

A New Era of Leadership

Dear Friends & Supporters,



Marcia Sells

On behalf of the Board of Directors for the YWCA of the City of New York, I am extremely pleased to welcome Dr. Danielle Moss Lee to her new role as the YW's Chief Executive Officer.

Danielle's experience and expertise will be a tremendous asset to the YW as we build upon our rich history of serving women,

children and families. Danielle has more than 20 years of experience working with economically-challenged communities and students of color. She was most recently the President and CEO of the Harlem Educational Activities Fund (HEAF), where her leadership helped HEAF become a recognized leader in out-of-school college preparatory and youth leadership programming. Danielle's passion for delivering high-quality youth and community development services is undeniable.

She received her B.A. in English Literature and History with a concentration in Black Studies from Swarthmore College and holds M.A. and Ed.M. degrees from Teachers College Columbia University, where she completed her doctorate in Organization and Leadership. She is a graduate of the Institute for Not-for-Profit Management's Executive Level Program at Columbia Business School and the Harvard Business School SPNM program for non-profit executives.

We hope you will join us in welcoming Danielle, as we embark upon the next exciting chapter for the YW.

Sincerely,

Marcia Lynn Sells
Board Chair, YWCA of the City of New York

Don't Call it a Comeback, We've Been Here for Years



Dr. Danielle Moss Lee

A message from our CEO,
Dr. Danielle Moss Lee:

It's hard to imagine that in a town as tough as New York City a nonprofit could sustain itself for one and a half centuries, but that's the story of the YWCA of the City of New York. Historically, a century can seem like a flash. But, when I think about the fact that just a decade ago I didn't own a mobile phone

and now I have one that allows me to watch the evening news with astounding clarity, I realize how extraordinary the YWCA of the City of New York truly is.

While some still confuse us with our larger brother organization, I'm thrilled each time I meet someone who says, "You know I was part of the Craft Students League at the YW;" or, "I was a camp counselor at the YW on Lexington Avenue;" or, "I stayed at the Harlem YW when I first came to New York in the 1960's." Those stories, and our shared history, help to ground us and shape our organizational identity.

“We've been working hard at nurturing a new generation of social activists who are just as committed to dismantling racial and gender injustices as our foremothers were to the suffrage and civil rights movements!”

Even in the midst of leadership transitions and our efforts to craft a new direction after the loss of our beloved home at 610 Lexington Avenue, we've been working hard at nurturing a new generation of social activists who are just as committed to dismantling racial and gender injustices as our foremothers were to the suffrage and civil rights movements. The YWCA of the City of New York is providing high-quality, affordable childcare for 340 families in communities across New York City.

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Don't Call it a Comeback, We've Been Here for Years, continued from page 1

Over 1,925 children attend our school-based after-school programs where opportunities for STEM and arts enrichment abound. Our high school students have a graduation rate of 82 percent versus the 54.5 percent graduation rate of their peers. And, we're leveraging an amazing community of professional women volunteers to help displaced women workers get back to the workforce with the skills and confidence they will need to sustain themselves and their families.

So, what's next for the YWCA of the City of New York? More YW! More childcare and afterschool programs aimed at helping working families provide safe space and improved educational opportunities for their children while they work to make a living in a difficult economy. More college access programming to help this generation of public school children gain access to higher education armed with real academic and personal tools to ensure that they graduate. More support for women from every walk of life – women in need of safety net programs; women looking to get involved in our advocacy and

social action agenda; women looking to connect with other women through the various stages of life; women looking to knock down barriers and transform our city and country.

How will we get to More YW! at the YWCA of the City of New York? We need financial resources. We need partnerships. We need volunteers. We need leaders. We need followers. We need women and men who believe in our collective future. What can you expect? We're hitting the REFRESH button on our brand, streamlining how we communicate our amazing outcomes, codifying our program models, re-launching gender-specific programming for girls and boys, expanding our network of partnering schools and community-based organizations, retooling our advocacy platform to help women earn equal pay and adding our voices to those taking a stand against human trafficking right here in NYC. This is our rallying cry, in support of the YW's mission of eliminating racism and empowering women. We've been doing this work for 154 years. Please don't call it a comeback...we've been here for years!

