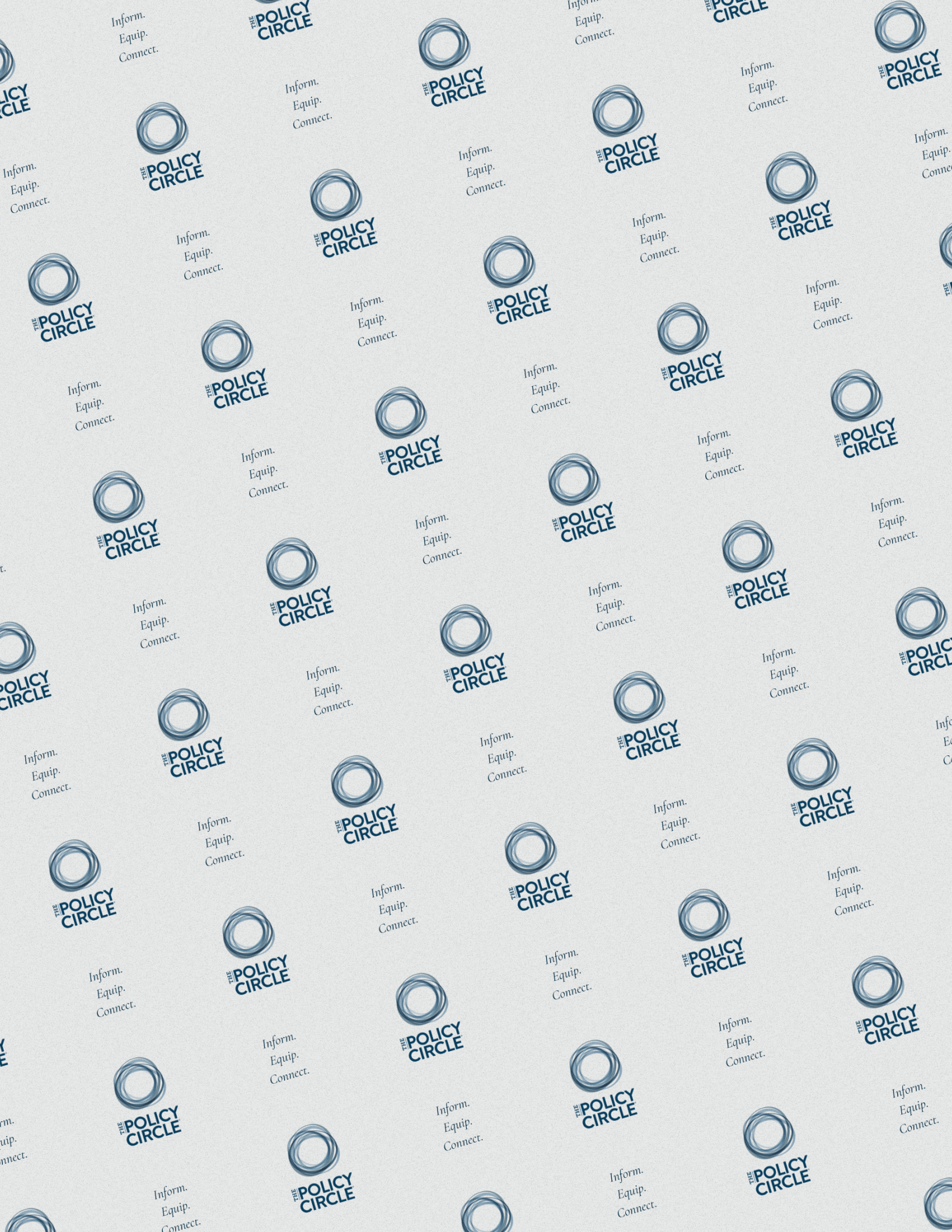


THE POLICY CIRCLE



2022 ANNUAL REPORT



# Dear friends and supporters,

As we travel around the U.S., we often share that the greatest thing about The Policy Circle is its people. It's the thoughtful women who are willing to step up to ensure more opportunities and better outcomes for their communities. It's the wise and experienced leaders who generously mentor the next generation of civic changemakers. It's the experts, practitioners, and policymakers who share their valuable expertise with our curious members. It's the generous investors and partners who fuel The Policy Circle's mission and enable us to be innovative, agile, and impactful.

