

eliminating racism  
empowering women

**ywca**

New York City

2014 Annual Report

**empower** transform **lead**



*YWCA is transforming the  
lives of women and children in  
New York City.*



WV

empower *transform* lead

Dear YWCA Friends and Family,

Whenever our team lets us know it is time to write another letter for the annual report, we procrastinate. Like other CEOs and Board Chairs across the sector, we are always concerned with how best to briefly capture the spirit and impact of our efforts in a city where there are so many groups working on issues related to education, equal opportunity and economic justice. As we close the door on another year at the YWCA of the City of New York (YW), we know more than anyone else what an amazing year of service we have enjoyed. We are proud that hundreds of working parents have rested easier knowing that their preschoolers, children and teens were thriving as a result of attending our programs. We are deeply encouraged that a growing number of diverse professional women gathered for the opportunity to explore issues of women's leadership, diversity, media representations and entrepreneurship through our YW Salon Series. And, we love hearing the testimonies of the volunteer corporate mentors of our Women's Empowerment Network. While we are aware of all we have accomplished, the challenge always lies in our ability to tell our story in a way that spurs the reader to get involved with the YW.

If you have been a long-time donor and partner to the YW, we want to thank you for helping to open the doors of transformation for women, girls and families in New York. If you're just learning about our work or rediscovering the YW, we are glad that something about our efforts resonated with you enough to get you reading this annual report. Each picture is a story. And, we are an organization made up of 2,500 amazing stories—it's always hard to pick one or two. Either way, we hope, as you encounter the personal narratives that make us unique, you will consider expanding your partnership with the YWCA through a financial gift, by volunteering your time, or by telling a friend how excited you are about our work.

This year, we embarked on three exciting initiatives aimed at harnessing the power of women, girls and male allies who believe in gender equality like we do. We broadened the conversation and circle of support for young women. These signature initiatives included an exciting and innovative STEM program for high school girls called the **YW Geek Girls Club**, a groundbreaking leadership development program called **YW AMP Leadership Program** and a one-day conference, the **YW Potential to Power Girls Symposium**, which brought 6<sup>th</sup> to 12<sup>th</sup> grade girls together with some of the city's most influential women. As you approach your end-of-year giving, we ask that you consider a personally significant gift to support and strengthen one of these impactful programs and then stay connected to watch your gift create transformation.

As we reflect upon our own life trajectories, we are grateful that the road to our current roles as the CEO and Board Chair of this historic institution was paved via the generosity and support of many women and men who saw a great deal of potential in us. Our commitment to effective nonprofit leadership is our way of paying it forward. We hope you will join us in making a remarkable future possible for even more New York City children and families. Whether you are inspired by our traditional programs, or want to hitch your philanthropic wagon to one of our new ventures in support of broader social impact, we have a way for you to create more meaning in your life. Join us in continuing to make positive change and give until it feels great!

Sincerely,



Dr. Danielle Moss Lee  
CEO




Marcia Sells  
Board Chair



Dr. Danielle Moss Lee



Marcia Lynn Sells



“The YW has helped  
my kids learn and  
grow up. It also  
made it easier for  
me to work.”

Nicole, Catherine (PS 90)  
and Kourtney (ELC)

Nicole has been involved with the YW for over eight years. Her youngest daughter, Kourtney, attends our Roberta Bright Early Learning Center, and her oldest daughter, Catherine, attends our after-school program at P.S. 90 and formerly attended YW's Richmond ELC.

Their experience at the YW has been both **transformative** and **empowering**. Through quality child care, Nicole had an opportunity to work while her children built the educational foundations to succeed in elementary and middle school. Without the YW, it would have been very difficult for Nicole to juggle the tasks, difficulties and challenges of daily life. **With the YW, Nicole feels like she and her daughters can conquer the world.**

**Nicole:** “The YW has helped my kids learn and grow up. It also made it easier for me to work. It is convenient to drop off my kids before I go to work. I work at a private company in Brooklyn, but I started coming here with my older daughter Catherine. They are flexible when I work later hours. At the Early Learning Center, the teachers are really great—and they have been here since Catherine was here. They are so friendly, and they teach the kids important things. It is a really friendly environment and it is really convenient for me as a working mom.”

**Catherine:** “I made lots of new friends at the YW, and my friends are always nice to me. It helped me with homework and learning. It helped me a lot. I love going to summer camp. We go on really interesting trips. I love all the trips—I could never pick just one that I like.”

