



CCSWG WOMEN'S RECOVERY RESPONSE GRANTEE ANNOUNCEMENT TOOLKIT

June 29, 2023

The California Commission on the Status of Women and Girls is excited to announce the grantees for the 2023/2024 Women's Recovery Response Grant Funding Cycle! This critical state investment in women's economic recovery from the economic impacts of the pandemic brings \$5 million of state funds to local communities through nonprofits, direct service providers, local women's commissions, and governmental entities in a direct response to the ongoing and historic economic challenges faced by women in California.

The Commission awarded funds to organizations serving women who are focused on economic equity for historically under-resourced populations including but not limited to low-income, unemployed, or underemployed, AIAN, BIPOC, LGBTQIA, unhoused, rural, disabled, senior, and veteran populations. All grant information is available on our [website](#).

This tool kit provides sample social media posts and graphics to help you celebrate the organization's in your district or across the state who received grant funding in the 2023/2024 cycle. With Budget discussions still underway, we urge you to use this opportunity to show your support for continued funding for this grant program, which is not currently funded at a level that will allow it to continue.

The Grantees receiving funding this year will be undertaking activities focused on providing direct support to women and girls who are working to bolster economic equity for populations struggling to secure equal opportunities.

One way you can continue to support these organizations is by championing them on social media! The grant selection process is extremely competitive - please congratulate the organizations in your area on their award! Please tag the California Commission on the Status of Women and Girls at **@CCSWG** when sharing on social media and use the hashtag **#WomenAreEssential**.

Download all graphics, including those shown, [here](#).

CCSWG SOCIAL MEDIA LINKS (follow us!)

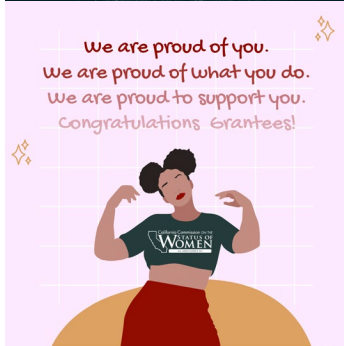
- [INSTAGRAM](#)
- [FACEBOOK](#)
- [TWITTER](#)

Instagram/Facebook Sample Posts:



Women are 50.3% of the population of California. We are key drivers of industry and innovation, leaders, and vital participants in essential workforce industries. That’s why California leaders must continue supporting - and increasing - investments in women across the state. #WomenAreEssential to California’s globally competitive economy - our success is California’s success!

Congratulations to the recipients of this @CCSWG grant - let’s keep investing in California by investing in women and girls!



The @CCSWG Women’s Recovery Response Grant is the first gender specific investment by the state of California in women’s economic equity, growth, and well-being since the pandemic economic crisis hit us all. We are proud to have always supported women and girls, but we know we can and must do more. We are tagging @Friend 1, @Friend 2, and @Friend 3 to tell your stories about how women are leading innovation, workforce development, advocacy, policy changes and more - because once you understand how essential women are to California’s success, you too will want to #InvestInUs.

Twitter Sample Posts:



#WomenAreEssential to California’s economy but often struggle to make ends meet. California is investing in the power of women, providing one last year of funds to @CCSWG to support local economic equity efforts and the well-being of women and girls.



The @CCSWG Women's Recovery Response grant is designed to help rebuild economic opportunity for and elevate the needs of women and girls. Congratulations to the 2023 Grantees! #WomenAreEssential

Congratulations to the 2023 WRR Grantees who received funding from @CCSWG to continue their work elevating and serving the needs of women and girls in California who, thanks to the pandemic, face a nearly 131 year delay in reaching full economic equality globally. #InvestInUs

California women face a significant wage gap, along with opportunity gaps. But we can change that if our leaders continue to #InvestInUs. #WomenAreEssential and our success is California’s success. Tagging @Friend 1, @Friend 2, and @Friend 3 to tell their stories.

