

eliminating racism  
empowering women  
**ywca**

New York City

Helping women and their children

**expand their horizons!**



Annual Report 2015

A woman with her hair in a bun, wearing a dark top, is shown from the chest up, looking upwards and to the right with a joyful expression. Her hands are raised in front of her, palms facing outwards. The entire image is overlaid with a semi-transparent orange filter. A white sunburst graphic is positioned behind the text.

**expanding horizons!**

**UW**

Dear YWCA Friends and Family,

Solid bridges connect much more than communities, but states and nations as well. Bridges are equally important to our social fabric, which remains cohesive only when advocacy and application are bridged so that ideas inspire action and create opportunity and dynamic change. The YWCA of the City of New York is one of those bridges and you, our generous patrons and friends, are the pillars on which it is constructed. The stories in this annual report demonstrate not only what effective stewardship of your support means, but also what it does.

The idea of a by-way toward justice and equity permeates the identity of the YW, connecting its 158-year legacy with the challenges of the burgeoning century. In 2015, the inauguration of our Intergenerational Generosity Campaign (#YWWomanKind) served as a call-to-action promoting values such as collaboration and shared sacrifice, and creating new language in the dialogue to eliminate the institutionalized unconscious bias that holds women back. As forums for such dialogue, our annual Potential to Power® Girls Symposium and monthly Salon Series united intergenerational and multicultural voices to foster understanding on critical issues facing girls and women today.

Of course advocacy without action is fruitless. This year the YW continued to put its 'money where its mouth is' through the work of its Early Learning Centers and Family Resource Center, with programs that work from a grassroots level, across generations, to transform lives. Look no further than the next few pages for proof. We also continued to strengthen our bonds with our local government leadership, working hand in hand on programs such as NYC's Young Women's Initiative to change the metropolitan area's social landscape into one that is more equitable and just. In this context, the YWCA is more than just a powerful brand, but a movement as well—perhaps like fluid traffic across a bridge.

We continue to move forward with humble gratitude for your ongoing support of the YWCA of the City of New York and the hope that, not only will you continue to be one of the pillars of this bridge, but that you will also stand on the side of empowerment and freedom to beckon others across.

Sincerely,



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



Debra Baker  
Board Chair, YWCA of the City of New York



Dr. Danielle Moss Lee

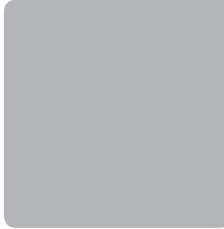


Debra Baker



Early Learning  
Centers

ELC



# Planting the Seeds of Success



With the understanding that gardening is an excellent hands-on skill for young children to learn collaboratively, and a wonderful opportunity for them to take ownership of their work, the YWCA of the City of New York partnered with P.S. 90, in Coney Island, Brooklyn to create their gardening project. The initial groups of young gardeners proved eager to learn more about scientific exploration, nutrition and animal life.

The school-based gardening program is modeled on one created at the YW's **Roberta Bright Early Learning Center** where, at harvest time, the students engaged in tasting and food preparation to discover links to nutrition and wellbeing. They also learned, kinesthetically, about delayed gratification, how to care for the earth, recycling and community building.

There are now seven gardens throughout the YWCA NYC school communities and YW staff are working to expand the program. Future plans call for creating farmer's markets and food growing programs for senior centers. Within these greening projects, children are acquiring knowledge of the relationship between plants and people that is essential to all life.

One student at P.S. 90, who was unenthused and deeply challenged by school work, epitomizes the program's potential. During their first gardening class, P.S. 90's site director, Patrick Papallo, observed the same student, elbows deep in dirt, saying, **“this gardening is actually pretty awesome. I've seen six worms and I'm going to grow a giant potato plant and then make dinner!”**

## expanding horizons

by giving children an educational jump-start by teaching them basic skills, early science education, literacy and nutrition.

### 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*



Out of School Time

OST



# Looking Past Gender Expectations



During our annual summer camp program, the YW launched an original curriculum focused on exploring stereotypes and norms depicted in popular Disney films. Students spent the summer reading, watching and analyzing scenes from some of Walt Disney's most beloved classics and then reimagined character's stories if they had different genders.

