Kappa Leadership Conference with over 750 attendees to the 205 Courage to Commit programs, five Career Academy events, over 100 DEI (diversity, equity and inclusion) programs, a virtual GIRLS Academy event and more, your gifts made relevant, timely content accessible throughout the pandemic. Members from around the world logged in to participate! Thank you for making it possible to provide these opportunities to our members.

FUNDING EDUCATIONAL DREAMS

Thanks to you, over 500 Kappas received a scholarship in 2020–21, totaling nearly \$1.8 million in scholarship funds awarded. Scholarships offer the opportunity for members to fulfill their dreams, transform lives, and improve the world in which we live. In this report, you'll read stories from several Kappa scholars. Their stories fill us with great hope for the future.

CARING FOR ONE ANOTHER

Your support of Rose McGill Grants continues to be a lifeline for members during their times of need. Whether a member is struggling to pay rent or put food on the table, dealing with illness and mounting medical bills, or navigating their way after their parents' divorce, your support helps bridge the gap, providing love and hope to those dealing with life's greatest challenges.

SUPPORTING KAPPA'S HISTORY

Your gifts continue to help preserve the Fraternity's historical treasures and share the incredible story of Kappa's sisterhood. Read more and learn how you can hear directly from Kappa's heritage experts later in this report!

While we have only touched on a few highlights from a year of boldly generous support, our hearts are filled with gratitude. You have prepared Kappas to succeed academically, take on challenges, build resilience and thrive. You made a real difference. You are behind the bold women who are lifted up by your generosity and we cannot thank you enough.

Loyally and gratefully,



Susanne Wolff Vander Heyden

Susanne Wolff Vander Heyden
Foundation President



Maggie Sims Coons

Maggie Sims Coons
Executive Director

THE IMPACT OF KAPPA SCHOLARSHIPS

Scholarships help Kappas reach their educational goals.
With your support, you're empowering them as they
strive to create meaningful change in the world.

Most merit-based scholarships are \$3,000 and most need-based scholarships are \$5,000.
The Marisol scholarship is a need-based scholarship that provides three-quarters of
educational costs, including tuition and fees, housing, and books.

In 2020–21, you helped provide:

\$634,700 for **117** need-based scholarships

\$853,000 for **293** merit scholarships

\$302,500 for **100** graduate scholarships

TOTAL \$1,790,200 for **510** scholarships



Alicen Fimple, Akron

MARISOL SCHOLARSHIP

a girl with goals

My name is Sophia Caronna-Morseman and I want to thank you for selecting me to be a Marisol Scholarship recipient. This award changed my life in innumerable ways.

This scholarship alleviated all of the financial pressures of my senior year at William & Mary. For the first time since beginning college, I didn't have to take out any loans, which reduced my repayment burden by tens of thousands of dollars. For the first time in my life, the money I gained from working went into savings for my long-term goals instead of toward bills that drained my bank account the day after the deposit hit.



Without the Marisol Scholarship and my Kappa sisters, I never could've seized the many opportunities that propelled my career forward and shaped my character. I want to thank you again for giving me this wonderful opportunity as a Marisol Scholar. I have so much gratitude for all that this organization has given me. Being a Kappa has allowed me to understand my strengths and apply my will to help others.

Without the Marisol Scholarship and my Kappa sisters, I never could've seized the many opportunities that propelled my career forward and shaped my character.

Having graduated in May 2021, I'm now preparing to move to Washington, D.C., to begin a full-time job as a government and public services analyst with Deloitte, where I will use business skills to consult on projects for federal agencies. I'm excited about serving our government and starting a life in a metropolitan city.

Thank you Kappa, thank you donors, and best wishes as I join all of you as an alumna.

MERIT-BASED SCHOLARSHIP

designing a brighter future

Thanks to a merit-based scholarship, the burden of tuition costs for Ava DeBartolomeis, *Cornell*, was lightened, allowing her to focus on her studies — the most important part of a college education she says.

As a design major, Ava hopes to contribute to a better and healthier future for others through innovative, creative solutions for society. “Whether I achieve this environmentally or socially, I want to make a difference in this world,” says Ava. “Even if it is a small contribution, I believe my actions can lend a huge impact. Kappa has shown me the power of supporting others and I want to continue this practice with my design solutions. I am so grateful for your support and generosity.”



NEED-BASED SCHOLARSHIP

a work of heart

As a first-generation, full-time student paying her own way through nursing school, Sara Brummett, *Kentucky*, knows the challenge of juggling school and a job in order to cover her educational costs.

“That’s why I’m forever grateful to have received a need-based scholarship,” says Sara. “This scholarship will help pay for so many educational expenses such as my tuition and books.”

