



Independent Women's Voice & Forum

IMPACT

2022

WINNING

Smart • Creative • Trusted • Committed

Independent Women's Forum (IWF) and Independent Women's Voice (IWV) exist to make this a freer, better country for women and their loved ones. We focus on the audiences 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 solutions and take action to create better outcomes.

• • •

Thank you for making our work possible. We are pleased to share with you some highlights of our accomplishments and impact in 2022.



IWN Denver, CO Chapter Launch



Julie Gunlock and Amber Schwartz at IWN's One Year Anniversary Celebration



IWN Washington, D.C. Chapter Launch:
Andi Bottner, Raychel Renna (political
director for Rep. Elise Stefanik), Carrie
Lukas, Sarah Mills



On set of Dr. Phil: IWN's Asra Nomani, IWF "Identity Crisis" Storyteller Jennifer, Tiffany Justice, Tina Descovich, Candice Jackson



Independent Women's Network event featuring Miranda Devine, author of "Laptop from Hell"



WE HAVE COME A LONG WAY, BABY

With **35+ staff members** in **22 states**, and **30+ fellows and spokewomen** promoting the work we do every day, our loyal investors have enabled us to make a significant and measurable difference in changing policy and improving lives. In just the past 5 years, our size and capabilities have increased nearly three-fold.



With the organizational infrastructure and capabilities to address strategic holes in the conservative arsenal, we are now poised to serve as an essential “mothership.”

STRATEGIC, INFLUENTIAL, AND IMPACTFUL

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 grassroots community of thousands of women in all 50 states and a social media following of 1 million—IW has built one of the most **STRATEGIC**, **INFLUENTIAL**, and **IMPACTFUL** brands for conservative and independent women.



"I've been so proud to participate in IWF's events, online podcasts, and more. You do so much to make sure that we are standing up for our conservative values."

Elise Stefanik
U.S. Representative (R-NY)



"IW champions critical priorities and has been a voice for millions across the country. You have spent day after day fighting to secure an America where women can continue to succeed and thrive. This is an extraordinary track record. We look forward to continuing our partnership and securing a future that is built on freedom for all Americans."

Kevin McCarthy
U.S. House Minority Leader
(R-CA)



"Groups like yourselves are very important in keeping these issues on the front burner."

Dr. Ben Carson
Former U.S. Secretary
of Housing and Urban
Development



"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



"No one does it better than IWF."

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



"You all do such incredible work at IWF. We follow you all very closely and you really stand up for all women, not only in America but across the globe."

Mercedes Schlapp

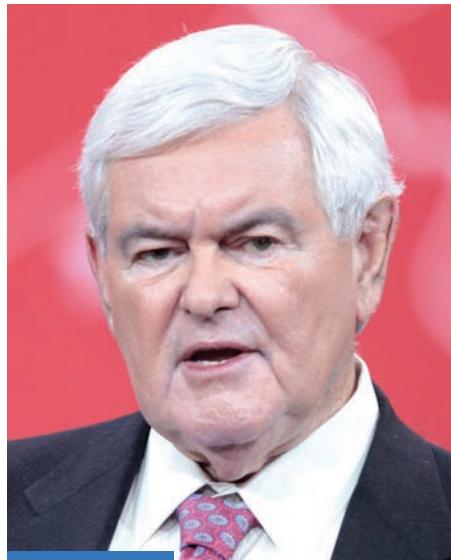
Former White House Director of Strategic Communications



"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-anchor of America's Newsroom (Fox News Channel),
24th White House Press Secretary



"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 of Representatives



"Independent Women's Forum understands the value of attitude, personal responsibility, delayed gratification, and work ethic."

Mike Rowe

American Television Personality



"Thank you for your smart and strategic leadership in giving Republican women a stronger voice."

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

MOST SOUGHT-AFTER WOMEN'S POLICY GROUP ON CAPITOL HILL

IW has become the **go-to resource for legislators** and committee staff to source witnesses and seek advice on messaging about how public policy—from government spending programs to regulatory proposals—impact women and their families.

IW representatives have testified in front of Congress close to a dozen times in 2022:

- **House Select Subcommittee on the Coronavirus Crisis** on COVID and child care. Afterwards, Ranking Member Steve Scalise sent a personal thank you for the powerful testimony.
- **House Budget Committee** on ensuring women can thrive in a post-pandemic economy.
- **House Oversight Committee** on missing BIPOC women/girls.
- **U.S. Commission on Civil Rights** on California Assembly Bill 5.
- **House Committee on the Judiciary, Subcommittee on Antitrust, Commercial & Administrative Law** on inflation and the economy. Following the hearing, Congressman Burgess Owens asked to work together with IW on workforce development.
- **House Committee on Oversight and Reform, Subcommittee on Civil Rights and Civil Liberties** on education learning loss and COVID-related school failures
- **House Committee on Energy and Commerce, Subcommittee on Consumer Protection and Commerce** on protecting consumers and strengthening the economy.
- **House Committee on Oversight & Reform, Subcommittee on Economic & Consumer Policy** on the government's failure to address inflation
- **House Committee on Oversight and Reform,**



Carrie Lukas, president of IWF, testified before the House Budget Committee on how the public health and economic crises brought on by COVID-19 have exacerbated underlying and systemic challenges facing American women.



