



Independent Women's Voice & Forum

# IMPACT

2021

**WINNING**

Smart • Creative • Trusted • Committed

# THE WOMEN OF IW



Independent Women’s Forum (IWF) and Independent Women’s Voice (IWV) exist to make this a freer, better country for women and their families. We focus on the audience we need to persuade and win. We advance conservative principles—such as economic freedom, human dignity, and personal responsibility that create more and better opportunities for all Americans.

We are *the* leading women’s group explaining a broad range of policy issues to essential audiences. We ask different questions, approach problems creatively, and see opportunities where most others haven’t. We don’t just talk about problems, but we identify solid policy solutions, take action to create better outcomes, and have impact.



**Thank you for making our work possible. We are pleased to share with you some highlights of our accomplishments and impact in 2021.**



“The freedom movement needs to appeal to new audiences, especially women. That’s what IW does. We debunk the narrative that women benefit from the progressive agenda, and change how people view conservatives and conservative policies—gaining the support of the key groups we need to win.”

**Carrie Lukas**

*President, Independent Women’s Forum*



“We are unique in that we prioritize those issues where conservatives are most vulnerable, either because they don’t know what to say, or instinctively talk in a way that alienates swing constituencies—particularly women. We develop winning words to persuade key constituencies.”

**Heather R. Higgins**

*Chairman, Independent Women’s Forum;  
CEO, Independent Women’s Voice*

# MOST INFLUENTIAL CONSERVATIVE WOMEN'S ORGANIZATION

Independent Women's Voice and Independent Women's Forum have built a powerful force to inspire women across the country, influence policy decisions, and impact results. Thanks to a growing community of women in all 50 states and a social media following of 1 million—IW has built one of the most RESPECTED, ACTIVE, and INFLUENTIAL brands for conservative and independent women.



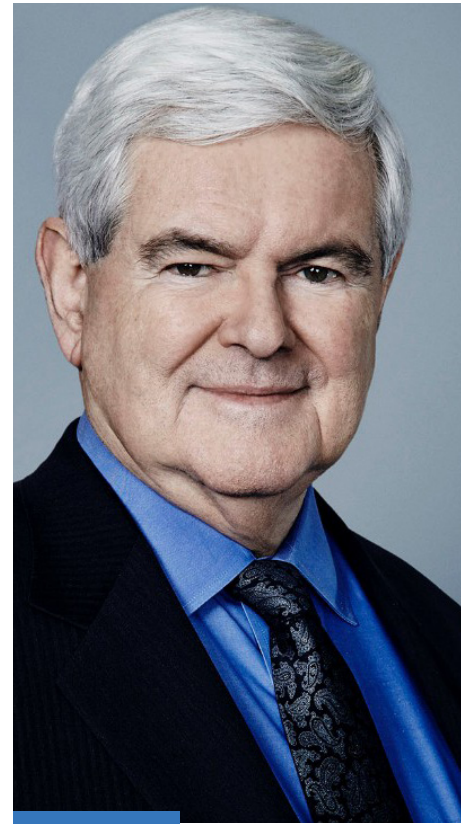
"I really appreciate IWF and the work that they do on policy issues. Look at the work you've done on addressing health care. Look at the work that you've done to put new ideas on the table, to cause people to think. There is a way to solve these problems."

**Marsha Blackburn**  
U.S. Senator (R-TN)



"The Independent Women's Voice is truly the intersection of substantive policy discussions and forward-thinking solutions."

**Virginia Foxx**  
U.S. Representative (R-NC)



"In an age where all too many outside groups' spending decisions appear to be determined by what will earn the largest commissions, IWF stands out as different. They make decisions based on what's the right play for a given communications effort and put the right messages in front of the right eyeballs at the right time. I encourage folks to double their donations."

**Newt Gingrich**  
Former Speaker of the U.S. House



"The overview from IWF on how to answer the health care questions is the best I've seen."

