

eliminating racism empowering women

ywca

tri-county area

serving montgomery, berks and northern chester counties

annual report

July 1, 2009 – June 30, 2010

Our Mission

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

Our Vision

YWCA Tri-County Area will be the leading resource that inspires and empowers individuals, families and communities to effect positive change in an environment that honors diversity.

Our Core Values

- We celebrate and promote diversity.
- We create opportunities for self-growth.
- We empower individuals in a supportive and nurturing environment.



leadership message



Andrea Primas
Executive Director



Sharon Basile
Board President

Dear YWCA Tri-County Area Family and Friends:

In 2008 nearly 12 million US children under the age of 5 were in child care each week. Because the safety of these children is a public health concern, in the absence of federal policy, each state developed its own day care safety regulations to address many issues including disease transmission; hygiene; provision of nutritious, safe foods; the provision of an environment which facilitates the child's mental, physical, and emotional growth; and also injury prevention. Ensuring children's safety requires a tremendous effort between the children, those responsible for their care such as parents and caregivers, community members and local law enforcement agencies.

In the past year, the YWCA Tri-County Area completed significant and costly renovations to our facility at 315 King Street to ensure the safety of our preschool children and those

employees who work with them. We are extremely grateful for grants by PEAK, Pre-K Counts and the Non Profit Finance Fund which allowed us to make these changes. Doors now have windows, additional cameras have been added, key fobs are required for entry to secured areas and visitors are admitted only after alerting office personnel of their presence. Two years ago our playground was properly fenced in when the surface was installed and classrooms were renovated.

Providing child care is an exceedingly demanding and complex issue even on the best of days. The YWCA Tri-County Area is very proud of its accomplishments in this area of service. The PEAK initiative, Pre-K Counts, United Way of Southeastern Pennsylvania and Pottstown Area Health & Wellness Foundation focuses on building partnerships between the Pottstown School District and early learning centers in the Pottstown community.

In 2002, Pennsylvania began a pilot of the Keystone STARS Quality Rating System. Keystone STARS was developed by the Pennsylvania Department of Public Welfare to reward regulated centers and day care practitioners providing quality early learning experiences to children in their care. Keystone STARS, with its four levels of quality service, provides Standards, Training/professional development, Assistance, Resources, and Support (STARS) to facilitate continuous quality improvement. Our program has maintained a STARS Level 3 for two years. STAR 3 carries with it a wide breadth of requirements: staff credentials, employee benefits and facility review.

High-quality Pre-K education and programs are of high importance to the Tri-County Area, especially in Pottstown with 14% of its population living below the poverty level. These programs have been shown to increase graduation rates, raise GPAs and lower the rate of grade retention. For every dollar spent on Pre-K education, the Commonwealth expects to see a projected return of up to sixteen dollars.

National research demonstrates children with high-quality Pre-K experiences enter kindergarten with better reading, language, math, cognitive and social skills than those without Pre-K. This is especially important in the areas where the YWCA Tri-County Area operates, serving some of the most high-risk students in our community.

During this year the YWCA Tri-County Area and 7 other local nonprofits were the recipients of substantial bequests from the estate of Martha and Mary Porter. With great gifts come great responsibility and the YWCA Tri-County Area is committed to honoring the Porter family by managing this gift with the utmost care and attention. An investment committee has been created to oversee the management of these funds and an investment policy drafted. Through a very formal and involved process a financial advisor was selected to provide a long term investment strategy.

This gift represents a relationship which has spanned decades and is a unique opportunity to create a financial cushion which will benefit the organization in periods of transition and/or financial difficulty. Faithful oversight and effective management is a challenging phase in our fund development process but the reward is worth the time and effort expended both now and in the future.

In these difficult financial times, leaders cannot do business as usual. Business isn't 'usual' anymore. Funding sources are dwindling, we are all asked to do more with less. Our continued goal is to serve the needs of our community and, in doing so, embrace the possibilities that lie ahead. We are very appreciative of the continued support of our donors and funders and promise to continue to be good stewards of their financial investment in our work.

