

eliminating racism
empowering women
ywca
Tri-County Area

**BUILDING A STRONG FOUNDATION
FOR A BETTER FUTURE**



**Report
to the
Community
2017**



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MISSION

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

VISION

YWCA Tri-County Area will:

- ◆ Educate children, youth, families, and communities.
- ◆ Empower to learn, grow, become, and take a stand.
- ◆ Advocate for racial justice and civil rights, women and girl's empowerment and economic advancement, and women and girl's health and safety.

ABOUT YWCA

YWCA has been at the forefront of the most pressing social movements for 160 years — from voting rights to civil rights, from affordable housing to pay equity, from violence prevention to health care reform. Today, YWCA combines programming and advocacy in order to generate institutional change in three key areas: racial justice and civil rights, empowerment and economic advancement of women and girls, and health and safety of women and girls.

YWCA Tri-County Area was founded as YWCA of Pottstown in 1908; its two-story frame building provided housing for homeless girls, and for girls and women who came to Pottstown to work in the town's factories. After moving to its current home at 315 King Street in 1913, YW also fed hungry families, added educational programs in sewing, language arts, home nursing and public speaking, sponsored recreational teams in basketball, roller skating and gymnastics, and hosted special interest clubs.

Over the years, YWCA Tri-County Area has adapted to meet the changing needs of girls and women in the community. Today, it remains a leader in advocating for girls and women and their families through quality programs and services designed to support and enrich the community. Direct service programming includes early childhood education, before- and after-school enrichment, empowerment of girls, adult education, and workforce development. Mission-based advocacy efforts raise awareness, offer issue education, and build social capital around women's empowerment, racial and social justice and inequities, and safe and healthy communities.

LETTER FROM THE PRESIDENT

Over the past year, if I were asked to sum up YWCA Tri-County Area with one word, it would be: foundation. The faculty and staff have worked hard building a strong foundation that will help shape the future of our YW.

From 2014 through 2016, YWCA Tri-County Area achieved unprecedented growth and change in programming, in outreach and advocacy, and in the way we operate our organization.

In 2017, we paused for a moment to assess the growth we had achieved. We reviewed the steps necessary to sustain the programs, services, and practices added in previous years. In addition to executing against our strategic plan and running day-to-day programming, we accomplished the following:



- ◆ Improvement in technology – We upgraded our infrastructure so that all staff have the technological tools needed to serve our community efficiently and effectively. For instance, all teachers in the Early Education Center now have iPads. This enables teachers to track the children’s progress in real time and then communicate that progress with their parents.
- ◆ Increased emphasis on program outcomes – The improvement of data collection practices and added evaluation methods help us to determine how our programming results in more effective and efficient sustainable change for our community. Communicating the impact of programs and services is increasingly important as we seek to broaden community support.
- ◆ Solidification of financial practices and funding streams - We’ve improved our financial procedures to ensure effective stewardship of donations, contributions, and grants that the community entrusts to us.
- ◆ Building relationships in the community – Outreach into the larger community, where people live, work, play, and learn, not only helps us connect with people who may benefit from our services, but also helps communicate their needs beyond our four walls. As we continue to engage and collaborate with community partners, both non-profit and for-profit, we examine and address the changing needs and urgent issues that many of our neighbors face every day.

YWCA Tri-County Area will continue to strengthen and reinforce the strong yet flexible foundation as we work to meet the challenges of our community. Your ongoing support is more important than ever as we continue moving forward toward eliminating racism, empowering women, and promoting peace, justice, freedom and dignity for all.

Thank you for your continued support of YWCA Tri-County Area.

A handwritten signature in black ink, which appears to read "Cynthia Logan". The signature is written in a cursive, flowing style.

Cynthia Logan
President, Board of Directors

EARLY EDUCATION CENTER

YWCA Tri-County Area's Early Education Center offers children the opportunity to learn and grow in a creative and nurturing space, preparing preschool children for success in kindergarten and beyond, and enriching school-age children through after-school programming and summer camp.



In 2017, more than 100 preschool children achieved emotional and physical well-being through affordable, high-quality early education. Classrooms for children 6 weeks through pre-kindergarten include infant/toddler, preschool, Early Head Start, and Pre-K Counts.

Technology improvements were a big part of 2017, adding iPads in every classroom allowing teachers to record each child's achievements in real time, and share those achievements electronically with



parents. Classrooms also added Hatch interactive educational software, which provides children with lessons in literacy and math through challenging games.

Infants and toddlers gained a safe outdoor space of their own with the addition of a small playground, filled with toddler-sized outdoor toys and play equipment.

Before/After School activities for children through 6th grade provided a safe place for kids to do their homework, be creative, and play in the gym until the end of their parents' work day.