## ELC

The YW's **Early Learning Centers (ELCs)** in Coney Island, Hell's Kitchen and Brownsville provide children with high-quality educational opportunities and a safe space to learn while parents work. The ELCs give children an educational jump-start by teaching them basic skills, early science education, literacy and nutrition. **At the same time, the ELCs provide parenting support workshops to families to increase their understanding of and participation in their children's education.** With the cost of childcare and pre-K programs on the rise, our ELCs relieve families of a significant financial burden while giving them peace of mind. The YW is deeply committed to helping this city's families thrive.

### YW's Early Learning Centers

- Roberta Bright Early Learning Center  
*Coney Island*
- Brownsville Early Learning Center  
*Brownsville*
- Polly Dodge Early Learning Center  
*Hell's Kitchen*



“I love coming  
to the YW.”

L'Princia

L'Princia, who is enrolled at P.S. 329 in Coney Island, loves her day-to-day experience at the YW. L'Princia transferred to P.S. 329 in the second grade and needed a little extra help adjusting to her new environment. In addition to emotional support and encouragement, the YW's after-school program provided her with individualized guidance, homework help and extracurricular opportunities. For L'Princia, the YW is more than a place for her to spend her afternoons, it is her second home. As she exclaims, **“the YW staff is like my second family.”**

Staff members that work closely with L'Princia call her the program's “social butterfly” and they've expressed that she never wants to leave at the end of the day. Her mom, who works full-time, is extremely appreciative of the YW and constantly speaks about the positive impact the program has had on her family.

**Without the YW, L'Princia would not have had the support she needed to transition to a new school and make new friends. The YW was critical in pushing her to success.**


**L'Princia:** “I love coming to the YW. We get to watch movies, do journaling and finish homework. We do a lot of things here. I really like to play in gym. I've even received awards for good attitude, good behavior and homework champ.”

## OST Program

The **YW's Out of School Time (OST)** programs located in Brownsville and Coney Island are educational and recreational hubs for YW after-school students. All students receive individualized attention to help transform their emotional, social and academic lives. **They receive top-notch homework help; hands-on science, technology, engineering and math (STEM) training; leadership development; and spend recreational time playing sports like basketball and soccer.** The YW serves over 1,000 children yearly through our OST programs, and we will increase our programmatic reach throughout New York City in the years to come.

### YW's Out of School Time Programs

- PS 327, *Brownsville*
- PS 188, *Coney Island*
- PS 90, *Coney Island*
- PS 329, *Coney Island*
- YW-UFT Charter School, *Coney Island*
- Comprehensive Adolescent Pregnancy Prevention (CAPP) program at I.S. 292

A photograph of two young Black women sitting in front of a green chalkboard. The woman on the left is wearing a black top and a necklace with a large pendant. The woman on the right is wearing a white shirt, a patterned tie, and a grey vest. Both are smiling. The chalkboard behind them has faint white drawings of a hammer, a gear, and a hand holding a pencil.

“The YW helped me in many aspects of my life. They helped me be a better person.”

Anna

Anna transferred to Rachel Carson High School (RCHS) in her sophomore year after having negative experiences in her previous high school. At RCHS, she immediately joined the YW's after-school program and transformed her high school career. **Through college tours and credit-bearing classes, Anna broadened her horizons and was newly motivated to succeed in the future.** With the YW's help, Anna looks forward to her time in college with an eye toward a future career in business management.

**Q:** *How has the YW helped you succeed?*

**A:** The YW helped me in many aspects of my life. They helped me get my self-esteem and academics up so that I could be a better person and able to socialize. I was able to come out more and speak to people. At my first high school, I was failing terribly. When I came here, the YWCA greeted me. They were very welcoming and I was drawn to them.

**Q:** *If you had to choose, what was your favorite YW experience?*

**A:** We went to Pace University, and I just loved the fact that we got an exclusive tour. It was eye-opening because not a lot of high schools get to visit colleges—or there is a limited group invited. College tours have always been open to me.

**Q:** *What are your plans for the future?*

**A:** I want to go into business management and health care administration. I am applying to college for next fall. I am really excited to start college and get the gist of the real world.

## High School

The **YW's High School** and **College Bound Initiatives** play an important role in preparing young men and women for the future.


**The program provides students with the ability to take credit-bearing classes, learn new skills and engage in STEM training.** Not only does the

YW help students in the classroom, but we help lay the groundwork for them to succeed in college.

Through exam preparation, college visits and college application support, the YW helps students tackle the complexities of this often daunting, but exciting, time in their lives. The YW prides itself on being there for students every step of the way.

### YW's High School and College Bound Initiatives:

- The Rachel Carson High School for Coastal Studies, *Coney Island*
- Independence High School *Hell's Kitchen*
- Murray Bergtraum High School *Chinatown*



“We got a lot of practice talking about our experiences at WEN. You have to be your first and best cheerleader.”