With appreciation,

Andrea Primas

Andrea Primas
Executive Director
YWCA Tri-County Area

Sharon Basile

Sharon Basile
Board President
YWCA Tri-County Area

programs and services

Adult Literacy Center

Adult literacy programs provided basic reading, writing, math, pre-GED test preparation, workplace essential skills, early childhood education, and English for speakers of other languages for adults and families in western Montgomery, southeastern Berks and northern Chester Counties.

Literacy programs included Family Literacy, for parents and children; Cops “n” Kids, a component of Family Literacy that gave new or gently used books to children at no charge; English as a Second Language; Link 2 Success, bridging adults to post-secondary education; Move Up, assisting adults in GED test preparation and employment skills; Adult Basic Education classes, small learning groups and one-on-one tutoring in reading, writing and math; Pennsylvania Workforce In Network program, providing customized workplace essential skills on-site in the workplace; Adult Diploma Program in collaboration with Pottstown School District; and Distance Learning.

Sixty community volunteers were involved in the programs year-around, as well as collaborating community agencies and service organizations including Girl Scouts, Foster Grandparent Program, Pottstown Public Library, Pottstown and SpringFord Rotary Clubs, Visiting Nurses Association, Penn State Cooperative Extension, and Family Services. National Penn Bank, Pottstown Rotary Community Endowment Fund, Borders Express, Deerfield, a Bed & Breakfast Homestay, Timberland, Inc. of the Philadelphia Outlets and D & L Storage supported the literacy programs through in-kind donations, fundraising activities, and scholarships to participants.

Child Care

The State Licensed Child Care Program entered into its fourth year of operation. The YWCA continues to maintain Keystone Stars 3 Level quality early learning standards status. Through our partnership with Pottstown Action for Kindergarten Readiness (PEAK), the YWCA was awarded a \$130,150 state grant for another year to operate a Governor’s Pre-K Counts classroom affording low income families the opportunity to enroll their children in quality full day childhood early education.

The State Licensed Child Care Program at the Hill School continues to serve the families of Hill School employees. Enrollment has grown steadily and a second facility was opened to accommodate the additional children.

Wellness

“Healthy Options for People of Pottstown” (HOPP), a partnership with Fellowship Farm and Jon Ross Associates, was awarded funding through the Pottstown Health & Wellness Foundation for

another year. Over 150 adults participated in HOPP Classes held at the YWCA and Rolling Hills Housing Development which included Yoga, Pilates, and Zumba Dance. Four Stress Management Workshops were presented to adults enrolled in Montgomery County Workforce Development programs.

Healthy Choices

Healthy Choices, an after-school program for 7th and 8th grade girls, began its 6th year in the Pottstown and Pottsgrove School Districts. The YWCA has served over 150 girls with emphasis on empowering these girls to make healthy decisions and recognizing the impact their decisions have in their adult life. As a result of having this program, the YWCA was awarded funding for five Healthy Choices girls to participate in the United Way SEPA’s Girls Today, Leaders Tomorrow program. After completion of this two year program, scholarships are awarded to the girls.

Parent’s Network

Over forty “at-risk” parents participated in one of the fourteen week curriculum based *Building Your Family* programs. The parenting skills workshop provided information and discussion on children’s social, emotional and physical development, financial management, day to day organizational planning, stress management and situational issues. Group Support sessions and guest speakers were scheduled in addition to the workshop. All seasonal holidays were celebrated in a special way, as well.

Women EXCEL

The purpose of Women EXCEL (Executives’ Coalition for Excellence and Leadership) is to bring together women to forge alliances that lead to personal and professional development. By forming a supportive network of friends, co-workers and mentors who provide emotional assistance, empathetic counsel and personal guidance, Women EXCEL seeks to energize, empower and inspire women to reach their full potential.