What does The Policy Circle offer that attracts such thoughtful, accomplished, and civic-minded women? This Annual Report will answer that question and provide details on our three interconnected pathways that inform, equip, and connect women to become more impactful citizens.

The Policy Circle's educational programming and resources attract those who are open to learning new approaches to policy challenges but firmly committed to founding principles. With 20 million web impressions and a quarter of a million Policy Brief views in the past year, it is clear that our solutions-oriented content is hitting the mark. We are building a diverse national audience of men and women that trust The Policy Circle to inform without spin and partisan rhetoric. This increasingly engaged digital community gives The Policy Circle a unique platform to share solutions rooted in entrepreneurial values, personal responsibility, and local agency.

This expanded reach has also led to high demand for our proprietary Civic Leadership Engagement Roadmap (CLER). Our three-month flexible, affordable, and targeted leadership program has already led to women winning elections and securing influential state-level appointments. Thanks to a multi-year grant from the Bowe Stewart Foundation, CLER will attract and equip even more diverse cohorts with a strategic focus, in 2023, on women veterans and military spouses.

You will also learn more about the high-impact events and programs that The Policy Circle hosted around the country. From regional collaborations focused on civic engagement and philanthropy to our national Leadership Summit with experts sharing how to build thriving communities, The Policy Circle events sparked game-changing conversations and built authentic connections amongst our members, sponsors, and partners.

Thanks to you, The Policy Circle is building a national community of informed and prepared citizen leaders that will increase the number of women in key roles at all levels of government. Your friendship, encouragement, and generosity are the heartbeat of this movement. There is power in our purpose, and the best is yet to come.



Stacy Blakeley



Sylvie

# 2022 BY THE NUMBERS

11,000

COMMUNITY MEMBERS

7

STATE LEADERSHIP COUNCILS

7

VIRTUAL PROGRAMS

222

CLER PARTICIPANTS

400

CIRCLES

557

STORIES OF IMPACT

\$2.4M+

DONATIONS RAISED

12

IN-PERSON EVENTS

71

SPEAKERS

1,267

EVENT ATTENDEES

19.4M

WEB IMPRESSIONS

67%

INCREASE IN  
NEW WEBSITE VISITORS

80%

INCREASE IN  
POLICY BRIEF VIEWS

235,000

POLICY BRIEF VIEWS

101%

INCREASE IN SOCIAL MEDIA FOLLOWERS

17,700+

PROGRAM VIEWS

*In the News*

**AP** Associated Press

**TOPIO**  
NETWORKS

 The Maryland  
Observer

**FOX 5**

CHICAGO'S VERY OWN  
**WGN9**

American Press

COMCAST   
NEWSMAKERS

Maryland  
Tribune

**BENZINGA**

**KTLA 75**  
YEARS  
LA'S VERY OWN

SPECTRUM NEWS'  
**INFOCUS**

ECONOMIC   
NEWS OBSERVER

## OUR MISSION

*The Policy Circle  
informs, equips, and  
connects women to be  
more impactful citizens.*

We are passionate about  
The Policy Circle **mission**.

---

We take **ownership**.

---

We are **positive** and  
**opportunity-focused**.

---

We exercise **empathy** for people  
and **respect** for ideas.

