

Upcoming YW Events

Family Day

Saturday, May 16
12:00 – 3:00 p.m.

Richmond Early Learning Center
159 Broadway, Staten Island

P.S. 209 Spring Festival

Friday, May 29
3:00 – 7:00 p.m.

2609 East 7th Street
Coney Island, Brooklyn

Summer Soirée

Thursday, June 25
6:30 – 10:30 p.m.

The Loeb Boathouse in Central Park
East 72nd Street & Park Drive North

*For more information on our events,
please contact us at 212.735.9708
or info@ywcanyc.org.*

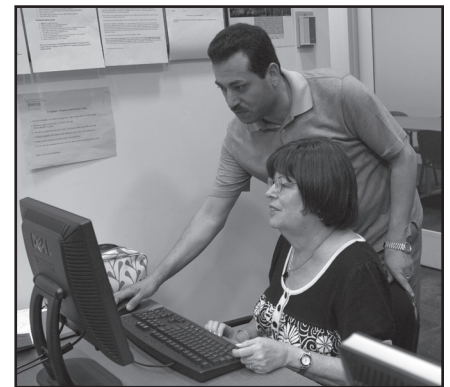
Supporting the YW Online!

The YWCA-NYC is pleased to offer you the opportunity to make a contribution online at www.ywcanyc.org. You can decide if you would like your gift to be restricted to women's programming, youth programming, the Family Resource Center or use it where the YW needs it most. Please also check out Board Chair Connie Tate's new blog, *Connie's Corner*, for the latest insider information on the YW and more. For additional information, please visit www.ywcanyc.org.

The YW Addresses Critical Needs of NYC Women through the Women's Empowerment Network

For 150 years, women and empowerment have been at the core of the YWCA of the City of New York's mission. Throughout our storied history, we have addressed the changing needs of New York City women with innovative, relevant and impactful programs. In this challenging economic climate, the hundreds of clients that we serve annually need our services now more than ever, and the YW has responded by expanding its programming under a new name — the Women's Empowerment Network (WEN).

WEN serves as an overarching moniker for all the women's programming that the YW provides, further fulfilling our commitment to empowering women. WEN connects women to a network of high-quality and high-impact YW services that address the multitude of challenges that women are facing in New York City, particularly in this economic downturn. Through WEN, women have access to free or low-cost child care, as well as educational and recreational after school programs throughout the city. These services fill a crucial need for women to work or go to school and provide for their families



while their children receive support in safe learning environments.

WEN's main headquarters is located at our Family Resource Center (FRC), a "one-stop shopping center" located on West 56th Street in Hell's Kitchen. At the FRC, women can tap into WEN programs which include workforce readiness, computer training, financial literacy workshops, domestic violence support, GED and ESL classes, benefits counseling and advocacy, legal counseling and much more, all at no cost.

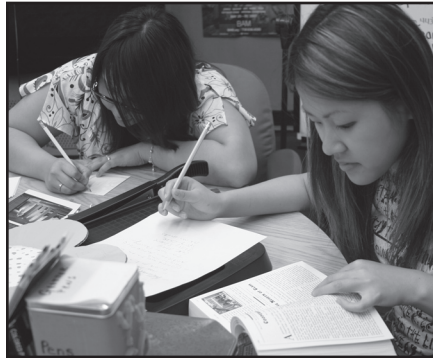
The YW strives daily to enhance our programming and advance our mission, and WEN symbolizes the rich role that the YW plays in the non-profit sector and in the lives of women in New York City.

INSIDE: 2 Programming 3 Volunteers 4 Events 6 Jo Foxworth 7 Donors

New After School Program Opens at Independence High School

The YWCA of the City of New York is pleased to now offer comprehensive services and support to students and parents of the Hell's Kitchen community at Independence High School. Now a core part of YWCA-NYC after school programming, the program at Independence offers 100 students and their families academic support for school credit, cultural and artistic enrichment, family literacy workshops and college and career preparation that is not otherwise available to them. The new programming is made possible through support from the New York State Education Department, via No Child Left Behind.

As part of the program's Open Library Initiative, students have exclusive access to research resources, personalized instruction from certified teachers and over a dozen computers. Further, unique elective courses, including those in academics, music, dance and physical education, provide students with a rich and constructive



experience and with academic credit to be used toward a high school diploma.

In addition to certified teachers, a trained career and college counselor is among the staff. In both one-on-one and small group sessions, students receive guidance in career and college exploration, college and financial aid application, SAT preparation, resume and cover letter writing, interview skills and business communication. The counselor also organizes speaker events with business professionals, job shadowing opportunities and college campus tours.