In fall 2021, she’ll complete her third semester of nursing school while she works as a patient care assistant at Norton Children’s in her hometown of Louisville, Kentucky. “I’ve known that I wanted to be a nurse since I was in fourth grade — specifically a pediatric nurse,” she says.

After she graduates in May 2022, Sara’s goal is to start working as a registered nurse at Norton Children’s. The hospital holds a special place in her heart: It’s where she was diagnosed with Type 1 diabetes.

“Because of this scholarship, I’m able to continue studying nursing and make my dreams of being a pediatric nurse come true,” Sara says. “There are not enough words to express how grateful I am for this scholarship. Thank you so much for contributing to my future.”





ROSE MCGILL GRANTS

A little help can go a long way

Together, Kappas are lending a helping hand to those facing financial hardships, such as job loss, illness, the effects of COVID-19, or natural disasters or for those looking to continue their educational pursuits.

In 2020–21, you helped provide:

\$50,500 to **23** collegiate recipients

\$192,057 to **81** alumna recipients

\$12,000 to **12** continuing education grant recipients

TOTAL **\$254,557** for **116** recipients

on the path of hope and healing

The new year started off with so much promise. I had just finished an incredible year professionally, I had signed up to run two half marathons in 2020 and my young family had our first family vacation.

Everything changed in March 2020.

As I was training for my first half marathon of the year, I noticed a lump while putting on my sports bra. By the end of the month, I was diagnosed with breast cancer. So, amid the scariness of a pandemic and facing financial stress, I was also beginning my fight against breast cancer. To top it off, in April — just days after my first chemo treatment — my husband asked for a divorce.

As my family's financial situation continued to unravel, and medical expenses piled up, I learned about crushing amounts of debt my husband had incurred without my knowledge. I didn't know how I would pay my mortgage, medical expenses, daycare expenses and more.

Then, I remembered the many stories I had read over the years about how the Kappa Foundation helps members in need. In fall 2020, I reached out for help. And thanks to the Foundation, I was able to make ends meet during one of the darkest times of my life.

**I'm forever grateful
for the help of the
Foundation and the
generosity of members
who took care of me
when I needed it most.**

I'm happy to share that after 20 weeks of chemo and a double mastectomy, I'm now cancer-free and getting back on my feet. I'm forever grateful for the help of the Foundation and the generosity of members who took care of me when I needed it most.

— A 35-year-old alumna recipient



UNDERGRADUATE FINANCIAL ASSISTANCE

the support of sisters

Like many, our sister's world was turned upside down during COVID-19. Facing the challenges of a pandemic coupled with her parents' divorce, she was dealing with a sense of uncertainty for her future.

Doubled with these financial hardships, this Kappa was unsure how she would afford her tuition, living expenses, books and more. "I feel that I am in a place where I am being selfish if I continue to ask for the support of my parents during such a financially stressful time," she says.

After receiving a Rose McGill Grant, she says she's so thankful for the invaluable support system of Kappa. She's incredibly grateful for the compassionate women in her chapter who support her through major life changes and for the generous Kappa Foundation for aiding in her educational pursuits.

– A collegiate recipient

ALUMNA CONTINUING EDUCATION GRANT

med school on my mind

Surrounded by piles of textbooks as she studied for hours on end last summer, Elena Dennis, *Chapman*, was thrilled to receive the Rose McGill Alumna Continuing Education Grant to support her MCAT preparation package.

Thanks to the grant, Elena was able to score in the 93rd percentile on the MCAT. "The test preparation course that the Kappa Foundation helped fund was valuable and one of the reasons why I performed so well on this arduous exam."

After receiving her MCAT score, Elena remembers the immense gratitude she felt for the Foundation and the alumna network that always supported her educational endeavors.

She applied for and received a second grant to help her pay for the additional prerequisite classes for medical school admission. "I want to thank the Kappa Foundation and all of their donors for their generosity in supporting me to pursue my dream of becoming a physician," Elena says.

Ready for her next adventure, Elena is packing her bags and moving to New York City, where she'll be working in health care sales and recruiting at the Execu|Search Group as she applies for medical school.



LIFELONG EDUCATION

Your investments in Kappa's educational and leadership programs help women grow, overcome challenges and encourage their journey for knowledge, no matter what stage of life or membership.

Amount granted for educational programs: **\$971,765**





leading the way

Courage to Commit is a win-win for Kappa, our members and our campuses. This harm-prevention series covers mental health and well-being; diversity, equity and inclusion; sexual assault survivor support; and alcohol and substance education. It received the Excellence in Educational Programming Award from the Association for Fraternity/Sorority Advisors in December 2020.

