

eliminating racism
empowering women
ywca

New York City

2013 Annual Report

Helping women and
their children thrive at

home work
school
community





YWCA of the City of New York (YW) is dedicated to eliminating racism, empowering women and promoting peace, justice, freedom and dignity for all.

Serving New Yorkers for over a century and a half, the YW helps women and their children thrive at home, school, and work and within their communities.

Dear YWCA Friends and Family,

Fiscal year 2013 was grounded in transformation at the YWCA of the City of New York. As we exit the snowiest winter that New York has experienced in years, the regrowth and regeneration that spring brings is a reminder of our many activities and accomplishments.

Last year, the YW saw a return to our fundamental roots of empowering women with strengthened programs that give women and girls the tools to thrive at home, school, work and in their community. The accompanying report outlines the work we have done toward growth and transformation for all New Yorkers, especially the women and children that we serve. In 2013, these accomplishments included:

- Providing services to over **2,000 New York families** in Manhattan and Brooklyn.
- Increasing the number of **school-based community gardens** after the floodwaters of Superstorm Sandy washed our pioneering garden away.
- **Rebuilding and reopening** our programs in Coney Island after Sandy, to plant seeds literally and figuratively for children and families to improve their lives.
- Adding **Science, Technology, Engineering and Math (STEM)** programming to all our school programs and focusing on college readiness from the youngest in our early learn programs through our high school programs to plant more seeds for growth.
- Beginning to retool our **Women's Empowerment Network** to better serve women of the 21st century and provide them with the skills to transform their lives.
- Laying a strong foundation for **girls' leadership development programs** for the 21st century girl.
- Renewing our focus on the core issues of our mission to eliminate racism and empower women, including launching a **Women's History Month** salon series and advocating across New York State for wage equity and against domestic violence.

As the snow fades into spring, I am proud to say that no other organization in New York educates and empowers girls from toddlerhood through adulthood. We are proud to say the YW could not have done it without you, our supporters, friends and families, and we thank you from the bottom of our hearts.

Please join us as we continue to grow and better serve New York City through 2014.
It's going to be exciting!

Sincerely,

Dr. Danielle Moss Lee
CEO

Marcia Sells
Board Chair



Dr. Danielle Moss Lee



Marcia Lynn Sells

“ I live in a building that doesn't have a garden, so at the YWCA garden I get to participate in different types of projects. I water the plants, and I learn about what they need so they grow and live. ”
Ivanna

The YW's three **Early Learning Centers** (ELCs) provide improved educational opportunities for children aged 2 to 5 and parenting support for low-income households. The children are inspired by our hands-on curriculum that stresses literacy, early science education and positive youth development. The YW's **Brownsville ELC**,

Polly Dodge ELC and **Roberta Bright ELC** programs ensure that this learning continues in the home. Parents participate in workshops that increase understanding of their children's education and ensure they can provide positive reinforcement throughout their children's lives.

Program Accomplishments

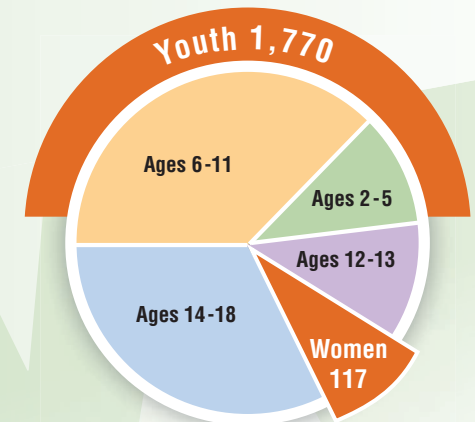
- **Over 653 students and families** participated in YW afterschool programs.
- Middle school students received almost **209,000 hours of academic support, homework assistance** and **STEM** and **literacy** activities.
- Middle school and early learning students at four YW sites participated in our **Signature Garden Program** which provides hands-on STEM learning.
- As part of our focus on STEM, students learned how to garden and plant seeds, and they learned about cooking and nutrition. They also participated in over **92,000 hours of extracurricular physical activities**.



2013 in Review

Number of New Yorkers served by age

2,097



“Being in the studio, I got to meet people who share the same dream. I learned how to use professional equipment, and I am going to take this opportunity forward and intern at a studio someday.” Ana

The YW's **afterschool programs for middle and high school students** provide Science, Technology, Engineering and Math (STEM) education and literacy-based learning. The programs encourage students to succeed and provide them with the tools to excel through the rest of their lives. Our afterschool programs are located in under-resourced neighborhoods in Brooklyn and Manhattan.

