

New YW: New Location, New Logo, Same Mission

The YWCA of the City of New York has been at the forefront of the struggle for women's empowerment since 1858. As New York's women have fought — for equality, to raise their families and to realize

their potential — the YW has been there to support them. To meet this challenge over the years, the YW has transformed itself again and again in order to best serve the needs of each new generation.

Once again the YW is embarking on such a transformation, adapting itself to the contemporary needs of the City's women

and their families. After 90 years at 53rd Street and Lexington Avenue, the YWCA of the City of New York has sold its building and will be relocating to a new office at 52 Broadway. The decision to sell came after an intensive 18-month strategic review of the YW's mission and program needs by the Board of Directors. "Funds from the sale will be used to create a long-term investment fund to ensure the YW's ability to grow and sustain programs and services for New York families. While the decision to move was difficult, it brings with it the promise of an exciting new phase of the YW's history," said YW Board President Grace Richardson.

Having left behind its pools and fitness facilities, the "New YW" will focus all of its energies on its core mission. The YW will now be able to directly support women right in the communities where they live and work. In addition to our accredited Early Learning Centers, which provide high-quality, subsidized childcare to families, the YW will be opening new Family Resource Centers in these same neighborhoods throughout New York City. These centers will offer employment and financial literacy classes, girls' leadership development, parenting workshops and health and wellness programs targeted to the needs of these communities. We will continue our other programs including employment training for women, after-school programs for children, young adults and youth with disabilities, and we will continue to serve as an advocate for women and diversity.

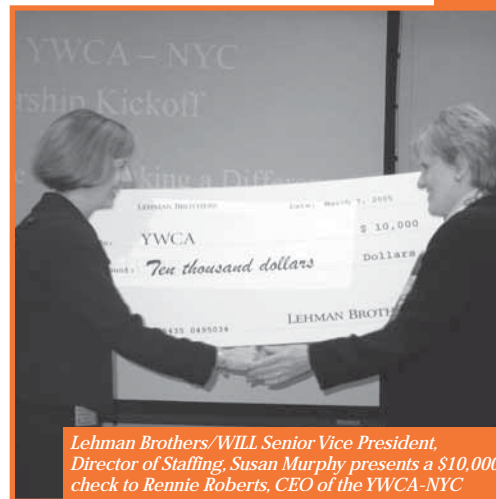
(Continued on page 6)



An artist's rendering of the YW's new offices

Lehman Brothers' WILL Selects the YWCA-NYC as Partner

Women's Initiatives Leading Lehman (WILL), the women's network at Lehman Brothers, a leading global investment bank, has chosen the YWCA of the City of New York as one of its non-profit partners. This Spring, WILL held a kick-off event in its corporate headquarters to celebrate its new partnership with the YW. "The YW was chosen because of its mission and for its flexibility with volunteerism," said Susan Murphy, Lehman Brothers' Senior Vice President, Director of Staffing. "WILL's mission is to encourage, inspire and support women in their career development at Lehman Brothers, thereby attracting and retaining women who will contribute to the Firm's long-term success. The YW can help satisfy this objective and Lehman is quite pleased with this partnership."



Lehman Brothers' WILL Senior Vice President, Director of Staffing, Susan Murphy presents a \$10,000 check to Rennie Roberts, CEO of the YWCA-NYC

(Continued on page 6)

The YW's a summer SOIRÉE

On Thursday, June 2, the W New York Hotel will be the site of the YWCA of the City of New York's first Summer Soirée Gala where **Marian McEvoy**, author of *Glue Gun Décor* (Stewart, Tabori & Chang) and Entertainment Editor of *Domino* magazine, will be presented with the W Award. The gala marks the YW's return to a dinner/dance format that it has not had for several years and is expected to be one of the Summer's most unique and talked about events.



Marian McEvoy, W Award Honoree

(Continued on page 6)

Meet Marissa and Shakina — Two members of the 2005 Young Women's Leadership Board

The YWCA-NYC's Young Women's Leadership Board (YWLB) is a diverse and motivated group of young women, ages 18-24, from all over NYC who are mentored by professional women over 30. YWLB members attend over 75 hours of training in leadership development in order to develop a series of unique workshops for middle school girls.