**Cathy McMorris Rodgers**  
U.S. Representative (R-WA)



“The Independent Women’s Forum really is a special group I am very, very grateful for. The IWF was founded on the revolutionary notion that not all women think alike. Imagine that.”

**Nikki Haley**

Former U.S. Ambassador to the United Nations



“If I get information from IWF.... I feel very comfortable going straight to air with it. And I can’t say that about every place, but certainly Independent Women’s Forum is that kind of a place for me.”

**Dana Perino**

Co-host of “America’s Newsroom” and “The Five” (Fox News Channel), Political Commentator, 26th White House Press Secretary



“No one does it better than IWF.”

**Charles Payne**

Host of “Making Money with Charles Payne” (Fox Business)



“I just wanted to thank you for you and your team’s excellent work for confirming Amy Coney Barrett. Very grateful! “

**Paul Teller**

Deputy Assistant to President Donald J. Trump and Director of Strategic Initiatives for Vice President Mike. Pence




“Independent Women’s Forum understands the value of attitude, personal responsibility, delayed gratification, and work ethic.”


**Mike Rowe**

American Television Personality

**IW IN DEMAND**



*IWF Policy Director **Hadley Heath Manning** testified before the House Oversight Committee on the topic of paid leave and H.R. 564, the Comprehensive Paid Leave for Federal Employees Act.*



*IWF Senior Fellow **Ginny Gentles** participated in U.S. House Minority Leader Kevin McCarthy’s Roundtable on Exposing the Democrats’ Plan to Nationalize Early Education.*

# EXECUTED WINNING EDUCATIONAL CAMPAIGNS IN VIRGINIA



Virginia’s race for Governor had national implications, and that is why Independent Women’s Voice made it a priority. We ran different and additive messaging and advocacy campaigns across the state, targeting moderate and soft partisan women (and men) who had not yet voted. We focused a large majority of our campaign spending in key counties that the left thought they could count on and the right worried they couldn’t crack: Alexandria (city), Fairfax, Arlington, Henrico, Loudoun, and Chesterfield.

Our effort was purely educational. That said, being better informed seems to affect voter behavior: in each of the six targeted areas, Youngkin outperformed the 2017 gubernatorial campaign by two to four points. Those incremental gains proved crucial to the outcome.

As Vice President Kamala Harris said at an event for Terry McAuliffe, “What happens in Virginia will in large part determine what happens in 2022, 2024, and beyond.”



IWF Senior Policy Analyst **Kelsey Bolar** on Fox News’ Watters World discussing IWW’s campaign to raise awareness on the controversial books available in VA public schools.

Independent Women’s Voice “Toxic Schools” campaign used a deliberate earned media strategy for maximum impact: **FOUR TV AIRINGS** on Fox News Channel, **13 RADIO HITS**, and **49 PRINT ARTICLES**. On TV, **ONE MILLION PEOPLE WATCHED** each segment on average.

Text Message  
Today 12:52 PM

Terry McAuliffe is ok w/ VA public schools showing kids inappropriate books... but NOT ok w/ parents having a say. 🙄  
[www.toxicschools.org](http://www.toxicschools.org)  
Text STOP to opt out

🚫 Do you know what INAPPROPRIATE materials kids are being exposed to in Virginia public schools? See for yourself >  
[www.toxicschools.org](http://www.toxicschools.org)

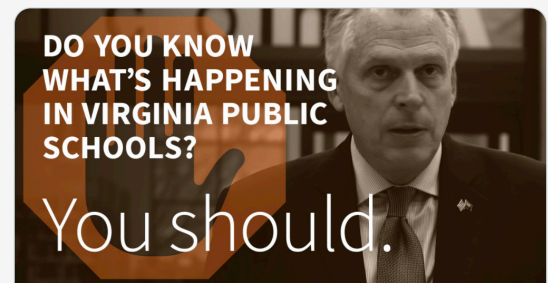
VA public schools allow TOXIC books in classrooms & Terry McAuliffe wants to prevent YOU from doing anything about it  
[www.toxicschools.org](http://www.toxicschools.org)



Independent Women's Voice @IWV · Oct 26

Why are images that federal law prohibits TV stations from airing, the same images being allowed in Virginia schools without transparency or accountability?

