



Ms. FOUNDATION
FOR WOMEN

MS. FOUNDATION FOR WOMEN

736	Last 12 Months
1,704	Last 24 Months
1,735	Last 36 Months

EXCHANGE ONLY

The Ms. Foundation for Women is a national grant-making organization founded in 1973 by Patricia Carbine, Letty Cottin Pogrebin, Gloria Steinem, and Marlo Thomas. The Ms. Foundation was the first to fund small community-based organizations created by and for women, living up to their mission to build women’s collective power through grassroots activism.

More than 40 years later, the Ms. Foundation continues to support grassroots advocates for women’s rights, especially concerning economic justice, women’s reproductive health, and women’s safety.

These donors are well-educated, well-informed, and passionate advocates for women’s rights, unafraid to describe themselves using the “F” word - *feminists*. They are motivated to support organizations that focus on women and girls, in addition to those working towards engaging and advancing more women as decision-makers in the political and business fields.

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<u>DATE</u>	
UPDATED	06/08/2020
NAMES THRU	06/05/2020
<u>UNIT OF SALE</u>	
	\$25.00
<u>GENDER</u>	
	85% Female
	6% Male
	2% Other
	2.4% Unknown
<u>AVERAGE AGE</u>	
	66 Years
<u>AVERAGE HH INCOME</u>	
	\$75,000
<u>SOURCE</u>	
	100% Direct Mail
<u>SELECTS</u>	
RUN CHARGE	\$10.00/M
EMAIL	NO CHARGE
<u>MINIMUM ORDER</u>	
<u>DELIVERY</u>	
	5 Working Days from receipt of order
<u>EXCHANGES</u>	
	Allowed
<u>REUSE</u>	
	Please Inquire
<u>NET NAME</u>	
	Not Allowed

CANCELLATION

All orders cancelled on or before mail date will incur a \$50.00 Cancellation Fee in addition to applicable running, selection & shipping charges. All orders cancelled after mail date will incur full list rental charges.

SPECIAL INSTRUCTIONS

MEGA reserves the right to charge reciprocal pricing
Sample mail piece required
Mail date clearance required