Beverly

Beverly graduated from our Women's Empowerment Network (WEN) in June 2013. WEN's workforce readiness workshops and high quality computer training helped her acquire new skill sets and strengthen existing ones. Now, Beverly works at a non-profit in the Lower East Side and truly attributes her success in finding a job to her participation in the WEN program.

**Q:** *What brought you to the YW?*

**A:** I have been employed in the non-profit sector for over 30 years, and the organization I worked for closed in 2008. Simultaneously, my father became very ill and I became the primary caretaker. While caring for him as a single mom of a daughter who was college-bound, I got caught up. I was just looking for some assistance and I didn't qualify for anything—I exhausted every door I turned to. I happened to do a query one day on the internet, and I came upon WEN. I called and was asked to be a participant. It was a miracle because the program provided exactly what I needed.

**Q:** *What was your favorite aspect of the program?*

**A:** There were so many aspects. A big part of the program for me was the focus on self-care. We are experts at taking care of everyone else and knowing what other people need before they do, but we need to emphasize self-care.

**Q:** *When did you start your current job?*

**A:** January 2014. I was called in for a group interview—which I thought meant that I would meet with two or more of their staff. It turned out to be an interview with a number of candidates. So I sold my experience. It was a wonderful testament to me about how successful the program was in my life. We got a lot of practice talking about our experiences in WEN. You have to be your own first and best cheerleader. You need to learn to toot your own horn.

## WEN

The **YW's Women's Empowerment Network (WEN)** at the Family Resource Center in Hell's Kitchen empowers women to succeed and enter/re-enter the workforce. At WEN, **women are provided with access to comprehensive and individualized job training, helping them gain the skills, knowledge and confidence to enter the city's highly competitive workforce.** Women also network with accomplished professionals in diverse career fields, receive financial literacy training classes and participate in mock interviews. For decades, the YW's WEN program has been a beacon of hope and support for local New York City women in need.

### YW's Women's Empowerment Network (WEN)

- YW's Family Resource Center  
Hell's Kitchen

YWCA of the City of New York

Potential to Power

**GIRLS**

Symposium



**“I wanted to thank the YWCA again for the opportunity to attend and speak at Potential to Power Girls Symposium. The topics we discussed were real, relevant and powerful. In the past few years I’ve been to several conferences on women and girls’ issues, but NONE have left as deep of an impact on me as the Potential to Power Girls Symposium. I was able to learn something from each woman and girl I met. Leaving the conference, I felt truly energized and inspired.”** *Katy Ma, High School student discussant*

## YW Signature Events

yw

transforming

The YW's mission of *eliminating racism and empowering women* informs all of our programs and events. We strive to be a YW for every girl and woman by providing diverse groups of girls and women with a platform to speak their mind.

To accomplish our mission, we launched a unique platform for high school girls to voice their opinions about the challenges facing young women in New York City. On June 2nd, over 150 teenage girls from across the city convened with 50 women of influence to engage in an important dialogue at the **First Annual Potential to Power Girls Symposium**. The event featured exclusively young women speakers from diverse backgrounds across the city, and left time for engaging conversations between young women and the women of influence. This inaugural event forged exciting new partnerships and positioned the YW as a thought leader for girl's initiatives.

Similarly, the YW has launched the **CEO Salon Series**, where we convene dynamic and influential speakers to discuss some of the most pressing matters facing women in New York City. During Women's History Month, our panels filled to capacity as women, such as writer and image activist Michaela Angela Davis, NYC Public Advocate Letitia James, and Senior Editor at Mic, Elizabeth Plank, joined forces to speak about race and gender equity.

Through convening these unique opportunities for dialogue, the YW is working to transform communities and lives across New York City.



**“To get girls into STEM they need to see, not only the immediate job opportunities, but all the possibilities. And, to get them to stay, they need role models, mentors and career champions. The Geek Girls Club is a great example of where this can all start.”**

Kelly Hoey, *Founder at Cuurio*

## Programs by the Numbers

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### Number of People We Serve

Early Learning Centers	226
Girls Initiatives	200
Women's Empowerment Network	230
After-School Programs	1,490
Salon Series Advocates	392

**Total Served 2,538**

### School Based Programs Provided – by Hours

Academic Programming	56,000
Enrichment Programming	61,000
Social and Emotional Learning Programming	94,000
Workforce Readiness Training (WEN)	1,260

