

YWCA of the City of New York

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2012 Annual Report

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YWCA is dedicated to eliminating racism, empowering women and promoting peace, justice, freedom and dignity for all.

getting more YW
at the YWCA of the
City of New York >



A message from our CEO



Dr. Danielle Moss Lee
YWCA of the City of New York

Dear YWCA Friends and Family,

It has been such a joy getting to know the board, staff and volunteers of the nation's oldest women's organization over the last several months. The deep and abiding commitment people have for the YWCA of the City of New York is driven by our collective passion to make New York City a better place to live, work and connect with others. Whether it's our Women's Empowerment Network, our YW Early Learning Centers, or our YW After-School Programs, or our high impact response to the Coney Island victims of Hurricane Sandy, it's easy to see why we are such an integral part of the social fabric of this city. We are not just resting on a great legacy of advocacy, service, and engagement; we are constantly creating new opportunities to add value to the lives of women and children in New York City.

In the coming year, I invite you to get involved with us as we launch our newly revamped YW Women's History Month commemoration, our new women's health initiatives, reestablish our leadership programs for girls and young women, strengthen existing programs, and introduce new opportunities for college access for underserved youth. The YW is looking internally at our strengths and engaging new partners where that makes more sense. We can't wait to keep you apprised of our progress, and to share our successes as they continue.

But, we can't get from here to there without your help. We need bold partners to join our team. We'll need invested volunteers ready to make a difference. And, your pledge or gift of \$1000, \$500, \$250 or even \$100 will go a long way to help us continue transforming the lives of women and children in New York City. Give the gift of employment, childcare, access and opportunity to a woman or child who really needs your help. We'll make it count!

Sincerely,

A handwritten signature in black ink that reads "Danielle Moss Lee".

Dr. Danielle Moss Lee
Chief Executive Officer

> **more**
opportunity
success
engagement
visibility

A message from our Board Chair

Dear Friends of the YWCA,

Throughout my tenure as a member of the YW Board, I have enjoyed being an active part of an organization helping thousands of women and families every year in New York City. The YW has long been an important partner for so many families, and witnessing the organization's continued evolution and response to current issues is inspiring. Year by year, the YW's light continues to brighten—powered by our wonderful staff and building upon the glow set off by the people who've nurtured our organization along the way. As we move forward under the direction of our bold, passionate and talented leader Dr. Danielle Moss Lee, I have every confidence that the YW will reach even more women and transform even more lives.

In the face of tragedy, the YW's commitment to serve does not waver. Like so many of our neighbors, the YW has had to grapple with the devastating effects of Hurricane Sandy over the past two months. The storm's damage has been tragic for many families and businesses, and the YW too has had to cope with the temporary closure of our Roberta Bright Early Learning Center. Despite these challenges, our staff stayed true to mission, responding swiftly while maintaining the high-quality job training, after school and early childhood programming for which the YW is known. We are grateful to our neighbors—from communities near and far—and community partners who joined forces to bring needed supplies to Coney Island. Our thoughts are with the many people facing a long road to recovery.

This unflinching dedication to serve, and the energy and passion of Danielle, our staff and friends, reinforces the commitment I made seven years ago when I joined the Board. It reaffirms the commitment my mother, a YW Board member in Cincinnati, and countless other women who've come before us made to advancing the rights and potential for women and young people everywhere.

Many exciting opportunities lie ahead. I hope that you'll join us in bringing women, children and families in New York City *more*.

Sincerely,



Marcia Lynn Sells
Board Chair



Marcia Lynn Sells
YWCA of the City of New York





opportunity

> **more**

“As the lead educator of the building, I can attest to the impact of the YWCA programs, especially the garden project, on students’ self-esteem, sense of discovery, curiosity, and enthusiasm for schoolwork.”

Greta Hawkins Principal of P.S. 90



Education is key in ensuring that children have access to college, good jobs, and increased opportunities as adults. It is also vital for mothers who wish to pursue an education or career to have affordable, quality childcare.

Early Learning Centers:

The YW’s Early Learning Centers provide award-winning, education-based childcare for children age two to five in Manhattan and Brooklyn. With over 30 years of experience, the YW is a recognized expert in early childhood development. We prepare children for success by developing cognitive, creative, emotional, social and physical competencies through exploration and hands-on learning experiences.

Elementary and Middle School Programs:

The YW’s Elementary and Middle School Programs provide quality, school based, after school, holiday, and summer care for kindergarten through eight grade students in Brooklyn. Through close collaboration with principals, faculty, parents, and community partners, the YW is able to provide academically enriching programs that emphasize achievement and leadership. Students are provided free academic support, counseling, fitness and nutrition, art, drama, and conflict resolution services.



> more
success

“I learned so much from the YWCA. Not just computer and business skills, but life skills. The YW taught me how to overcome obstacles, how to thrive. I was homeless and pregnant, but now I have completed my bachelor’s degree and I’m confident in myself, and my abilities. Thanks to the YW, I will achieve my goals.”