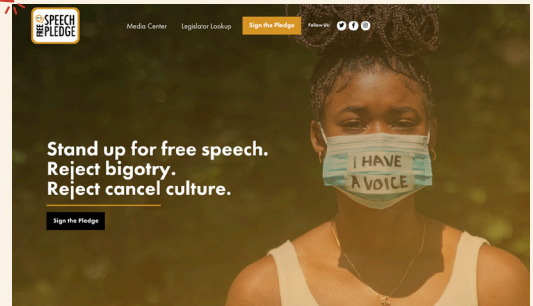
See for yourself:



[toxicschools.org](http://toxicschools.org)  
Home - Toxic Schools  
Safe Borders Petition Do You Know What's Happening in Virginia Public Schools? You should. Take a Look for Yourself WARNING: Video ...

# FOUGHT BACK AGAINST “WOKE” CORPORATIONS

IW created the [FreeSpeechPledge.com](https://www.freespeechpledge.com) campaign, designed for signatures from elected officials, companies, and the American public that synthesizes a complex issue and immediately signals an individual's commitment to both protecting free speech and opposing the bigotry of viewpoint discrimination.



The campaign was designed so that not signing it is hard to justify—but hard to do by those who are expected to bow to cancel culture. Constituents should find it very helpful to know in 2022 who has signed it—and particularly who has not.

This pledge has been signed by thousands of citizens and U.S. legislators including Senators Mike Braun (IN) and Joni Ernst (IA), and Representatives Cathy McMorris Rodgers (WA-05), Brian Fitzpatrick (PA-01), Ken Buck (CO-04), Michael Burgess (TX-26), Mike Gallagher (WI-08), Nancy Mace (SC-01), Stephanie Bice (OK-05), Tom McClintock (CA-04), Victoria Spartz (IN-05), and Yvette Herrell (NM-02).



In 2022, Independent Women's Forum will also launch the Anti-Bigotry Alliance—motto: “Don't be Evil”—a four-pronged, largely web-based strategy that will defeat attempted silencing by woke cancel culture actions, creating real costs for those who engage in it. Boycotts by conservatives won't work. These will.

# WINNING THE FIGHT TO SAVE SEX DISTINCTIONS

The Left is advancing much of its radical agenda under the banner of expanding LGBTQ rights, and particularly the rights of transgender women. The White House and Congress are working everyday through vehicles like the Equality Act, the Equal Rights Amendment, and other measures to eradicate sex differences with the goal of making it illegal to have anything identified as “single sex.” This would change our entire culture and every aspect of our daily lives, including our public restrooms, prisons, domestic violence shelters, and how our children are taught.

IW has taken a major role in these fights, telling the stories of those directly impacted by these policies, to humanizing their harms, influencing legislators and the general public, and helping everyday people fight back against these inequities in their communities:

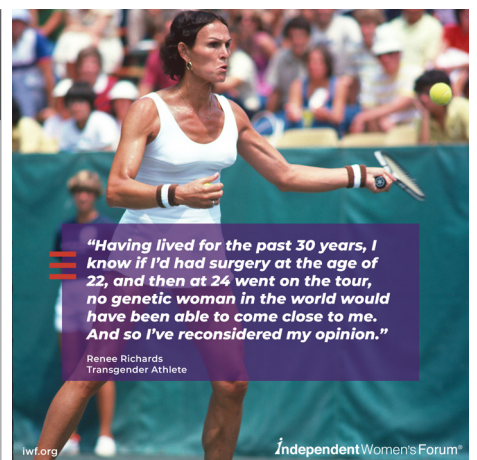
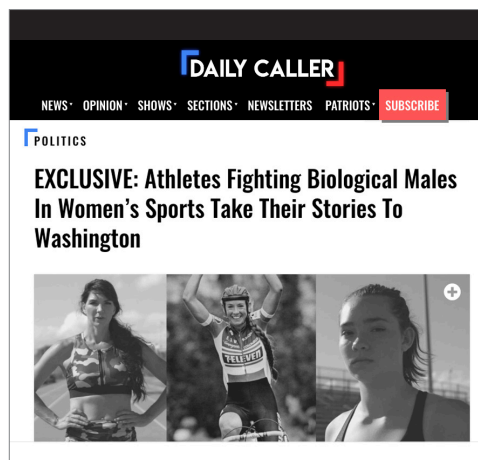
- Congressional and Senate offices come to us for compelling witnesses for congressional testimony, talking points on these issues, and suggested questions for Members to ask the opposition.
- IW facilitated meetings between 13 U.S. Senate and Congressional offices and three athletes (a high school athlete, Team USA Masters athlete, and a three-time Olympian) that competed against biological males. Members included Senators Rand Paul, Ted Cruz, Joni Ernst, Cindy Hyde Smith, Marsha Blackburn and Representatives Gary Palmer and Mary Miller.
- We developed better language so that moderate Senators, who feel great pressure from their purple constituencies, have something to be for (and without which we would have defections, wrong votes, and policy losses). We also suggest smarter legislative approaches to get important policy wins, while putting the left in a bind.



Senior Policy Analyst **Inez Stepman** was the lone minority witness in a House Oversight Committee hearing on the Equal Rights Amendment. In opposition to no fewer than six Democratic witnesses (including actress Alyssa Milano), Stepman testified that erasing sex distinctions from the law could only harm women and girls, and that women in America should cease to think of themselves as victims.



Independent Women's Law Center published the definitive report on the powerful science on why sex differences matter for athletics.





# EXPOSED THE LEFT'S PLAN TO PUSH CRT INTO PRESCHOOL AND CHILDCARE CLASSROOMS

Conservatives initially focused on how expensive the childcare and preschool provisions of the Build Back Better legislation would be for taxpayers. IWF knew that—as troubling as that price tag is—parents and citizens are far more likely to be concerned about how the proposal harms children, especially by bringing CRT, unionization, and radical political agendas to our youngest children.

IWF was the first to **highlight** these concerns and our efforts have made a significant impact already:

- IW arguments were magnified by **thought leaders like James Freeman in the Wall Street Journal** and Ben Shapiro on the Ben Shapiro Show.
- IW scholars attended numerous Capitol Hill meetings and spoke at events like a Republican Study Committee breakfast and GOP **Ways and Means** Roundtable to counsel allies to focus on how government meddling would lead to problematic content and less true choice in providers.
- We are continuously providing messaging guidance for members of Congress and their staffs.
- We launched an extensive social media influencer campaign to educate the public about the harms associated with the massive proposed **government expansion** in **daycare/preschool, paid leave,** and in destroying **flexible work** opportunities like under the PRO Act.
- IWF created a compelling ad to connect the dots on how a government takeover of child care will result in CRT being pushed on our youngest children. These ads ran on TV in West Virginia, Arizona, and Virginia, as well as online in other key states and districts.



Independent Women's Network held a "Government is NOT a Co-Parent" Rally featuring numerous members of Congress and parents from across the country. (November 2021) See page 16.

**IW significantly changed the debate on this issue and now our messaging and arguments are being used universally by the GOP.**

# CELEBRATED LEGAL VICTORIES AGAINST THE LEFT’S WAR ON WOMEN

IWF’s Independent Women’s Law Center (IWLC) consistently identifies and weighs in on cases where our unique perspective is needed. IWLC has submitted *amicus* briefs in cases involving women’s equality (ERA, equal pay laws), free speech, freedom of association (including donor privacy), and numerous other cases where women’s liberties and opportunity are at stake. In 2021, IWLC celebrated important *amicus* victories—both in the courts of appeal and in the United States Supreme Court.