These include: P.S. 90, P.S. 188, P.S. 327, P.S. 329, YW-UFT Charter School, Murry Bergtraum High School for Business Careers, Independence High School, Rachel Carson High School for Coastal Studies and a Comprehensive Adolescent Pregnancy Prevention (CAPP) program at I.S. 292.

Program Accomplishments

- **460 high school students** took academic and arts enrichment classes with the YW.
- **Over 300 students went on 60 field trips:** They hiked in upstate New York, saw Broadway plays, and toured museums and college campuses such as Howard University, MIT, Columbia University, Cooper Union and others.
- **4 full-time social workers at Murry Bergtraum High School** provided monthly counseling to our students at a ratio of 75 students to 1 counselor compared to the New York City average of 490 students to 1 counselor.
- **18% of the Independence High School graduating class** were able to take extra credits with the YW to graduate.

YWCA-NYC at

school

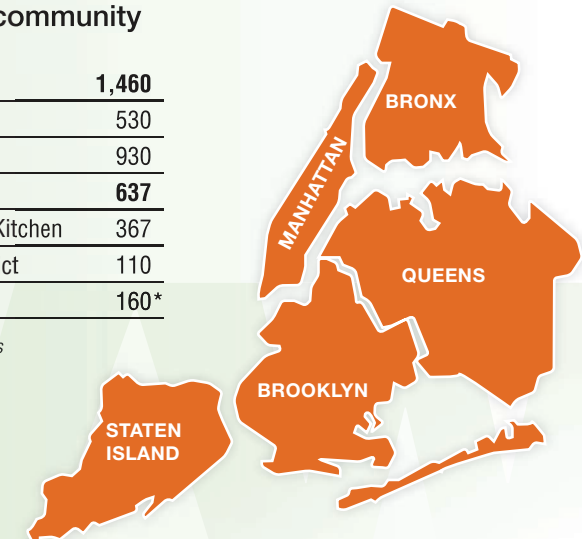


2013 in Review

Number of New Yorkers served by community

Brooklyn	1,460
Brownsville	530
Coney Island	930
Manhattan	637
Clinton/Hell's Kitchen	367
Financial District	110
Harlem	160*

* contracted services



“The WEN program has been a transformational journey that has reinforced positive thinking, courage and confidence: being unemployed does not hinder my future; my success is based on believing in myself.” Shanaleigh

Empowering women to succeed is the backbone of our mission at the YW. New York City’s unemployment rate has remained volatile since the recession of 2008, which has made finding employment especially difficult for women living in low-income communities, heading single parent households and surviving domestic violence.

The YW’s **Women’s Empowerment Network** (WEN) provides individualized job training and financial literacy support to propel the city’s un/underemployed women into careers. Operating in Hell’s Kitchen, the **Family Resource Center** is a hub for the WEN program, computer training and direct services for those in need.

Program Accomplishments

- The Family Resource Center provided over **110 women with counseling and services** throughout the fiscal year.
- Analyst Fellow, Raffaella Ceriello joined the YW to **reimagine and redesign our Women’s Empowerment Network** to better serve women in a fast-moving technology-driven work environment.
- The **Women’s Empowerment Network** expanded its program to include an **increased emphasis on financial literacy** as a tool for women to escape domestic violence.

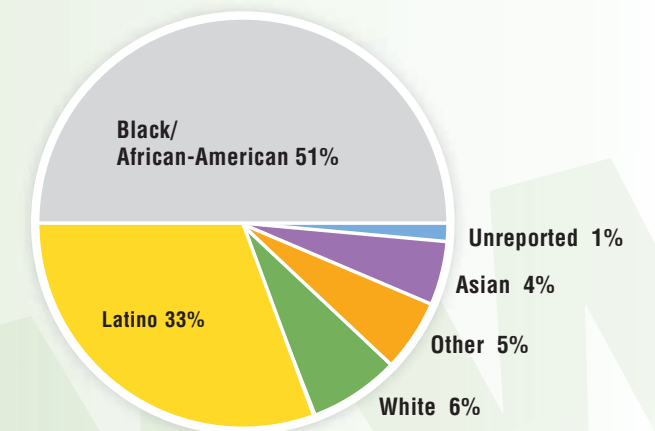


YWCA-NYC at

work

2013 in Review

Total New Yorkers served by ethnicity



“My experience on the Young Women Leaders panel was terrific. I truly enjoy and value any opportunity to guide young women through the process of achieving their goals.” Zerlina Maxwell