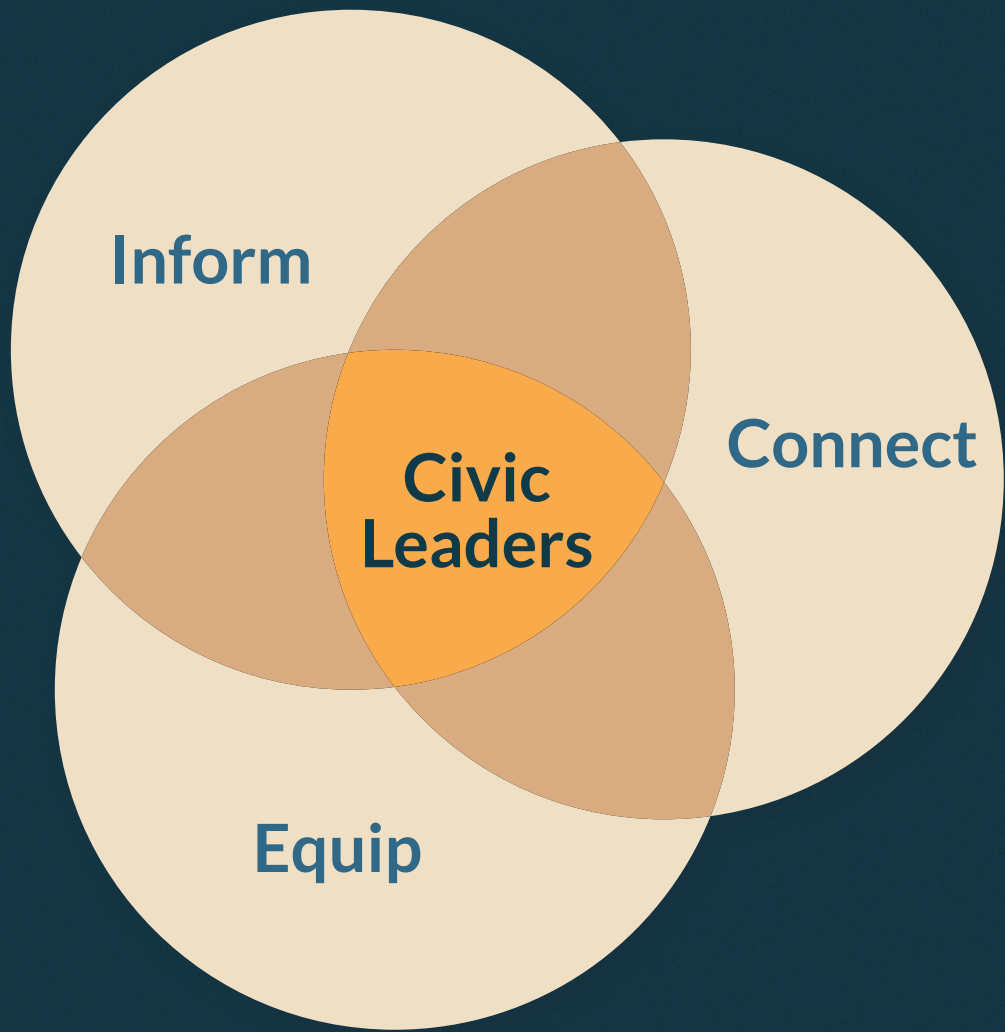
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We strive for **excellence**.

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The Policy Circle attracts solutions-oriented, get-things-done kind of women. We are a community of passionate women who love our country and are eager to make a difference in civic life. With a broad range of members in every stage and phase of life, The Policy Circle community is made up of retired CEOs, start-up entrepreneurs, groundbreaking philanthropists, homeschool champions, award-winning authors, agile policymakers, award-winning economists, food pantry founders, graduate students, podcast producers, and so much more. These women bring unique perspectives, pose interesting questions, and ultimately represent the diversity of thought that makes The Policy Circle conversations so energizing and action-oriented.

HOW DO WE ACHIEVE OUR MISSION?



## Our Framework



*“Because of The Policy Circle, I am learning how to have more constructive conversations about policies and am learning about those policies in a much more in-depth way than by simply hearing about it in the news.”*

— SARA HILL

The Policy Circle is a nonpartisan, 501(c)(3) organization that provides three interconnected pathways to achieve our mission. We inform a diverse and significant national audience who is hungry for fact-based resources. We equip women through our proprietary Civic Leadership Engagement Roadmap to serve in elected and appointed roles. Importantly, we connect in-person through round table conversations in 45 states and a world-class national Leadership Summit. Our community stays focused on solutions rooted in entrepreneurial values, personal responsibility, and local agency.





# Inform

There is a civic literacy crisis in America. Less than 47% of Americans can even name all three branches of government. People need a civics refresh and The Policy Circle provides both foundational knowledge and timely data on pressing issues with our **Policy Briefs**. These robust resources highlight the power of entrepreneurial solutions, personal responsibility, and local agency. Each Brief is designed to spark constructive conversations and local action.

