

eliminating racism
empowering women

ywca

New York City

Annual Report 2016

**YWCA IS ON
A MISSION**

For over 158 years, YWCA of the City of New York has worked to eliminate racism and empower women. With a renewed presence at **home, school, work, and in our communities**, our reinvigorated commitment is empowering girls to develop into role models.



Princess



YWCA

YWCA IS ON
A MISSION

Dear YWCA Friends and Family,

Most brands don't survive 158 years, but that's just how long YWCA of the City of New York has been serving women and families. We believe that our singular focus on gender equality, and our commitment to creating programs that are responsive and reflective of communities' needs, have led to this longevity. The mission, "**eliminating racism and empowering women**," never changes—but our approach is nimble and dynamic enough to evolve with the times.

In a world full of uncertainties, the social sector is uniquely positioned to help communities see possibilities and experience hope when the future seems tenuous. At YWCA of the City of New York, we are especially focused on helping young people change how they see themselves and their future aspirations through education with a focus on self-expression, college access, and STEAMocracy™ (Science+Tech+Engineering+Art+Activism+Math).

YWSTEAM™, a framework aimed at directly addressing race and gender inequity in Science, Technology, Engineering, and Math (STEM) sectors, was born out of our successful Geek Girls program. The programmatic approach uses arts and activism as important methods to tackle the intrapersonal, interpersonal, cultural, and institutional barriers that impede race and gender equity in the STEM fields. *Everyday Heroes* is a curriculum grounded in YW's work in advocacy and K – 12 learning, which compares and contrasts fictional superheroes with real-life role models. The initiative empowers children to find common heroic qualities within themselves that reflect a child's social, cultural, and ethnic identities.

At YWCA of the City of New York, we know that education is the best way to prepare our students for a 21st century global economy. We work in partnership with communities, corporations, philanthropy, and the public sector because no entity alone can level the playing field for our most vulnerable New Yorkers. As you peruse the pages of this annual report, our YW Yearbook, we hope that you will connect with the stories, be inspired, and get involved. Our growth as an institution would not be possible without the support of our families, volunteers, and partners.

We look forward to continuing this legacy so that YWCA enjoys another historic 158 years of social impact.

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)

YW served over 180 preschool children ages 2 – 5 (including special-needs children) at our three ELCs accredited by the National Association for the Education of Young Children. For over three decades, YW's ELCs have provided educationally-based childcare in underserved New York City neighborhoods: the Roberta Bright ELC in **Coney Island, Brooklyn**; the Brownsville ELC in **Brownsville, Brooklyn**; and the Polly Dodge ELC in **Midtown Manhattan**. The availability of our affordable childcare enabled working parents to stay in the workforce while also preparing children for success in their future school years.

ELC HIGHLIGHTS

- Completed the first Head Start federal review.
- Established partnership with Brooklyn Legal Services.
- Signed on to State Senator Jesse Hamilton's 'The Campus' initiative in Brownsville.
- Advocated for support services for special-needs students.



Everyday Heroes



This year YW launched *Everyday Heroes*, an innovative curriculum that addresses the impact of trauma and racism on children’s well-being and health. Its theater and literacy design helped children in grades K – 5 explore their assets, strengths, and resiliency in the face of adversity. Students compared and contrasted the lives of fictional heroes, with that of a historical man or woman of color (Harriet Tubman, Cesar Chavez, Dolores Huerta, etc.). Each session, students write short scripts to perform during a culminating event. Students engaged in this curriculum demonstrated improved information retention and a stronger interest in learning.

Our Proud Past

Helping women and their children

History abounds with heroes, both real and imagined, who are portrayed as larger than life. Yet everyday life and mundane acts create true heroes. Humility and sacrifice are the superpowers of these individuals, keeping many of their identities forever secret. If we’re fortunate, we might recognize who they are, whether we pass them on the street or see them in the mirror.



“We’ve got to work to save our children and do it with full respect for the fact that if we do not, no one else is going to do it.”

Dorothy Height
Godmother of the civil rights movement and YWCA staffer for 40 years



Out of School Time (OST)

YW's youth programming annually served more than 1,700 girls and boys, ages 5 – 21, with a broad range of Out of School Time activities, educational enrichment, and recreation. Our nine school-based programs served the diverse needs of all students by providing safe, welcoming environments and implementing best practices such as differentiated instruction, active learning, and scaffolding (techniques to build greater independence in the learning process). YW used proven youth development, academic enrichment, and peer-intervention techniques to cultivate healthy behaviors like personal responsibility, collaboration, the maintenance of health and wellness, financial literacy, and cultural awareness.