Rhonda Women’s Empowerment Network participant



The YW provides individualized attention in our programming, addressing specific needs, strengths, and goals, helping women and young adults to achieve success on their own terms.

High School Programs:

YW High School Programs in Manhattan and Brooklyn are designed to connect teens with positive role models, develop strong academic habits, build social, emotional and psychological competencies, and provide personalized guidance as

teens face important life decisions. These comprehensive programs offer guidance, support, and structure while providing important services including drop-out prevention, proactive HIV/STD and pregnancy prevention, parent engagement workshops, college access and preparation, girls’ STEM initiatives, and anti-bullying services.

Women’s Empowerment Network:

The Women’s Empowerment Network is a supportive, intimate environment where women build confidence, clarify and set goals, and take concrete measures towards achieving their

goals. WEN guides women through transitional periods in their lives and prepares them to enter or re-enter the workforce through a comprehensive six-week program. Support and solutions are tailored to each woman’s strengths, goals, and needs and include resume assistance, mock-interviews, computer training, and financial literacy.

WEN also provides counseling and support for domestic violence victims and survivors, as well as resources and workshops aimed at building financial independence, a key factor for ending domestic violence.



“ Weil’s core beliefs in diversity, the empowerment of women and minorities and social responsibility are further demonstrated through our partnership with the YWCA through its events, the Women’s Empowerment Network, and by participating in their Hurricane Sandy relief efforts.” Weil, Gotshal & Manges LLP



Partnerships and Volunteerism:

Partnerships and Volunteers are vital to the YW’s programming. Though collaboration with community partners, companies, and individual volunteers, the YW is able to enhance and expand programming, and provide support to the New York City community.

Volunteers with expertise in the legal, financial, and even the social-media industries engage Women’s Empowerment Network participants with educational workshops, one-on-one mentorship, and career planning and advice.

Through community engagement and volunteerism, the YW has been able to offer valuable relief to Coney

Island following Hurricane Sandy. Partnerships with companies and organizations including Starbucks, United Way, AmeriCares, Cole Haan, New York Urban League, Weil, Gotshal & Manges LLP, and Food Bank for New York City, as well as individual volunteers, have ensured that families in Coney Island have received vital support in a time of great need.



> **visibility**
more

“I was thrilled to host the YWCA Academy of Women Leaders Salute Luncheon and to support their diversity efforts of women’s empowerment.”

Betty Liu Anchor, *In the Loop with Betty Liu*
Bloomberg Television



As a 154 year old agency serving New York City, we recognize partners that embody our mission.

Summer Soirée:

The YWCA of the City of New York Summer Soirée highlights and celebrates the YW’s mission—empowering women and eliminating racism—and all those who support it. Bringing together 300-plus YW friends and supporters. Soirée is a great opportunity to give back to the community while participating in New York City’s vibrant nightlife. The evening features our annual

W Award, which honors women who work to create positive change in the community, as well as dancing and a silent auction.

Salute Luncheon:

The YW’s Academy of Women Leaders Salute Luncheon is a celebration of the women leaders who inspire greatness from us all. One of the nation’s largest, most visible and important tributes to professional women leaders, the Luncheon is the premiere event for showcasing trailblazing women in business. For almost 40 years, the Salute Luncheon has been a premier event

for a broad spectrum of companies, professional service organizations and nonprofits to embrace and celebrate the advancement of women and demonstrate their commitment to diversity.

Every year at Salute the YW honors a woman and man whose life and career achievements embody the YW’s mission, as well as announcing the year’s inductees to the Academy of Women Leaders, a network of over 3,000 accomplished women. The YW also presents a \$5,000 college scholarship to a program participant during the event.

Program Locations

A BROWNSVILLE EARLY LEARNING CENTER
1592 East New York Avenue
Brooklyn, NY 11212
718.342.2905

B POLLY DODGE EARLY LEARNING CENTER
538 West 55th Street
New York, NY 10019
212.757.2047

C ROBERTA BRIGHT EARLY LEARNING CENTER
3001 West 37th Street, 3rd Floor
Brooklyn, NY 11224
718.266.5333

D P.S. 90 EDNA COHEN SCHOOL
2840 West 12th Street
Brooklyn, NY 11224
718.266.8090

E P.S. 188 MICHAEL E. BERDY SCHOOL
3314 Neptune Avenue
Brooklyn, NY 11224
718.266.6380

F P.S. 327 DR. ROSE B. ENGLISH SCHOOL
111 Bristol Street
Brooklyn, NY 11212
718.495.7801

G P.S. 329 SURFSIDE SCHOOL
2929 West 30th Street
Brooklyn, NY 11224
718.996.3800

H YW-UFT CHARTER SCHOOL EXTENDED DAY PROGRAM
300 Wyona Street, Room 437 A
Brooklyn, NY 11207
917.538.9703