Our Policy Team curates resources from vetted data, reliable media sources, and think-tanks to provide a comprehensive overview of a policy issue. Then, an expert review panel ensures each Brief is accurate and relatable. The Policy Circle's expanding library of 71 multi-media Briefs covers a wide range of issues, from literacy to veterans affairs and housing to foreign policy. These trusted resources spark catalytic and solutions-oriented dialogue, boost civic literacy, and encourage civil discourse.

The Policy Circle further informs with interactive and on-demand programming. The Policy Circle's Move the Needle virtual events provide timely, on-demand opportunities for our members to interact with policymakers, subject matter experts, relevant industry leaders, CEOs, authors, and other leaders to unpack complex issues. These virtual programs drive conversation, unpack challenging policy issues, and provide actionable steps for our viewers to take in their communities across the country.

# 71

POLICY BRIEFS IN  
THE POLICY CIRCLE  
BRIEF LIBRARY

# 80%

INCREASE IN POLICY  
CIRCLE BRIEF VIEWS



# Equip

The Policy Circle equips women with the tools to drive impactful, local change through the Civic Leadership Engagement Roadmap (CLER) program. CLER is a three-month, experiential leadership development program that launches civic leaders who value freedom and personal responsibility. The innovative and action-oriented curriculum in CLER is designed to equip the next generation of community leaders with the information, skills, connections, and confidence they need to step up to the challenges facing their local communities.

The CLER program provides a refresh on the foundational elements of the U.S. Constitution and civic principles, drives understanding of the opportunities for civic engagement, and creates a roadmap on how to impact local change and expand personal influence.

Following the successful launch in 2021, the CLER program continued to grow throughout 2022, with women around the country participating in its flexible framework. The CLER program is already delivering impressive results with women successfully running for local leadership positions and securing high-level appointments to task forces and commissions.

This upcoming year, CLER will be expanding with the support of The Bowe Stewart Foundation. Their three-year investment in women's leadership will allow The Policy Circle to target engagement in CLER from distinct groups, beginning with the military and veterans community in 2023.



*“The Policy Circle and the CLER program really is the thing that gave me that confidence and that legitimacy to have this platform to host people and host important conversations.”*

— MELINDA OAKES



# Connect

The Policy Circle believes in the power of bringing people together and serving as a connector for women across the country. The Policy Circle's members convene in their local circles, at our virtual and in-person events, and at our annual Leadership Summit to create meaningful dialogue, learn from one another's diverse backgrounds, and make connections with other civically-minded women. The Policy Circle's proven roundtable model provides an opportunity to convene, connect, and catalyze action in local communities. With 11,000 members, we are building a national movement of women looking to connect with mentors, supporters, and other like-minded women to make waves of change in their communities.



*“What TPC is doing is critical because it allows people to get informed and allows women to be part of the conversation.”*

— STEFANIE HOOD

Our thriving community is made up of women who understand the profound impact of local efforts and who are eager to transform their ideas into action. Whether they are calling their elected official to voice an opinion, running for a political office, or starting up dialogue amongst their peers, women of The Policy Circle are active leaders in their communities. Our mission is to be the catalyst that propels action-oriented women to get more civically involved and use their unique talents to find solutions to complex issues.





# THE POLICY CIRCLE LEADERSHIP SUMMIT



The Policy Circle's Annual Leadership Summit is an opportunity to build relationships and strengthen knowledge of emerging issues. Each year, the highly immersive and impactful experience travels to a new city and tackles a new set of specific topics. The Summit allows participants to connect with like-minded, action-oriented peers, expand their understanding of policy, and leave inspired with a roadmap to impact their local communities.

The Policy Circle's 6th Annual Leadership Summit in Fort Worth, Texas, focused on "Building Thriving Communities" through six key pillars:

- T** Technology & Innovation
- H** Health & Housing
- R** Resilient Infrastructure & Environment
- I** Informed Citizens & Principled Leadership
- V** Vibrant Arts, Culture & Social Infrastructures
- E** Entrepreneurial Values & Education

47  
WORLD-CLASS  
SPEAKERS

830  
TOTAL  
ATTENDEES

37  
GENEROUS  
SPONSORS

Forty-seven unique speakers, ranging from policymakers, practitioners, advocates, researchers, and local leaders, used their diverse backgrounds to discuss issues that impact the quality of life in a community and better understand what drives innovative solutions. Keynote speakers included Fort Worth Mayor Mattie Parker, Ian Rowe, Author & Senior Fellow at American Enterprise Institute, and Heather Nauert, Former Spokesperson at U.S. Department of State.

