



## **National Philanthropy Day®**

### **2015 Winning Nominations**

#### **Martha Webb, Excellence in Philanthropy**

Martha Webb has been a long-time advocate for the empowerment of girls and women through her work with various organizations throughout the Triangle. However, Girl Scouting holds a special place in her heart as both she and her daughter were Girl Scouts. Having served as a long-tenured service unit volunteer, board member and board chair for Girl Scouts - North Carolina Coastal Pines, Martha has been an integral part of ensuring the impact and sustainability of the organization. Inclusion has always been important to Martha. When her board chair term was up, Martha's wish was honored with the establishment of the "Every Girl, Every Where" fund for her legacy so that girls of all backgrounds and abilities would have the financial support to participate in Girl Scouts. This was a natural fit for Girl Scouting as diversity and inclusion have always been a cornerstone of the organization. After Martha brought this aspect of inclusion to the forefront, Girl Scouts - NCCP partnered with the National Inclusion Center to build both girl and adult curriculum to promote the inclusion of girls of different ability levels. With Martha's vision and financial support and with the additional support and training, the Council has seen even more inclusion and greater acceptance for all girls. Most recently, Martha was the catalyst of a major gift to fund Girl Scouts - NCCP new mobile program vehicle or, as it's affectionately known, the Girl Scout Mobile. Understanding the complexity of the demographics of the Council – serving 41 central and eastern North Carolina counties, Martha knew that girls outside of the more urban areas oftentimes have challenges in participating in Council sponsored events, trainings and activities.

Through her funding of the Girl Scout Mobile, Martha geographically improved the diversity and inclusion of all Girl Scouts throughout these varied counties – providing the Girl Scout Leadership Experiences to "every girl, everywhere." Since the launch of the mobile program vehicle in June, it has brought Girl Scout programming to over 700 girls in 9 different counties and is slated to serve over 3,000 by September 2016. Because of Martha's passion for the Girl Scout mission of building girls of courage, confidence and character who make the world a better place, her vision of bringing this life-changing program to every girl, everywhere and her commitment to taking action, Girl Scouts – North Carolina Coastal Pines is positioned to build critical life and leadership skills in today's girls so that they will be tomorrow's leaders – leaders just like Martha Webb. Martha has also supported with many other organizations in the Triangle including serving on the board of directors for INTERACT, delivering meals for Meals on Wheels, working with the Triangle Radio Reading Service reading newspapers, magazines and books to the visually impaired and philanthropically supporting these and many other organizations such as the American Tobacco Trail of Rails to Trails and the Triangle Spokes Group which donates bicycles through the Salvation Army.