



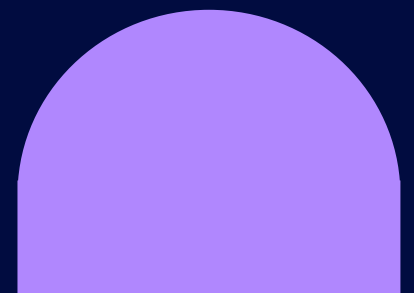
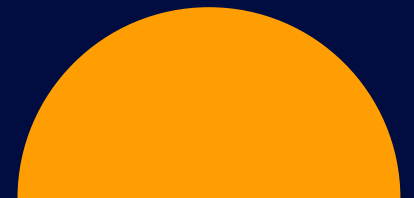
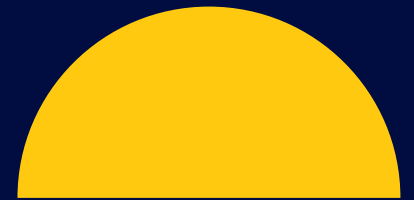
Community & Impact Report

Mid-Year Update

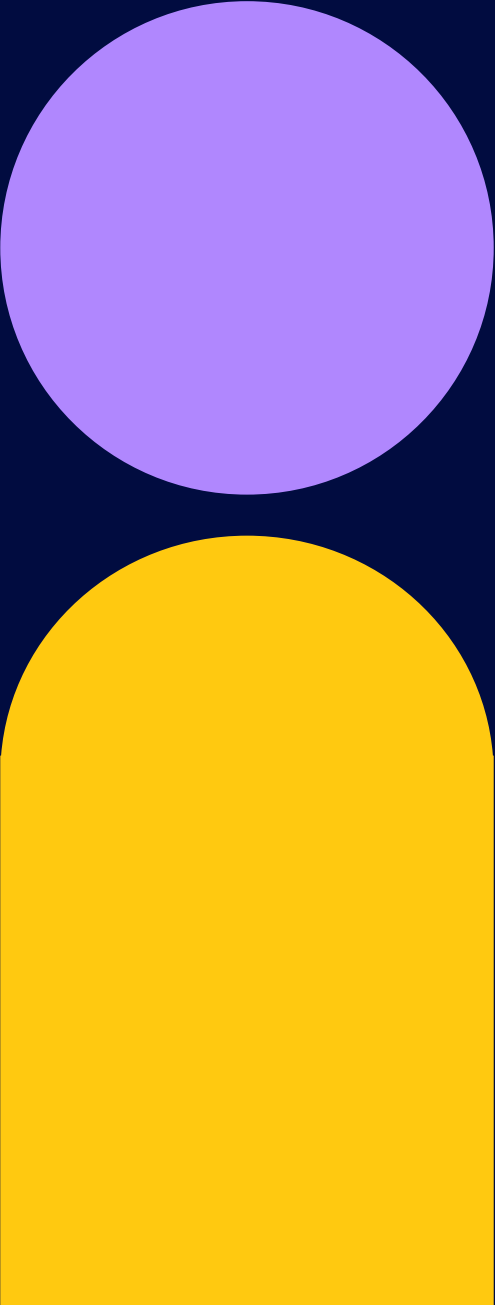
August 2022

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A Letter from the Chair



Happy Anniversary, C200! This year we celebrate 40 years of advancing women in business – acknowledging the strides taken to get here and reaffirming our commitment to that mission for the future. As an organization, C200 has witnessed profound changes to the business, social, and economic landscapes. We have made progress, yet there is so much more we can do.

For me, what makes C200 unique among other women's organizations is our true peer community. C200 is a place where, together, we as successful leaders can continue to evolve, thrive, and lift one another to our fullest potential as a person, a leader, and a community member.

We've all heard that a picture is worth a thousand words. Earlier this year, we launched a brand refresh that reflects these tenets. Our brand shapes are inspired by the C200 logo, reminiscent of creating waves. Our vibrant color palette and imagery reflects our peer community and power of support. When we support one another, we create a ripple effect that goes beyond just us. The waves we generate have a lasting impact on our communities, lives, and economy – this is the power of Success Shared.