Over 830 individuals participated in the Summit in-person and virtually. Our virtual Summit App enabled both in-person and virtual attendees to quickly access information about each session, attend virtual roundtables, stream events in live time, or rewatch them on their own schedule.

In addition to the informative and eye-opening programming, attendees participated in exciting extracurriculars: touring the Texas Rangers Stadium and The Modern Art Museum, taking on-site fitness classes, and enjoying all of the shopping, entertainment, and culture the Fort Worth Stockyards had to offer.



**TOP:** A panel featuring Elizabeth Wattley, Ryan Streeter, and Bryan Trubey, discussing the impact of community design on happiness and health.

**ABOVE:** Dawn Lang, Nicole Gasper, and Steve Taylor discuss workforce development.

**RIGHT:** Fort Worth Mayor Mattie Parker and Michelle Thomas speak with Stacy Blakeley.

**LEFT:** Keynote Speaker Ian Rowe, Author & Senior Fellow at American Enterprise Institute, discusses the current landscape of our education system with Heather Nauert, Former Spokesperson at U.S. Department of State.

**BELOW:** Sylvie Légère, The Policy Circle Co-Founder and Board Chair, facilitates a panel featuring Rafael Mangual and Vikrant Reddy on policy that shapes crime and safety in a community.





136,000+

SUMMIT APP INTERACTIONS

22,000+

VIEWS OF SUMMIT RECORDINGS



*“The biggest lesson I learned was that I am enough to make change! ... The Policy Circle has lit a fire inside of me to create change, do more to make a difference, and be the change I want to see.”*

— JENNIFER P.



*The energy this incredible group of women received from one another is unlike anything I've ever experienced, anywhere. I started this week more focused and with greater purpose, and I know I speak for so many others who feel the same!*

— CHRISTIM.





**ABOVE:** Carol Greene, Board Member of The Policy Circle and Consultant with Greene Advisors, addresses Summit attendees.

**TOP RIGHT:** Stacy Blakeley, CEO of The Policy Circle, interviews Heather Nauert, Former Spokesperson at U.S. Department of State.

**BOTTOM RIGHT:** Summit participants listening to a panel.



### Summit outcomes:

Women who participated in the 6th Annual Summit have shared that they left the event feeling more informed, inspired, and better equipped with the skills, confidence, and connections they need to be change-makers. Three days of solutions-oriented dialogue revealed the tangible steps that each individual could take to help their community thrive.



# Summit Sponsors

Special Thank You To Our 2022 Summit Sponsors



Mary Beth Weiss  
 Sylvie Légère  
 Laura Cox Kaplan and Joel Kaplan  
 Nancy Hiles  
 Sarah Malloy Millett  
 Jackie and Richard Emmet

Cathy Cranberg  
 Ina Kim-Schaad  
 Patricia Kolber  
 RB DenUyl Family Foundation  
 Katherine Gehl  
 The Honorable Linda McMahon



# Program and Collaborative Partners



## JANUARY

- Indiana **State Leadership Council** In-Person Event
- World Vision Event in Naples, FL: CEO Stacy served as speaker



## FEBRUARY

- Executive Branch **Policy Brief** published
- Antitrust **Policy Brief** published
- Ukraine-Russia Crisis **Policy Brief** published
- Move The Needle Virtual Event: Antitrust
- Virtual Briefing with Ambassador Kurt Volker
- **National Advisory Council** Q1 Meeting
- Civic Engagement & Strategic Giving Luncheon in Naples, FL; With Bradley Impact Fund and DonorsTrust
- **Founders Circle Experience** in Miami, FL
- CLER Spring Cohorts begin



# 2022 IN REVIEW



## MARCH

- Judicial Branch **Policy Brief** published
- Indiana **State Leadership Council** Regional Event, "A Conversation on Early Childhood Education"
- **Cocktails & Conversation** in Indianapolis, IN with Ambassador Nikki Haley
- Michigan **State Leadership Council** Virtual Event, "Elections & Election Integrity"
- **Circle Up America Event: Antitrust**