OST HIGHLIGHTS

- Hosted STEM festival in Brownsville, Brooklyn.
- Hosted B.F.F. Friendship Dance party.
- Launched 'YW store' incentive program.
- Hosted College Carnival Day in Brownsville.
- Hosted third annual YW Poetry Slam.



Third Annual Potential to Power Girls Symposium™



In May 2016, hundreds of girls from New York City public, private, and parochial high schools and middle schools gathered at Microsoft's offices in Time Square to participate in YW's Third Annual Potential to Power Girls Symposium. The intergenerational and multiracial conference invited 50 influential women from across government, business, and nonprofit sectors to listen to and amplify the girls' aspirations and critiques to help them become successful women. Attendees included:

- **Laura Gomez**, actress and star of *Orange is the New Black*,
- **Kelly Hoey**, noted author and angel investor,
- **Melissa Mark-Viverito**, New York City Council Speaker,
- **Essynce Moore**, 13-year-old entrepreneur and mogul, and
- **Sheetal Sheth**, actress and producer.

The day-long symposium offered youth-led panels, small group discussions, dialogue, and activities that bridged activism, STEM, community organizing, and leadership, all of which supported this year's theme, *Bridging Minds, Building Movements*.



Our Proud Past

The convergence of race and gender

We are seeing the convergence of race and gender in the national discourse like never before. Young activists ask to be mentored and the elders who led the way via the social movements of the 20th century respond. YW has boldly lived through the contradictions and joys that conversations on racial and gender justice serve up, and remains an important focal point for this ongoing dialogue.



College and Career **Readiness** (CCR)

YW's College and Career Readiness programs build skills to develop engaged, dynamic, and socially responsible leaders.

Our goal is to ensure that all high school students gain the knowledge and confidence to pursue their educational, career, and life goals. We served hundreds of youth, ages 14 – 20, in New York City in partnership with school faculty, administration, students, families, and community members.



CCR HIGHLIGHTS

- 50 parents attended a FAFSA workshop.
- YW Peer Leaders Club participated in 'Youth Advocacy Day' in Albany.
- Hosted job shadowing day for Independence High School students.
- Cultural passport trips included: NY Historical Society, Broadway show The Color Purple, and Brooklyn Academy.
- 13 students at Rachel Carson High school were recommended for Questbridge Scholars Program.

Building Partners

In October 2015, the **Gilbane Building Company** and **ACE** (Architecture, Construction, and Engineering) **Mentoring Program**, a nonprofit organization, partnered with YW to provide 12 students at Rachel Carson High School with an opportunity to work with seven mentors from Gilbane on the New York Wheel at Staten Island. Together, they worked to increase the economic potential of the site, while decreasing its environmental impact. The group presented to a panel of industry experts in May 2016, answering challenging questions such as how they incorporated design requirements post Hurricane Sandy.

STEAMocracy™



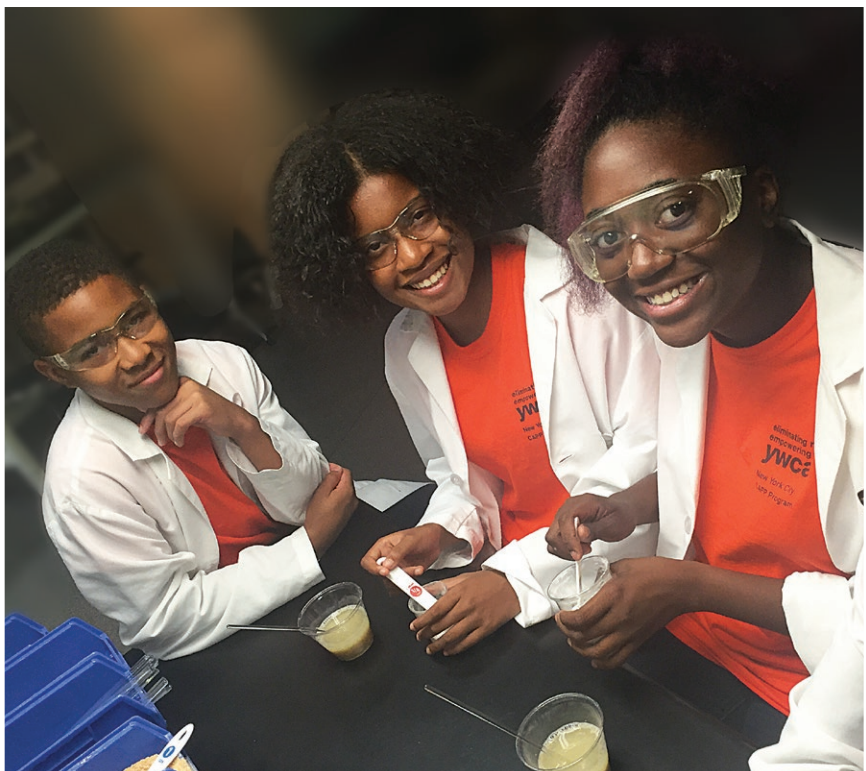
YW published YW STEAMocracy (Science, Technology, Engineering, Arts, Activism, and Math) in March 2016 as a unique and expanded approach to STEM education.

