Black Motivated Women

Submitted: January 24, 2014

Student Services Fee Request for the 2014 - 2015 Academic Year

300 Washington Ave SE, Coffman Memorial Union, Minneapolis MN 55455

Address
Phone
Fax
Email

bmw@umn.edu

“We acknowledge that the Fee Committee does not award actual dollars, but rather a penny fee that earns dollars based upon student enrollment levels. Any differences between anticipated and actual income resulting from changes in enrollment are the responsibility of the student organization, not of the Fee Committee.”

Capetra Jolly
Preparer’s Name
Jolly041@umn.edu
Preparer’s Email

Armani Black
Co-Preparer’s Name
black747@umn.edu
Co-Preparer’s Email

Is your organization an IRS 501 (c)(3) not-for-profit? Yes No
If yes, please provide proof of your organization’s 501(c)(3) status.

Funds are being requested for (check all that apply):

- General Operating Support: X
- Start-Up Costs:
- Capital:

- Project / Program Support: X
- Technical Assistance:
- Other (List):

Budget

- SSF Dollar Amount Requested $ 10,450
- Total Annual Organization Budget $ 17,150
- Total Program Budget (apart from General Operating) $ 15,450
Section 1: Narrative

Black Motivated Women (BMW) was established in Fall 2006 at the University of Minnesota. Recognizing the void of a student group of this kind, the foundation of Black Motivated Women stemmed from the need to build strong relationships among the women of the campus community, to give voice to the trials and tribulations of women, and to promote health, culture, education, and service among a diverse group of women. The purpose of this organization is to educate our community on all aspects of being a woman of color in today's global society. This group intends to stretch beyond campus grounds and reach out to our campus and our community through educational forums, social events, mentorship, and community service. Black Motivated Women has been an advocate and an important resource for women students on the University of Minnesota campus. We are an entity that has always strived for social justice and empowerment through our founding pillars (health, education, culture, and service). Black Motivated Women is dedicated to its duty to serve as a resource on campus and in the surrounding community. Although our primary focus is on African and African American women, Black Motivated Women remains an advocate for the advancement of diversity at the University of Minnesota and the greater Minnesota community. Over the past 8 years BMW has continued to grow and develop as an organization.

The mission statement of Black Motivated Women reads as “Black Motivated Women is a non-profit organization established for the expressed purpose of developing leadership skills, awareness of social responsibilities, and to encourage students to further their education. All Black Motivated Women’s Initiatives are aligned with our four founding pillars of Health, Education, Culture, and Service.

The vision of Black Motivated Women is to implement a mentoring program that connects young women in the community to our organization and the University of Minnesota at large. As an organization we aspire to become more prominent on campus and in our surrounding community by making stronger connections with different student organizations, expanding our membership, and focusing on education as the encompassing pillar.

Black Motivated Women has remained in contact with organizations of like missions. BMW actively and continuously participates in events hosted by the Black Student Union (BSU). In the Fall of 2013 one way BMW and BSU continued to foster our relationships was by collaborating for a Back To School event that welcomed freshman and returning students to campus. The event created a welcoming environment that all students could thrive in. BMW executive officers regularly meet and communicate about upcoming events to ensure that conflicting dates do not occur and that we can be of support to other organizations. We have also utilized the spaces of other culture student groups throughout the years. The collaborations and utilization of space has proven to contribute the inclusivity of Black Motivated Women as an organization.

Black Motivated Women is an organization that contributes to the diversity of the University Community. We design and host events that create a safe space for women of color to be actively engaged in the University Community while continuously being inclusive to all University students. BMW contributes to the recruiting initiatives of the University by being a presence in low income public
schools and mentoring programs. BMW serves as an example to young women and men that the University of Minnesota is an institution where students can thrive, excel, learn, and make a difference. All of our events are designed to create opportunities for University students to develop and become better prepared for life after college while simultaneously improving as current students. The activities hosted by Black Motivated Women promote health, culture, education, service, the importance of womanhood in our society, and allows women on the University campus to build a strong sense of community. We serve as the voice for not only African and African American but also for other women of color and women of non-color.

The programs and initiatives of Black Motivated Women strive to be related to the needs, ideas, and interests of our general members. We create and carry out events throughout the school year that enlightens and engages the entire university community and the surrounding community. Through the use of speakers, forums, discussions, various forms of artistry, documentaries, and culturally based events we educate our members and encourage discourse on issues that are of importance on a local, national, and global scale.

Various times throughout the year, general membership meetings are held. At these meetings general members are able to voice their ideas, feedback, and concerns to the Board of Black Motivated Women. This is a great way for us to know if we are adhering to the needs of general members and staying strong with our mission. In addition, we encourage our general members to give feedback on the quality of our organization in person, through surveys, through e-mail, or at our general membership or board meetings.

An important aspect of BMW is our attempts to meet the needs of students through our annual BMW Gala. The annual BMW Gala serves as a Women’s Month event to acknowledge and appreciate the positive African and African American female role models within our campus and community. The gala is also a networking event where general members on campus can meet successful African and African American women in professional fields that range from medicine, teaching, business, science, journalism, social justice and more. Through this networking, those who attend the gala are able to learn from their experiences and aspire to make their own paths. Our organization would like to continue this event more importantly to inspire women of color on the university campus. The theme of the event this past year was a Vision of Success. Despite the numerous successful women of color that exist around our university and community, many of us do not have access or exposure to them to learn more about how they reached these levels. This event and others in the future will highlight women of color from our metro area communities and campus, our keynote and panelists will be from diverse careers and networks to satisfy people from all areas of study and interest.