Ten programs were presented to Women EXCEL Members from September 2009 to June 2010 at their once a month meetings. The program year started with Georganne McIntyre, a Therapeutic Therapist, who talked on The Art of Belly Dancing to Empower Women. The last meeting of the year was a lunch held at Manatawny Creek Winery’s picnic grove. Women EXCEL President Janet Flack covered “The Year in Review”.

Each year, Women EXCEL helps sponsor several of the YWCA’s Special Events. In this fiscal year, donations were made to The Black Heritage Celebration and The Tribute to Exceptional Women Event.

MOST YWCA PROGRAMS ARE OFFERED AT NO COST OR MINIMAL COST.

financial information

SOURCES OF REVENUE

	<u>June 30, 2009</u>	<u>June 30, 2010</u>	
Contributions (includes Foundations and UW Donor Designations)	\$ 340,123	\$ 803,335	44 %
United Ways	69,081	69,224	4 %
Membership/Special Events	49,001	20,481	1 %
Grants (Federal/State/Local)	518,103	529,914	29 %
Program Service Fees (Program Income)	495,727	513,368	28 %
Investment Gains (Losses), Net	7,867	(104,671)	(6 %)
Miscellaneous (includes rent, investment, other)	1,073	9,163	0 %
TOTAL	<u>\$ 1,480,975</u>	<u>\$ 1,840,814</u>	100 %

HOW WE USE OUR FUNDS

	<u>June 30, 2009</u>	<u>June 30, 2010</u>
Program Services	\$ 1,059,704 90%	\$ 1,152,834 91%
Support Services (includes management, general and affiliation dues)	120,650 10%	114,660 9%
TOTAL	<u>\$ 1,180,354</u>	<u>\$ 1,267,494</u>

The YWCA Tri-County Area's audit is conducted by Herbein + Company, Inc. The financial information shown is condensed from the YWCA's audited financial statements for the year ending June 30, 2010. Copies of the audit are available at the YWCA Tri-County Area's Administration Office at 315 King Street, Pottstown, PA 19464. A copy of the official registration and financial information for the YWCA Tri-County Area may be obtained from the Pennsylvania Department of State by calling toll free in Pennsylvania at 1-800-732-0999.

board of directors, committees

Board of Directors 2009—2010

President

Sharon Basile

1st Vice President

Sue Ann Yocom

Treasurer

Jennifer Schell

Secretary

Eileen Dautrich

Board Members 2008-2009

Tina Abel

Priscilla Barnes-Davis

Shana Brown

Jodie Daniels

Janet Flack

Judith Green

Regina Harper

Pamela McGinley

Elizabeth Moriarity

Susan Namowicz

Marie Ann Thompson

Marcia Zeigler

The Board of Directors meets each month (except December) on the 3rd Tuesday at the YWCA Tri-County Area building located at 315 King Street, Pottstown, PA 19464.

Committees and Chairs 2008-2009

Committee

Executive Committee

Governance

Strategic Planning

Chair

Sharon Basile

Eileen Dautrich

Kay Dougherty

Standing Committees

“Ad Hoc” Facilities

Facilities

Finance

Advancement

Marketing

- Membership

Personnel

Programs/Services

Racial Justice

Women EXCEL

Chair

Marie Ann Thompson

Priscilla Barnes-Davis

Jennifer Schell

Sue Namowicz

Pat Eltz

Janet Flack

Marie Ann Thompson

Marie Ann Thompson

Elaine Ellison

Janet Flack

Special Events

Basket Party

Black Heritage Celebration

Theatre Group

Tribute to Exceptional Women

Week Without Violence

Women’s Festival of Art

100th Anniversary

Chair

Jane Alan

Elaine Ellison

Margaret Richard

Edie Zawada

Allison Ingram

Kathy Martin

Elaine Ellison

Deborah (Zazo) Lee

Judy Green

Marcia Zeigler

Women EXCEL 2009—2010

President

Janet Flack

Vice President

Jennifer Schell

Treasurer

Pat Eltz

Secretary

Sue Ann Yocom

Advisory Panel

Lisa Harner

Sharon Johnson

Allison (Ingram) Smale

Beth Hiriak

Deborah Rogers

strategic plan, 2009-2012

Life is always changing, day to day, and certainly generation to generation, but the YWCA has held steady, keeping its mission and vision forefront, working to eliminate racism and empower women.