We see examples of Success Shared in our CHAMPION program, where 21 entrepreneurs from across the US are engaging with C200 coaches and mentors as they reshape their businesses for even greater success.

A Letter from the Chair

We see it in the Reachout and Scholar Award events at Pepperdine University Graziadio Business School and the University of Chicago Booth School of Business, where many of the hundreds of students who participated continue to connect with and tap into the power of C200 as they navigate the next steps in their careers. And we see it among our members, who invest their time, open their networks, and make connections to help each other succeed in this ever-changing world— whether it is launching a book, acquiring a board seat, making new business contacts, or talking through transitions.

Despite the difficulties of the pandemic and ongoing economic uncertainties, C200 is healthy. Our community is devoted to our mission, and our financial health is excellent. C200 received an unqualified opinion on the 2021 financial audit, the best opinion that can be received. You can find details of the audit in this report.

We are so happy to once again offer a blend of virtual and in-person events to foster engagement within our community. These connections and support are evident in C200's Councils, at local events, at our Ins and Outs of DC meeting in May, and as we plan our upcoming Annual Conference this November. Our Annual Conference is built around the ideas of Evolving, Thriving, and Lifting. I hope you'll join me at the biggest C200 gathering of the year to invest in yourself, connect with our community, and enjoy all the best C200 has to offer.

Sincerely,
Kimber Maderazzo
Chair of the Board of Directors





Our Mission

C200 is a 501(c)(3) non-profit organization with an educational and charitable mission. The purpose of C200, an association of the world's leading corporate and entrepreneurial business women, is to encourage and facilitate the sharing of members' expertise, experience, networks, and leadership to educate, inspire, support, and advance women leaders in business – for the benefit of its members and the broader community of current and future women business leaders.

Our Values



**CHANGE THE FACE OF
BUSINESS LEADERSHIP**



**EDUCATE, FOSTER,
ADVANCE**



**PEER COMMUNITY
& ENGAGEMENT**



GROW & INSPIRE



TRUST & SUPPORT



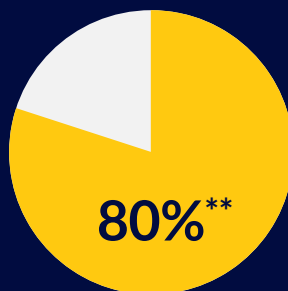
CELEBRATE & HAVE FUN

Making an Impact

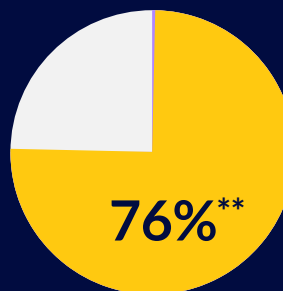
H1* 2022 Highlights

Support Through Connection

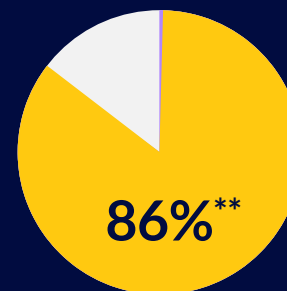
Member engagement numbers remain higher than previous years



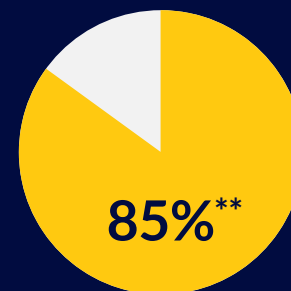
2018



2019



2020



2021

73% of members registered for one or more events

95% of new members were engaged

Councils: Small Groups, Endless Support

30 active councils

60% of members participating

* H1 refers to the first six months of the year

** indicates year-end numbers

Making an Impact

H1 2022 Highlights

C200 Returns to
Washington, DC



hosted the
3rd edition of
Ins & Outs of
DC, in-person

45 members
and guests in
attendance

C200's
CHAMPION
Program

21 women
entrepreneurs
in our 2022
cohort

38 members and
former program
participants are
coaches & mentors

Impact at
University
Level



\$53k in
Scholar Awards
awarded to
9 students

194 students
attended
Reachouts

Advancing Women Programs for Our Members

“

I just wanted to say WOW!
The Corporate Board Forum
session was amazing and what
an impressive and thoughtful
group of women. I am very
thankful to participate and
looking forward to future events!!
I knew it was an incredible
organization, but it has already
exceeded my expectations!