The YW’s mission of **Eliminating Racism** and **Empowering Women** is the cornerstone of our work. In 2013, we strengthened our advocacy efforts in New York City by educating elected officials and others on issues of critical importance to girls, women and people of color. We played a leading role in empowering women during our two main events: **Summer Soirée**, that celebrates women who are leading forces of change

in their community, and the **Salute Luncheon**, that celebrates workplace diversity by inducting dynamic businesswomen into the **Academy of Women Leaders**. We also launched a **Women’s History Month Panel Series** that convened women of accomplishment to discuss issues of pay equity, leadership and racial justice. We are changing New York City for women and girls.

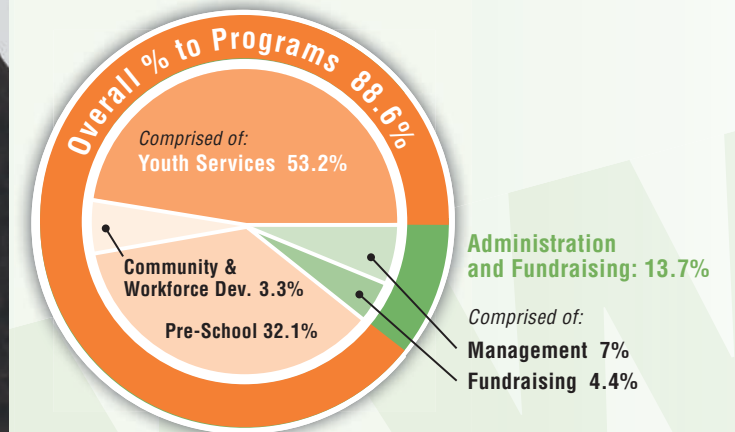
Program Accomplishments

- The YW began a conversation with amazing women about the work they do at our **Women’s History Month Panel Series**.
- The YW partnered with Allstate to promote domestic violence awareness through the **Purple Purse** campaign.
- The YW demonstrated support for the **Women’s Equality Agenda** and **Pregnant Worker Rights** in New York City and New York State alongside other women’s organizations.
- The YW honored **Michele Burns** from Marsh & McLennan Companies as **Woman of Distinction** and **Gerard LaRocca** from Barclays Capital as **Man of the Year** for their commitment to women in the workplace.



YWCA–NYC in the community

2013 in Review



YWCA-NYC and

Sandy



In October 2012, Superstorm Sandy devastated areas of New York City and affected over 500 families served by the YW in Coney Island. Though several of our facilities were destroyed and our headquarter offices were without electricity, the YW family banded together to volunteer and gather resources for communities in need. Everyone, including YW workers affected by the storm, distributed clothing, food items and other donations to families most affected on Coney Island. With the help of many sponsors, we came back stronger with rebuilt and better facilities. We could not have done it without the YW family. Thank you.

Sandy Highlights

- Sandy destroyed our Roberta Bright Early Learning Center (ELC) and we had to close the program for five months.
- YW middle school students showed the resilience of the YW family by banding together to raise **\$1,100 toward rebuilding the ELC.**
- **We renovated the ELC** and added a playground on the roof to serve the kids.
- The Storm washed out our garden at P.S. 90.
- The YW received numerous donations, including **\$2,000 from the Whole Kids Foundation**, to rebuild the garden.
- Not only was the garden rebuilt, **it doubled in size!**