I INDEPENDENCE HIGH SCHOOL
850 10th Avenue
New York, NY 10019
212.262.8067 x141

J MURRY BERGTRAUM HIGH SCHOOL FOR BUSINESS CAREERS
411 Pearl Street
New York, NY 10038
212.964.5680

K RACHEL CARSON HIGH SCHOOL FOR COASTAL STUDIES
521 West Avenue
Brooklyn, NY 11224
718.265.0329

L FAMILY RESOURCE CENTER – CLINTON
500 West 56th Street
New York, NY 10019
212.937.8700

M FAMILY RESOURCE CENTER – EAST NEW YORK
I.S. 292
300 Wyona Street, Room 224
Brooklyn, NY 11201
718.385.1368

N ADMINISTRATIVE OFFICES
50 Broadway 13th Floor
New York, NY 10004
212.755.4500



Financial Highlights

Public Support and Revenue 2012

Contributions	
Individuals	\$156,974.00
Corporations	\$30,565.00
Foundations	\$130,000.00
Special Events	\$385,819.00
Legacies	\$48,387.00
Total Public Support	\$751,745.00

Revenue	
Government Contracts	\$5,529,600.00
Non-Government Grants	\$1,524,726.00
Program Service Fees	\$387,673.00
Investment return designated for operations	\$1,100,000.00
Investment Income	\$765.00
Other Revenue	\$7,981.00
Total Revenue	\$8,550,745.00
Total Public Support and Revenue	\$9,302,490.00

86.3 percent of every dollar donated goes directly towards YW programs.

Expenses 2012

Program Services	
Youth Services	\$4,606,506.00
Women's Empowerment Network	\$317,322.00
Day-Care	\$3,775,341.00
Total Program Services	\$8,699,169.00
Supporting Services	
Management and General	\$957,484.00
Development	\$424,185.00
Total Support Services	\$1,381,669.00
Total Expenses	\$10,080,838.00
Excess (deficit) of revenue over expenses	(\$778,348.00)

Thank You for your Generous Support of the YW!

Bequests & Estates

Ruby B. Fleming Trust
Estate of Jean Way Schoonover

Individuals

\$10,000 – 25,000

Kathryn G. Casparian
Mary Crawford
Evelyn E. Guernsey
Mini P. Krishnan
Susan Yung

\$5,000 – 9,999

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Sally T. Butler
Ellen M. Dunn
Diane D. Fuller
Tracey L. Heaton
Tracy Richelle High
Bonnie Howard & Charles Charrow
Kathryn Komsa
Susie McCabe
Catherine O. Kerr
Laurance Rockefeller
Jean M. Walshe
Katherine R. Workman

\$2,500 – 4,999

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Pamela Riggs
David & Tracey Zabar

\$1,000 – 2,499

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Marcia Lynn Sells
Stephanie B. Sirr
Helen Stephan
Jane V. Talcott
Frances S. Todd
Mary Watson

\$750 – 999

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Durga Mallampalli

\$500 – 749

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Deborah Doyle McWhinney
Kathryn Reimann
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T. Robert Zochowski

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Renee Pope
John Reid
Loretta Robinson
Rosemarie Shomstein
Sandi Stein

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Kim Tedesco
Carol G. Tiffany
Suzanne Townsen
Winston Tucker
Catherine Ulrich
Lynn O. Vos
Debra Washington
Anne Weisberg
Jan Bishop & Anne Winters-Bishop
Mary C. Wolf
Tracey A. Zaccone

\$100 – 249

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Lori Ann Bassil
Pamela Bayless
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Molly Brady
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Sharae Brown
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\$40,000+

TD Bank, N.A.
The Wasily Family Foundation

\$25,000 – 39,999

The Ambrose Monell Foundation
Barclays Capital
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Colgate-Palmolive Company
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Ralph Lauren Corporation
The Cleveland H. Dodge Foundation
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MetLife

New York Life Insurance Company
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PwC
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Weil, Gotshal & Manges LLP

\$5,000 – 9,999

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Hotel Capital Advisers, Inc.
Proskauer Rose LLP
Sullivan & Cromwell LLP
Workman Publishing Company

\$1,000 – 4,999

American Express Company
AXA Foundation
Heidrick & Struggles, Inc.
Goldman Sachs & Co.
Kaye Scholer LLP
King & Spalding LLP
Sterling National Bank
Sutherland Asbill and Brennan LLP
The Community Foundation of the Endless Mountains
William Randolph Hearst Foundation

\$250 – 999

GrowNYC
The Omara Organization, Inc.

Government & Others

City of New York, Administration for Children's Services
City of New York, Department of Youth and Community Development
City of New York, Department of Education
State of New York, Department of Labor
State of New York, Department of Education
United Federation of Teachers
US Department of Agriculture
United Way of New York City

Gifts received July 1, 2011 through June 30, 2012

We appreciate the contributions of donors at all levels, including those unlisted, who contributed at \$99 or less. Thank you for supporting the YW.

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Cheryl Mattsey
Assistant Administrative
Systems Manager

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Early Learning Center

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Senior Director, Elementary After
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Studies

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