Overview

Through a structured planning process, the YWCA was able to identify its strengths and weaknesses, as well as the challenges and opportunities in the environment in which it operates. With a 100-year history of serving the Pottstown and Tri-County Area, as well as the support and history of an international organization that is the oldest and largest multi-cultural women's organization in the world, the YWCA prides itself on its continuity of service and responsiveness to the changing needs of women in a period of history that has seen the role and influence of women shift dramatically.

The strategic priorities of the next three years were selected with all of this, and more, in mind, and once implemented, by the end of this planning cycle, will ensure a stronger YWCA, one that is better able to fulfill all of the promises of its mission and to do so in an effective and efficient manner. The five strategic priorities are:

Theme One: Governance

The YWCA Tri-County Area will develop an administrative structure to ensure the on-going growth and operation of the organization.

Theme Two: Infrastructure

The YWCA Tri-County Area will strengthen the infrastructure necessary for the successful operation of the organization.

Theme Three: Advancement

The YWCA Tri-County Area will further develop a broad network of support that ensures the continued growth of the organization and will develop an environment that fosters both growth and stability in order to advance the mission of the YWCA.

Theme Four: Programs and Services

The YWCA Tri-County Area will provide programs that eliminate racism and empower women and families to reach their full potential.

Theme Five: Marketing and Public Relations

The YWCA Tri-County Area will develop a clear and consistent image that furthers our visibility and vital role in the community.

Summary

The YWCA Tri-County Area achieves the good work it does through the commitment, dedication and focus of the Executive Director, YWCA Staff, the Board of Directors and volunteers. Collectively, they bring a number of years of service and commitment to the mission of the YWCA that rivals few organizations, and they all work hard towards fulfilling the promises of the YWCA's mission.

To ensure a successful implementation of this plan, an established Strategic Planning Committee reviews formal, quarterly reports from each committee or individual charged with moving forward the themed initiatives in this plan. The Strategic Planning Committee, in turn, makes quarterly reports to the Board, highlighting successes and potential shortfalls to ensure the plan is managed in a timely and economical manner.

Based on these reviews and recommendations, the Strategic Planning Committee is beginning to prepare the next Strategic Planning Course for 2013-2016.

*fund*ers

We thank you for your financial contributions that enable the YWCA Tri-County Area to continue its important work to eliminate racism and empower women and girls. We have raised funds through our annual appeal and special events, and continue to cultivate relationships with sponsors and partnerships. Again, we thank you for your continued support of the YWCA, which unites us in our commitment to promoting peace, justice, freedom and dignity for all.

Community Action Development Commission (CADCOM)
Montgomery County CCIS
Montgomery County Community College
Montgomery County Economic and Workforce Investment Board
Montgomery County Office of Children and Youth
National Penn Bank
Non-Profit Finance Fund
PA Department of Education, Bureau of Adult Basic Literacy Education
PA Department of Education Child & Adult Care Food Program
Pottstown Area Health and Wellness Foundation
Pottstown Early Action for Kindergarten Readiness (PEAK)
The Hill School
The Porter Family Memorial Endowment
United Way of Chester County
United Way of Southeastern Pennsylvania

*accepting diversity.
celebrating unity.*



Family Literacy Program Visit
Ryders Farm Equestrian Centre
Chester County



Literacy Center
Youth Education Programs



Black Heritage Celebration
Poster Contest and Essay Winners



Child Care



Summer Reading Program
Family Picnic and Celebration