”



Corporate Board Forum

C200's Corporate Board Forum benefits members looking for their first or next board seat by sharing best practices to become an invaluable board director.

3

Program Partnerships
National Association
of Corporate Directors
(NACD)
BlueSteps
Private Directors
Association

30%

of C200 members
participate in the
Corporate Board
Forum

In total, C200
members occupy
over 450 board seats
in the public, private,
and nonprofit
sectors.

4

Corporate Board
Forum events hosted
in H1 2022

Women Helping Women

Women Helping Women Program (WHW) is a new program designed by members for members - to connect one another based on common, shared experiences. Through this online program, members can submit requests for assistance and volunteer to assist others seeking help, creating a tailored network of peers. C200 members looking for help, support, or guidance in their professional or personal lives are paired with a member ready to assist.

Connection is a key benefit to C200 membership. In H2 2022, we will empower more members to take advantage of the WHW Program by bringing greater awareness to the opportunities for connection offered by the program.

Members have enrolled as WHW Confidantes and are standing by to assist other members seeking help

WHW is live and members can submit requests for help



Advancing Women Programs for the Community

“

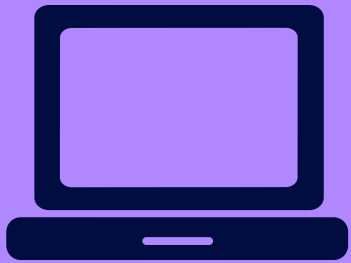
The C200 CHAMPION program was instrumental in my mindset shift - thinking bigger than I ever have, truly believing in what's possible and what's yet to come! I already have my eyes set on applying for the C200 Protégé Program next!

”



C-Ahead®

C200's C-Ahead® program is designed to prepare qualified women in corporate operational roles who want to attain C-Suite positions.



6 month
virtual
program

43 women
became
C-Ahead
Alumnae



C-Ahead 2022 begins in September featuring a blended format: part virtual to allow for convenient access to content and conversations and an in-depth, in-person integrative workshop held in conjunction with C200's Annual Conference.

The workshop builds on the prior content and gives participants a place and time to pull together their learnings, explore different strategies, and craft their action plan for going forward.

C-Ahead is supported by our volunteers who provide inspiration and a sounding board for these next-generation women leaders.

CHAMPION Program

C200's CHAMPION Program supports small women-owned businesses. Through research and the shared real-life experiences of our entrepreneurial C200 members, we understand women entrepreneurs greatly benefit from 1) access to a peer network and mentors, 2) educational opportunities to enhance their business acumen, and 3) access to funding.

The second CHAMPION Program cohort recently completed their educational course through Babson College's WIN Lab and are now participating in peer coaching and monthly virtual open forum sessions which run June-December.

21

women business owners
with revenues between
\$250K-1M

12 weeks

of curriculum supported by
Babson College's Women In-
novating Now Global Lab

\$10k

grant awarded to
each participant

Reachouts

C200 partners with colleges and universities to host Reachouts. At these events, C200 members host panels and round-table discussions to educate and inspire ambitious, business-minded undergraduate and MBA students.



194

students attended
in H1 2022

CHICAGO BOOTH 
The University of Chicago Booth School of Business

PEPPERDINE **GRAZIADIO**
BUSINESS SCHOOL

Scholar Awards

Scholar Award recipients are chosen in recognition of their leadership potential, entrepreneurial spirit, ambition, maturity, financial need, commitment to business, and commitment to supporting women. Recipients are chosen by a Scholar Award Committee which includes C200 members.