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

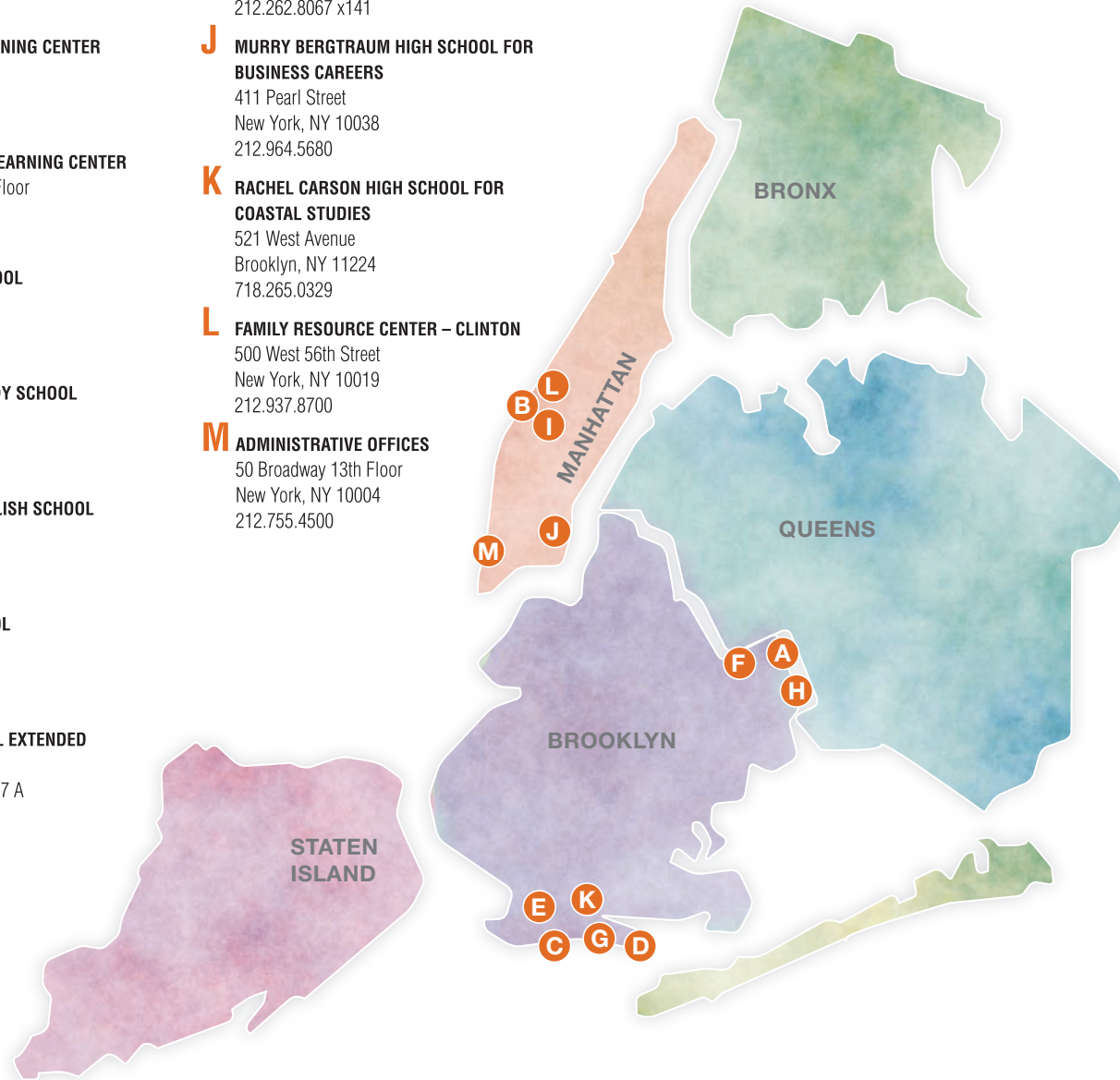
I INDEPENDENCE HIGH SCHOOL
850 10th Avenue
New York, NY 10019
212.262.8067 x141

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



Financials

Public Support and Revenue 2013

Contributions

Individuals	\$ 200,295.00
Corporations	96,369.00
Foundations	133,701.00
Special Events	605,140.00
Less: Direct Cost of Special Events	(124,327.00)
Legacies	71,647.00
Other Public Support	313.00

Total Public Support \$ 983,165.00

Revenue

Government Contracts	\$4,532,115.00
Non-Government Grants	1,385,909.00
Program Service Fees	234,040.00
Investment Return Designated for Operations	1,460,204.00
Interest Income	739.00
Other Revenue	44,343.00

Total Revenue \$7,657,350.00

Total Public Support and Revenue \$8,640,515.00

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

Expenses 2013

Program Services

Youth Services	\$4,860,952.00
Women's Employment, Family Resource Center and Wellness	304,904.00
Day Care	2,936,650.00

Total Program Services \$8,102,506.00

Support Services

Management and General	639,425.00
Development	404,018.00

Total Support Services \$1,043,443.00

Total Expenses \$9,145,949.00

Change in Net Assets (410,514.00)

Thank You for Your Generous Support of the YW!