- In ***Meland v. Padilla***, the U.S. Court of Appeals for the 9th Circuit agreed with IWLC that corporate shareholders have standing to challenge a law that forces individuals to discriminate on the basis of sex. The suit challenges California’s female quota for corporate boards.
- In ***Equal Means Equal v. Ferriero***, the U.S. Court of Appeals for the 1st Circuit agreed with IWLC that feminist special interest groups lack standing to demand that the Archivist add the Equal Rights Amendment to the Constitution without the consent of the people. IWLC argued that the groups do not speak for all women and cannot establish standing simply by claiming that, as women, they have an interest in seeing the ERA become law.
- In ***Americans For Prosperity Foundation v. Bonta***, the Supreme Court ruled that California’s policy requiring charitable organizations to turn over private information about major donors violates the right to freedom of association. IWLC argued that donor disclosure laws discourage philanthropic gifts to women’s organizations and also discourage female philanthropists from giving to groups some may disagree with (i.e. conservative organizations).
- In ***Mahanoy School District v. B.L.***, the U.S. Supreme Court agreed with IWLC that a school district violated the First Amendment rights of a student when it



Independent Women’s Law Center Director Jennifer Braceras on the fight to pack the Supreme Court.



Independent Women’s Law Center Senior Legal Fellow Erin Hawley joined “Hannity” to discuss progressives’ bullying tactics and cancel culture.



Independent Women’s Law Center Senior Fellow May Davis joined “Fox and Friends” to discuss why the city of Denver is putting students last.

punished her for an angry message that she sent via Snapchat after being cut from school athletic teams. In the era of cancel culture, the ruling will, hopefully, deter school administrators from monitoring student social media accounts and/or punishing students for expressing viewpoints that some consider “triggering.”

- In [\*AHA v Azar\*](#), a consortium of hospital groups sued the Department of Health and Human Services to stop price transparency regulations from taking effect. IWLC joined a coalition of patients’ rights advocates to file an *amicus* brief defending the regulations. IWLC’s brief argued that providers are fully capable of complying with the rules since insurers routinely disclose their prices in their explanation of benefits statements (after it’s too late for patients to choose the most cost-effective care option). We were thrilled that the U.S. District Court and the U.S. Court of Appeals for the District of Columbia agreed with our position and dismissed an attempt by hospital groups to block the price transparency regulations.

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## EXPOSED THE HARMS OF LIBERAL POLICIES THROUGH STORYTELLING CAMPAIGNS

Personal storytelling is one of the most persuasive messaging tools in winning over hearts and minds, especially among those we need to win. In 2021, IW made storytelling a priority and built and tested a successful storytelling program. We identified 1,500 everyday Americans—parents, teachers, independent contractors, athletes, caregivers, and concerned citizens—in communities large and small throughout the country and helped them tell their individual stories on how the bad policies of the left have affected their lives. People such as:

- **Singer and musician [Aaron Gayden](#)**’s livelihood was destroyed by AB5 in California, the ill-conceived law that harmed hundreds of industries and professions that depend on flexible work arrangements, which the federal PRO Act replicates.
- **Mom-and-daughter duo [Cynthia and Margaret Oneal Monteleone](#)** from Hawaii who have been forced to compete against biological male athletes and are speaking up to protect girls’ and women’s sports.



