



FOR IMMEDIATE RELEASE

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CAMPAIGN LAUNCHED TO MOVE MORE THAN 50% OF WOMEN OUT OF POVERTY
The Women's Fund Miami-Dade announces Equal Pay initiative

MIAMI (July 17, 2017) One in five women in Miami-Dade County lives in poverty. But, if equal pay existed today the poverty rate among these women would drop by 57 percent. To create that change, the Women's Fund Miami-Dade today launched Equal Pay Miami-Dade, an advocacy campaign to achieve equal pay in our community.

"If together we have the ability to cut poverty in half for women in Miami-Dade County, it will improve our community for everyone. It is the right thing to do. And it also has very real economic benefits for companies, government and individuals in Miami-Dade," says The Women's Fund Board Chair Janet Kyle Altman. "This will take time, resources and hard work, but it's a goal to which we are fully committed."

A multi-year, collaborative campaign involving specific, measurable actions designed to create long-term systemic change, Equal Pay Miami-Dade has the potential to positively impact a wide range of issues affecting women in poverty, including affordable housing, childcare, transportation, and healthcare. The campaign will be conducted in support of existing efforts by the City of Miami and Miami-Dade County to implement gender pay equity.

According to Marie Woodson, Chair of the Miami-Dade Commission for Women, "We are proud to have The Women's Fund as a partner in our efforts to improve the status of women in our County. The Women's Fund is in a unique position to be able to affect real change. Their collaborative success on Stop Sex Trafficking, their grassroots experience with the See Her Vote campaign, and their knowledge of the institutions that can create significant, measurable change make them the ideal organization to take on this issue at this time."

In year one, Equal Pay Miami-Dade will focus on:

- . Elevating the issue of gender pay equity through a communications campaign
- . Collaborating with other non-profit organizations
- . Encouraging support and resolutions from the county and its cities
- . Securing commitments to gender pay equity from private sector organizations.

- more -



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Early private sector commitments to equal pay have come from Kaufman Rossin, and All In One Mail Shop. Initial non-profit collaborators include the Center for Social Change, League of Women Voters, Catalist Miami, YWCA, and The Women's Chamber of Commerce.

According to The Women's Fund Executive Director Debbie Korge, "The Women's Fund has been committed to ensuring the economic security of girls and women in our community for almost 25 years so the Equal Pay Miami-Dade campaign makes perfect sense for us. While an advocacy campaign of this scale takes us to new territory, it builds from where we have been, allows us to continue our collaborations, and sets a bold direction for how we will move our mission forward."

- Communities that support gender pay equity are likely to experience less strain on health resources, better educational outcomes, an increase in public sector resources given that less will be spent on programs for the poor, enhanced household incomes and greater competitiveness in the global economy.
- Companies that enact gender pay equity are likely to experience higher employee retention, access to a larger and more skilled talent pool, an increase in productivity associated with higher employee morale, greater customer loyalty and an enhanced corporate reputation.
- Individuals that support gender pay equity can positively impact a wide range of social issues through this one effort, affect change in the direction of our country, and improve the quality of life for their mom, sister, best friend, daughter, or aunt who may be working hard but still living in poverty.

Miami-Dade Commissioner Daniella Levine Cava, who wrote about this issue in a letter to the Miami Herald last month, encourages others to get involved. "I call upon our community to join the work of the dynamic groups advancing women's equality and provide input on how to best address the gender wage gap." Organizations or individuals interested in getting involved in Equal Pay Miami-Dade can visit www.EqualPayMiamiDade.org.

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EDITORS NOTE

See included Equal Pay Miami-Dade Infographic (English and Spanish), and Pay Equity Stats and Sources.

ABOUT THE WOMEN'S FUND MIAMI-DADE

The Women's Fund Miami-Dade exists to create a community where all women and girls have equal access, opportunity and influence. We believe that Miami-Dade County can be a community where all women and girls have equal access, opportunity, and influence. That is our vision, and we work every day to make it our reality. We know that, when we invest in women, we are investing in the prosperity and the future of our community. For more information, please visit womensfundmiami.org.