One Person at a Time: How Corporate Professionals are Helping Unemployed Women Return to Work

Every day women seeking employment fill a classroom at the YW's Women's Empowerment Network (WEN) in Manhattan. Bright-eyed and motivated, they spend their days with industry experts learning strategies to find – and keep – employment, sharpen their work skills and develop the confidence to succeed in their future careers.

This summer, Goldman Sachs hosted WEN for two day-long mock interview workshops as part of the firm's Community TeamWorks initiative. Clients learned Goldman Sachs' HR rules for interviews and practiced individual and

group interviews, all in a safe, learning environment. In July, Mothers & More's New York City chapter, led by Maria Zaino of Shearman and Sterling, joined Lord & Taylor to produce a purse drive for WEN clients. Conducted in partnership with the Financial Planning Association of New York, clients learned financial management strategies before being treated to a new purse.

To volunteer or find out how your company can be involved with WEN, please contact Anne Alfred at 212.735.9573 or aalfred@ywcanyc.org.



Goldman Sachs Volunteers



Brenda Yung, Maria Zaino, and Anja Luesink

P.S. 90 Goes Green thanks to HSBC Bank and Con Edison

The YW's After School program at P.S. 90 has started a "Going Green" initiative, sponsored by HSBC Bank. The curriculum, which is called, "Painting Coney Island Green!" focuses on building competencies in Math and Science. The year-long initiative is designed to help students in grades K-5 "go green" for their health, for their families and for their communities. Students have contributed a variety of different efforts to help with this initiative.

Students participated in a special presentation on energy efficiency from members of Con Edison's Gold Environment Committee: Nikolai Wolfe, Magdalena Michniuk, Sohrab Hossein, and Morgan Scott.

In addition to learning more about the work that Con Edison does in their communities, students were given a basic overview of the role of electricity, steam and natural gas – and were introduced to the idea of conservation and energy efficiency. Making the lesson

interactive, the Con Edison team brought in two different types of light bulbs: a compact fluorescent lamp (CFL) and a traditional incandescent light bulb. Students not only learned first-hand that CFLs give off less heat, but also learned that they last longer, are cheaper, and are better for the environment. This was among many lessons the Con Edison team hopes the students will put in to action, both inside and outside of the classroom.

The students have continued to contribute to the "Going Green" initiative by creating a new student garden at P.S. 90. Students measured the school grounds, tested the soil, and began planting. The goal of the garden is to help teach the benefits of healthy eating, reducing waste, and composting, while teaching teamwork and building social competencies.

The YW would like to thank HSBC Bank and Con Edison for their support.



Above: Feeling the difference in heat output between incandescent and fluorescent light bulb.

Below: P.S. 90 students tending to their garden.

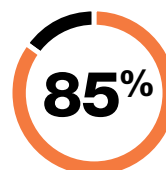
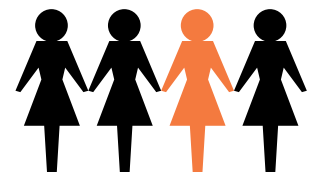


The Allstate Foundation Helps the YW in Educating and Empowering Domestic Violence Survivors

The YW's Women's Empowerment Network has forged a new partnership with The Allstate Foundation to help domestic violence survivors in New York City reach their goals of building safe, financially independent lives. As a new grantee of the Foundation, the Women's Empowerment Network will integrate into its existing six-week training program an intensive financial education curriculum geared towards women victimized by domestic violence. The curriculum, titled Moving Ahead Through Financial Management, was developed by The Allstate Foundation and will be incorporated throughout the YW's network of programs. The Allstate Foundation is dedicated to the economic empowerment of domestic violence survivors and leads initiatives nationwide.

The numbers are sobering:

1 in 4 women will be affected by domestic violence.