Collectively, students wrote new narratives making different choices based on their observations on gender expectations. The project culminated in theatrical productions such as:

- *Beauty*, whose most important assets were not her face or the size of her dress, but her intelligence and planning skills, which helped her get accepted to the college of her choice.
- *Pinocchio*, who despite the obstacles she faced as a girl, explored the world to experience adventure as a process of self-awareness.
- *Lion Queen*, who teaches and nurtures her daughter Nyla, transforming her into the eventual supreme ruler of the pride lands.
- *Jasmine*, who resisted her father's insistence that she marry at a young age, and with the support of her best friend Aladdin, explored various careers.

Through these productions and a myriad of other exercises at Disney Remix last summer, students came away with a better understanding of how characters in media influenced their own perceptions of gender, as well as how gender shaped the character's goals or family expectations.

**expanding horizons** by offering top-notch homework help; hands-on science, technology, engineering and math (STEM) training; leadership development; and recreational time.

## YW's Out of School Time Programs

- P.S. 327, *Brownsville*
- P.S. 188, *Coney Island*
- P.S. 90, *Coney Island*
- P.S. 329, *Coney Island*
- Comprehensive Adolescent Pregnancy Prevention (CAPP) program at I.S. 292



## High School Bound and College Initiatives



# Expanding Career Readiness



This year, the YWCA of the City of New York worked with Independence High School, a transfer high school, to create a job shadowing program, in which select students spent a day following YW staff who worked in careers of interest to the students. This school is specifically designed for older students who have been challenged in other schools and with this program, complementing Independence's Career Readiness class and curriculum, we are addressing some of the basic needs of these underserved young adults, such as:

- identifying and realizing innate potential
- learning the difference between a job and a career
- setting and reaching personal goals

The weeklong shadowing program gave participating students the opportunity to visit YW's headquarters or its school sites to shadow front line staff in the field. Students spent a lot of time beforehand preparing for the experience by researching career options, and writing resumes and cover letters. They also learned presentation skills by practicing 'elevator' speeches to market themselves.

**expanding horizons** by providing students with the ability to take credit-bearing classes, learn new skills and engage in STEM training.

The students' testimonials attest to their accomplishments:

"I shadowed Anmarie and saw what working people do day-to-day. She showed me all the people who do writing in their job at the YW. I learned all about communications, which I didn't know was a career option—and learned about the website and getting things out there. It really made me think about a career in communications."— Jasun

"After shadowing Malika, I feel more knowledgeable about different positions in business and the many factors that go into making a successful organization. I saw that it's not just a few people behind desks." — Johura

The YW is enhancing its Career Readiness initiatives to provide more opportunities like the shadowing program. In the near future, students will participate in speed networking with professionals to practice their personal pitches and reinforce their interview skills.

**Shadowing has proven to be much more than an academic endeavor, it is a process of discovering the "professional" inside who will one day have a significant impact on the world.**

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

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

# Girls Initiatives-**FemSem**

Earlier this year, an amazing and diverse group of young women gathered for **FemSem 2015** to design community and school based projects, which explored issues surrounding gender equity, feminism, and equality. This week-long seminar was the result of a partnership between the YWCA of the City of New York (YW) and the Institute for Research on Women, Gender and Sexuality at Columbia University. Discussions centered on topics such as, intersectional and post-colonial feminism and gender, feminism, politics and activism. The seminar was held at Columbia University and hosted by Academic Curator, Dr. Alondra Nelson, Professor of Sociology and Gender Studies and Dean of Social Science at Columbia University.

FemSem speakers included:

- **Laura Chief Elk**, co-founder of the *Save Wiyabi Project*, who expounded on the selected topics in the context of her personal journey as a Native American woman and feminist.
- **Samhita Mukhopadhyay**, writer, speaker and technologist, who inspired all present when she shared her struggles being classified as a feminist.
- **Dr. Christina Greer**, Assistant Professor of Political Science at Fordham University, who discussed self-advocacy to empower young women to recognize the qualities that make them incredible.
- **Dr. Jessie Daniels**, Professor of Public Health, Sociology and Critical Psychology at Hunter College, whose powerful presentation addressed the issues of exclusivity in white feminism throughout history and in today's society.

FemSem girls then traveled to *Girls for Gender Equity NYC* (GGE) where they met with GGE's community organizing intern and some of the youth from *Sisters in Strength*. FemSem girls also collaborated on a project throughout the week to present in their respective schools. These projects fortified the lessons learned and empowered participants to think how they could be a force for societal change around these topics. Ultimately, these young feminists came to realize that there is no manual on feminism. However, FemSem created and facilitated a space that allowed young women to transform their potential into power.