\$53k

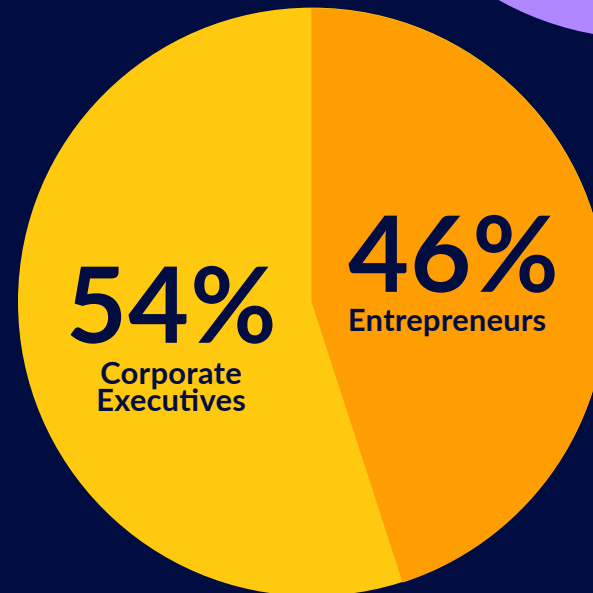
presented to 9 students
in 2022

C200 Membership

Our preeminent focus is establishing a strong and diverse pipeline of member prospects and leveraging existing members to refer qualified women from their networks, as well as developing a recruitment model to expand our outreach.

C200 strives to maintain a 50/50 balance of corporate and entrepreneurial leaders within our membership, +/- 5%. We understand the 50/50 balance is central to making C200 membership unique and providing invaluable learning experiences. We are committed to prospecting more entrepreneur candidates to maintain the corporate/entrepreneur balance.

Our Membership and Diversity, Inclusion, and Belonging Committees continue to invest significant time and thought into reviewing our recruitment and onboarding processes to ensure C200 remains an inclusive and equitable community where every member and program participant feels a strong sense of belonging.



Help us grow C200's powerful and vibrant community!

Refer accomplished women from your network to join C200 membership.

Membership Criteria

Entrepreneur

\$20M in annual revenues

An entrepreneur candidate must be a company founder and/or a majority or controlling owner of a company with at least **\$20 million in annual revenues**. She should be responsible for running the company day to day. Qualified **serial entrepreneur candidates** have founded and grown multiple companies to at least **\$30 million in annual revenues, cumulatively over 10 years**.

For International candidates, entrepreneur candidates should have at least \$10 million in annual revenues and serial entrepreneurs should have \$15 million in annual revenues, cumulatively over 10 years.

Corporate Executive

\$250M in annual revenues

A corporate candidate is responsible for the P&L of a company or division generating at least **\$250 million in annual revenues**.

For International candidates, corporate candidates should be responsible for a P&L of at least \$100 million.

Privately Held

\$75M in annual revenues

A candidate running a **privately held company** should be responsible for the **full P&L** of the parent company or division generating at least **\$75 million in annual revenues**.

Do you or someone you know fit the qualifications above and have an interest in helping advance women in business?

Complete our [application interest form](#) and C200 staff will be in touch.



Connection, Collaboration, & Celebration

We are thrilled to return to hosting regularly scheduled in-person events! Throughout 2022, we are hosting a mix of virtual and in-person events, allowing members to connect across geographic barriers and engage at their comfort level.

Connecting Virtually: Webinar Highlights

13

virtual events
were hosted

6

Cocktails &
Conversations



Using Story to Influence
with Nancy Duarte



Executive Briefing:
Cybersecurity
with Noopur Davis



Ins & Outs of DC

In May, C200 hosted the third edition of the Ins & Outs of DC, where members and guests gathered in Washington, DC for two days of discussion and activity with DC insiders and leaders.

Guests toured the National Museum of African American History and Culture and enjoyed dinner at the National Press Club.

Four women senators joined us for breakfast: Senator Capito, Senator Stabenow, Senator Hassan, and Senator Collins.



Guests from UNICEF, foreign policy experts, and more joined us for a panel discussion on the global effects of the Russian-Ukraine War.