\$40,000 & above

Foundations & Corporations

Ruby B. Fleming Trust
TD Bank N.A.
Wasily Family Foundation

\$20,000 & above

Foundations & Corporations

All State Foundation
Barclays Capital
Citibank
Colgate Palmolive
Consolidated Edison
Canadian Imperial Bank of Commerce
Charles A. Frueauff Foundation
Ralph Lauren Corporation
JP Morgan Chase
Marsh & McLennan Companies
Ambrose Monell Foundation
PepsiCo Inc
Weil, Gotshal & Manges LLP

\$10,000 & above

Foundations & Corporations

Aon Foundation
Berkeley College
Black Rock
Bloomberg L.P.
Cisco
Davis Polk & Wardwell LLP
Goldman Sachs
Metropolitan Life
New York Life Insurance Company
NYSE Euronext
Porter Novelli
Price Waterhouse Coopers
Proskauer Rose LLP

RealNetworks Foundation
Rockefeller Group International Inc.
Sutherland Asbill & Brennan
UBS Financial Services
United Way of New York City
Verizon Foundation
Wachtell, Lipton, Rosen & Katz
Walmart

Individuals

Debra Baker
Kathryn Casparian
Nigel Ferguson
Evelyn & Peter Guernsey
Tracy High

\$5,000 & above

Foundations & Corporations

BNY Mellon
Cleveland H. Dodge Foundation
KPMG
Patrina Foundation
The Hyde & Watson Foundation
Brooklyn Nets
CT Partners
Ernst & Young Foundation
Cleary Gottlieb
Grey Global Group
Lowenstein Sandler
The McGraw Hill Companies
Milbank, Tweed, Hadley & McCloy LLP
Ogilvy & Mather
Perennial Resources International
Sullivan & Cromwell

Individuals

Mary Crawford
Ellen Dunn
Diane D. Fuller
Bonnie Howard

Kathryn Komsa
Mary Murcko
Laurance Rockefeller

\$1,000 & above

Foundations & Corporations

All Sector Technology Group
Federation of Protestant Welfare Agencies, Inc.
New York Community Trust, Delafield Fund
Whole Kids Foundation
Sterling National Bank
King & Spaulding
YWCA Of Minneapolis

Individuals

Lore de la Bastide
Stephanie J. Brydon-Sirr
Antoinette Butler
Sally T. Butler
Elizabeth Cooper
Barbara Corcoran
Pamela Fiori
Sarah Belk Gambrell
Patricia Geoghegan
Tracey Heaton
Debra Krause
Shamika Lee
Natalie Leone
Margaret B. Lowe
Susie McCabe
Susan Murphy
Constance C. O'Brien
Pamela Riggs
Charlotte M. Rogato
Kaye Scholer
Jeffrey A. Smith
Sandi J. Stein
Jane Talcott
Mary Watson

Jessie Weidinger
Susan Yung

\$999 & below

Foundations & Corporations

American Express Charitable Fund
Captain Planet
Credit Truist
Episcopal Community Services Long Island
Exxonmobile Foundation
GE Foundation
Mosaic Preparatory Academy
New York City Transit Authority
New York University
Pfizer
Port Washington Union Free School District
State Employees Federated Appeal
CUNY Campaign
Wien Family Fund

Individuals

Lori Alameda
Allison & Andrew Altersohn
American Express Employee Giving Program
Sharon Anderson
Anonymous
Annalisa S. Antonette
Aisha Anwar
Liz Aylett
Toby Baldinger
Patricia Barbari
Marie-Claire Barker
Barbara Barrett
Wendy Battleon
Bernadette Beekman
Janet Dewart Bell
Jennifer Bing
Sofia Blari

Claire Borelli
Dana Boyer
Margaret Brivanlou
Stephanie Brydon Sirr
Barbara C. Burek
Michael Burlant
M. Michele Burns
Tracy Burzycki
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Valerie Monchi
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John Tullner
Allyson Vitale
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Louise E. Von Damm
Vanessa Wakeman
Jean M. Walshe
Sharon Welles
Wanjiku J. Walcott

Raeesa T. Waheed
Mary C. Wolf
Colin & Joyce Walsh
Jason Wells
Daryn Williams II
Tracey Zacccone

Government & Others

City of New York
Administration for Children's Services
Department of Youth and Community Development
Department of Education
Council of the City of New York Discretionary Funds (Gale Brewer)
State of New York
Department of Labor
Department of Education
Department of Health
United Federation of Teachers

Thank you.