## APRIL



- Responding to Refugee Crises **Policy Brief** published
- Concordia Americas Summit in Lexington, KY: Stacy facilitated a main stage conversation with Ryan Streeter, Director of Domestic Policy at AEI, and Barbara Stewart, Former CEO of AmeriCorps
- **Founders Circle Experience: An Afternoon at the Races** in Lexington, KY
- **Move The Needle Event: Responding to Refugee Crises**
- **Policy Circle Experience**; hosted by Dawn Hoffman in Palm Beach, FL
- Wisconsin **State Leadership Council** In-Person Event: “Election Integrity”



## MAY

- **National Advisory Council Q2 Meeting** in New York City, NY
- An Evening to Focus on Responding to Refugee Crises in New York City, NY
- Lunch & Learn with The Policy Circle in Ithaca, NY hosted by Melinda Oakes: Focus on Civic Engagement

## JUNE



- Illinois **State Leadership Council** Regional Event: focused on Responding to Refugee Crises
- Collaborative event with DonorsTrust in Dallas on Strategic Philanthropy, featuring Ian Rowe
- **CLER 1.0 and 2.0 Summer Cohorts** begin
- Michigan **State Leadership Council** Virtual Event: “Education: K-12”
- **Circle Up America Event: Responding to Refugee Crises**



## JULY

- **Armed Forces Policy Brief** published
- **Veterans Policy Brief** published
- The Policy Circle Team Retreat in Chicago, IL

## AUGUST

- Failing Grade: Literacy In America **Policy Brief** published
- **Move the Needle Virtual Event: Failing Grade: Literacy in America**
- **National Advisory Council Q3 Meeting**
- **Michigan State Leadership Council Virtual Event: Energy and the Environment**



## SEPTEMBER

- **CLER 1.0 and 3.0 Fall Cohorts** begin
- **State Policy Network Annual Meeting** in Atlanta, GA
- **An Evening with Pepperdine School of Public Policy** in New York City, NY



## OCTOBER

- **6th Annual Leadership Summit** in Fort Worth, TX
- **National Advisory Council Q4 Meeting** At the Summit



## NOVEMBER

- **Move the Needle Virtual Event: Veterans**
- **Founders Circle Event** at the U.S. Supreme Court in Washington, D.C.
- **Cocktails & Conversations;** in Washington, D.C.

## DECEMBER

- **Crime & Safety Policy Brief** published

# VISION FOR 2023

2022 was a year of immense growth for The Policy Circle, with increased action, impact, and engagement across the country. The Policy Circle community is continuing to build on this momentum to launch a movement of solutions-oriented, innovative, and impactful leaders. In 2023, The Policy Circle is laser-focused on quality engagement with both our consumers and member community. We do have a bias – for action. Every program, resource and experience we provide drives constructive local-level solutions.

## **New Policy Circle Briefs**

With over 236,000 Brief views in 2022, we are eager to continue to refine our research and develop new Policy Circle Briefs for 2023. We will continue to provide resources for upcoming policy conversations, including a deeper dive into the legislative landscapes of policies that impact the nation.

## **CLER: Military Community Expansion**

At the heart of civic engagement are those with a heart of service, which is why The Policy Circle is excited to offer a unique opportunity specifically for military community members. Thanks to the generous support of the Bowe Stewart Foundation, The Policy Circle's CLER program is expanding to Military Community members in 2023. Women who are current active duty service members, veterans, military spouses, and military family members will be offered full scholarships for The Policy Circle's CLER program.

## **New Digital Architecture**

The Policy Circle is continuing to scale in 2023. In order to ensure that we meet our growing community's needs, we are building a brand new portal system and website designed to improve the user experience, drive efficiency within our data architecture, and help The Policy Circle grow.

## **7th Annual Leadership Summit**

NOVEMBER 15-17, 2023 – The 7th Annual Leadership Summit will take place in Tampa, Florida. This year's theme, "Focus on the Future: Unleashing the Promise of Each Generation," will delve into ensuring economic prosperity and abundant health for every generation. If you're looking for a transformative experience that will elevate your career and empower you to make meaningful change, join us for this year's Summit. You'll have the opportunity to connect with other ambitious and driven women and learn cutting-edge strategies for leadership and personal growth. Whether you're a seasoned executive or just starting out in your career, this Summit is an invaluable opportunity to network, gain new perspectives, and elevate your leadership skills to the next level.