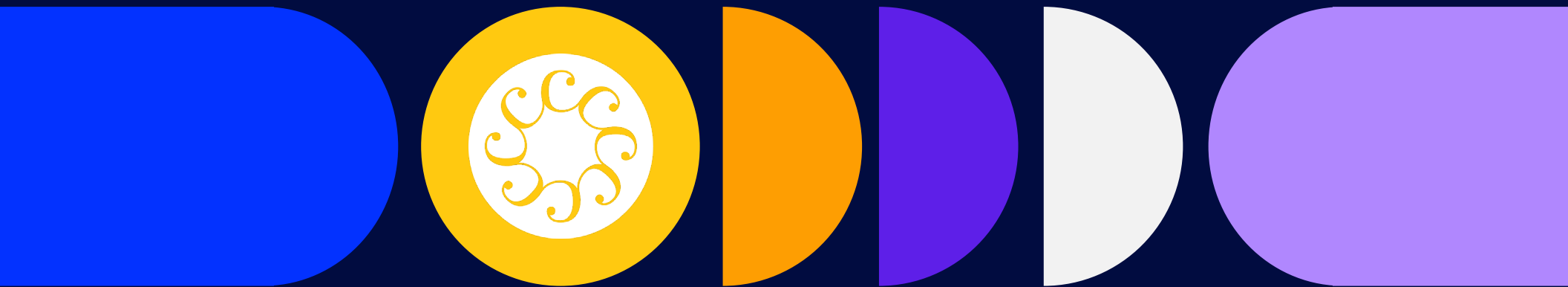


Esther Coopersmith, UNESCO Goodwill Ambassador hosted C200 for dinner. Four additional ambassadors joined our members and guests.



Growing Our Brand

We introduced a new look for C200 earlier this year. C200's refreshed brand identity is a representation of the strength and vibrancy of our community. A new bold color palette gives C200 a more dynamic digital presence. The introduction of brand graphics allows us to assign meaning through visual representation.



Our color palette is one way we express our brand's accomplished, vibrant, and elevated nature and our warm and approachable community.

Inspired by the C200 logo, our graphics are reminiscent of creating waves. When we support one another, we create a ripple effect stretching far beyond ourselves. The waves we create have a lasting impact on our communities, economy, and women in business. This is the importance of Success Shared.

Expanding Our Reach

We continue to expand our media outreach with the goal of reaching more women in business and expanding our message to new audiences.

2021

4.5M

est. audience size

22 media hits in 5 major markets
CBS, FOX, NBC, Crain's Chicago

5.1M

est. audience size

47 media hits in 3 major markets, 3 national
FOX, NBC, NewsBreak,
Directors & Boards, Success Magazine

2022

2021 Audited Financials

C200 received an unqualified opinion on the 2021 financial audit. An unqualified opinion is an independent auditor's judgment that a company's financial statements are fairly and appropriately presented, without any identified exceptions, and in compliance with generally accepted accounting principles (GAAP).

The Committee of 200

Statements of Financial Position December 31, 2021 and 2020

	2021	2020
Assets		
Current assets:		
Cash and cash equivalents	\$ 953,765	\$ 774,191
Cash, investments	833,487	446,927
Accounts receivable	-	68,940
Pledges receivable, net	29,816	40,000
Prepaid expenses	130,375	118,968
Lease security deposits	12,051	18,077
Investments	6,918,006	7,279,779
Total current assets	8,877,500	8,746,882
Other assets:		
Pledges receivable, net	4,874	10,283
Furniture and equipment, net	53,833	99,787
Total non-current assets	58,707	110,070
	\$ 8,936,207	\$ 8,856,952
Liabilities and Net Assets		
Current liabilities:		
Accounts payable and other liabilities	\$ 116,396	\$ 184,691
Deferred membership dues and other revenue	779,975	426,060
Total current liabilities	896,371	610,751
Other liabilities:		
Deferred rent	20,182	15,681
Total liabilities	916,553	626,432
Net assets:		
Without donor restrictions	7,523,803	7,722,516
With donor restrictions	495,851	508,005
Total net assets	8,019,654	8,230,520
	\$ 8,936,207	\$ 8,856,952