Patrice Onwuka, director of Center for Economic Opportunity, testified before the House Judiciary Committee on rebuilding America's economy and rebuilding labor force participation.



Ginny Gentles, director of IWF's Education Freedom Center testified before the Committee on Oversight and Reform, Subcommittee on Civil Rights and Civil Liberties on school curriculum and classroom censorship.



Carrie Lukas, president of IWF, testified before the House Select Subcommittee on the Coronavirus Crisis on the issue of childcare challenges during the pandemic.



Carrie Sheffield, senior fellow with Independent Women's Forum, testified before Subcommittee on Economic & Consumer Policy on government's failure to address inflation.



Patrice Onwuka, director of the Center for Economic Opportunity testified before the House Subcommittee on Civil Rights and Civil Liberties about the disproportionate rates by which BIPOC women and girls go missing—and what can be done to address this serious problem.

"Great work all around, Carrie Lukas. I'd be lying if I said it was a nice surprise. I'm not surprised... they LOVED you. Here's to more testimony!"

Steve Scalise
Minority Whip of the
U.S. House of Representatives
(R-LA)



Subcommittee on Civil Rights and Civil Liberties on confronting anti-democratic extremist threats to our nation

IW messaging materials are now widely used throughout the **House and Senate** with IW staff being asked to brief dozens of members on key issues, including a request by Leader Kevin McCarthy to brief the House communications staff on school choice and women in the economy.



Patrice Onwuka participated in a live "Real State of the Union" discussion held by House Republicans about how the policies of the Biden administration are impacting everyday Americans.

In fact, **individual states** are now using our messaging guides, memos, and materials for a wide array of issues. Recently, IW provided expert testimony for the Alaska Senate on women in sports and was invited to provide a briefing with U.S. Senator Marsha Blackburn to key women media figures regarding messaging.



Alaska State Legislature reference IWLC Competition Report throughout the hearing



IW Law Center Director Jennifer C. Braceras and IWF female athlete storyteller Cynthia Monteleone testify before the Alaska State Legislature

STANDING WITH WOMEN

The very concept of women is under assault, and women's safety, privacy, and opportunities are being compromised as a result. The debate about the meaning of the word 'woman' transcends women's rights and speaks to our foundation as a country based on the rule of law in which words have meaning.

IW was built for this fight. We have spearheaded the defense of women, pulling in a coalition from the right and the left, and created a multi-faceted system to defend women and our system of government.

Women's Bill of Rights (WBOR)

In coordination with Independent Women's Law Center (IWLC), IW created model legislation that codifies our common understanding of basic, sex-based words rooted in biology and affirms that single-sex association is legal and can be necessary, especially when safety, privacy, and fairness are at risk. Our WBOR language was used in both the **U.S. House (H.R. 1136)** and **U.S. Senate (S.R. 644)** to introduce resolutions establishing a Women's Bill of Rights, which will protect 'sex' as a distinct legal category. In addition, we have:

- Had **10 attorneys general** announce their support of the Women's Bill of Rights—and urge state attorneys general nationwide to pledge their support.
- Active advocacy operations in 5 states, including Oklahoma, Tennessee, Idaho, Kansas, and Florida to propose and pass WBOR legislation statewide with plans to expand our state-by-state reach into 2023.
- Received The Heritage Foundation's "Innovation Prize" (and \$100,000 of support) for our efforts on this project.

WBOR Resolution Press Conference, Capitol Hill



Republican Study Committee Chairman and Women's Bill of Rights co-sponsor **Jim Banks** (R-IN) celebrates introduction of House Women's Bill of Rights Resolution (H.R. 1136).



Independent Women's Voice CEO **Heather Higgins** congratulates H.R. 1136 co-sponsors for standing with women and establishing the Women's Bill of Rights Resolution.



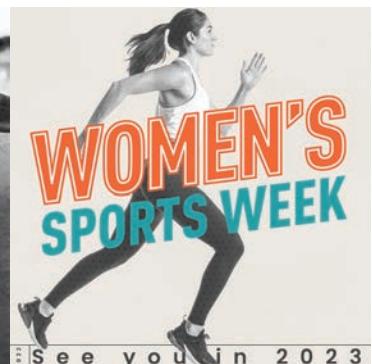
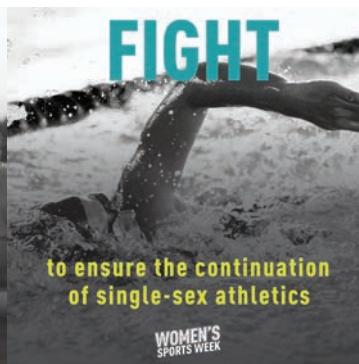
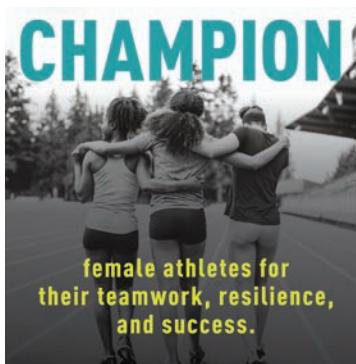
"I am proud to introduce the Women's Bill of Rights to affirm the importance of acknowledging women and their unique and distinguishing characteristics and contributions to our nation. As the Left continues to erase women, we must fight for women and their place in our society. Whether it's keeping the word "mother" in written law or ensuring women's domestic violence shelters do not have to accept biological men, we must stand up for women."