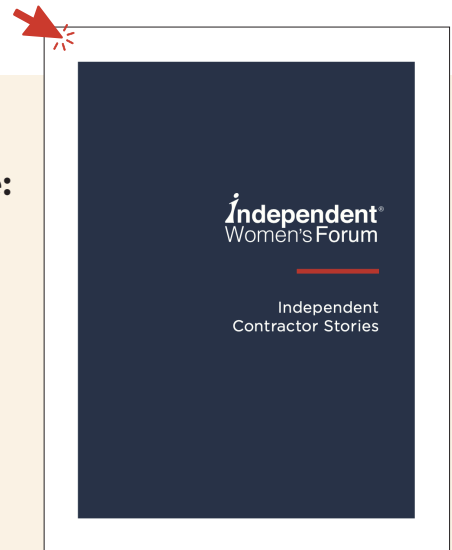
- **Mother of three Denise Ladson Johnson** from South Carolina whose children have been plagued by learning loss during the pandemic—a far-too-common story of parents across the country—is desperate for more leverage, better schools, and more choice when it comes to her children’s education. IW landed Denise the opportunity to testify at the Committee on Economic Fairness in Growth’s hearing in November 2021. Her **testimony** focused on the impact of the learning loss children suffered during the COVID-19 pandemic, and the need to expand educational options.
- **Pennsylvania mother Stacey Whomsley**, has two sons, ages 9 and 10, both of them have learning challenges that exacerbated their struggle with virtual learning. In September 2021, Whomsley participated in a national press call on the importance of school choice.



**Because of our work in making these stories public and elevating them to a national audience, we have:**

- influenced dozens of lawmakers to be stronger advocates on these issues
- secured top media appearances for several of those who made their stories public
- arranged Congressional witness participation
- organized various successful press events—garnering even more expansive exposure.

In 2022, with critical midterm elections on the horizon, it’s important, now more than ever, that we identify and elevate more of these everyday Americans who can bring to life how public policies are affecting people just like them throughout the country.



IWF produced a print and digital Independent Contractor Stories booklet featuring user-submitted quotes/stories organized by state to be distributed along with messaging and other IW PRO Act resources to Hill staff.

# BUILDING ARMY OF FEMALE INFLUENCERS & ACTIVISTS

## Independent Women's Network (IWN)

In July, we officially **launched Independent Women's Network (IWN)** to not only be a home for conservative and open-minded women to discuss important issues, but to help them fight back, take action, and make a difference in their communities and our country.

In just the first few weeks after going live, we had over 400 members pay the subscription fee to join our online membership community and have a dozen in-person membership chapters being formed throughout the country. **These women will be working on the ground to advance positive change and engage more women to support our ideals.**



IWN Delafield, WI Chapter Meeting



IWN Beta Members Happy Hour



IWN Northern Virginia Chapter Meeting



### IWN provides knowledge and network to empower women nationwide

Read exclusive articles, access messaging, and RSVP to member-only events

Access members-only perks, including daily posts from thought leaders, a Resource Center filled with template letters, how-to guides, and the tools you need to understand the issues and the consequences they have, and discover action opportunities to fight back and be an effective leader and advocate for your loved ones and country.



Morning Must Reads give you headline news you need to know with smart, valuable analysis.



Foreign Desk provides direct access and insight into critical foreign affairs happenings.



Get access to talking points to help you communicate and engage on key issues more effectively.



Keep up with "woke" terminology — what are they really trying to convey? Look it up in the Wokeictionary!



Get the inside scoop on what's happening on Capitol Hill and hear how you can speak up.



Ask Me Anything events in the chat room to engage directly with special guests.

Tap into the Resource Center's how-to guides, template letters + more to engage



Participate Nationally, Find Allies, Engage National and Local Media



How to Submit a FOIA



How to Write An OpEd



"I'm incredibly excited to be a part of a community that enables everyone to have their voices heard and respected. A place where even just one person can really make a difference."