YW CampAdventures, supported in 2017 by the Altria Companies Employee Community Fund, provided 60 children with outdoor education and experiences. Using Fellowship Farm's 126 acres, campers hiked on trails, explored the pond, fields, and woods, and swam in the pool.

YW's Early Education Center became a Keystone STARS 4 facility in 2017. What does that mean for the children and their families?

Keystone STARS maintains **S**tandards, **T**raining, **A**ssistance, **R**esources and **S**upport for the continuous improvement of early education centers, and recognizes their achievements in early education that exceed minimum state requirements.

This maximum level of performance standards, set by the Pennsylvania Office of Child Development and



Early Learning, means that each child receives the highest quality early education. YW's early education classrooms provide excellence in:

- ◆ Curriculum and programming
- ◆ Partnerships with families and community
- ◆ Staff credentials and professional development
- ◆ Leadership and management

YWCA Tri-County Area's Early Education Center is licensed by the Pennsylvania Department of Human Services.

YW Community Kitchen

YW's Community Kitchen—located in the Early Education Center—was renovated into a commercial kitchen in 2017 with support from Pottstown Area Health & Wellness Foundation. Aside from hosting events such as Family Fun Nights and Family Cooking Matters, the Community Kitchen also began to prepare fresh and nutritious breakfasts, lunches, and snacks for all children attending early education and before/after school programming.



Teaching Strategies Gold Snapshot

Students Meeting and Exceeding Learning Milestones

Milestones	Meeting	Exceeding
Social Emotional Learning	57%	16%
Physical	68%	22%
Language	73%	3%
Cognitive	70%	3%
Literacy	70%	8%
Mathematics	65%	11%

BY THE NUMBERS

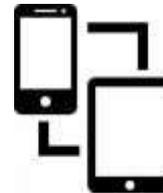
CHILDREN SERVED

Infant/Toddlers	20
Early Head Start	16
PreK Counts	40
Pre-School	20
School Age	59
Summer Camp	60

TECHNOLOGY BOOST



iPads in every Classroom*



All classrooms use Tadpole online parent communication



119 Families engaged with Tadpole



HATCH dual-language interactive learning launched in classrooms

YOUTH EMPOWERMENT

Empowering youth to choose wisely, to build healthy relationships, and to find their voices creates a foundation for youth to succeed in school, in their future careers, and in relationships, and to thrive into adulthood.

YW's Healthy Pathways Project works with youth—and their families—to help them make the healthy choices that will follow them throughout their lives. What began as simple nutrition and fitness education for girls, Healthy Pathways Project has grown to include enrichment, leadership, and empowerment for girls, interactive cooking classes for families, and fitness for preschool children.



Healthy Choices for Girls: A vital component of YWCA Tri-County Area's mission is the empowerment of girls. Healthy Choices provides mentoring and leadership activities for adolescent girls who are coming of age, discovering their self-identities, challenging parents and teachers, and forging new relationships. In 2017, Healthy Choices guided girls in learning leadership skills, establishing health and wellness habits, and building relationships with peers and adults; expanded to serve more girls in more locations; brought 80 girls together for the one-day All-Girl Health and Wellness Summit; and convened the You Grow, Girl! summer camp. Healthy Choices for Girls has a demonstrated positive impact on the lives of 400 girls each year, helping them build the confidence, self-esteem, and well-being to achieve in peer, family and school relationships, in academics, and in future educational and career pursuits.

YW CHAMPS: YW CHAMPS is a multi-faceted health and wellness program. Supported by the Edna G. Kynett Memorial Foundation, YW CHAMPS introduces fitness and nutrition to preschool children, and continues exploring healthy lifestyles with school-age children and their families. YW CHAMPS strives to reduce health risk factors in young children by offering movement, stress reduction, and nutrition enrichment programming that can easily be



replicated at home, and by offering cooking and nutrition education to families, focusing on making healthy food choices while staying on a tight budget. **Family Cooking Matters** is a nutrition education program for families and children to explore healthy meal preparation together in the YW Community Kitchen. **Fun Food Fridays** shows boys and girls the variety of healthy foods and snacks available to them. During the school year, children in YW's Before/After School program prepare a snack for themselves using healthy ingredients.



“I know I have a voice”

Xaria

Xaria has learned how building lasting relationships with peers and with trusted adults can change her life.

Through YW’s Healthy Pathways Project, Xaria said, she has grown as she participated in Girls in Charge during middle school and Girls Take the Lead during high school.

“I’ve learned there are other people [who] will stand by my side,” she said. “I’ve learned to be more passionate about what I believe in. Most importantly, **I know I have a voice and I know how to use it now.**”

Nydia

A senior at Pottstown High School, Nydia said her participation in Girls Take the Lead has given her opportunities to meet and interact with people from all backgrounds, all of whom have something to offer.