# The Team

Stacy Blakeley  
CHIEF EXECUTIVE  
OFFICER



Kristy Kuna  
CHIEF STRATEGY &  
OPERATIONS OFFICER



Nicole Cline  
DIRECTOR OF  
PHILANTHROPY



Savannah Lane  
DIRECTOR OF  
EDUCATION &  
EXPERIENCES



Kim Borchers  
ASSOCIATE DIRECTOR  
OF CIVIC ENGAGEMENT



Sara Hill  
SENIOR MANAGER  
OF PEOPLE AND  
LEADERSHIP  
DEVELOPMENT



Maddi Thayer  
EVENTS MANAGER



Beth McQueen  
MEMBERSHIP  
ENGAGEMENT  
MANAGER



Olivia McCarver  
PHILANTHROPY  
MANAGER



Dusty Hill  
DIGITAL MARKETING  
MANAGER



Kelsey Smith  
PHILANTHROPY  
COORDINATOR



Meagon Torres  
EXECUTIVE ASSISTANT



Marjorie Eastman  
LEADERSHIP OUTREACH  
FELLOW



# Board of Directors



**Sylvie Légère**  
CO-FOUNDER  
CHAIRMAN OF THE BOARD



**Angela Braly**  
CO-FOUNDER  
SECRETARY



**Kathy Hubbard**  
CO-FOUNDER  
TREASURER



**Laura Cox Kaplan**  
CREATOR AND HOST,  
SHE SAID/SHE SAID



**Carol Greene**  
CONSULTANT,  
GREENE ADVISORS



## National Advisory Council

Launched in 2020, the National Advisory Council provides an opportunity for The Policy Circle's most engaged members and supporters to help guide, shape, and expand our efforts to equip, inform, and connect women to be more impactful leaders.

### 2022 Council Members

Cathy Cranberg FL  
Heidi S. Cruz TX  
Carrie Daanen FL  
Jessica Dean WI  
Meg Duke CO  
Rebecca Dunn FL  
Jackie Emmet NY  
Richard Emmet NY  
Beth Feeley IL  
Elizabeth Fowler FL  
Allison Gulbrandsen FL  
Dawn Hoffman FL  
Ina Kim-Schaad NY

Blair Maus WY  
Melinda Oakes NY  
Liz Orella AZ  
Shyan O'Shaughnessy MN  
Jill Schram KS  
Kathleen Shanahan FL  
Anne Shane IN  
Anne Sinnott UT  
Barbara Stewart IL  
Stacy Smith TX  
Mary Beth Weiss FL  
Liz Wright CO

# State Leadership Councils

The members of the State Leadership Councils provide a critical effort within The Policy Circle's mission to convene state and local community members, and drive efforts of engagement and action with state-based programming.



Jennifer Berman  
Ilana Goron  
Christina Bonarrigo Villamil  
Casey Cathey



Katie Glick  
Lauren Hall  
Jamee Lock  
Colleen Whiting



Emily Mott  
Aly Rau  
Laura Seabaugh  
Cheryl Tolbert



Robin Moore  
Colleen Coyle  
Leah Vukmir  
Christina Czernejewski



Jillian Bernas  
Glory Borgeson  
Vasavi Chakka  
Beth Feeley  
Sandee Geringer  
Stefanie Hood  
Darlene Senger



Kara Belew  
Crystal Bonham  
Robyn Johnson  
Stacy Smith  
Ellen Troxclair  
Meg Tuszynski  
Tracy Young



Kristin Fair Combs  
Monica Palmer  
Theresa Mungoli

# Read and Learn More



[BROWSE OUR POLICY BRIEFS](#)



[VISIT OUR WEBSITE](#)



**THE** POLICY  
CIRCLE®

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

**INFORM. EQUIP. CONNECT.**

The Policy Circle is a national 501(c)(3) organization that informs, equips,  
and connects women to be more impactful citizens.