We make every effort to keep this list as accurate and complete as possible. If we have listed something in error, please let us know so we can correct it.

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Human Resources Associate for YW Programs

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Melissa Bittrolff
Educational Director, Roberta Bright ELC

Agnes Alexander
Director, Brownsville Early Learning Center

Elementary After School Programs

Anmarie Paul
Managing Director of Out of School Initiatives

Ramy Fakhr
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Chitralekha Dass
Director, P.S. 327, Brownsville

Elba Rodriguez
Director, P.S. 188, Coney Island

Alicia Quinoñes
Director, P.S. 329, Coney Island

Ashley Peters

Educational Director, UFT Charter School - Extended Day Program

Darnell Felix
Assistant Director, UFT Charter School - Extended Day Program

Chanel Haliburton
C.A.P.P. Director

High School and College Bound Initiatives

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Managing Director of High School and College Bound Initiatives

Emily Giard
Director, Independence High School

Jennifer Ng
College and Career Coordinator, Independence High School

Jessica Agudelo
Site Coordinator, Murry Bergtraum High School

Joyce Ku
Counselor (GPS), Murry Bergtraum High School

Leila Ortiz
GPS Coordinator (UW), Rachel Carson High School for Coastal Studies

Women's Empowerment Network

Claudette Spence
Site Coordinator, FRC-Clinton / WEN

Moussa Kouyate
Computer Instructor, FRC-Clinton / WEN

Loretta Robinson
Executive Assistant / WEN

Raffaella Ceriello
Analyst Fellow / WEN

Strategy Map



home



school



work



community

- Provide quality **early childhood education** for children aged 2 – 5.
- Support women to pursue school and work while their children are in a safe space.
- Offer learning activities that are hands-on and developmentally appropriate and stimulating.
- Close the gap in word acquisition between low-income and wealthy children.
- Expand students' numeracy and STEM readiness by introducing STEM topics early on.
- Encourage early stage **cultural literacy** and a **love of the arts** through a robust curriculum.

- In line with state curriculum, YW **afterschool programs** offer a leading edge and engaging approaches to learning.
- Expand students' **written and verbal communications, critical thinking, critical analysis and inference skills.**
- Encourage **cultural literacy** based on the YWCA mission of **eliminating racism and empowering girls & women.**
- Provide girls in grades 6 – 12 with academically rigorous opportunities for advancement in **STEM.**
- Encourage a **love of the arts** and provide **quality opportunities** for artistic expression.

- Provide career readiness at our **Women's Empowerment Network** that is linked to livable wages for the city's unemployed and underemployed.
- Provide intergenerational **leadership development** by engaging women in mentoring relationships.
- Support financial literacy and entrepreneurship through one-on-one training targeting women's individual needs.
- Promote wellness by providing a support system and a safe environment for women, particularly domestic violence victims, to discuss issues of importance.
- Staunchly advocate for **pay equity** and **work/life** balance.

- YWCA **Passport Programs** create opportunities for cross-cultural exchange among young New Yorkers on issues of social importance.
- Promote global citizenship through unique local, national and international service learning via our **Learning for Global Impact®** program.
- Help the girls of NYC master their destinies through **leadership programs** that promote self-awareness, self-respect and self-efficacy.
- Serve as a pipeline to **higher educational opportunities** for NYC high school students.
- Advocate for racial and gender equity among all New Yorkers through **Salons** and **"real-talk"** engagement.

YWCA of the City of New York

50 Broadway, 13th Floor, New York, NY 10004
info@ywcanyc.org • 212.735.4500 • www.ywcanyc.org

Stay Connected

Stay up to date with what's happening at the YW by following us online and joining our mailing list by scanning the qr code.



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web site –
www.ywcanyc.org

On Twitter
twitter.com/ywcanyc

On Facebook
facebook.com/ywcanyc

On YouTube
youtube.com/ywcanyc