YW Youth Programs

P.S. 90 Edna Cohen School

2840 West 12th St, Brooklyn, NY 11224

P.S. 188 Michael E. Berdy School

3314 Neptune Ave, Brooklyn, NY 11224

P.S. 209 Margaret Mead School

2609 East 7th St, Brooklyn, NY 11235

P.S. 329 Surfside School

2929 West 30th St, Brooklyn, NY 11224

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

111 Bristol St, Brooklyn, NY 11212

Murry Bergtraum High School for Business Careers

411 Pearl St, New York, NY 10038

Independence High School

850 10th Ave, New York, NY 10019

Brownsville Early Learning Center

1592 East New York Ave, Brooklyn, NY 11212

Polly Dodge Early Learning Center

538 West 55th St, New York, NY 10019

Richmond Early Learning Center

159 Broadway, Staten Island, NY 10310

Roberta Bright Early Learning Center

3001 West 37th St, 3rd Floor, Brooklyn, NY 11224

YWCA-NYC Awarded \$10,000 Grant by HSBC

The YWCA of the City of New York is proud to have been awarded a \$10,000 grant from HSBC in the Community (USA) Inc., which will benefit the YWCA-NYC After School Program at P.S. 90 in Coney Island.

The grant was presented by Heather L. Nesle, Director of Community & Philanthropic Services at HSBC. On behalf of HSBC, Ms. Nesle said the grant "represents our support for the implementation of... expanded math and science program at [the YWCA-NYC] after school program at P.S. 90... [We are] delighted to be able to support the YWCA of the City of New York's important work."

The grant will be used by the YWCA-NYC to expand the LEGO Club component of its after school program at P.S. 90. Funds will go towards the purchase of equipment and materials and the hosting of art shows and competitions.

The LEGO Club, one of P.S. 90's most popular activities among students and teachers, allows students in kindergarten through fifth grade to assemble kits, create new designs and utilize motors to enhance classroom-based learning. The goal of the LEGO Club is to develop essential skills such as concentration and perseverance, planning and organizing, teamwork, communication and independent



thinking. Activities will culminate in a summer-long group project, perhaps a re-creation of Coney Island. Says Ramy Fakhr, Director of the P.S. 90 program, "It's our hope to create an imagined world as colorful and fun as Coney Island itself."

Bank of New York Mellon Helps Women Re-enter the Workforce

On February 12, 2009, the YWCA-NYC Family Resource Center (FRC) hosted a Mock Interview Day for clients of the Displaced Homemaker's Program. The event brought together women in search of employment and four interview experts from the human resources division of Bank of New York Mellon.

Mock Interview Day was structured to give the participants a realistic interview experience and specialized guidance. Participants were interviewed one at a time by a BoNY volunteer for ten minutes for an employment position of their choosing. All volunteers then gave detailed and constructive feedback to each participant. Volunteer Rita M. Ghassem said, "The day was



Volunteers from BoNY (L-R): Rita M. Ghassem, Assistant Vice President, Talent Acquisition, Human Resources; Mary Ellen Falcinelli, Assistant Vice President, Human Resources; Marcia Davis Dilorenzo, Vice President, Human Resources; Nicole Barry, Assistant Vice President, Talent Acquisition, Human Resources.

a huge success. The students were well prepared and determined to succeed. We all went home that evening feeling very rewarded and inspired to do more!"

The event followed six weeks of training at the FRC, as well as a spe-

cial makeover session provided by the Yann Varin Salon on the Upper East Side (see *One Business Makes a Difference* below). The six-week program and the Mock Interview Day culminated in a graduation ceremony the following afternoon.

One Business Makes a Difference

One cold afternoon in January, Yann Varin noticed a young woman crying outside his hair salon on 73rd Street. Had she just lost her job?, he wondered. He immediately ran to his computer to see if he had room for a free session.

A hairstylist since his childhood in Paris, Yann has operated the Yann Varin Hair Salon on 142 East 73rd Street for nearly 10 years. But he has never experienced such anxiety among the men and women he meets as he does today. "I hear about the recession every day from clients. I was trying to find some way to help." He considered placing an ad in *The Wall Street Journal* ("Lost your job? Contact us for a free session!"), but was concerned about being taken advantage of. He eventually found the YW, New York City's foremost organization bound by the same calling to help those in need during these challenging times.

Inspired by the woman outside his salon and the personal stories of his clients, Yann invited all the impending graduates of the YW's Displaced Homemaker's Program to be treated to a free session at his distinguished salon. His volunteer efforts proved to be invaluable to these women. Patricia Rodriguez exclaimed, "The moment I walked in, Mr. Varin greeted me at the door. I felt like I had been going to his salon for months. I was treated like a princess! My self-esteem went through the roof!" Yann, too, enjoyed the day, declaring it "the best experience I ever had. I thought those women were fantastic. It was great!"



Yann Varin Hair Salon staff (L-R): Brena Ramos, Lila Segura, Yann Varin, Brenda Nery, Judy Pena.

This wasn't the first time Yann had used his business to benefit those in need — he has donated his services to charity auctions — but never before has he had the opportunity to work this closely with those being helped. And he was especially struck by the closeness that developed among the clients and Yann and his staff. "There was no distance between my team and the women. The women were from Peru, from Puerto Rico, just like my team. It was comfortable right from the beginning."

Yann not only plans to continue volunteering, but is imploring other salons and local businesses to do the same. "[The other salons and I] operate in the same way. My biggest hope is that they offer the same thing."

The YW salutes Yann and his team for their generosity toward the students and others in their community.