Rep. Debbie Lesko (R-AZ)

Protecting Women's Sports and Title IX

Title IX was passed 50 years ago as a simple law to prohibit recipients of federal funds from discriminating based on sex. Unfortunately, activists in the Department of Education have twisted the law and used it to jettison due process in cases of alleged sexual harassment or assault on campus, micromanage local education policies, and force schools to allow biological males to compete in women's sports. In 2022, IW has been fighting back. We

- Established a **National Women's Sports Week**: IWF together with Independent Women's Network (IWN) registered and launched an official National Women's Sports Week, observed annually during the week of June 23 to recognize female athletes—past, present, and future—for their athletic participation and achievement in sport. In our inaugural year (2022), this effort reached an audience of 183 million.



- Produced a mini documentary about saving women's sports, featuring the mother of an Ivy League swimmer who competed against UPenn's Lia Thomas.
- Launched new Women's Sports and Title IX resource centers so Americans can learn how the proposed changes to Title IX will adversely impact equal opportunity, free speech, due process, and parental rights, and how female athletes are being discriminated against.
- Hosted the Our Bodies, Our Sports Rally featuring 40 speakers—female athletes, coaches, parents, and advocates—to

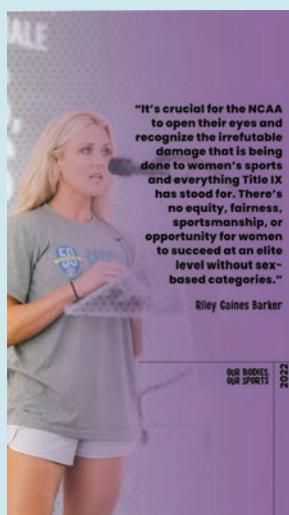
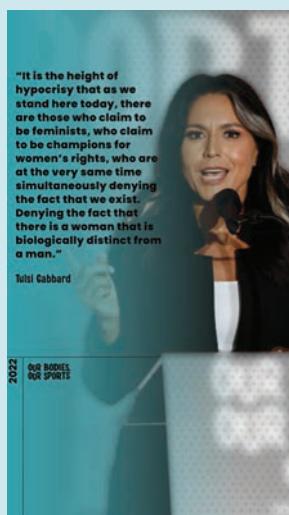
DAILY WIRE

— NEWS AND COMMENTARY —

Mom Speaks Out In Explosive Video Over Trans Swimmer Lia Thomas: 'A Full-Grown Male' 'Taking' From Women



Watch on YouTube



Our Bodies, Our Sports Rally

celebrate 50 years of Title IX and urge policymakers to help keep women's sports female. The event garnered widespread media attention across the country—with a combined estimated audience of over 300 million across television and print media.

Launched the “Identity Crisis” Documentary Series

This series of documentary films details the real stories of the harms of transgender ideology being pushed on young children and teens. In 2023, we are taking this series on the road to engage the public, create dialogue, and make sure more Americans understand the gender identity crisis and common consequences for parents and children. In addition to scores of media pickups of these videos and storytellers, **the videos have already received more than 1.6 million views on YouTube alone.**



Republican Leader of the House Education and Labor Committee, Virginia Foxx (R-NC), introduced a new bill—the Parental Right to Protect Act—citing IWF’s Identity Crisis subject Jeanette Cooper’s story as justification for the legislation.



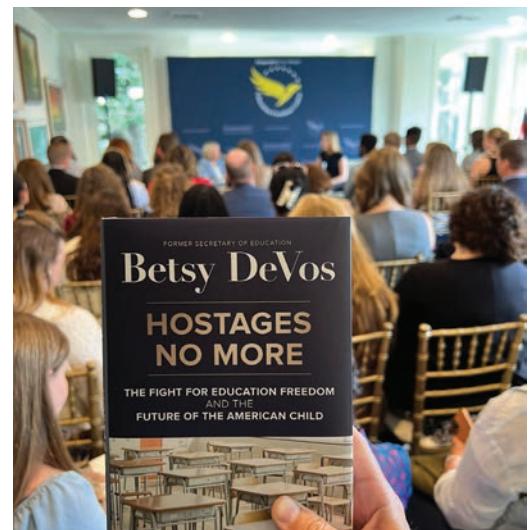
“Parents have the right and responsibility to keep their children safe. This includes making decisions about life-altering medical treatments and interventions. Determining your child is not going to receive gender transition interventions is not abuse or neglect—it is a parent rightfully making a decision for his or her child. No system should remove a child, or investigate a family for abuse, based on this decision. Nor should a hospital or state be able to circumvent a parent’s right to decide whether his or her child should undergo gender-transition interventions.”