# Signature Events and Initiatives

The YWCA of the City of New York is ever evolving and finding new ways to champion its mission of eliminating racism and empowering women. This past year, we inaugurated the **#YWwomankind** campaign, established the **YW Fire Council**, and continued to host our popular **Salon Series**. All of these initiatives demonstrate how the YWCA of New York City has evolved and is evolving to address the needs and the challenges of succeeding generations of young women. Each is providing a voice and a vehicle through which social change and justice will be achieved.

## #YWwomankind Campaign

Dr. Danielle Moss Lee, President and CEO of the YWCA NYC launched the #YWwomankind campaign initiative at this year's Potential to Power® Girls Symposium®, on June 1, 2015, to create and promote Intergenerational Generosity among women and girls. There are three pillars to the campaign—Workplace Mentoring/Sponsorship, Slut Shaming, and Privilege—on which the campaign will create healthy and positive narratives around the power of women helping women, develop and share a language to define what this generosity is, and to connect generations of women in the process.



## YWCA NYC Fire Council

The YWCA NYC Fire Council is a group of motivated young women, ages 21-39, who, together, will serve as a vehicle for activism and volunteerism. The Council will call attention to, offer solutions for, and advocate change for the issues that matter most to young women in NYC. As an advisory council to the YWCA of the City of New York, the Fire Council members will focus on three main pillars in its first year: Financial Empowerment, Mental Health and Sexual Harassment. The ultimate goal is to live in a world where young women's needs and priorities are represented and addressed through public policies at the city, state and national level.



## YWCA NYC Salon Series

The YWCA NYC Salon Series was designed to create thought provoking conversation in an intimate setting on subjects of interest to all generations of women. This year the monthly series featured topics such as financial health, leadership and generosity, women in technology, and more, presented by dynamic women with innovative ideas and fresh perspectives. In 2016, the series will establish a larger presence as we reach a diverse demographic and dissect the critical topics affecting our communities and our world.