Nydia credits the mentors at Girls Take the Lead with encouraging her to be open to new possibilities, from meeting new people to taking part in new experiences.

“I have been surrounded by strong, encouraging women so now I get the chance to be someone else’s strong, encouraging woman,” she said.

Girls Take the Lead has helped Nydia envision how she can continue to move forward with her life’s plans.

“This program has helped me in so many ways,” she said. “**This program has helped me build up to the person I’ve always aspired to be.**”

BY THE NUMBERS



TOTAL **GIRLS** SERVED

409



INCREASED NUMBER OF SITES FROM 13 TO **17**



PROVIDED **1350 HOURS** OF DIRECT SERVICE

MEASURING IMPACT



POSITIVE IDENTITY
INCREASED **96%**



SELF-MANAGEMENT
INCREASED **52%**



SOCIAL SKILLS
INCREASED **43%**



CONTRIBUTION
INCREASED **43%**

EDUCATION AND TRAINING CENTER

Education and job training builds the foundation for success in the workplace. Adult learners in the Tri-County Area find ways to strengthen their educational foundation at the YW Education and Training Center.

Supported by the Pennsylvania Department of Education, the Connelly Foundation, and the Thomas



Taylor Trust, YW's Education and Training Center prepares adults for the workplace by offering job search assistance, credential training, and free high school equivalency preparation and testing.

For adults who have left high school, the Pennsylvania Commonwealth Secondary School Diploma increases their chances of earning a living wage in order to sustain themselves and their families; they also will qualify for certificate and credential programs. English as a Second Language classes help newly arrived immigrants improve reading, writing, speaking and listening in English, which helps them obtain jobs or continue their education so they may work in their chosen profession in the United States. Students also receive help gaining U.S. citizenship.

The Education and Training Center improved outcomes for Adult Basic Education by shifting to a closed enrollment model in 2017, enrolling new students every 12 weeks and grouping them according

to skill level whenever possible. This more effective and efficient model provides structure for the students and instructors. Instructors found the students to be more invested in their education, and as a result were able to reach their goals more quickly.

New classroom locations in 2017 helped reduce barriers to class attendance and expand programming to serve more adult learners. High school equivalency classes opened in at YW's 300 King St. office. The King Street classroom opened in September 2017, meeting demand for a central Pottstown location, as well as meeting increased enrollment demand. A partnership with the Coventry Mall established an English as a Second Language class in the mall's Community Room, creating capacity to organize ESL classes according to students' proficiency in English.

Transportation barriers were further reduced in 2017 when the

Education and Training Center was approved to administer the HiSET high school equivalency test. Students no longer had to drive 20 miles or more to take each part of the five-part exam.

Also new in 2017 was a course for child care workers culminating in the nationally recognized Child Development Associate credential, a key stepping stone in career advancement in early education. Eight child care workers enrolled in the initial CDA class in the fall, completing both classroom and online coursework, shadowing an experienced teacher, and creating a portfolio to present to prospective employers.

Adults entering the job market, looking to change careers or to advance in a current field, seek help through the Job Seekers Connection, which helps adults prepare resumes and cover letters, map out career paths, organize a job search, and prepare for job interviews.

“This is my chance”

Teens who leave high school do so for a variety of reasons – work, caring for parents or younger siblings, early parenting, suspension or expulsion or other school-related issues. Three adult students shared the educational journeys that led them to YW’s Education and Training Center:

Chris



Chris was three weeks away from graduating from Pottstown High School when he dropped out of school. An emancipated teenager at 17, Chris, now 31, had worked a variety of jobs – fast food, retail, general labor. After losing his most recent job – and marrying and starting a family – he researched options for school, and was directed to YW’s Education and Training Center, where he found support and encouragement. **“After I lost my job,**

I thought: This is my chance,” he said. “I realized that all I’m going to do is go from one dead-end job to another.” After five weeks of study, he was ready to take the five-part high school equivalency test, and has earned his diploma.

Colin

Colin struggled in school with dyslexia, and was distracted with issues at home. He said his teachers had required him to repeat so many classes that they encouraged him to leave school. He was having difficulty finding jobs without a diploma, and was told by an employer that he needed a diploma to advance. “What a perfect time to go back to school,” Colin said. “I was scared, but everyone (at the Education and Training Center) said **‘You can do this, and this is how we’ll help you get there.’** Everyone is willing to help you. It’s amazing.”