Rep. Virginia Foxx (R-NC)

FIGHTING FOR EDUCATIONAL FREEDOM AND PARENTS' RIGHTS

From homeschooling to private schools, charters, or microschools, there is no single K-12 education model that fits every child's needs and every family's values. Parents must be guiding all aspects of their child's education, from where (or how) they attend school to protecting them from the radical curriculum content (from critical race theory to gender-bending ideology) that we are seeing in schools throughout the country. IW has made significant headway in 2022 to ensure that we put students over systems and that families have rights.

- In April, IW, led by school choice leader Ginny Gentles, **launched the Education Freedom Center (EFC)** to advance reforms to unleash a more vibrant education marketplace, elevating the voices of parent advocates while pushing for greater leverage for parents, school transparency, and an end to curriculum politicization.
- Virginia Governor Glenn Youngkin **restored over \$13 million in school choice funding** in response to our work publicizing and calling for the funding's restoration.



IWF hosted a well attended book party for **Betsy DeVos**, former U.S. Secretary of Education.

Washington Examiner
News

Conservative women's group launches school choice initiative to back parent rights

By Jeremiah Poff, Education Reporter

April 07, 2022 03:01 PM

- IWN led the parent pushback against forced masking in Virginia schools, with IWN members sending hundreds of messages to school boards, initiating a lawsuit against a Virginia school district, and generating national media attention that helped build support to end mandatory masking.
 - Uncovered secretive gender support plans crafted by public schools, exposing them in widely-watched speeches and congressional events.
 - Successfully argued for revisions to onerous federal Charter School Program (CSP) rules.
 - Elevated awareness of new education innovations, including microschools, during weekly IWN **Escaping Your Government Assigned School** conversations.
 - **Introduced a new Critical Race Theory Resource Center**, where parents, students, educators, and lawmakers alike can find information on what CRT is and how to fight it.
-

CORRECTING MISPERCEPTIONS ON ABORTION & CONTRACEPTION

Although IW does not take a position on abortion policy, we recognized that, especially in the wake of the *Dobbs* decision this year, it was essential that we correct

misperceptions about the state of abortion-related laws across the country; the impact of contraception access; and women's lives broadly. During the summer, I WV released original polling showing near-unanimous support from Republicans, including self-identified pro-lifers, for access to contraception.

This past October, I WV launched a new ad, "**It's Not 1973 Anymore**," to remind women that there are issues other than abortion that they should care about. The ad was seen by women in Arizona, Georgia,



"My colleagues on the other side of the aisle would incorrectly have the American people believe that Republicans don't care about women's access to contraception. **THIS IS FALSE.** In fact, a report released just this week by Independent Women's Voice demonstrated **84%** of Republican primary voters support safe access to contraceptives."

Rep. Stephanie Bice (R-OK)
speaking on the House of Representatives Floor during debate of H.R. 8373

iwv.org

Nevada, Pennsylvania, Virginia, Ohio, Wisconsin, Washington, and New Hampshire, who identify on the soft-conservative to soft-liberal ideological spectrum, to educate them on the most important issues facing our country and to put the *Dobbs* decision in perspective.



Common Misperceptions about the Reversal of *Roe v. Wade*

The ad was seen across all media platforms, having over 2.5 million impressions and over 1.7 million video completions (meaning the ad was watched from beginning to end in its entirety).

In fact, that the left recognized and feared our impact is evidenced in both the Wall Street Journal and The Washington Post “hit pieces” on our work.

The Washington Post logo is at the top. The article title is "Documents reveal nonprofit's plan to downplay abortion in the midterms". Below the title is a sub-headline: "Independent Women's Voice pitched donors on a project to blunt the impact of the Dobbs decision. Now it's carrying out that project." The author is Isaac Stanley-Becker. The date is October 13, 2022. Below the text is a photograph of a protest with signs, one of which reads "WOMEN'S ROE VEMBER IS COMING". A caption below the photo states: "Abortion rights activists carry signs during the 2022 Women's March in Washington on Oct. 8. (Amanda Andrade-Rhoades/Reuters)"

“The ad is trying to give those women permission to vote based on other issues, to not prioritize the abortion issue.... In that sense, it’s probably a smart ad.”

The Washington Post

WSJ logo is at the top. The article title is "White Suburban Women Swing Toward Backing Republicans for Congress". Below the title is a sub-headline: "New WSJ poll shows key group of midterm voters favors the GOP by 15 percentage points". Below the text is a photograph of two women walking away from the camera on a path. A caption below the photo states: "The poll shows white suburban women trusted Republicans over Democrats to handle the economy and inflation. PHOTO: EMILY ELCONIN FOR THE WALL STREET JOURNAL"

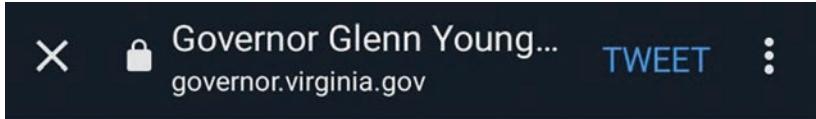
“White suburban women, a key group of midterm voters, have significantly shifted their support from Democrats to Republicans in the closing days of midterm campaigning...the topic of abortion rights has faded in importance.”