Marissa and Shakina worked together this year as a team to present a series of financial literacy workshops to middle school girls in Brooklyn.

Marissa Bohrer, 24
Lives in Manhattan
Executive Assistant and Board Affairs Coordinator
The Population Council

Shakina Q. Mckibben, 22
Lives in Brooklyn
Portfolio Analyst
Bank of New York



Marissa Bohrer and Shakina Q. Mckibben

What attracted you to the YWLB?

M: I was looking for a way to get involved in something outside of the office and while I thought mentoring or tutoring would be great, this program had a lot more substance.

S: I also thought about mentoring or tutoring, but thought the YWLB was a great place to meet other emerging young women leaders.

What is the most important thing that you have learned as a member of the YWLB?

M: I've learned the value of diversity. The strongest aspect of the Board is that it brings such a diverse group together who are not just interacting because of work or social purposes. We're not honing our leadership skills in a vacuum. We're surrounded by people from different races and different regions, who have varied interests and backgrounds.

S: I feel empowered. Young people are often put in a position when volunteering for nonprofits where we only do the grunt work. This program shows people that young women can contribute to nonprofits beyond just administrative work or checking people in at the door. We can truly make an impact.

What do you cover in your workshops with the middle school girls?

M: We cover four main topics (1) career development, (2) budgeting, saving, credit cards, investing, (3) leadership, and (4) entrepreneurship. We go over balance sheets, marketing and advertising and all of the things that one needs to manufacture a product. At the end we'll give the girls seed money for them to start their own businesses and take them on field trips in Brooklyn, where they all live, to see small business owners in the community and give them a first-hand perspective of what it's like to be an entrepreneur.

S: Even though our program focuses on financial literacy, part of everyone on the Board's own personal mission is really to help women and girls to create a life with choices where, whatever they decide to be, they'll have the toolbox to help them do it. All of us are about creating young leaders and helping them build their life skills and facilitate a life of choices.

What you do for fun?

S: I love to go to the spa. I spend time with friends and like to travel and just enjoy the City. New York is a great place to live.

M: I spend the majority of my free time with friends. I also like to watch silly TV shows like reality shows. *The O.C.* is my favorite show and I love to cook and read. When we have nicer weather you'll always catch me outdoors.

Where to do you see yourself in the future? And how has the YW helped?

S: I know I'll probably wind up in the non-profit industry being a liaison between corporate America and non-profits. I'll definitely go to grad school and want to be the President of a women's college or Historically Black College & University. The YW has helped in that it has given me access to different people in the non-profit world and academia. I have a great new support system and a more diverse support system than before and that's important because when you want to do big things, you want access to as many different people as possible.

M: This Fall, I'll be attending the Kennedy School at Harvard, pursuing my masters in public policy. I plan to stay in non-profit, move up the ranks and would like to run a nonprofit one day. Perhaps one day I may work for a politician. But whatever I do, I'm sticking with women and girls wherever I go. So if I work for a senator, it will be a female senator, and if I run a nonprofit, it will deal with gender issues. This program has been great in that it provides a great network. Women, in general, tend to dislike networking. What's great about this program is that networking naturally comes out of it. Our networking is and should be more of a support system.

S: Yes, it shouldn't be about whose business card you have gotten. Some people will go on from here to build life-long relationships. This is networking at its best!