In addition to addressing the needs of our general members, Black Motivated Women serves as a tool to promote diversity and participation of women on and off campus. We strive to be a positive example and influence both on our campus and community to promote higher education to young women of color in the community who are in need of mentors. Recognizing our stance as on campus, we can illustrate to these young women that college is possible for them and that they can succeed in life.
There are multiple benefits that the members of Black Motivated Women have. We allow our members leadership opportunities through getting involved with the planning of events. We also encourage and invite members to join our weekly board meetings and be an active voice in the work of Black Motivated Women. We promote volunteer service in the community. We also provide a positive social, educational, and cultural space for students to be engaged, enlightened, and allows for many networking opportunities. Being at a large institution, many young women of color may be lost or feel intimidated and Black Motivated Women serves as a support system for the women on campus through mentorship, friendships, forums, and events.

The general members of Black Motivated Women are a vital part of the organization. Our general members are given the opportunity to assist in the planning and execution of our various educational, social, cultural, and social events that are held each year. They work with board members to create and implement programs.

The board of Black Motivated Women and the committee members for the events meet once per week to answer questions and ensure that program planning, and other organizational tasks, are running smoothly. The general members are also able to participate in the volunteer activities that we set up in the community with various organizations.

As highlighted in the question above, general membership meetings are held. At these meetings general members are able to voice their ideas, feedback, and concerns to the Board of Black Motivated Women. This is a great way for us to know if we are adhering to the needs of general members and staying strong with our mission. In addition, we encourage our general members to give feedback on the quality of our organization in person, through surveys, through e-mail, or at our general membership or board meetings.

Section 2: Organizational Chart

**Executive Board**

- President (1)
- Vice President (1)
- Treasure (1)
- Event Coordinator (1)

**Programing Board**

- Secretary (1)
- Editor (1)
- Fundraising officer (1)
- Community Outreach (1)
- Advertising & Marketing (1)
- Girl Talk Chair (1)
Section 3: Performance Report

Average Attendance:

<table>
<thead>
<tr>
<th>Services / Programs Spring &amp; Fall 2013</th>
<th>Average Number of Participants (Per event)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Girls Night In</td>
<td>60</td>
</tr>
<tr>
<td>Men’s Appreciation</td>
<td>30</td>
</tr>
<tr>
<td>Annual Gala</td>
<td>100</td>
</tr>
<tr>
<td>Board Elections</td>
<td>60</td>
</tr>
<tr>
<td>BMW General Members</td>
<td>350</td>
</tr>
<tr>
<td>Girl Talk (2 per semester)</td>
<td>50-60</td>
</tr>
<tr>
<td>Zumba</td>
<td>40</td>
</tr>
<tr>
<td>Power Brunch</td>
<td>40</td>
</tr>
<tr>
<td>Fashion Show</td>
<td>200</td>
</tr>
<tr>
<td>Community Service: Project Diva</td>
<td>30 Mentees</td>
</tr>
<tr>
<td>Heart Week</td>
<td>60 expected (Will be held for the first time in Spring 2014)</td>
</tr>
<tr>
<td>Weekly Board Meetings</td>
<td>10 General members + 10 Board Members</td>
</tr>
</tbody>
</table>

We as a student group hope to continue growth in the number of participants and membership through the continuation of our annual events while at the same time expanding our outreach to other student groups and the community.

Over the course of each school year, BMW has held several events during the Fall and Spring Semester of each school year. In addition to our signature events, we have also been presented with and taken advantage of many opportunities to collaborate with other group events at the University of Minnesota. Attendance at each of our events is estimated based on guests signing in and the capacity of the room. Over the years we have seen continued growth in attendance at our events. This fall’s fashion show was held in the Great Hall of Coffman Memorial Union, the event originally was hosted in the President’s Room of Coffman Memorial Union.

Section 4: Reserve Accounts

Name of the account(s): Black Motivated Women Checking Account (Armani Black & Chloe Villegas)

Current amount in the account(s): $2,387.70

Purpose of the account(s): The purpose of our bank accounts is to fund our endeavors. We (the BMW Board) only use the funds in the accounts for events that we host and that we participate in. The Treasurer and Vice President are the only two board members held responsible for securing payments with the funds in the account.

Section 5: Fees Request
Last year we received Student Services Fees for $9,300.00. This year, we are requesting in Student Services Fees the amount of $10,450. It's somewhat of a significant increase, but each year our organization has grown. We have witnessed our growth in our Board and our General Members. We have included more variety of events this school year to appeal to all students. I believe that $5,225 for each semester is a more than reasonable request for a group of our size and precedence. We've increased our involvement to our community by mentoring a group of at-risk youth from North Minneapolis. Half of our Board are liaisons to the African American Admissions Advisory Council to increase the number of African-American men and women admitted to this school. Not to give a resume of our events, but we would like to support our claim that with increased efforts, there should to be increased support from the Fees Committee. Black Motivated Women does not provide monetary compensation to board members.

Section 6: External Funding

Describe your organization’s efforts to secure funding in addition to Student Services Fee income. We have and will continue to apply for external grants. We will apply for grants through Target, Coca-Cola, MISA, MSA, and the Grants Committee.

Describe your organization’s financial need for Student Services Fee support that cannot be fulfilled with alternative sources of income. Due to the nature of most grants, the organization will only cover a percentage of the total costs or only cover food and drinks, which leaves us with an out-of-pocket balance to be fulfilled with Student Services Fees. We generally host and participate in over 10 events every school year, and if only a percentage is covered through external grants, it leaves us needing $10,000 to fund the rest of our programs.

State the percentage of your budget that comes from Student Services Fee income and any other sources of revenue. The budget for our events (in total) is made up of 60% Student Services Fees and the rest is External Funding is 40%.