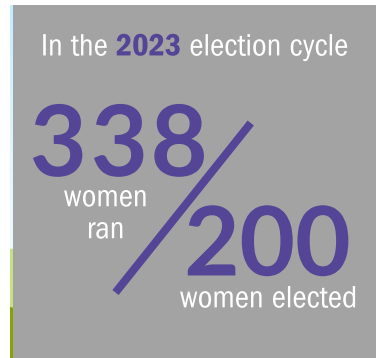
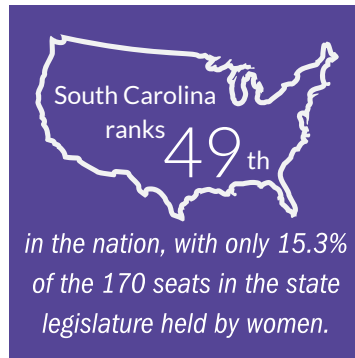


ANNUAL REPORT

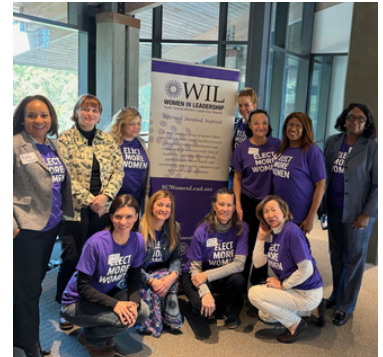
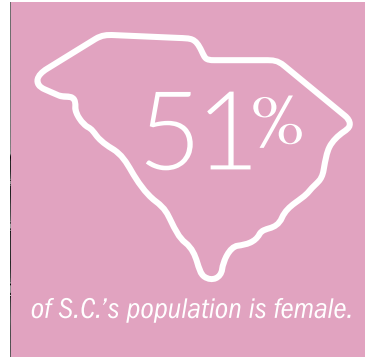
As a multi-partisan organization, SC WIL informs, connects, and engages women in leadership in order to increase gender and race representation and the influence of women in elected and appointed office.

2023



Why do we need more women in leadership?

Experience shapes how leaders govern, and women's experiences undoubtedly are different from men's. Women need their experiences and their viewpoints to be heard - and incorporated into policy decisions.



"Feminine" traits like empathy, collaboration, and altruism, which women have long been told are weaknesses are, in fact, precisely the traits we need in our leaders. Women in office have demonstrated the ability to identify common goals and work together across the aisle on key issues to improve communities. And on average, women bring more funding back to their home districts than their male colleagues.



Fair Voting

We believe that every vote counts, and the voting process must be transparent, fair, and equitable with equal representation.



Fill the Pipeline

We work to increase the number of women serving in elected office and appointed positions on public boards and commissions.



Reduce Polarization

We believe more women in elected and appointed office will increase cooperation and respect and decrease partisan tension.

OUR PROGRAMS



ONLINE SELF-PACED LESSONS

SC WIL offers online, self-paced training courses to get women considering a leadership role on a winning path.

Designed with women's busy schedules in mind, the multi-media courses, with tracks for elected office, appointed office, and looking for ways to lead, are available on-demand.

WIL WIN! CAMPAIGN TOOLKIT

We've built a roadmap to election victory for female candidates. It includes a timeline to walk candidates through what they should do when, and information, training, tracking tools, graphic design templates, resources, and more to implement every aspect of a political campaign.

GOVERNMENTAL APPOINTMENTS PROJECT

SC WIL built and maintains the only comprehensive, statewide database of city, county, and state public appointed board positions along with information on how and to apply.

OUR NATIONAL PARTNERS

SC WIL is proud to share resources from these organizations with our participants.

All in Together

Center for American Women in Politics

Vote Run Lead

LIVE VIRTUAL TRAINING

SC WIL offers a series of live, virtual workshop sessions taking deep dives into topics around identifying opportunities and running for elected and public appointed office. Sessions are presented by industry experts.

"If SC WIL's campaign toolkit had been available when I ran in 2023, it would have saved me a lot of money that I paid a campaign manager for a very similar plan."

-Andrea Fripp
Blythewood Town Council



FEMALE CANDIDATE ROSTER

SC WIL maintains the only multi-partisan candidate roster to help voters find and learn about female candidates in their area, as well as track progress toward increasing gender representation in public office.

MatchBoardSM

SC WIL built and operates a digital platform through which local governments can more effectively administer their boards and commissions and connect with citizens. By making the public board appointment process easier for clerks and citizens alike, MatchBoardSM makes public service more accessible, equitable, and manageable for all.

LEADING WOMEN DINNER 2023 HONOREES

Leading Woman

Barbara Melvin, President & CEO, SC Ports

Leadership Legacy

South Carolina's Sister Senators

S.C. Senator Sandy Senn (R-Charleston/Dorchester)

S.C. Senator Katrina Shealy (R-Lexington)

S.C. Senator Mia McLeod (I-Richland/Fairfield)

S.C. Senator Penry Gustafson (R-Kershaw)

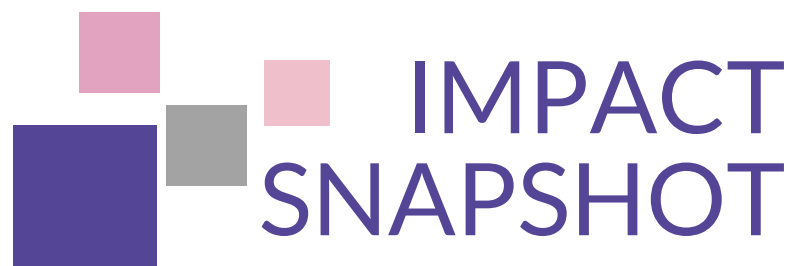
S.C. Senator Margie Bright Matthews (D-Colleton)

Rising Star

S.C. State Representative Heather Bauer, District 75

LEADING WOMEN DINNER

SC WIL hosts the Leading Women Dinner annually in September to celebrate South Carolina women who have stepped forward to seek elective and appointive office. This signature event includes an awards presentation honoring women in local, statewide, and appointive office who have devoted themselves to community service, demonstrated a commitment to working across party lines, and whose civic work has improved the quality of life for all South Carolinians.



>600

Women **trained** through in-person and live virtual trainings

40K

Subscribers receive the WIL Weekly newsletter with curated news, events, and resources on women in leadership in their email inbox each Wednesday

>300

Women and supportive men attended the signature Leading Women Dinner and awards ceremony event

>462

Women were **appointed** to municipal, county, and state public boards

2,179

Views of online, self-paced course lesson pages

257

Views of WIL Win! Campaign Activation Toolkit (*launched November 27, 2023)

When women run, women win.

They are less likely to be asked to run, and even when they are recruited, they often believe they are less qualified.

>575

Women **applied** for open positions on local, county, and state public boards

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Sara Ballard*
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SC WIL's important work would not be possible without the financial support of our founders, sponsors, and 51% Club recurring monthly donors.