YWHAPPENINGS



(L-R) Academy of Women Leaders Visionary Awardee Barbara Iyayi with Merrill Lynch First Vice President of Community Leadership Westina Matthews Shatteen at the Salute Lunch



(L-R) William I. Spencer Awardee Luz Pagan with Weil, Gotshal & Manges Chairman Stephen J. Dannhauser at the Salute Lunch



(L-R) Salute 2004 honoree Eleanor Hill (King & Spalding), William I. Spencer Awardee Merle Gordon, YW Board Member Janet Larose, Salute Steering Committee member Tracey Zaccane and King & Spalding Managing Partner Michael J. O'Brien at the Salute Lunch



(L-R) YW Board Member Constance Tate, Board President Grace Richardson, Salute Chair and KPMG New York Office Managing Partner Robert Arning and YW Board Members Janet Dewart Bell and Diane Fuller



(L-R) 2004 Salute Presenting Sponsor & Chair and President, Private Bank Trust, Credit & Banking Group for Bank of America Karin Hirtler-Garvey with YW CEO Rennie Roberts



Professor Sonia Jarvis (third from left) with members of the YW Contemporary Council



(L-R) Salute Class of 1985 honoree Pamela Underwood Banks (Wilton/Banks Group), 2004 honoree Carine Jean-Claude (Arrow Electronics Inc.) and Academy of Women Leaders Advisory Council Chair and Proskauer Rose Partner Claire Gutekunst



(Standing left to right) Rennie Roberts and City Councilwoman Gail Brewer, (standing far right) Anthony Borelli of Manhattan Community Board No. 4, community residents and YW Staff at a Family Resource Center Open House



(Standing, center) Tara Dowdell of "The Apprentice" encourages young women at the YW's annual GirlsTalk! Conference



Salute Class of 2004 honorees (L-R) Lori Nicholson (Young & Rubicam Brands), Paula D. Polito (Merrill Lynch), June Blocklin (Young & Rubicam Brands) and Cynthia Park (Kang & Lee Advertising)



Brian Caven, District Manager, Starbucks Coffee Company, (center, last row) with GirlsTalk! 2005 participants



Fall 2004 graduates of the YW's ReEntry Employment Program at Weil, Gotshal & Manges



(L-R) YW Board Member H. Hartley du Pont and Elizabeth Cutter Morrow Awardee the Honorable Leslie Crocker Snyder at the Salute Lunch

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New Members of the YW Board

The YWCA-NYC is governed by a Board of Directors, comprised of 28 women, all joined by their commitment to our organization and to its mission to empower women, girls and their families. Board members come from a variety of backgrounds and serve in their leadership capacity as volunteers. We have artists, lawyers, finance professionals, advertising executives, stay-at-home moms and retirees. Here's a look at our two newest members:



Diane Fuller

Diane D. Fuller is a long time friend of the YW. She was honored at the Salute to Academy of Women Leaders Lunch in 1987, and has served on the Salute Planning Committee. This year she took on the responsibility of being the committee's chair. Professionally, Diane is a trailblazer and one of the first senior

women working at the accounting firm KPMG LLP. She serves as Partner in Charge of the Department of Professional Practice Tax and is a member of the firm's Multicultural Women's Advisory Board. "I was pleased when I was asked to increase my involvement with the YW, because I'm very supportive of the mission to empower women and girls," says Diane. "I'm really enjoying it, and I've been impressed by the people I've met, both board and staff."



Ruth Ainslie

After starting her career as a high school English teacher, Ruth W. Ainslie went to law school and practiced for over 25 years first in a law firm and then in firms in the financial service industry. These include Bankers Trust and the International Swaps And Derivatives Association. Ruth has an

active volunteer career, currently also serving on the Board of Legal Information for Families and as an Executive Committee Member of the Women's Executive Circle, UJA-Federation of New York. When asked why she joined the YW Board, Ruth says "I very much wanted to join a New York City organization that is dedicated to helping women and girls advocate for themselves in order to enrich and improve their lives. I am privileged to be part of an organization that has been enhancing the lives of New York's woman and girls and their families for almost 150 years. It's an incredibly exciting time at the YW, as it changes its business model away from being centered in one building to focusing on Family Resource Centers, after school programs and child care in communities throughout New York."

(New YW — continued from page 1) "Our new headquarters will be the hub of YW activities, while we extend our reach with more programs and services," said Ms. Roberts. "It's time for us to refocus solely on our programs."

The most visible emblems of change are the YW's new logo and the bright orange brand color. The logo—adapted from the national YWCA's logo—is clear, concise and communicates the YW's mission. As the next generation of New York's women reaches for new heights, the YWCA of the City of New York will reach with them, looking to the future and remaining faithful to our mission—the empowerment of women and the elimination of racism.