Amber Schwartz

Independent Women's Network

# LAUNCHED THE CENTER FOR ECONOMIC OPPORTUNITY

Independent Women’s Forum was pleased to launch the Center for Economic Opportunity (CEO) in April. The CEO aims to educate the public about how government policies impact Americans’ opportunities for economic development and upward mobility. Led by Patrice Onwuka, the CEO publishes research and analysis on economic trends, labor policy, and tech policy with a focus on women; and makes the case for reforming government policies to create new and better opportunities for work.



# HONORED THOSE MAKING A DIFFERENCE

IWF’s Annual Awards Gala is one of the most sought-after events in Washington, D.C. The event brings together influential leaders from all avenues—from U.S. members of Congress to business executives to thought leaders. It’s an unforgettable experience.

This year, IWF honored Sen. Tim Scott of South Carolina for his willingness to stand up and defend the American dream; Janice Dean, senior meteorologist at Fox News Channel, for her fearless work to expose the truth and stand up for the vulnerable by holding former Gov. Andrew Cuomo accountable for COVID-19 nursing home deaths in New York; and Asra Nomani, a Fairfax County mother and true heroine, for fighting for parents’ rights to have a say in their children’s educations.

Attended by nearly 400 guests, everyone left feeling inspired and invigorated.



“The IWF Gala is a must!”  
**Gary Palmer**  
U.S. Representative (R-AL)



“I was honored to receive the Gentleman of Distinction Award from IWF. Grateful for their view of humanity, women and free markets.”  
**Steve Forbes**  
American Businessman & Publisher



Emcee Lisa Boothe



IWF President Carrie Lukas and Board of Directors Member Yvonne Boice



IWF Chairman Heather R. Higgins interviews Woman of Valor recipient Janice Dean



Sen. Tim Scott accepting the Gentleman of Distinction Award from Board of Directors Member Abby Moffat



Congresswoman Claudia Tenney, Diana Davis Spencer, and Adele Malpass enjoying the evening



WMAL Radio Host Larry O'Connor with wife Meredith



Leaders of the parents' rights movement in Virginia stand with Nicole Neilly as she accepts the Resilience Award on behalf of Asra Nomani

# REACH & INFLUENCE

## TV



IW spokeswomen were on television over 1,024 times in 2021, being on air an average of three times each day, and reaching nearly 641 million Americans throughout the year.



We increased the number of television hits on networks other than Fox News Channel and Fox Business Network by **30%** compared to 2020.

## AS SEEN ON



**Independent**<sup>™</sup>  
Women's Network

## Government Is **NOT** A Co-Parent Rally

Live press pool video sent to Fox, CNN, CBS, NBC, and ABC networks. Media coverage resulted in **10 TV spots**, **7 radio hits**, and **55 print** stories.