2021 Audited Financials

The Committee of 200

Statement of Activities Year Ended December 31, 2021

	Without Donor Restrictions	With Donor Restrictions	Total
Revenue:			
Dues:			
Annual	\$ 857,067	\$ -	\$ 857,067
New member	38,200	-	38,200
Meetings:			
Other program registration	47,065	-	47,065
Contributions:			
Auction	135,815	-	135,815
General	127,232	40,757	167,989
Other	159,475	-	159,475
Net assets released from donor restrictions	52,911	(52,911)	-
	<u>1,417,765</u>	<u>(12,154)</u>	<u>1,405,611</u>
Expenses:			
Program:			
Membership	853,760	-	853,760
Advancing women program	818,201	-	818,201
	<u>1,671,961</u>	<u>-</u>	<u>1,671,961</u>
Supporting services:			
Management and general:	198,725	-	198,725
Fundraising	195,576	-	195,576
	<u>394,301</u>	<u>-</u>	<u>394,301</u>
	<u>2,066,262</u>	<u>-</u>	<u>2,066,262</u>
Change in net assets before investment return	(648,497)	(12,154)	(660,651)
Investment return, net	<u>449,785</u>	<u>-</u>	<u>449,785</u>
Change in net assets	<u>(198,712)</u>	<u>(12,154)</u>	<u>(210,866)</u>
Net assets:			
Beginning	<u>7,722,515</u>	<u>508,005</u>	<u>8,230,520</u>
Ending	<u>\$ 7,523,803</u>	<u>\$ 495,851</u>	<u>\$ 8,019,654</u>

Thank You

Thank You to Our Volunteers & Donors

C200's mission to celebrate, support, educate, and advance women in business could not be fulfilled without the help of our many volunteers and donors. We thank you for your generosity.

Kimber Maderazzo
C200 Chair

Maryann Bruce
Chair Elect

Dana Fusaris
Treasurer

Holly Kaczmarczyk
Secretary

Mithu Bhargava
Director at Large

Susan Brennan
Director at Large

Eileen Campbell
Director at Large

Tena Clark
Director at Large

Monica Cole
Director at Large

Lin Coughlin
Director at Large

Edie Fraser
Director at Large

Margo Georgiadis
Director at Large

Lili Hall
Director at Large

Lauren Herring
Director at Large

Debra Polishook
Director at Large

Barri Rafferty
Director at Large

Dee Robinson
Director at Large

JuE Wong
Director at Large



Thank You

...to our Region Leaders, who work closely with staff to create opportunities for members in their regions to network and strengthen local connections. We know the effort it takes to provide effective regional leadership and your dedication is applauded.

...to our Council Leaders, who help us continue to expand Council availability. Members often share that Councils are an invaluable part of their C200 experience.

...to the volunteers of our CHAMPION Program, including members and former program participants from the Protégé and C-Ahead programs. We know that having access to a mentor or coach can change the trajectory of an entrepreneur's career. You help C200 bring this offering to life.

...to our committee members who volunteer their time to work with staff to determine organization strategy and plan for upcoming activities.

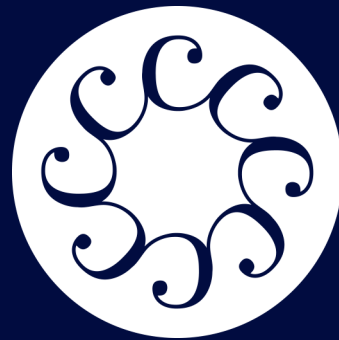
2021 Donors

Dominique Arrieta
Kelly Becker
Carol L. Bernick
Mithu Bhargava
Dana Bober
Tamara Box
Amy Brachio
Susan Brennan
Mary Ellen Brewington
Amber M. Brookman
Maxine H. Burton
Karen Calhoun
Eileen Campbell
Doris K. Christopher
Patricia M. Cloherty
Monica Cole
Lisa Corless
Linda Coughlin
Rebecca Dernberger
Carolyn Dolezal
Joanna Drake
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Vicki Escarra
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Linda Walker
Jane Warner
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Alisha Wenc
Alison A. Winter
JuE Wong



C200
SUCCESS SHARED
ESTABLISHED 1982