# Program Locations

**A** YWCA NYC Headquarters

## Early Learning Centers

**B** Brownsville Early Learning Center

**C** Polly Dodge Early Learning Center

**D** Roberta Bright Early Learning Center

## Out-of-School-Time (OST) Programs

**E** P.S. 90, Edna Cohen School

**F** P.S. 188, Michael E. Berdy School

**G** P.S. 327, Dr. Rose B. English School

**H** P.S. 329, Surfside School

## Middle School Programs

**I** K448 – Brooklyn School for Collaborative Studies

**J** Comprehensive Adolescent Pregnancy Prevention (CAPP) Program

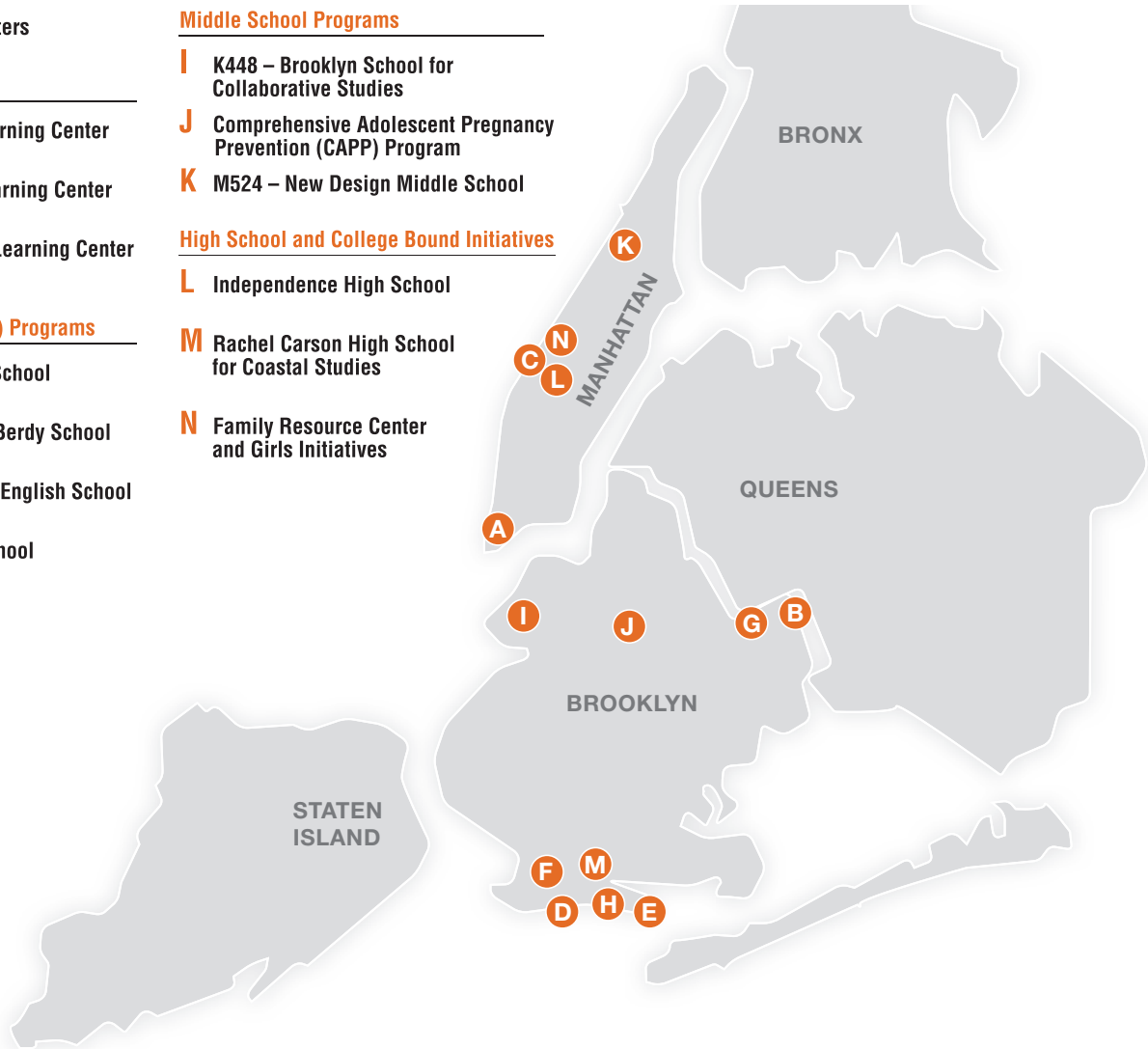
**K** M524 – New Design Middle School

## High School and College Bound Initiatives

**L** Independence High School

**M** Rachel Carson High School for Coastal Studies

**N** Family Resource Center and Girls Initiatives



# Demographics

## Who We Serve

### By Gender

|                 |  |     |
|-----------------|--|-----|
| Female          |  | 53% |
| Male            |  | 46% |
| Did not respond |  | 1%  |

### By Borough

|               |  |     |
|---------------|--|-----|
| Brooklyn      |  | 81% |
| Manhattan     |  | 9%  |
| Bronx         |  | 6%  |
| Queens        |  | 3%  |
| Staten Island |  | 1%  |

### By Race

|     |  |                           |
|-----|--|---------------------------|
| 43% |  | Black                     |
| 20% |  | Hispanic                  |
| 5%  |  | White                     |
| 3%  |  | Latino Hispanic White     |
| 2%  |  | Asian                     |
| 2%  |  | Arab/Middle Eastern       |
| 0%  |  | American Indian           |
| 0%  |  | Hawaiian/Pacific Islander |
| 25% |  | Other                     |

## Programs by the Numbers

### Number of People We Serve

|                                    |       |     |
|------------------------------------|-------|-----|
| Elementary Programs & Summer Camps | 1,067 | 45% |
| High School Programs               | 608   | 25% |
| Middle School Programs             | 330   | 14% |
| Girls Programs                     | 233   | 10% |
| Early Learning Centers             | 148   | 6%  |

**Total Served** 2,386

### Specific Trips and Programs

|   | Participants | Hours |
|---|--------------|-------|
| Girls Programming (AMP Leadership, Geek Girls, FemSem, Internships, Events, and Meetings) | 233          | 3,244 |
| High School Programs, College and Career Prep Trips                                       | n/a          | 2,178 |

**Totals** 233 5,422

### Hours of Service Provided

|                            |         |     |
|----------------------------|---------|-----|
| Elementary Programs        | 479,520 | 38% |
| Early Learning Centers     | 307,840 | 25% |
| Elementary Summer Programs | 208,950 | 17% |
| Middle School Programs     | 178,200 | 14% |
| High School Programs       | 56,898  | 5%  |
| Girls Programs             | 4,444   | 1%  |

**Total Hours** 1,235,852

# Highlights

## High School & College Bound Initiatives

- In July 2015, YWCA high school students attended their **first four-day leadership training** to review college access and the financial aid process at Monmouth College.
- YWCA students attended Camp College, another overnight weekend college and career exploration program.
- This year, the YWCA programs launched our **Cultural Passport trip** for all high school students. Every month, students were exposed to a cultural institution in New York City such as El Museo del Barrio.