NEWSLETTER COPY/EMAIL TEMPLATE

(YOUR ORGANIZATION NAME HERE) is excited to announce that 74 organizations across California have received one-time funding from the California Commission on the Status of Women and Girls as part of the highly competitive Women’s Recovery Response Grant Program. **(YOUR ORG NAME HERE)** is proud to support these organizations elevating and serving the needs of women and girls in California who have been disproportionately affected economically by the pandemic and who now face a nearly 131 year delay before reaching full economic equality. CCSWG’s grantees include organizations serving low-income, unemployed, or underemployed, AIAN, BIPOC, LGBTQIA, unhoused, rural, disabled, senior, and veteran populations. Thanks to the CCSWG Women's Recovery Response grant, California can continue to rebuild economic opportunity for and elevate the needs of women and girls. #WomenAreEssential

PRESS RELEASE TEMPLATE

FOR IMMEDIATE RELEASE

California Commission on the Status of Women and Girls Announces 2023/2024 Grant Recipients of \$5M in State Funding

(SACRAMENTO), CA – (June 29, 2023)- The California Commission on the Status of Women and Girls (CCSWG) announced the recipients of a \$5 million grant program to fund organizations serving women and girls who have been disproportionately affected economically by the ongoing pandemic. Grantees include organizations serving low income, unemployed, or underemployed, AIAN, BIPOC, LGBTQIA, unhoused, rural, disabled, senior, and veteran populations.

This dedicated investment of state funding into organizations serving women and girls locally across the state represents a unique investment in the economic health and well-being of nearly half of California’s citizens.

California women not only face a significant wage gap, they face bias and opportunity gaps that mean women are more likely than men to earn low wages and to live in poverty. These barriers, along with other forms of discrimination mean that the 50.3% of California’s residents that are female are significantly less likely to be able to weather a financial crisis like the one COVID-19 caused, and they will require significant ongoing investment in order to recover.

“The California Commission on the Status of Women and Girls is the only state agency dedicated exclusively to gender equity concerns. As such, it is critical that we be a resource for organizations in local communities that are doing the hard work of directly supporting equity and economic growth for California’s diverse women and girls,” said CCSWG Chair, Assemblymember Rebecca Bauer-Kahan. *“The*

Commission's research has made clear the need for sustained investment in women who are key stakeholders and drivers of what will soon be the fourth largest economy in the world. Women are essential to our workforce, to innovation, and to creative problem-solving and leadership. We must invest in California's more than 20 million women today, tomorrow, and every day."

This second, and potentially final year of this state investment in women's economic equity will bring up to \$5 million in funds to local communities through nonprofits, direct service providers, local women's commissions, intermediary organizations, and governmental entities in response to the economic needs of California women. By using funds allocated to the Commission to support the economic well-being and of women who are half the state's workforce, but not yet half of its leaders, the California Commission on the Status of Women and Girls seeks to close the persistent gaps in opportunity for women and girls to not just exist as part of our labor force, but to thrive as we invest in their creativity, agency, and capacity as innovators, small business owners, and leaders.

"We cannot build a thriving and equitable California without economic investments in gender parity at the state, county, city and community levels," said CCSWG Executive Director Holly Martinez. *"With women still facing a persistent wage gap, limited investment in their businesses, a disproportionate level of student debt and rent burden, and a persistent expectation that they shoulder the bulk of family caregiving responsibilities in addition to holding full-time jobs, it has never been more apparent that investing in women's economic equity is investing in the future of California's growth and global competitiveness. Women are half the workforce and the only way to grow is to support the expansion of their opportunities and success."*

In the award process, the Commission prioritized new and returning organizations who work to improve access and affordability of child and/or elder care services, increase utilization and uptake of safety-net programs that offer services to support basic needs such as shelter, food, clothing, etc., achieve reskilling/upskilling through accreditation, certification, or vocational or educational programs, and enhance financial ability to grow economic security, assets, and wealth building.

"The California Commission on the Status of Women and Girls is elated to embark on the second year of this highly competitive and transformative grant opportunity, which continues to funnel much-needed resources to diverse communities centering women and girls throughout the state," said CCSWG Deputy Director of Operations and Grants, Tifani Bartow. *"It is clear that the need for economic recovery, and sustained investment in economic equity, access to opportunity and supportive resources for women, girls and all Californians remain a priority especially when we see the growing needs and challenges of women and girls on the rise."*

As California continues to tackle issues of gendered economic inequality, it has never been more critical that California invest in women and girls across our state. Because women are essential to California's future. A complete list of grant recipients can be found at <https://women.ca.gov/2023-2024-womens-recovery-response/>

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About the California Commission on the Status of Women and Girls

The California Commission on the Status of Women and Girls works in a culturally inclusive manner to promote equality and justice for all women and girls by advocating on their behalf with the Governor, the Legislature and other public policymakers, and by educating the public in the areas of economic equity including educational equity, access to health care including reproductive choice, violence against women and other key issue areas identified by the Commission as significantly affecting women and girls.