Jess Turuc, director of fraternity and sorority life at the University of Utah, says Courage to Commit is one of the most innovative educational programs for collegiate women today. "This program sets the standard for how we should be doing education for our members. It meets women where they are and encourages them to expand their learning in an impactful way. This initiative shows Kappa's investment in developing women around sensitive, necessary and ever-evolving topics that prepare members to not only be leaders in their communities but, most importantly, to be able to dream boldly and live fully as they move through society."



WE WENT VIRTUAL

Your support allowed us to remain nimble and deliver hundreds of virtual programs over the past academic year:

205

COURAGE TO
COMMIT PROGRAMS

10

KAPPA EDUCATION
TRAINER VISITS

154

ONLINE COURSES
ACCESSED

5

TOGETHER
TUESDAYS

For NPC staff and volunteers
who work on DEI initiatives

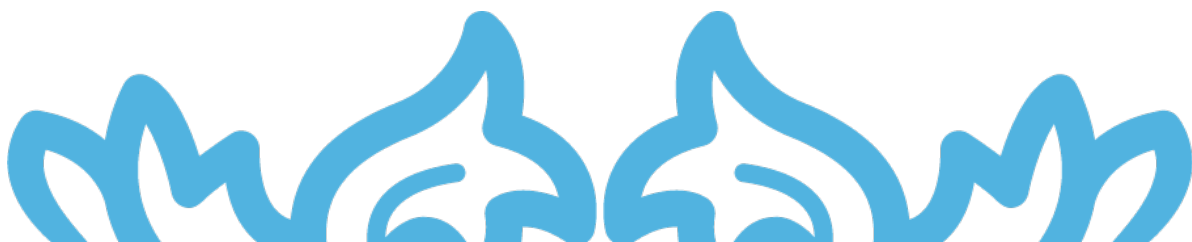
6

DEI-FOCUSED
TRAININGS

For collegians, advisers,
staff and volunteers

FIND YOUR EDGE

Kappa offers **230 online courses** for members of all ages as part of the Kappa Edge educational program. From cybersecurity training to negotiating, personal finance, and mental health and wellness, check out all of the online courses that Kappa has to offer at kappa.xceleratemediacom/home.





KAPPA LEADERSHIP CONFERENCE

628

collegiate registrants

145

adviser registrants

GIRLS ACADEMY

Hosted by Eta Delta Chapter, *Valparaiso*

46

middle schoolers

1

Lead facilitator

3

Alumnae

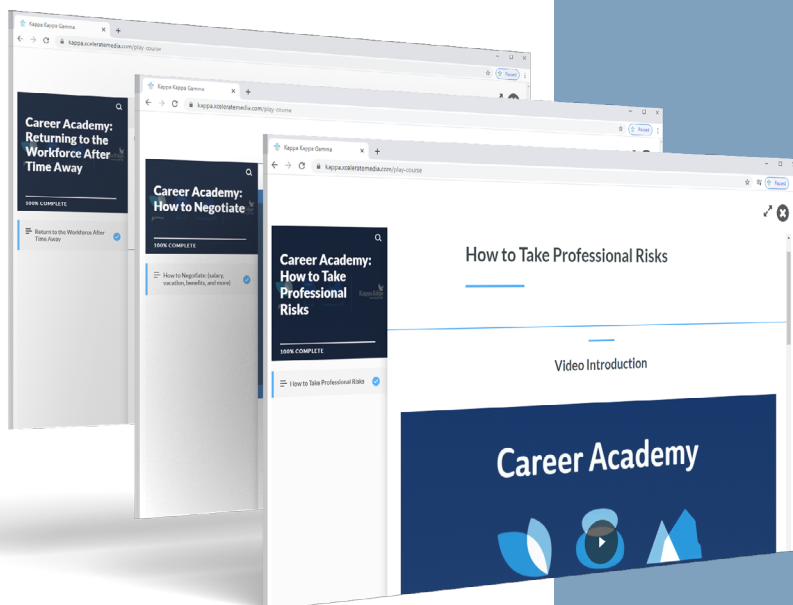
10

small group facilitators

“

I learned about self-love and respect. I learned about how I should never let anyone tell me who to be or what to look like but to be me and own every part of it.

– Middle school participant



CAREER ACADEMY

60,500

total views

90,000

Kappas and friends reached



DIVE INTO KAPPA HISTORY

Your support of Kappa's digital archives and The Stewart House Museum helps celebrate the Fraternity's rich history and commit to preserving its heritage.