**Washington Examiner**

GOP lawmakers to headline parental rights rally at Capitol

by Jeremiah Poff, Education Reporter | November 15, 2021 12:33 PM



OP-EDS

298 published op-eds



The Washington Post

THE SPECTATOR



NATIONAL REVIEW



REAL CLEAR POLITICS

Newsweek

Roll Call

The Washington Post

When inflation hits the dollar stores, that's a big problem

PATRICE ONWUKA



Biden's new plan is an unfocused spending spree

CARRIE SHEFFIELD

RealClear Markets

Strong Labor Market Is Better Than Unemployment Checks

PATRICE ONWUKA

RealClear Health

BidenCare Blows ObamaCare Costs Out of the Water

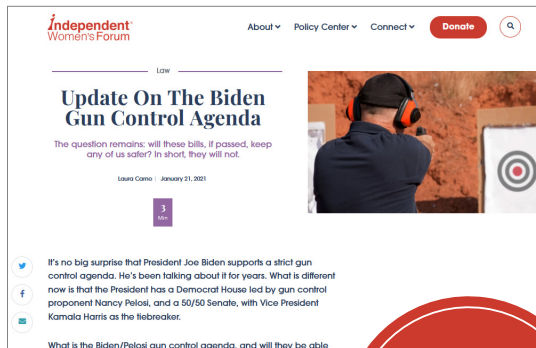
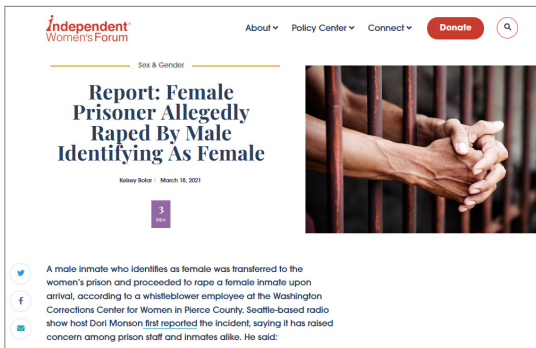
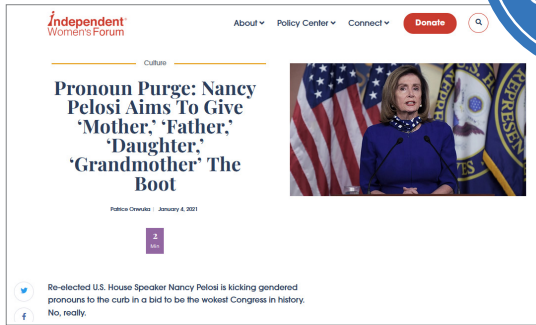
CARRIE SHEFFIELD

BLOGS

441 published blogs

655 interviews (41% increase from 2020)

RADIO



Westwood One



SOCIAL MEDIA



7.5m video views



1m followers



4.7m engagements



98m impressions

15,800 published posts



POTUS Politics of the United States

# PODCASTS

**140** episodes,  
**242,000** listens  
 (4% increase from 2020)



Tucker Carlson



Darrell Issa



Betsy DeVos



Erica Komisar



Claudia Tenney



Nicole Saphier



Ericka Donalds



Kenny Wu



Katie McAuliffe



Elise Stefanik



Cathy McMorris Rodgers



Lucy McBride



Ian Prior



Dana Loesch



Jeremy Tate



Luke Rosiak



Abigail Shrier



Charles Love



Samantha Harris



David Lat



Emily Jashinsky



Vivek Ramaswamy



Ben Shapiro



Ben Domenech

# Thank you for your investment in this critical work.

## IMPORTANT NOTE ON FUNDING

Independent Women's Forum (a 501(c)(3) organization) and Independent Women's Voice (a 501(c)(4) organization) share core values and the mission of advancing public policies that actually help American women and restore our Constitutional system of a limited government, economic liberty, and personal responsibility.

The organizations are legally distinct entities, however. We carefully and strictly maintain their separate identities and adhere to the limitations on the use of funds for each organization.

### **Independent Women's Forum**

Independent Women's Forum (IWF) is a nonpartisan, educational 501(c)(3) nonprofit. It works to educate the public on important issues that affect women and the country broadly. IWF does not take part in or seek to influence the outcome of any election. IWF may engage in a limited amount of lobbying, which is permissible under its tax status. IWF works continuously to research and highlight policy solutions and bring them to the public. Contributions to IWF are tax deductible and not publicly disclosed.

### **Independent Women's Voice**

Independent Women's Voice (IWW) is a nonpartisan, social welfare advocacy organization exempt under section 501(c)(4). It fights for women and their loved ones using issue advocacy campaigns designed to expand support for policy solutions—including specific legislation—that aren't just well-intended, but actually enhance people's freedom, choices, and opportunities. IWW is permitted to engage in a limited amount of campaign intervention to support or oppose specific candidates. IWW engages in such activity when it believes the only way it can change policy is by getting candidates elected who share IWW's principles. Contributions to IWW are not tax deductible and are not publicly disclosed.



**Independent**<sup>®</sup>  
Women's Forum

[iwf.org](http://iwf.org)

**Independent**<sup>®</sup>  
Women's Voice

[iww.org](http://iww.org)

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