Wall Street Journal

BUILDING AN ARMY OF GRASSROOTS ADVOCATES

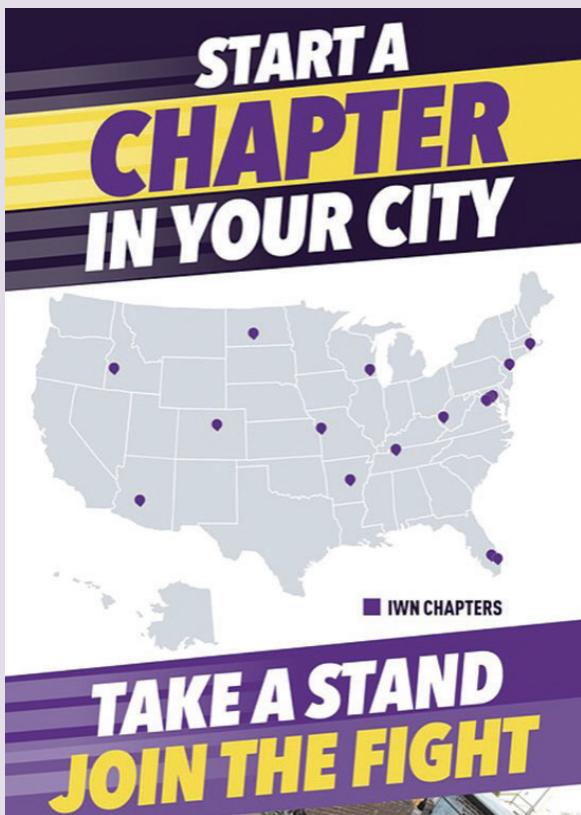
Now in its second year, **Independent Women's Network (IWN)** is growing rapidly. With over 32,000 members and 18 physical chapters throughout the country, we look to expand dramatically in 2023. This year:

- We urged **Tennessee to reform antiquated occupational licensing laws**.
- IWN members sent over 300 messages to Vanguard's CEO, protesting their use of ESG guidelines for investments. We also sent hundreds of messages to Target and to State Farm, encouraging them to ditch the controversial partnerships with organizations that push gender fluidity on young children. **These activists are ready to take action against ESG advocates and other woke corporations!**
- We pushed to have a sign removed in a Virginia school library that read "Stuff Some Adults Don't Want You to Read" with books including "Gender Queer." **The sign was removed, and an apology was issued to the community from school administration.**
- IW asked Virginia's Governor Youngkin to issue a school choice declaration and, a week later, he did!
- We drove 1,500 comments to Gov. Youngkin, urging his administration to revise the state's "model policies" which undermined parental rights and put emotionally vulnerable students at risk. **Just over a week later, Gov. Youngkin announced an overhaul of existing policies** for the treatment of transgender-identifying students in K-12 schools with new model policies that emphasize the rights of parents, educators, and students.



NOW, THEREFORE, I, Glenn Youngkin, do hereby recognize January 23 – January 29, 2022 as VIRGINIA SCHOOL CHOICE WEEK in our COMMONWEALTH OF VIRGINIA, and

In fact, U.S. Senator Tim Scott (R-SC) watched an IWN parent activist discuss gender ideology on Fox News. His staff reached out. Less than a month later, our legislative suggestions (e.g., withholding funding from districts not fully transparent with parents) **became a bill introduced by the senator**.



NASHVILLE, TN



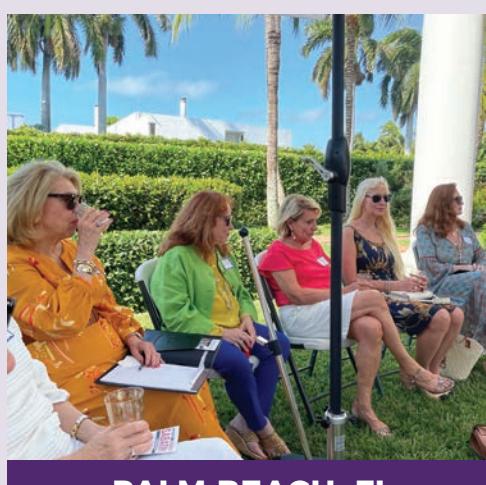
DELAFIELD, WI



BOCA RATON, FL



PHOENIX, AZ



PALM BEACH, FL



WASHINGTON, D.C.



NEW YORK, NY



KANSAS CITY, MO

ADVANCING A FREE ECONOMY

IW staff have become a trusted source for policy guidance, messaging, and witnesses to influential congressional and federal committees on economic and labor issues:

- In January, Director of IW's Center for Economic Opportunity Patrice Onwuka **briefed Ranking Member Bryan Steil (R-WI) of the U.S. House Select Committee on Economic Disparity and Fairness in Growth** in advance of a hearing on racial disparities **and guided the crafting and editing of his opening remarks** to ensure IWF messaging on women's entrepreneurship and school choice were included.
- Prior to the State of the Union, **House Republican leadership invited Onwuka to speak at a national, televised town hall** about the impact of inflation on families, including her own. Onwuka asked how inflationary federal policies led to current rising prices and how the conference plans to help bring down costs for Americans. **After her questions, Minority Leader Kevin McCarthy remarked that he wanted "to recruit her to run for Congress."**
- In addition to providing multiple testimonies, the CEO materials were regularly used by members of Congress. Our "Inflation Tracker" was blown up into a giant visual and used by committee staff during hearings. **IWF's Chasing Work storytelling drive, which gathered stories of freelancers hurt by California's restrictions on independent contracting, was used as a source of real-life**

"According to a new CNN poll this week, 75% of Americans view inflation as their top economic concern. And 75% of them disapprove of how President Biden is handling inflation.