By adding **Arts** and **Activism** to the curriculum, YW STEAM™ seeks to tackle the intrapersonal, cultural, and institutional barriers that impede race and gender equity in STEM fields. With this analysis, stakeholders can advocate for classroom and workplace practices that enhance science identity, and mitigate stereotype threat and implicit bias.

Our Proud Past

Standing on the shoulders of their predecessors

The challenge for the emerging generation of young women is not to learn the rules of the game, but to create a new game. They are standing on the shoulders of their predecessors to do so, creating different rules, which reflect the brilliance, value, and realities of what it means to be a woman in our society today.



Girls Initiatives

Today, a new generation of girls are speaking in unison against structural racial injustice and pervasive gender inequality. Their conversations are sophisticated and nuanced in ways that inspire hope. They are respectfully tuned to the experiences and wisdom of those from the civil rights and women's rights eras, while they forge a new path toward redefining what equity and equality look like.

Amplifying Multiple Perspectives (AMP)

Two cohorts of the AMP program met weekly to explore their social identities in relation to gender, sexuality, and race, and focused on what leadership meant to them. The AMP 2.0 girls returned to learn facilitation skills and developed a workshop for the Harvard Graduate School of Education's *Alumni of Color Conference*. AMP representatives also participated in the Girls Symposium™ working group and the NYC's Young Women's Initiative Steering Committee. AMP leaders were awarded the top social justice prize at New York University's Social Justice Expo on Gender Equity.

“AMP means that I have a place to go where I can freely express my opinions without being judged or treated differently...it offers a whole new world of information that is limited in school.”

– Melissa, AMP student

Geek Girls Club

This year, Geek Girls participated in an environmentally friendly, affordable housing design challenge. Teams of girls developed plans for a city block on the Lower East Side that incorporated the community's needs and the environment. Throughout



the 12-week course, participants researched the region and collected data, while learning design thinking, engineering, and environmental science. They utilized open source data from NYC, as well as their own primary results. The final project included a presentation and 3D model of an affordable and environmentally friendly city block.

FemSem™

In July 2015, YW partnered with The Institute for Research on Women, Gender, and Sexuality at Columbia University to launch FemSem. **Dr. Alondra Nelson**, Dean of Social Science at Columbia University, hosted 20 girls from across NYC during the week-long feminist leadership seminar. Participants planned gender equity projects and discussed their perspectives on intersectional feminism, gender roles in popular culture, rape culture, power and oppression, self-care, and ally-ship with notable scholars and social justice activists, including **Lauren Chief Elk**, **Samhita Mukhopadhyay**, **Dr. Christina Greer**, and **Dr. Jessie Daniels**. Participants visited Girls for Gender Equity to learn about youth leaders' efforts to address street harassment. FemSem reunions were held throughout the year to build networks, seek support, and track the progress of participants.



YW Hacker Team

YW collaborated with Nevada-based APPCityLife founder, Lisa Abyeta, to prepare a team for the NYC BigAPP competition. Our students worked with NY-based mentors and APPCityLife volunteers to create an app that aggregates information NYC provides on affordable housing options, allowing users to make informed decisions about their housing. The **only high school-aged team, YW Geek Girls™ defeated 50 other groups** to participate in the Demo Day competition, won the popular vote, and advanced to the final round. They came in second to an adult developer.

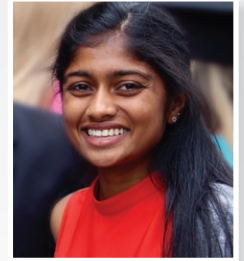
YW's Hacker Team represents more than just a way to bring equality to STEM fields. Participant projects provide an opportunity to apply technology to social justice, and equity issues.



Our Proud Future

Renewing our presence at home, school, work, and in our communities

Sahiti is a sophomore in the Computer Science Program at Bayside High School in Queens, NY, who loves classical Indian dance and plays lacrosse on the varsity team. Since participating in YW's FemSem™ program in 2015, Sahiti's love has grown toward serving and inspiring others. She founded and has presided over the Women's Empowerment Club at her school since her freshman year, volunteers her time at other schools, and raises funds for community-based organizations.