Brian

Brian’s parents enrolled him in a cyber charter school in 9th grade. He said he lacked support from his parents and from the school, and failed 9th grade three times. Trusted adults encouraged him to leave school and enroll in adult education programs. At YW’s Education and Training Center, Brian found **“not a group of students with a teacher, but a group of adults together for a common goal.”**

BY THE NUMBERS

TOTAL ADULTS SERVED

151



ADULT EDUCATION

65



ENGLISH AS A SECOND LANGUAGE

63



WORKFORCE DEVELOPMENT

23



ADULTS PREPARED FOR U.S. CITIZENSHIP

5

MEASURING

IMPACT

% of adult students advancing one or more levels in either TABE or CASAS testing



2016

30%



2017

81%

MISSION-BASED ADVOCACY

Unity for Pottstown



YWCA Tri-County Area and Pottstown NAACP joined to organize Unity for Pottstown in August 2017. Spurred by violence across the country, Pottstown-area residents came together to promote peace and to prove and proving that a diverse community such as Pottstown is stronger when we pull together.



2017 Women's March on Washington

YWCA Tri-County Area hosted a bus trip for 80 people to travel to the Women's March on Washington in January, joining with women across the country to advocate for legislation and policy surrounding women's rights, human and civil rights, racial justice, affordable and equitable health care, and other issues affecting the community.



Week Without Violence

2017's Week Without Violence was a national YW movement raising awareness of the devastating effects of violence in our society. Children from the after-school program, staff and volunteers participated in the Clothesline Project, a national project raising awareness of violence against women. T-shirt-shaped posters promoted YWCA's mission of peace, justice, freedom, and dignity for all.



Stand Against Racism

YWCA Tri-County Area marked the YW national campaign Stand Against Racism with its inaugural Race Against Racism in April 2017. The 5K race/walk attracted more than 80 families and individuals for a morning of fun and fitness that called attention to racial unity and justice in the community.

BY THE NUMBERS

ADVOCACY



187

Signed Pledge To Eliminate Racism



80

Joined YW3CA to attend the Women's March on Washington



267

Participated in Week Without Violence programs



80

Participated in Race Against Racism

EMPOWERMENT



50

Women & girls honored at Tributes to Exceptional Women & Girls

EMPOWERMENT OF WOMEN AND GIRLS



Tribute to Exceptional Women

Tribute to Exceptional Women raises awareness of the accomplishments and achievements of the women in our community. The 22nd annual Tribute to Exceptional Women in 2017 honored 32 women, nominated by community members for their achievements in their careers and in their communities in 11 categories: arts, business, education, health, non-profit/public service, STEM, agent of change, racial justice, Rising Star, lifetime achievement, and mission impact.

Tribute to Exceptional Girls

The second annual Tribute to Exceptional Girls honors our community's girls for their academic achievement as well as for their involvement in school and community activities.

Sixteen girls were nominated by family friends, teachers, and parents for awards in the arts, STEM, health and wellness, the Coretta Scott King Award for an agent of change, and Rising Star Award for leadership.

The girls and their families were treated to a keynote address by Jenée Chizick-Agüero, founder of *Motivos*, a bilingual magazine with teen-generated content, who helped the girls envision their "WOW" quotient.



COMMUNITY SUPPORT

YWCA Tri-County Area is grateful to all our generous 2016-17 funders. It is with the support of a caring community that we are able to impact Tri-County Area families through education, empowerment, and advocacy. Listed below are gifts received between July 1, 2016 and June 30, 2017.

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2016-17 FINANCIAL SUMMARY

Statement of Financial Position *		June 30, 2017	June 30, 2016
Assets			
Current Assets	\$	113,880	120,942
Investments		2,602,437	2,612,807
Property and Equipment		759,331	563,251
Total Assets		3,481,631	3,302,840
Liabilities and Net Assets			
Current Liabilities		263,407	495,156
Notes Payable		795,189	637,674
Net Assets		2,686,442	2,665,166
Total Liabilities and Net Assets	\$	3,481,631	3,302,840

Revenue*	June 30, 2017	%	June 30, 2016	%
Contributions	\$316,701	15%	\$246,230	18%
United Way	38,049	2%	39,532	3%
Membership/Special Events	14,618	1%	10,793	1%
Grants (Federal/State/Local)	834,275	39%	452,943	33%
Program Service Fees (Program Income)	647,619	31%	571,348	42%
Investment Gains (Losses), Net	247,335	11%	14,034	1%
Miscellaneous	10,291	1%	27,853	2%
TOTAL	\$2,108,888	100%	\$1,362,733	100%

Expenses*	June 30, 2017	%	June 30, 2016	%
Program Services	1,708,142	82%	\$1,480,500	84%
Support Services	379,470	18%	276,316	16%
TOTAL	2,087,612	100%	\$1,756,816	100%

*Independently audited figures



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YWCA IS ON A MISSION