The majority of Americans recognize that the only solutions the White House has floated will do little or nothing to control costs now."

— PATRICE ONWUKA



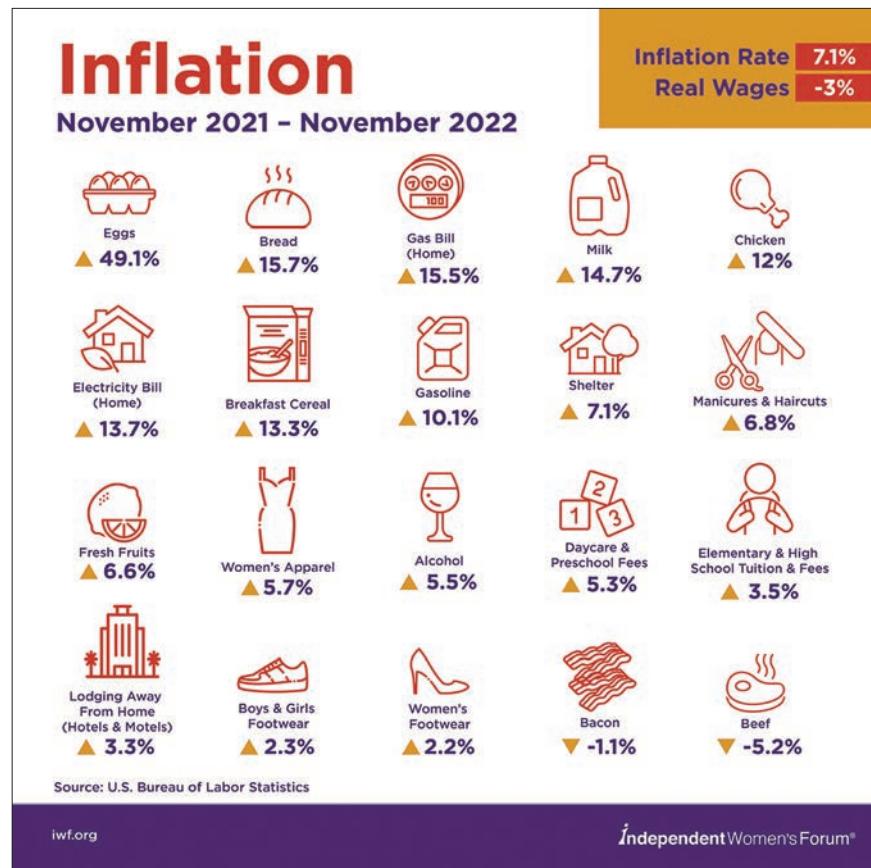
Minority Leader Kevin McCarthy with IWF's Patrice Onwuka

stories and lauded as an essential resource by policy leaders and advocates. IWF was specifically lauded by other influential groups as a leader of freelancer storytelling.

- On tax policy, the CEO has brought to life how corporate tax increases reduce wages and harm consumers, and revealed how everyday Americans must prepare for increased IRS audits and reporting requirements. Our work has been augmented by the addition of a visiting fellow, Isabelle Morales of Americans for Tax Reform, who wrote extensively about tax policy.
- IWF's comprehensive comments on the **Security and Exchange Commission (SEC) proposed “climate disclosure” rule**

highlighted how it is an attempt to codify net zero policies via regulatory fiat and would discourage investments in traditional energy resources like coal, oil, and natural gas. These comments serve as messaging guidance for all policy leaders who reject these heavy-handed government intrusions.

- IW published a communications kit to **explain ESG in simple terms**, for use by the general public and policymakers as they build opposition, and spearheaded a coalition letter signed by 21 groups, providing a roadmap for the new House leadership to push back against ESG.
- The Intercept and CNBC both ran “hit pieces” trying to make our work sound villainous, but begrudgingly admit that we have an **out-sized impact!**



WINNING LEGAL BATTLES TO PROTECT WOMEN

Independent Women's Law Center (IWLC) exists to defend our constitutional liberties, strategically prioritizing issues with a particular need for a woman's perspective. In 2022, IWLC defended women's liberty by:

- **Ensuring Second Amendment Rights:** In June, the Supreme Court issued a major decision on Second Amendment rights, with Justice Alito citing IWLC's amicus brief twice.
- **Protecting Working Parents:** In August, IWLC filed an amicus brief in the Ohio Supreme Court in support of remote workers. IWLC's brief in *Schaad v. Alder*, explains that allowing municipalities to tax nonresident remote workers hurts working mothers, who often prefer flexible, remote work to office jobs.
- **Supporting School Choice:** IWLC has filed an amicus brief urging the Supreme Court to reverse a lower court ruling that sex-specific dress codes violate the Equal Protection Clause of the 14th Amendment. In *Charter Day School v. Peltier*, IWLC argues that the lower court's holding undermines the very purpose of charter schools: allowing educational leaders to make bold and creative decisions without threat of government intervention or federal lawsuit.
- **Defending Free Speech:** This fall, IWLC issued an important policy paper explaining how new Title IX rules violate the First Amendment by encouraging schools to punish unpopular viewpoints on sex and gender. The paper provided part of the legal basis for extensive comments filed with the Department of Education and helped IW drive 7,143 individuals to weigh in against the draconian rules.
- **Protecting the Legal Rights of Female Athletes:** IWLC has created a comprehensive resource center on women's sports, which includes model legislation designed to shore up Title IX and withstand constitutional challenge. In September, IWLC filed an amicus brief in the U.S. Court of Appeals in *A.M. v. Indianapolis Public Schools*, arguing that allowing biological males to compete on women's teams violates Title IX by limiting opportunities for female athletes to compete and win.



Supreme Court Message Briefing:
IWF President Carrie Lukas, Sen. Marsha Blackburn,
IWLC Director Jennifer C. Braceras



30 YEARS OF HONORING 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.

On October 12th, Independent Women's Forum hosted our Annual Awards Gala and 30th Anniversary Celebration in Washington, D.C. We honored **Vivek Ramaswamy** as our Gentleman of Distinction, **Diana Davis Spencer** with our Lifetime Achievement Award, **Tulsi Gabbard** with our Resilience Award, and **Kimberley Strassel** as our Woman of Valor. With over 500 in attendance, the event was incredibly inspiring and a raving success.



"For 30 years, you have been committed to making our country an even better place and to creating more opportunities, not only for women, but for all Americans. By elevating the voices of women leaders of today, you give encouragement to the leaders of tomorrow."

Sen. Susan Collins
United States Senator
(R-ME)



"You've brought voices of your members to our hearings around tables and have guided the committee with real-world examples of how policy impacts American families."

Rep. Bryan Steil
United States Representative
(R-WI)



Tulsi Gabbard receiving the Resilience Award from Riley Gaines.

"IWF is at the forefront of fighting the battle to protect women and girls in sports, level the playing field and making sure the original intent of Title IX is actually upheld. I am proud to stand with them to continue to protect women and girls."

Tulsi Gabbard



Kimberley Strassel accepting the Barbara K. Olson Woman of Valor Award from Heather Higgins.

© Tony Powell



"The work you have accomplished is critical and so is the understanding you have amplified: that we have all varied life experiences, goals, and points of view. We are, in fact, all independent women. I celebrate with you the many years of success you've worked so hard for and look forward to watching and even benefiting from your future success."

Harris Faulkner

Host of The Faulkner Focus
(Fox News Channel)



Vivek Ramaswamy giving acceptance remarks for the Gentleman of Distinction Award.

© Tony Powell



"Congratulations to the Independent Women's Forum on your 30th anniversary. It has been a privilege partnering with you to advance freedom and opportunity for all of our citizens and to make sure that we come up with workable solutions on issues like paid leave and child care.

Sen. Todd Young
United States Senator (R-IN)



Diana Davis Spencer accepting the Lifetime Achievement Award from Abby Moffat and Heather Higgins.

© Tony Powell

REACH & INFLUENCE

TV

IW spokeswomen were on television over **1,232 times** in 2022, being on air an average of 3.4 times each day, reaching a combined estimated 214 million viewers throughout the year.

We increased the number of television hits on networks other than Fox News Channel and Fox Business Network by **120%** from 2021. Including being featured on: Newsmax, OAN, News Nation, Sky News Australia, NBC, PBS, ABC, CBS, C-SPAN, Hill TV, CNN, NTD, and MSNBC.

We appeared multiple times on syndicated programs like Dr. Phil. In addition, IW reached our goal of reaching Spanish-speaking audiences, with segments on networks like CNN en Español and America Teve.



"Identity Crisis" Storyteller and mother Jennifer, whose 11-year-old trans identity was affirmed at school without parental consent, and IWN Senior Fellow Asra Nomani join Dr. Phil to discuss school indoctrination and hiding gender ideology changes from parents.

OP-EDS

878
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The
Philadelphia
Inquirer

NEW YORK POST

WASHINGTON
Examiner

THE
HILL

DAILY CALLER

THE WALL STREET JOURNAL.

The Washington Times

FOX
NEWS
.com

REAL
CLEAR
POLITICS

Deseret News

Daily Mail

The Washington Post

THE EPOCH TIMES

Newsweek

THE
DAILY WIRE

Bloomberg

USA
TODAY
A GANNETT COMPANY

The Washington Post

Another win for
parental rights in
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MARY VOUGHT

THE WALL STREET JOURNAL.