“You see, the YW is a place where young girls speak their mind, learn from each other, encourage each other and explore new ideas. We come together from all over the city to learn about complex real world issues around race, gender and equity.” – Sahiti

Sahiti continues to develop her leadership skills through various YW programs, having served as a teacher's assistant during FemSem 2016, and in the second cohort of Amplifying Multiple Perspectives (AMP) Leadership™ Program (2015 –16). Today she is an YW Girls Initiatives Ambassador who passionately espouses and strives for gender equality, inspiring other young girls and women to play a significant role in creating a more equitable and just society.



Signature Events and Initiatives

YW is ever-evolving and finding new ways to champion its mission of **eliminating racism and empowering women**. This past year, its public programs demonstrated how the organization has evolved and is evolving to address the needs and the challenges of succeeding generations of young women—by providing a voice and a vehicle through which social change and justice can be achieved.

Young Women’s Initiative

YW CEO, Dr. Danielle Moss Lee, was appointed co-chair of the **Young Women’s Initiative**, a city-wide effort to remove the systemic barriers to achievement that disproportionately affect girls of color. Under the leadership of New York City Council Speaker Melissa Mark-Viverito, the Initiative brought together an intergenerational and multicultural cohort of leaders across the City to build a lasting blueprint for investing in the future of young women and girls in NYC, especially minorities aged 12 – 24. **This successful Initiative is now being replicated in seven other cities across the U.S.**



42nd Annual Academy of Women Salute Luncheon

On Friday, November 13, YW held its 42nd Annual Academy of Women Salute Luncheon at the Marriot Marquis in Times Square. The luncheon included over 250 attendees and was hosted by Richelle Carey of news network Al-Jazeera America. Salute honored the **Class of 2015 Academy of Women Leaders:**

- Woman of the Year, **Ana Duarte McCarthy**, Managing Director and Chief Diversity Officer at Citi;
- Man of the Year, **Arthur P. Steinmetz**, Chairman, CEO, and President of OppenheimerFunds;
- Grace Dodge Awardee **Susan Fuhrman**, President of the Teachers College at Columbia University; and
- Spencer Awardee, student **Mariama Jaiteh**.



YW’s signature events and initiatives seek to affect societal change by influencing current dialogue, utilizing best practices, and advancing thought leadership.



YWCA NYC Salon Series

YW continued its public Salons, focusing on key social issues impacting women, exemplified by this year's Women's History Month events. In March, YW board members hosted a series of weekly breakfast panels, covering intergenerational and intersectional topics.



In honor of International Women's Day and Global Partnerships Week—BNY Mellon, YW, and Concordia hosted **Women on the Global Frontlines**. Moderated by Marcia Davis-Dilorenzo, the speakers included: Claudia Chan, Carla Brillembourg-Clark, Joanne Sandler, and Elizabeth Vazquez.

New Leaders, New Day: Charting a Path to Success, hosted by Deloitte, focused on the leadership, challenges, and success of young women entrepreneurs across New York City. The final **Women History Month** panel, hosted by Sullivan & Cromwell LLP, tied the entire series together, with **New York City Women Leaders: The Power of Influence and Purpose**. Our esteemed panelists, women of influence in government and the public sector, delivered insights about utilizing their power to drive systemic change.

YWCA NYC Fire Council

The Fire Council is an advisory council to the YWCA NYC. Young women work to advance an intersectional feminist agenda that challenges race-based privilege and uplifts all women.

This year the Council met monthly, honing its vision and purpose by hosting Salons, conducting fundraising campaigns for YW's programs, and developing into an autonomous and inspired force for social change.



Press

YW was featured in prestigious publications last year, including:

- *New York Times*
- *Crain's*
- *The Huffington Post*
- *Politico*
- *NYCityBlack.com*
- *Manhattan Neighborhood Network*
- *Investor's Business Daily*
- *Ms. Magazine Blog*
- *Fort Lee Suburbanite*
- *Capital New York*

Demographics

YW utilizes both qualitative and quantitative metrics for continuous quality improvement. We use the Efforts to Outcome (ETO) database to track core metrics on youth participation and engagement, such as attendance, grade completion, and graduation rates; as well as socio-emotional learning outcomes, such as changes in students' attitudes, peer interactions, knowledge acquisition, and overall program satisfaction. These tools create benchmarks for the participants and are utilized during monthly meetings between program and senior staff to guide programmatic decisions; as well as provide trends and insights; and best-practice examples. We work closely and collaboratively with students, their families, and schools, and bring in experts to understand the needs of the communities we serve. We ensure that program activities are relevant, developmentally appropriate, and engage children and their families holistically.