Celebrating 150 Years at:

35TH ANNUAL ACADEMY OF WOMEN LEADERS **SALUTE** LUNCHEON



1 From UBS (L-R): La Tanya Robinson, Associate Director, Greg Jones, Executive Director & Head of Diversity, Tracy Calder, Managing Director of Wealth Management, Racquel Oden, Managing Director & Head of Internal Sales, Marten Hoekstra, Head of Wealth Management US, Bella Loykhter Allaire, Managing Director & Chief Information Officer, Kevin Ruth, Managing Director & Head of Wealth Planning. 2 Janice Huff, Meteorologist, NBC 4 and Salute host. 3 Roger N. Farah, President and COO, Polo Ralph Lauren and the YWCA-NYC Man of the Year. 4 Agnes Kallon-Turay, YWCA-NYC Richmond Early Learning Center parent and William I. Spencer Scholarship Award recipient,

with her husband Bai Turay and her aunt Sally Thompson. 5 (L-R) Kathryn Komsa, Vice President, MMC; Susan Hogan, Chief Operating Officer, Lippincott; Orlando Ashford, Senior Vice President, Human Resources, MMC. 6 The Choir Academy of Harlem, opening the Luncheon with a performance of Diana Ross' "I'm Coming Out." 7 Fay Todd, YWCA-NYC Volunteer of the Year and Mary Rousmaniere Gordon Award recipient, with Loretta Robinson, Executive and Major Gifts Associate, YWCA-NYC. 8 From JPMorgan Chase & Co (L-R): Joyce Chang, Managing Director, Investment Bank; Alice Rodriguez, Southwest Region Branch Executive. 9 Susan Murphy, Consultant, DBM. 10 (L-R) Linda Monteiro-Hopper,

Co-Chair, Colgate Women's Network Executive Committee and Director, Global Knowledge Management, Colgate-Palmolive Company; Alicin Williamson, Senior Vice President, Corporate Responsibility and Public Affairs, MTV Networks; Jennifer Jones Austin, Esq., Senior Vice President of Community Investment, United Way of New York City. 11 (L-R) Alice Ericsson, Executive Vice President/Executive Creative Director, Grey Group; Kathryn L. Carson, Vice President and General Counsel, Pepsi-Cola North America Beverages & PepsiCo FoodService; Candida Canizio, Director, Real Estate, Consolidated Edison Company of New York, Inc.; Tara Rybak Silbiger, Director, Internal Audit, The Rockefeller Group.





Photos 1, 2, 4, 5, 9, 11: 2008©DanielByrnePhoto.com



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150 ANNIVERSARY SPONSOR

More YW Events



The children of the YWCA-NYC Brownsville Early Learning Center demonstrated their smarts at the annual Brownsville Science Fair.



The YWCA-NYC After School Program at P.S. 329 celebrated Black History Month with a showcase of the students' many talents, including dancing, cooking and painting.



In honor of 150 years of service to New York City women, the YWCA-NYC was invited to ring the Closing Bell® at the New York Stock Exchange.

Jo Foxworth Saluted at the Family Resource Center

On October 2, 2008, the YWCA of the City of New York unveiled the Jo Foxworth Community Room at the Family Resource Center in celebration of the legacy of advertising pioneer Jo Foxworth. The Community Room was redesigned to showcase Ms. Foxworth's distinguished life and career.

Most famous for her D'Agostino Supermarkets, Inc. advertisements and her saucy yet amiable wit, Ms. Foxworth inspired and paved the path for professional women across all industries. She lived the YW mission — to empower women and eliminate racism. Disturbed that products — as well as jobs — were divided along gender stereotypes in advertising agencies (with women getting the least-profitable accounts), she pressed for assignments on so-called “male accounts” at McCann Erickson. She eventually crossed the gender gap to work on Buick, Liggett & Myers, Exxon, Coca Cola and other accounts.

In 1966, she became a vice president of the agency and was named Advertising Woman of the Year for the first of five times. Jo started her own agency, Jo Foxworth Inc., in 1968, through which she catapulted D'Agostino to New York



City's premier grocer, via innovative jingles, tag-lines and “D’Ag Bags.” And as President of Advertising Women of New York, she worked with the Congress on Racial Equality to bring African Americans into advertising as models and into agencies as peers. She ran the first national ad using an African American model.

In the 1970s, her achievements caught the attention of the YWCA-NYC. She was on the team that planned the program for an early Salute to

Women Leaders luncheon and was herself a member of the Academy of Women Leaders.

Also an acclaimed columnist and author, her first book, *Boss Lady*, aimed to empower women to achieve their potential in the business world. It sold more than a million copies, and was followed by such celebrated volumes as *Wising Up: the Mistakes Women Make in Business and How to Avoid Them*, *Boss Lady's Arrival and Survival Plan* and *The Bordello Cookbook*.

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During these economically challenging times, the YW is truly grateful for your support of our mission — the empowerment of women and the elimination of racism. You'll be pleased to know that 81% of all contributions go directly to our programs. We remain dedicated to program excellence and quality, and will continue to deliver the best programs possible for New York City women. If you would like to find out how else you can help the YW, please call 212.735.9708. Thank you!

Rennie Roberts
Chief Executive Officer