**Total Hours Served 212,260**

## Program Locations

### A BROWNSVILLE EARLY LEARNING CENTER

718.342.2905

### B POLLY DODGE EARLY LEARNING CENTER

212.757.2047

### C ROBERTA BRIGHT EARLY LEARNING CENTER

718.266.5333

### D P.S. 90 EDNA COHEN SCHOOL

718.266.8090

### E P.S. 188 MICHAEL E. BERDY SCHOOL

718.266.6380

### F P.S. 327 DR. ROSE B. ENGLISH SCHOOL

718.495.7801

### G P.S. 329 SURFSIDE SCHOOL

718.996.3800

### H YW-UFT CHARTER SCHOOL EXTENDED DAY PROGRAM

917.538.9703

### I INDEPENDENCE HIGH SCHOOL

212.262.8067 x141

### J MURRY BERGTRAU HIGH SCHOOL FOR BUSINESS CAREERS

212.964.5680

### K RACHEL CARSON HIGH SCHOOL FOR COASTAL STUDIES

718.265.0329

### L FAMILY RESOURCE CENTER – CLINTON

212.937.8700

### M ADMINISTRATIVE OFFICES

212.755.4500



## Who We Serve

### By Age

0-5		11.6%
6-10		36.6%
11-15		22.7%
16-20		28.0%
21 & over		1.1%

### By Gender

Female		56%
Male		44%

### By Race

56%		Black
40%		Latino
3.7%		White
2.4%		Asian
1.1%		Arab/Middle Eastern
.3%		American Indian
.2%		Hawaiian/Pacific Islander

## Program Highlights

### Elementary School After School

- In the Fall of 2013, **The YWCA received a grant to participate in Taking Root: Strengthening STEM in Afterschool, a 3 year program** designed to set a foundation to fundamentally expand the capacity of after school programs **to provide STEM (Science, Technology, Engineering & Math) programming.**

### High School

- **Over 50% of the entire student body** participated in YWCA programming at Rachel Carson High School.
- **53% of the participants** in our program at Rachel Carson High School **improved in their English Language Arts grades** over the course of the school year.

### Women's Empowerment Network

- WEN has provided direct workforce readiness and **Microsoft Office training to 214 women (and 16 men)** and by extension has **influenced more than 400 people in the households** of the people we have served.

# Thank You for Your Generous Support of the YW!

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*\$40,000 and above*

Canadian Imperial Bank of Commerce  
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Teacher's College Legacy Project  
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## Persimmon Club

*\$20,000 and above*

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## Empowerment Circle

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## Operating Public Support and Revenue 2014

### Contributions

Public Support:	
Individuals	\$ 71,163.00
Corporations	121,934.00
Foundations	143,443.00
Special Events	504,402.00
Less: Direct Cost of Special Events	(259,165.00)
Legacies	57,100.00
<b>Total Public Support</b>	<b>\$ 638,877.00</b>

### Revenue

Government Contracts	\$4,402,464.00
Non-Government Grants	1,010,166.00
Program Service Fees	326,770.00
Investment Return Designated for Operations	2,000,000.00
Interest Income	451.00
Other Revenue	15,512.00
<b>Total Revenue</b>	<b>\$7,755,363.00</b>
Net Assets Released from Restriction	-
<b>Total Operating Public Support and Revenue</b>	<b>\$8,394,240.00</b>

## Operating Expenses 2014

### Program Services

Youth Services	\$4,965,479.00
Women's Employment, Family Resource Center and Wellness	419,596.00
Day Care	2,633,755.00
<b>Total Program Services</b>	<b>\$8,018,830.00</b>

### Support Services

Management and General	670,707.00
Development	444,056.00
<b>Total Support Services</b>	<b>\$1,114,763.00</b>

### Total Operating Expenses

<b>Total Operating Expenses</b>	<b>\$9,133,593.00</b>
<b>Change in Net Assets (deficit) from Operations</b>	<b>(739,353.00)</b>
Investment Income in Excess of Amounts Designated for Operations	337,909.00
<b>Change in Net Assets</b>	<b>(401,444.00)</b>

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Time Initiatives***Ramy Fakhr***Director, P.S. 90, Coney Island***Chitralekha Dass***Director, P.S. 327, Brownsville***Charles Maceo June***Director of School Culture, 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***Director, Comprehensive Adolescent  
Pregnancy Prevention (C.A.P.P.)***High School and College  
Bound Initiatives****Hanaa Arafat***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***Director, Murry Bergrtraum High School***Joyce Ku***Counselor (GPS), Murry Bergrtraum  
High School***Andrew Rekhels***Director, Rachel Carlton High School for  
Coastal Studies***Leila Ortiz***GPS Coordinator (UW), Rachel Carson  
High School for Coastal Studies***Women's Empowerment Network****Claudette Spence***Program Coordinator, WEN***Loretta Robinson***Executive Assistant, WEN***Moussa Kouyate***Computer Instructor, WEN***yw**

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