For example, this past year, the YW saw a dramatic increase in girls' confidence in STEM and nearly 80% of students reported that they would pursue a STEM degree because of program involvement.

by Race	
Black	47%
Hispanic	29%
Other	8%
White	7%
Asian	7%
Latino/a / Hispanic White	<1%
Middle Eastern / Arab	<1%
American Indian and Alaska Native	<1%

NOTE:
Numbers may not add to 100% due to rounding.

by Gender	
Female	60%
Male	40%
Other*	<1%

* Transgender, non-binary, etc.

by Borough	
Brooklyn	76%
Manhattan	14%
Bronx	7%
Queens	3%
Staten Island	<1%

Hours of Programming Offered	
Elementary Programs	329,220
Early Learning Centers	272,968
Middle School Programs	181,071
Elementary Summer Programs	173,600
High School Programs	60,888
Girls Programs	4,292
TOTAL	1,022,039

Number of People We Serve	
Elementary Programs and Summer Camps	899
High School Programs	420
Middle School Programs	328
Girls Programs	310
Early Learning Centers	153
Community Activities*	404
TOTAL	2,514


*Such as the Salon Series

Program Locations

 YWCA of the City of New York Headquarters

Early Learning Centers

 Brownsville Early Learning Center

 Polly Dodge Early Learning Center


 Roberta Bright Early Learning Center

Out-of-School-Time (OST) Programs

 P.S. 90, Edna Cohen School


 P.S. 188, Michael E. Berdy School

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

 P.S. 329, Surfside School

Middle School Programs


 K448 – Brooklyn School for Collaborative Studies

 Comprehensive Adolescent Pregnancy Prevention (CAPP) Program

 M524 – New Design Middle School

High School and College Bound Initiatives

 Independence High School

 Rachel Carson High School for Coastal Studies

 Family Resource Center and Girls Initiatives



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\$40,000+

Booth Ferris Foundation
Citi
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Con Edison Company of New York
Pinkerton Foundation
Wasily Family Foundation

Persimmon Club

\$20,000+

Ambrose Monell Foundation
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\$10,000+

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Patrina Foundation
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Rockefeller Group International, Inc.

Time Warner Cable
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Jean M. Walshe

Leadership Circle

\$1,000+

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The Styling Experience
Sullivan & Cromwell
Taproot Foundation
YW Fire Council

Financials

Operating Public Support and Revenue 2016

Contributions

Public support:	
Individuals	\$ 91,705.00
Corporations	37,960.00
Foundations	384,500.00
Special events	321,395.00
Less: Direct cost of special events	(24,475.00)
Legacies	1,641.00
Total Public Support	\$812,726.00

Revenue

Government contracts	\$5,058,650.00
Program service fees	213,272.00
Investment return designated for operations	2,700,000.00
Investment income	58,215.00
Change in beneficial interest in perpetual trust	(64,992.00)
Other revenue	24,349.00
Total Revenue	\$7,989,494.00

Net assets released from restriction	-
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Total Operating Public Support and Revenue	\$8,802,220.00
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Operating Expenses 2016

Program Services

Youth services	\$4,163,081.00
Women's employment, family resource center, and wellness	391,257.00
Day care	2,973,306.00
Total Program Services	\$7,527,644.00

Support Services

Management and general	\$ 1,228,660.00
Development	584,152.00
Total Support Services	\$1,812,812.00

Total Operating Expenses	\$9,340,456.00
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Change in Net Assets (deficit) from Operations	(538,236.00)
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Investment return in excess of amounts designated for operations	(2,742,103.00)
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Change in Net Assets (deficit)	(3,280,339.00)
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Net Assets, beginning of year	11,737,972.00
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Net Assets, end of year	\$8,457,633.00
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Malika Harris
*Managing Director of High School and
College Bound Initiatives*

Charles Maceo June
Director, Brooklyn Collaborative

Aiesha Traore
Assistant Director, Brooklyn Collaborative

Chanel Haliburton
*Director, Comprehensive Adolescent
Pregnancy Prevention (C.A.P.P.)*

Karlene James
*Assistant Director, Comprehensive
Adolescent Pregnancy Prevention
(C.A.P.P.)*

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Director, New Design Middle School

Jermaine Small
*Assistant Director, New Design
Middle School*

Keren Sharon
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Tachrina Ahmed
*College Access Coordinator,
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YWCA is dedicated to eliminating racism, empowering women and promoting peace, justice, freedom and dignity for all.