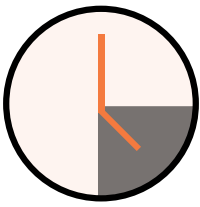


85% of domestic violence victims are women, with over 257,000 reported incidents last year in New York City alone.

The Danger Zone for New York City Teens

Adolescence is a time full of difficult changes. Problems with violence, suicide, substance abuse, sexually transmitted infections, unplanned pregnancies are a real risk that many teens face.

The hours after school, known as the “danger zone” pose significant risks to teens:



The Danger Zone

Juvenile **crime rates almost triple between the hours of 3:00 to 6:00 p.m.** - the time known as the Danger Zone.

As many as **50%** of teens will **experiment with cigarettes, alcohol, or drugs.**

Nearly **44%** of students **know a classmate who sells drugs.** Marijuana being the most common, followed by prescription drugs, cocaine, and ecstasy.

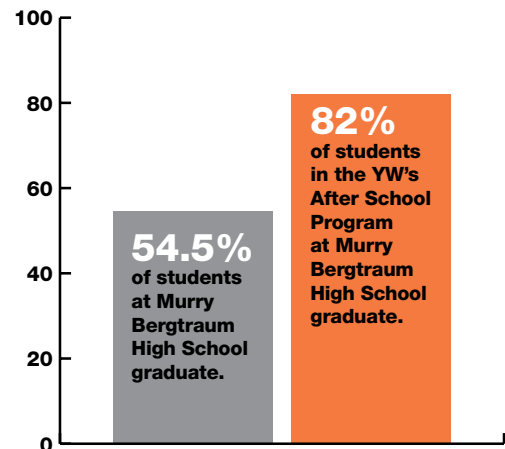
17% of High School students **drink, smoke, or use drugs during the school day.**

3x Teens who do not participate in after school programs are nearly **three times more likely to skip classes.**

The YW's After School programs combat these risk factors by providing...

- Anti-bullying Programs
- Academic Support
- Counseling
- College Preparation
- Tutoring Services
- Girls STEM Initiatives
- Pregnancy/STD Prevention
- Attendance Improvement and Dropout Prevention Programs
- Arts Enrichment Programs
- Stress Management
- Health and Fitness Initiatives

By providing these services, the YW's after school programs increase graduation rates, help build stronger communities, and prepare teens for a healthy transition into adulthood.



Students in the YW's After School programs at Murry Bertraum High School have a **27.5% increased graduation rate** as compared to their peers.

Michele Burns to Receive the Woman of Influence Award at the 39th Annual YWCA-NYC Salute Luncheon



Michele Burns

To be held on November 2, 2012, the YWCA-NYC Academy of Women Leaders Salute Luncheon is a celebration of the women leaders who inspire greatness from across the country. One of the nation's largest, most visible and important tributes to professional women leaders, the Luncheon is the premiere event for showcasing trailblazing women in business. For almost 40 years, the Salute Luncheon has provided the opportunity for a broad spectrum of companies and organizations to embrace and celebrate the advancement of women and demonstrate their commitment to diversity.

Every year, at the Salute Luncheon, the Woman of Influence Award is presented to a woman who demonstrates a commitment to promoting diversity and female-focused initiatives. This year the YW is proud to announce that Michele Burns will be the recipient of this tremendous distinction.

Michele Burns is Executive Director and CEO of Marsh & McLennan Companies' Retirement Policy Center and currently serves on the board of directors of Goldman Sachs Group, Inc.; Wal-Mart Stores, Inc.; Cisco Systems, Inc.; and the Elton John AIDS Foundation.

To learn more about Salute, please contact Mohamed Kamel at 212.735.9708 or mkamel@ywcanyc.org.

A Night to Remember: The 8th Annual YWCA of the City of New York Summer Soirée

The YWCA of the City of New York Summer Soirée is an inter-generational evening gala that highlights and celebrates the YW's mission — empowering women and eliminating racism — and all those who support it. More than 300 guests attended this year's memorable event, which was held on June 14 at the Edison Ballroom.

Hosted by Sara Eisen, of Bloomberg Television, the evening consisted of a cocktail reception, the W Award presentation, silent auction and dancing.