The digital archives allow us to learn from the women who have paved the way over the past 150 years while capturing and preserving the trailblazing membership that's creating the future.

With over half a million digital assets housed in the archives, it opens up the world of Kappa for all to experience and enjoy.



history is her story

Most recently, there have been **18,626** research sessions in the Digital Archives and Interactive History of Kappa Kappa Gamma (kappa.historyit.com) conducted by **14,605** unique users. More than **90%** are new users.

118

COUNTRIES LOGGED IN

This includes Canada, the United Kingdom, India, China, Germany, France and Australia

6,866

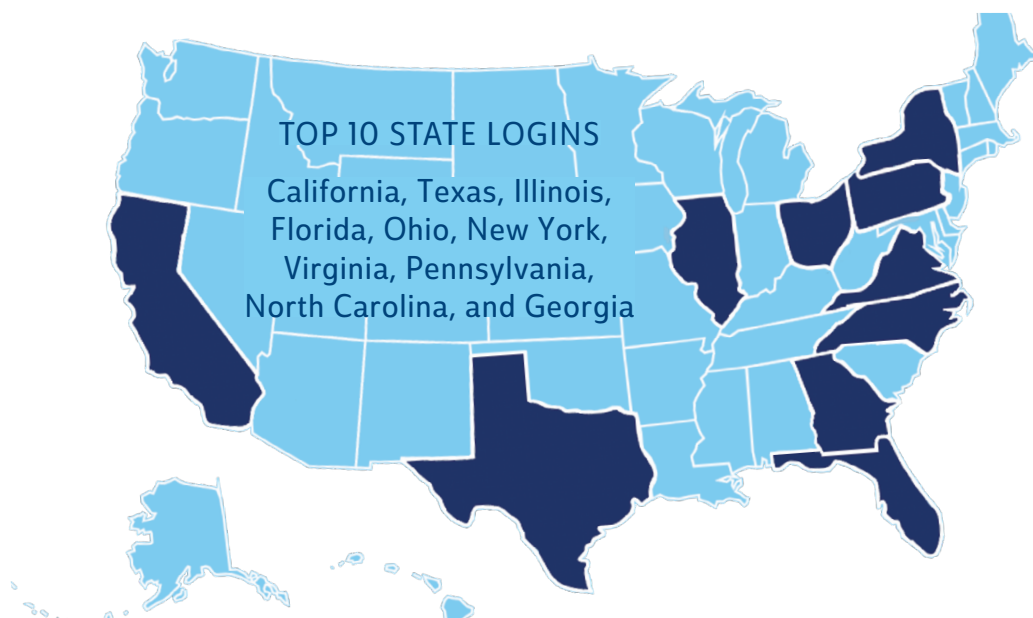
UNIQUE SEARCHES

Top searches: individual chapters, Fireside, songs, Founders, Stewart family history, group photographs, and Kappas in World War II

65,000+

UNIQUE PAGE VIEWS

Most popular pages: Image Gallery, *The Key*, Chapters, Profiles and Scrapbooks

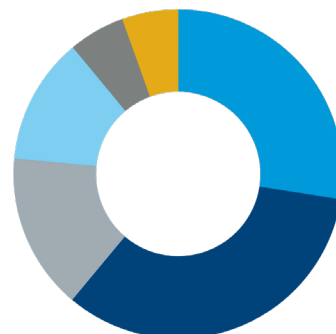


There were **3,300** visitors who took the Founders' Personality Quiz, which is double the amount from last year. Which Founder do you resemble? Take the quiz today at kappa.historyit.com/founders-quiz.

The most viewed chapter page is Beta Nu Chapter, *Ohio State*.

There are more than **97,000** page views with the following age ranges:

18–24: 27.5%
25–34: 33.5%
34–44: 15.5%
45–54: 12.5%
55–64: 5.5%
65+: 5.5%



Beta Nu Chapter, *Ohio State* (1957)
Photo credit: Digital Archives

H Jeanette Oayd Minnie Steward M. Louise Bennett
Susan Walker Anna Mills Martha Louisa Stevenson
Minnie Steward M. Louise Bennett H Jeanette Oayd
Anna Mills Martha Louisa Stevenson Susan Walker

“The digital archives revolutionize how future Kappas will find, explore and experience our collections and stories. They enable us to tell our story and allow people to explore Kappa’s history in their own way. It’s incredible to share our archive treasures with Kappas and with the world.”

—Kylie Towers Smith, Simpson, Archivist/Museum Director

Want to learn more and hear directly from the experts? Travel through time with Kylie Towers Smith, Mary Osborne, and Kristen Gwinn-Becker, CEO and Founder of HistoryIT.

