Helping women and their children thrive at
community
work
home
school
Dear YWCA Friends and Family,

Fiscal year 2013 was grounded in transformation at the YWCA of the City of New York. As we exit the snowiest winter that New York has experienced in years, the regrowth and regeneration that spring brings is a reminder of our many activities and accomplishments.

Last year, the YW saw a return to our fundamental roots of empowering women with strengthened programs that give women and girls the tools to thrive at home, school, work and in their community. The accompanying report outlines the work we have done toward growth and transformation for all New Yorkers, especially the women and children that we serve. In 2013, these accomplishments included:

• Providing services to over 2,000 New York families in Manhattan and Brooklyn.
• Increasing the number of school-based community gardens after the floodwaters of Superstorm Sandy washed our pioneering garden away.
• Rebuilding and reopening our programs in Coney Island after Sandy, to plant seeds literally and figuratively for children and families to improve their lives.
• Adding Science, Technology, Engineering and Math (STEM) programming to all our school programs and focusing on college readiness from the youngest in our early learn programs through our high school programs to plant more seeds for growth.
• Beginning to retool our Women’s Empowerment Network to better serve women of the 21st century and provide them with the skills to transform their lives.
• Laying a strong foundation for girls’ leadership development programs for the 21st century girl.
• Renewing our focus on the core issues of our mission to eliminate racism and empower women, including launching a Women’s History Month salon series and advocating across New York State for wage equity and against domestic violence.

As the snow fades into spring, I am proud to say that no other organization in New York educates and empowers girls from toddlerhood through adulthood. We are proud to say the YW could not have done it without you, our supporters, friends and families, and we thank you from the bottom of our hearts.

Please join us as we continue to grow and better serve New York City through 2014. It’s going to be exciting!

Sincerely,

Dr. Danielle Moss Lee   Marcia Sells
CEO    Board Chair

YWCA of the City of New York (YW) is dedicated to eliminating racism, empowering women and promoting peace, justice, freedom and dignity for all.

Serving New Yorkers for over a century and a half, the YW helps women and their children thrive at home, school, and work and within their communities.
The YW’s three Early Learning Centers (ELCs) provide improved educational opportunities for children aged 2 to 5 and parenting support for low-income households. The children are inspired by our hands-on curriculum that stresses literacy, early science education and positive youth development. The YW’s Brownsville ELC, Polly Dodge ELC and Roberta Bright ELC programs ensure that this learning continues in the home. Parents participate in workshops that increase understanding of their children’s education and ensure they can provide positive reinforcement throughout their children’s lives.

“I live in a building that doesn’t have a garden, so at the YWCA garden I get to participate in different types of projects. I water the plants, and I learn about what they need so they grow and live.”

Ivanna

Program Accomplishments

- Over 653 students and families participated in YW afterschool programs.
- Middle school students received almost 209,000 hours of academic support, homework assistance and STEM and literacy activities.
- Middle school and early learning students at four YW sites participated in our Signature Garden Program which provides hands-on STEM learning.
- As part of our focus on STEM, students learned how to garden and plant seeds, and they learned about cooking and nutrition. They also participated in over 92,000 hours of extracurricular physical activities.

2013 in Review

Number of New Yorkers served by age

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Served</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ages 14-18</td>
<td>1,770</td>
</tr>
<tr>
<td>Ages 12-13</td>
<td>117</td>
</tr>
<tr>
<td>Ages 10-11</td>
<td>2,097</td>
</tr>
<tr>
<td>Ages 2-5</td>
<td>117</td>
</tr>
<tr>
<td>Women</td>
<td>117</td>
</tr>
</tbody>
</table>
The YW’s afterschool programs for middle and high school students provide Science, Technology, Engineering and Math (STEM) education and literacy-based learning. The programs encourage students to succeed and provide them with the tools to excel through the rest of their lives. Our afterschool programs are located in under-resourced neighborhoods in Brooklyn and Manhattan. These include: P.S. 90, P.S. 188, P.S. 327, P.S. 329, YW-UFT Charter School, Murry Bergtraum High School for Business Careers, Independence High School, Rachel Carson High School for Coastal Studies and a Comprehensive Adolescent Pregnancy Prevention (CAPP) program at I.S. 292.