## Girls Initiatives

- The staff launched FemSem summer 2015 as a **collaboration with Columbia University's Institute for Research on Women, gender and sexuality.**
- Girls symposium had 15 organizations and schools attend the event in June.
- The YWCA NYC Hacker Team partnered with AppCity Life and submitted a project on affordable housing to NYC Big App competition this Fall. **The Hacker Team made it to the semi finals.**

## OST Programs

- The staff has developed a new theater curriculum, **Everyday Heroes: Healing, Hope, and Resilience in the Face of Adversity** for K-5th graders. The curriculum highlights acts of courage by everyday people in history such as Dolores Huerta, Ruby Bridges, Gandhi, Audre Lorde, and Cesar Chavez.
- YWCA Middle and Elementary School program participants learned that engineering is elementary with **Engineering Adventures** and **Engineering is Everywhere**. Both programs were developed by the Museum of Science in Boston. The curriculum utilized hands-on, project based learning to give students the opportunity to solve real world problems.
- The YWCA's P.S. 327 community theater program created an afterschool mini economy. **YW students earn YW dollars for the roles played in the YWCA community.** They used their income or purchase items privileges (time spent in the YW student lounge).
- The YWCA P.S. 327 programs hosted a school wide book fair for all 530 students. **Each student received four books.**
- The YWCA P.S. 327 programs hosted a **school wide community day** in which students, parents, teachers and other interested community members participated in various team and community building activities.

## Early Learning Center

- In October, Roberta Bright hosted a **Harvest Fest**, a celebratory event in which children dressed up as their favorite character and visited the Senior Center to sing songs for the residents.
- The Roberta Bright ELC also held a **Fall Scholastic Book Fair** to promote literacy and build home libraries for children. Parents purchased books totaling \$1,000 for this purpose.
- Student libraries were also enhanced through the **ELC's partnership with WORD REBEL**, an organization that provides free books to children and families. Our children were also featured in the WORD REBEL website.
- To promote family and community engagement, the Roberta Bright ELC held an **Attitude of Gratitude Thanksgiving Feast**. Families joined their children and teachers for a delicious and healthy lunch.

# Thank You for Your Generous Support of the YW!

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# Financials

## Operating Public Support and Revenue 2015

### Contributions

#### Public Support:

|                                     |              |
|-------------------------------------|--------------|
| Individuals                         | \$ 82,641.00 |
| Corporations                        | 38,315.00    |
| Foundations                         | 403,550.00   |
| Special Events                      | 520,889.00   |
| Less: Direct Cost of Special Events | (60,480.00)  |
| Legacies                            | 45,651.00    |

---

**Total Public Support** **\$ 1,030,566.00**

### Revenue

|   |                |
|---|----------------|
| Government Contracts                        | \$4,951,490.00 |
| Non-Government Grants                       | 656,393.00     |
| Program Service Fees                        | 223,402.00     |
| Investment Return Designated for Operations | 2,900,000.00   |
| Investment Income                           | 47,977.00      |
| Other Revenue                               | 16,233.00      |

---

**Total Revenue** **\$8,795,495.00**

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Net Assets Released from Restriction -

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**Total Operating Public Support and Revenue** **\$9,826,061.00**

## Operating Expenses 2015

### Program Services

|  |                |
|--|----------------|
| Youth Services   | \$4,964,071.00 |
| Women's Employment, Family<br>Resource Center and Wellness | 336,168.00     |
| Day Care   | 2,791,887.00   |

---

**Total Program Services** **\$8,074,126.00**

### Support Services

|                        |            |
|------------------------|------------|
| Management and General | 812,751.00 |
| Development            | 804,718.00 |

---

**Total Support Services** **\$1,617,470.00**

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**Total Operating Expenses** **\$9,691,595.00**

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**Change in Net Assets (deficit) from Operations** (111,463.00)

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Investment Income in Excess of  
Amounts Designated for Operations 2,563,434.00

---

**Change in Net Assets** (2,451,971.00)

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*Director, P.S. 329, Coney Island*

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