Each year, the YW presents the W Award to visionary women that embody the YW mission. This year the YW was honored to present this award to Katie Workman, author of *The Mom 100 Cookbook* and founding Editor in Chief of Cookstr.com, and Tracey Zabar, baker, jewelry designer, author of *One Sweet Cookie* and *Charmed Bracelets*.

The YW would like to thank presenting sponsor, UBS, the Summer Soirée Steering Committee, and the many individual donors and companies who contributed to the event, making the 8th Annual Soirée a night to remember.

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Tracey Anne Zaccone

Pictured left to right:

A: Guests from Ralph Lauren Corporation

B: Host, Sara Eisen

C: Guests from UBS

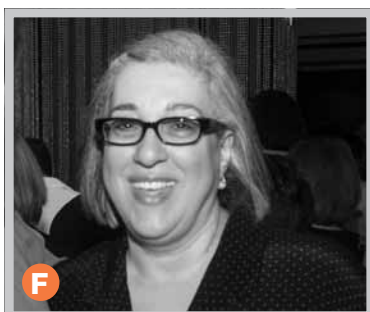
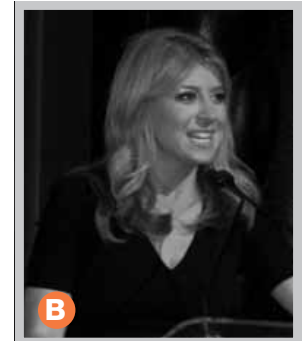
D: Soirée Steering Committee Co-Chairs:
Susie McCabe, Robert Schuette, Janet
Larose, Pamela Riggs, Ron Longe and
Kathryn Casparian

E: YW CEO Dr. Danielle Moss Lee and Board
Chair Marcia Sells

F: Honoree Tracey Zabar

G: Honoree Katie Workman and family

H: Guests from KPMG



Why I Give: Eve Guernsey, YWCA-NYC Board Member



I am proud to say that I support the YWCA of the City of New York – to be a part of an organization that has served the ever-changing needs of New York City women for over 150 years.

I first became involved with the YW in 2003, as both a board member and the corporate chair of the Salute Luncheon. I have since expanded my involvement to include positions on the Executive and Nominating Committees, the Philanthropy Task Force, and have co-chaired the Capital Campaign Committee.

For nine years I have given of myself to the YW, and as we step forward into the future I will continue to support the life changing work that we do. I chose to be a part of this organization because I believe in paying it forward, in sharing my success with the women of New York City and helping them to achieve their own – won't you do the same?

I am Eve Guernsey, and I choose to support the YWCA of the City of New York.

Welcome to new YW Board Member Natalie Leone!

The YW is excited to welcome Natalie Leone to the YWCA of the City of New York board of directors. Natalie is a Managing Director of Global Talent Acquisition at BlackRock. Welcome to the YW family Natalie!



Support the YW

Your support is vital to the services that the YW provides to over 5,000 women and families in New York City each year.

Please consider making a donation online at www.ywcanyc.org/support

or by mail to

YWCA of the City of New York
Attn: Development
50 Broadway, 13th Floor
New York, NY 10004

or call 212.735.9708 to donate.

Thank you for supporting the YW!

“I joined the YW Board of Directors because I want to make a difference in empowering women. I have worked very hard to get to where I am in my career but I do find myself fortunate to have supportive family and friends. Others are not so fortunate, and why shouldn't they be given the same opportunities. I believe in chances and the YW gives chances!”

Thank You for Choosing to Support the YWCA of the City of New York!

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Dr. Danielle Moss Lee
CEO, YWCA OF THE CITY OF NEW YORK

ywnews

Fall 2012

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39TH ANNUAL
ACADEMY OF WOMEN LEADERS

SALUTE
LUNCHEON

Friday, November 2, 2012

Join the YW as we celebrate
the **women leaders** who
inspire greatness from us all.

The Sheraton Hotel and Towers
811 7th Avenue at 53rd Street

for more information visit www.ywcanyc.org/salute

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