Being in the studio, I got to meet people who share the same dream. I learned how to use professional equipment, and I am going to take this opportunity forward and intern at a studio someday.

Ana

Program Accomplishments

- 460 high school students took academic and arts enrichment classes with the YW.
- Over 300 students went on 60 field trips: They hiked in upstate New York, saw Broadway plays, and toured museums and college campuses such as Howard University, MIT, Columbia University, Cooper Union and others.
- 4 full-time social workers at Murry Bergtraum High School provided monthly counseling to our students at a ratio of 75 students to 1 counselor compared to the New York City average of 490 students to 1 counselor.
- 18% of the Independence High School graduating class were able to take extra credits with the YW to graduate.

2013 in Review

Number of New Yorkers served by community

<table>
<thead>
<tr>
<th>Community</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brooklyn</td>
<td>1,460</td>
</tr>
<tr>
<td>Brownsville</td>
<td>530</td>
</tr>
<tr>
<td>Coney Island</td>
<td>930</td>
</tr>
<tr>
<td>Manhattan</td>
<td>637</td>
</tr>
<tr>
<td>Clinton/Hell’s Kitchen</td>
<td>367</td>
</tr>
<tr>
<td>Financial District</td>
<td>110</td>
</tr>
<tr>
<td>Harlem</td>
<td>160*</td>
</tr>
</tbody>
</table>

* contracted services

YWCA–NYC at

school

"
Empowering women to succeed is the backbone of our mission at the YW. New York City’s unemployment rate has remained volatile since the recession of 2008, which has made finding employment especially difficult for women living in low-income communities, heading single parent households and surviving domestic violence.

The YW’s Women’s Empowerment Network (WEN) provides individualized job training and financial literacy support to propel the city’s underemployed women into careers. Operating in Hell’s Kitchen, the Family Resource Center is a hub for the WEN program, computer training and direct services for those in need.

The WEN program has been a transformational journey that has reinforced positive thinking, courage and confidence; being unemployed does not hinder my future; my success is based on believing in myself. — Shanaleigh

**Program Accomplishments**

- The Family Resource Center provided over 110 women with counseling and services throughout the fiscal year.
- Analyst Fellow, Raffaella Ceriello joined the YW to reimagine and redesign our Women’s Empowerment Network to better serve women in a fast-moving technology-driven work environment.
- The Women’s Empowerment Network expanded its program to include an increased emphasis on financial literacy as a tool for women to escape domestic violence.

**2013 in Review**

Total New Yorkers served by ethnicity

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black/African-American</td>
<td>51%</td>
</tr>
<tr>
<td>Latino</td>
<td>33%</td>
</tr>
<tr>
<td>Asian</td>
<td>4%</td>
</tr>
<tr>
<td>White</td>
<td>6%</td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
</tr>
<tr>
<td>Unreported</td>
<td>1%</td>
</tr>
</tbody>
</table>
The YW’s mission of Eliminating Racism and Empowering Women is the cornerstone of our work. In 2013, we strengthened our advocacy efforts in New York City by educating elected officials and others on issues of critical importance to girls, women and people of color. We played a leading role in empowering women during our two main events: Summer Soirée, that celebrates women who are leading forces of change in their community, and the Salute Luncheon, that celebrates workplace diversity by inducting dynamic businesswomen into the Academy of Women Leaders. We also launched a Women’s History Month Panel Series that convened women of accomplishment to discuss issues of pay equity, leadership and racial justice. We are changing New York City for women and girls.