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Is an Assault on
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FELTSCHER STEPMAN

WASHINGTON
Examiner

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crises, school choice
gives students and
parents hope

GINNY GENTLES

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Could Mean Your
Daughter's College
Roommate will be a
Man

ANGELA MORABITO

THE EPOCH TIMES

The Epoch Times | Mentally Ill Teen Betrayed
by Health Professionals Who Recommended
Testosterone and 'Top Surgery' KELSEY BOLAR

Daily Mail

Biden's diabolical \$1
trillion student debt
scheme robs the poor
to give to the rich – and
the bloated universities
leading the left's
cultural revolution

INEZ STEPMAN

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Not Dobbs—Is Going to
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What the Democrats'
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Really About

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NBC THINK
Opinion, Analysis, Essays

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CARRIE SHEFFIELD

BLOGS

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The Three Craziest Moments From Matt Walsh's 'What Is A Woman?'

Kaylene McGraw White | June 13, 2022

In his new documentary "What Is a Woman?" The Daily Wire's Matt Walsh interviews a number of gender ideologues—people who believe they are neither objective nor biologically fixed—including

Economy

IRS Destroyed 30 Million Tax Documents And Refuses To Explain Why

Isabelle Morales | October 5, 2022

2 Min

FACT CHECK: Is The Oil & Gas Industry To Blame For Unused Leases?

Gabriella Hoffman | March 31, 2022

In wake of Russia's invasion of Ukraine, the Biden administration is refusing to cut its reliance on foreign oil and gas despite plenty of resources available here at home.

Immigration

A Record-Breaking 2 Million Immigrants Entered The U.S. Illegally

The signal has been sent worldwide that now is the time to come to the U.S. southern border.

Patrice Onwuka | September 20, 2022

4 Min

Community

Helena Kerschner Wants To Protect Children From Medical Malpractice

Gerry Gentes | April 20, 2022

Helena Kerschner is a 25 year old woman who believed that she was transgender when she was a teenager. She recently shared her full story on her Substack, and regularly speaks about her experience:

Innovation

UBS Analyst: BlackRock's Dalliance With ESG Too Risky

Gabriella Hoffman | October 24, 2022

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INSPIRED BY Rush

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SHOW

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SIRIUS XM
Patriot

JASON RANTZ

770KTH

105.9 FM
WMAL

Eagle 93.9

THE RANDY TOBLER
SHOW

THE WILLOW
MAJORITY

SXM PODCAST

THE BEN SHAPIRO
SHOW

THE CHARLIE
KIRK
SHOW

REAL AMERICA'S
VOICE

WAR ROOM
(PANDEMIC)

REAL AMERICA'S VOICE

FOX
NEWS
radio

KZIM 960 AM
our nation.
your station.

MAKING SENSE OF THE NEWS

101.7 FM
1400 AM
KSIM

WEEKDAYS 5A - 9A

THE BEN DOMENECH
PODCAST

THE JESSE
KELLY
SHOW

THE CANDACE
OWENS
SHOW

FOX
ACROSS AMERICA
(Jimmy Faile)

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Wire

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LARSON
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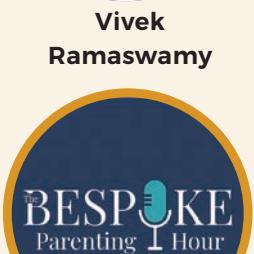
Representative
Bryan Steil



Rep. John
Moolenaar



Kash
Patel



Jennifer
Sey



Luke
Rosiak

SOCIAL MEDIA TOPLINES

81 Million
Impressions

Best Performing Post:
2 Million
Impressions



10.2% Engagement Rate
(128% Increase from previous year
Engagement Per Post
(Industry Average is 5%)

4,885,000
Reach via
Facebook/
Instagram Ads

6.6 Million
Video Views

1 Million
Followers



WEBSITE TOPLINES

Independent
Women's Forum

1,115,000
Pageviews

730,000
Users

Independent
Women's Voice

177,000
Pageviews

107,000
Users

Independent
Women's Network

232,000
Pageviews

83,168
Users

Center for Economic Opportunity Director Patrice Onwuka and Center for Progress and Innovation Director Julie Gunlock are regular co-hosts on WMAL's 4-hour morning show. WMAL is the leading conservative talk station in the Washington, D.C. area, reaching an audience of nearly 300,000, including Congressional members, their staff, and other policy decision-makers.

THE BOLD AND ESSENTIAL FUTURE

We want America to be truly great again. For that to happen, the conservative movement needs a third, better way from its current practice of either talking to its base or conceding to the left on policy while being co-opted by special interests.

Independent Women, with its principled positions coupled with its different focus on persuasion beyond the base, is positioned to be the mothership of that third way.

IW will be the go-to group for persuasive messaging, the must-have participant in effective coalitions, the regular resource for innovative policy solutions, the sought-after legal opinion, the essential additive grassroots network for advocacy, and the dominant voice for mainstream American women and families.

To that end, we will broaden the range of policy issues where we have compelling teams and depth; engage in strategies to amplify their reach and impact; grow our audiences; and focus on the future not just on federal issues, but on building state and local capabilities.

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 with 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 organization. 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 (IWV) 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. IWV is permitted to engage in a limited amount of campaign intervention to support or oppose specific candidates. IWV engages in such activity when it believes the only way it can change policy is by getting candidates elected who share IWV's principles. Contributions to IWV are not tax deductible and are not publicly disclosed.



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4 Weems Lane, #312
Winchester, VA 22601
202.807.9986