<https://bit.ly/VirtualArchives>





INVESTING IN A BOLDER FUTURE

Your loyalty and support are equipping women around the world with the resources to spark a widespread ripple of positive change.

Donors like you are helping Kappas shine and unlocking their potential to dream boldly and live fully.

make an impact

Your support through the Annual Loyalty Fund makes a collective and immediate difference and allows us to respond carefully to the ever-shifting needs of our membership. Unrestricted annual gifts sustain and expand our programs, strengthen our organization and enhance the Kappa experience for all members.

SAPPHIRE CIRCLE

The Sapphire Circle recognizes annual giving by honoring donors who contribute \$500–\$999 during the fiscal year in unrestricted or broadly restricted funds.

Number of Sapphire
Circle donors in
2020–21:

425

IRIS CIRCLE

The Iris Circle recognizes annual giving by honoring donors who give \$1,000 or more during the fiscal year in unrestricted or broadly restricted funds.

Number of Iris
Circle donors in
2020–21:

391

leave your mark

OMEGA SOCIETY

The Omega Society honors donors who have designated the Kappa Kappa Gamma Foundation as a beneficiary through their estate plans. The Omega Society has 290 living members and more join each year. Thank you, Omega Society members, for ensuring the future of Kappa through your planned giving.

Number of living
members in the
Omega Society:

290

Marion Wilson Rich, *Cincinnati*, Vice President



Photo credit: GreekYearbook

endowment management

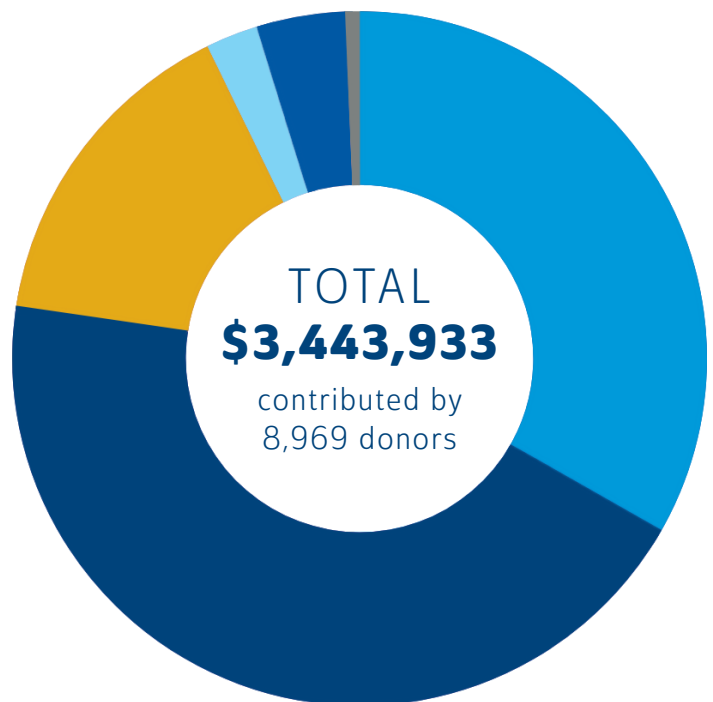
Kappa's Finance Committee and Investment Sub-Committee review our professional financial consultants regularly to ensure Kappa is receiving the best service from all providers. As a result of our recent review, we shifted our investment manager to Mercer Advisors. We made this change based on numerous factors, including Mercer's investment management abilities; experience with responsible, environmental, social and governance investing; focus on gender diversity within the firm; the broad selection of investment choices; performance reporting and client service model; and fees.

Kappa's first objective is to protect the assets that so many donors have given and second, to grow those assets over time. We use a variety of investment strategies to achieve those objectives and our Finance Committee, which is made up of Kappa volunteers that are experts in the space, monitors the portfolio quarterly.

As of June 30, 2021, the Kappa Foundation endowment was **\$59,943,660** with **125** endowed funds. Endowed gifts make a transformational impact in Kappa's programs and the lives of women. These funds may be established with a minimum **\$75,000** investment over five years.

CONTRIBUTIONS

- **Unrestricted**
\$1,518,217
- **Educational Area Grants**
\$1,143,897 (gifts to chapter houses)
- **Scholarships**
\$533,200
- **Rose McGill**
\$141,649
- **Educational Programming**
\$84,029
- **History**
\$22,942



ALLOCATION OF EXPENSES



- **Programs** 69%
- **Fundraising** 18%
- **Administration** 13%

MARK YOUR CALENDARS FOR OCT. 10-13, 2021

FOUNDERS DAY GIVING CHALLENGE *of the decades*