My experience on the Young Women Leaders panel was terrific. I truly enjoy and value any opportunity to guide young women through the process of achieving their goals. Zerlina Maxwell

Program Accomplishments
- The YW began a conversation with amazing women about the work they do at our Women’s History Month Panel Series.
- The YW partnered with Allstate to promote domestic violence awareness through the Purple Purse campaign.
- The YW demonstrated support for the Women’s Equality Agenda and Pregnant Worker Rights in New York City and New York State alongside other women’s organizations.
- The YW honored Michele Burns from Marsh & McLennan Companies as Woman of Distinction and Gerard LaRocca from Barclays Capital as Man of the Year for their commitment to women in the workplace.

YWCA–NYC in the community
In October 2012, Superstorm Sandy devastated areas of New York City and affected over 500 families served by the YW in Coney Island. Though several of our facilities were destroyed and our headquarters were without electricity, the YW family banded together to volunteer and gather resources for communities in need. Everyone, including YW workers affected by the storm, distributed clothing, food items, and other donations to families most affected on Coney Island. With the help of many sponsors, we came back stronger with rebuilt and better facilities. We could not have done it without the YW family. Thank you.

**Sandy Highlights**

- Sandy destroyed our Roberta Bright Early Learning Center (ELC) and we had to close the program for five months.
- YW middle school students showed the resilience of the YW family by banding together to raise $1,100 toward rebuilding the ELC.
- We renovated the ELC and added a playground on the roof to serve the kids.
- The Storm washed out our garden at P.S. 90.
- The YW received numerous donations, including $2,000 from the Whole Kids Foundation, to rebuild the garden.
- Not only was the garden rebuilt, it doubled in size!
YWCA–NYC

Program Locations

A  BROOKLYN EARLY LEARNING CENTER
   1592 East New York Avenue
   Brooklyn, NY 11212
   718.342.2905

B  POLLY DODGE EARLY LEARNING CENTER
   538 West 55th Street
   New York, NY 10019
   212.757.2047

C  ROBERTA BRIGHT EARLY LEARNING CENTER
   3001 West 37th Street, 3rd Floor
   Brooklyn, NY 11224
   718.266.5333

D  P.S. 90 EDNA COHEN SCHOOL
   2840 West 12th Street
   Brooklyn, NY 11224
   718.266.8090

E  P.S. 188 MICHAEL E. BERDY SCHOOL
   3314 Neptune Avenue
   Brooklyn, NY 11224
   718.266.6380

F  P.S. 327 DR. ROSE B. ENGLISH SCHOOL
   111 Bristol Street
   Brooklyn, NY 11212
   718.495.7801

G  P.S. 329 SURFSIDE SCHOOL
   2929 West 30th Street
   Brooklyn, NY 11224
   718.996.3800

H  YW-UFT CHARTER SCHOOL EXTENDED DAY PROGRAM
   300 Wyona Street, Room 437 A
   Brooklyn, NY 11207
   917.538.9703

I  INDEPENDENCE HIGH SCHOOL
   850 10th Avenue
   New York, NY 10019
   212.262.8067 x141

J  MURRAY BERGMAN HIGH SCHOOL FOR BUSINESS CAREERS
   451 Paye Street
   New York, NY 11234
   718.964.5680

K  RACHEL CARSON HIGH SCHOOL FOR COASTAL STUDIES
   527 West 53rd Street
   Brooklyn, NY 11224
   718.266.0329

L  FAMILY RESOURCE CENTER – CLINTON
   500 West 56th Street
   New York, NY 10019
   212.937.8700

M  ADMINISTRATIVE OFFICES
   50 Broadway 13th Floor
   New York, NY 10004
   212.755.4500


YWCA–NYC

Financials

Public Support and Revenue 2013

Contributions
Individuals $200,295.00
Corporations 96,369.00
Foundations 133,701.00
Special Events 605,140.00
Less: Direct Cost of Special Events (124,327.00)
Legacies 71,647.00
Other Public Support 313.00
Total Public Support $983,165.00