(Summer Soirée — continued from page 1) Hosted by UPN 9 News Emmy Award-winning Weekend Anchor **Cathleen Trigg**, the Summer Soirée is a celebration of the "New YW" bringing together a number of the organization's long-time donors and former Board members as well as many new friends, supporters and the YW Contemporary Council—a young professionals networking and fundraising group. "We are thrilled to have Marian McEvoy as our honoree," said YW CEO Rennie Roberts. "Ms. McEvoy has an impressive list of accomplishments, including former Editor of *Elle Magazine*, former Editor-in-Chief of *Elle Décor* and *House Beautiful*, as well as former European Fashion Editor of *Women's Wear Daily* and *W Magazine*. She is esteemed in the design industry and remains a strong and inspiring individual in whatever she ventures into. The YWCA of the City of New York is proud to present her with the first ever W Award."

The Summer Soirée is a first on many fronts, as it marks a major change in direction for the YWCA-NYC. This year saw the sale of the historic YW building in favor of establishing a new history of resource centers out in the community. This event is a unique opportunity for the YW's patrons to show their support of the YW's consistently progressive mission. If you are interested in giving back to the community while participating in New York City's vibrant social scene with a great night of dinner, dancing and fun, please call Winston Tucker at 212.735.9759 or via email at wtucker@ywcanyc.org.

(Lehman — continued from page 1) As part of the Lehman Brothers partnership, the YW plans to utilize volunteers throughout the organization. "WILL is adopting a Workforce ReEntry Employment Program class, plans on bringing participants in our girls' program in Brownsville, Brooklyn for financial literacy workshops at the firm, is helping the YW with its marketing strategy and has taken a point position in helping to produce the YW's Summer Gala," said Rennie Roberts, the YW's Chief Executive Officer. "Part of the YW's growth strategy is dependent upon partnerships. We are very grateful to Lehman for its support and assistance."

YWCA-NYC To Open First Family Resource Center

With the help of City Councilwoman Gale Brewer, the YW's first Family Resource Center (FRC) will open in January, 2006. This center is the first of many and is a natural extension of the YW's work with young children. Our primary goal in conceiving these centers is to assist parents with children in our Early Learning Centers and in the neighborhoods where they are located. They will provide opportunities for adults to participate in a variety of programs, including employment skills training and counseling, financial literacy training, access to organizations providing affordable healthcare, nutrition and wellness workshops, and much more. The training that we will give parents will help them become the primary learning mentors in their children's lives.

The first FRC is strategically located on the far West Side of Manhattan near our Polly Dodge Early Learning Center. We are leasing the community room of the Westport apartment building (at \$1 per year). The center will give families whose children attend Polly Dodge, as well as those in the surrounding community, a "one stop" center for support and services that will help build stronger families and

consequently stronger communities. In the future the YW plans to add additional FRCs throughout New York City in communities near our Early Learning Centers.



The Westport, home to the YW's first Family Resource Center

SUPPORT THE YW

The YW needs your help now more than ever!

We need your support as we make this extraordinary transition and redouble our efforts on behalf of the women, girls and families of New York. No matter where we're located in the City, the YW depends on you for your support. Make a contribution to the YWCA of the City of New York and be a part of something exciting, positive and critically important. With your help, we can continue the work that the YW has been doing since 1858 —empowering women, girls and their families and eliminating racism.



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THANK YOU FOR YOUR SUPPORT!

Established in 1858, the **YWCA of the City of New York** is one of the nation's oldest non-profit organizations. Our mission is to empower the City's women, girls and their families and to eliminate racism. Our programs provide childcare in six Early Learning Centers in Manhattan, Brooklyn and Staten Island; Family Resource Centers that offer programs on parenting, job training, financial literacy, and health and nutrition in the communities where our Early Learning Centers are located; employment training for women; after-school programs for children, girls and young adults, and for youth with disabilities. We serve as a leading advocate for women, girls and diversity.

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