Revenue
Government Contracts $4,532,115.00
Non-Government Grants 1,385,909.00
Program Service Fees 234,040.00
Investment Return Designated for Operations 1,460,204.00
Interest Income 739.00
Other Revenue 44,343.00
Total Revenue $7,657,350.00

Total Public Support and Revenue $8,640,515.00

Expenses 2013

Program Services
   Y (outh Services $4,860,952.00
   Women’s Employment, Family
   Resource Center and Wellness
   Day Care 2,936,650.00
Total Program Services $7,805,506.00

Support Services
   Management and General 639,425.00
   Development 404,018.00
Total Support Services $1,043,443.00

Total Expenses $9,145,949.00
Change in Net Assets (410,514.00)

88.6 percent of every dollar donated goes directly towards YW programs.
Thank You for Your Generous Support of the YW!

$40,000 & above
Foundations & Corporations
Ruby F. Fleming Trust
TD Bank N.A.
Wasley Family Foundation
$20,000 & above
Foundations & Corporations
All State Foundation
Barclays Capital
Citibank
Colgate Palmolive
Consolidated Edison
Canadian Imperial Bank of Commerce
Charles A. Frueauff Foundation
Ralph Lauren Corporation
$5,000 & above
Individuals
Debra Baker
Kathryn Casparian
Nigel Ferguson
Evelyn & Peter Guernsey
Toby Higgin
$5,000 & Foundations & Corporations
BNY Mellon
Cleveland H. Dodge Foundation
FPMG
Patricia Foundation
The Hyde & Watson Foundation
Brooklyn Nets
CT Partners
Ernst & Young Foundation
Clive Gottlieb
Grey Global Group
Lionheart Sandler
The McGraw Hill Companies
Milbank, Tweed, Hadley & McCloy LLP
OGC & Malher
Perennial Resources International
Sullivan & Cromwell
Mary Crawford
Ellen Dunn
Diane D. Fuller
Bonnie Howard
Jessie Weidinger
Susan Yung

$999 & below
Foundations & Corporations
American Express Charitable Fund
Capitaan Planet
Credit Trust
Episcopal Community Services
ExxonMobil Foundation
GE Foundation
Mosaic Preparatory Academy
New York City Transit Authority
New York University
Piper
Port Washington Union Free
School District
State Employees Federated Appeal
CURY Campaign
Wien Family Fund
Individuals
Lori Alameda
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YWCA-NYC Strategy Map

- In line with state curriculum, YW afterschool programs offer a leading edge and engaging approaches to learning.
- Provide quality early childhood education for children aged 2 – 5.
- Support women to pursue school and work while their children are in a safe space.
- Offer learning activities that are hands-on and developmentally appropriate and stimulating.
- Close the gap in word acquisition between low-income and wealthy children.
- Expand students’ numeracy and STEM readiness by introducing STEM topics early on.
- Encourage early stage cultural literacy and a love of the arts through a robust curriculum.
- Provide career readiness at our Women’s Empowerment Network that is linked to livable wages for the city’s unemployed and underemployed.
- Promote intergenerational leadership development by engaging women in mentoring relationships.
- Support financial literacy and entrepreneurship through one-on-one training targeting women’s individual needs.
- Promote wellness by providing a support system and a safe environment for particularly domestic violence victims, to discuss issues of importance.
- Staunchly advocate for pay equity and work/life balance.

YWCA-NYC Passport Programs create opportunities for cross-cultural exchange among young New Yorkers on issues of social importance.
- Promote global citizenship through unique local, national and international service learning via our Learning for Global Impact program.
- Help the girls of NYC master their destinies through leadership programs that promote self-awareness, self-respect and self-efficacy.
- Serve as a pipeline to higher educational opportunities for NYC high school students.
- Advocate for racial and gender equity among all New Yorkers through Salons and “real talk” engagement.
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Stay up to date with what's happening at the YW by following us online and joining our mailing list by scanning the qr code.

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On Facebook
facebook.com/ywcanyc

On Twitter
twitter.com/ywcanyc

On YouTube
youtube.com/ywcanyc

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