

YWCA IS ON A MISSION

2017 IMPACT REPORT

eliminating racism
empowering women

ywca

High Point

YWCA HIGH POINT is dedicated to **ELIMINATING RACISM, EMPOWERING WOMEN** and promoting **PEACE, JUSTICE, DIGNITY** and **FREEDOM** for all.



Heidi Majors
Executive Director

LETTER FROM EXECUTIVE DIRECTOR

Looking back at 2017, YWCA High Point has seen much growth. It is important to recognize that although YWCA is a membership organization, over 60% of the programs and services we provide are non-member related. **In 2017, we served over 8,200 individuals** through our eight core program areas of Adolescent Parenting Program, Aquatics & Wellness, Latino Family Center, Studio Arts, Social Justice, Women's Resource Center and the new Teaching Kitchen.

YWCA celebrated in September with a ribbon cutting of the **completion of Phase II of the renovation** which included construction of the new Fitness Center, Teaching Kitchen, Men's Locker Rooms and the Kitty Congdon Women's Resource Center by Old Dominion Freight Line.

The Growing Our Future Campaign continued to gain momentum, as we continue to raise the final \$1.2 million for Phase III. The Growing Our Future Capital Campaign, the first such campaign since 1959, has funded and continues to fund much needed renovation of the facility for improvements for ADA accessibility, security and utilization of space.

YWCA contracted with Moser Mayer Phoenix to develop the architectural documents. Dunbar & Smith is the general contractor. We love how this campaign continues to reach our roots. For instance, Windley Dunbar of Dunbar and Smith was our first lifeguard and his mother was a part of the original campaign committee in 1959.

Other highlights include:

- We've provided more than **\$32,000 in scholarships in Aquatics and Wellness** for individuals and groups, improving the quality of life for participants.
- Our Women's Resource Center has provided more than **3,600 individual services** through resource referrals, educational programs, the Baby Basics Closet, the Career Closet, our computer lab and the Ready To Ride Program.
- We provided a safe place for young people to come and participate in **youth development programming** through financial assistance awarded to 87% of the participants.
- YWCA partnered with **Phoenix Middle School Academy** to provide an on-site before and after school care middle school program at their 4020 Meeting Way location.
- Our **Adolescent Parenting Program** received a grant from Foundation for Healthy High Point to support expansion of services to adolescent parents in our community. Since 2002, 100% of teen mothers in our program have earned their high school diplomas or GEDs. We are also helping to break the cycle of early motherhood as 99.6% of our participants since 2002, have delayed a repeat pregnancy while being in the program.



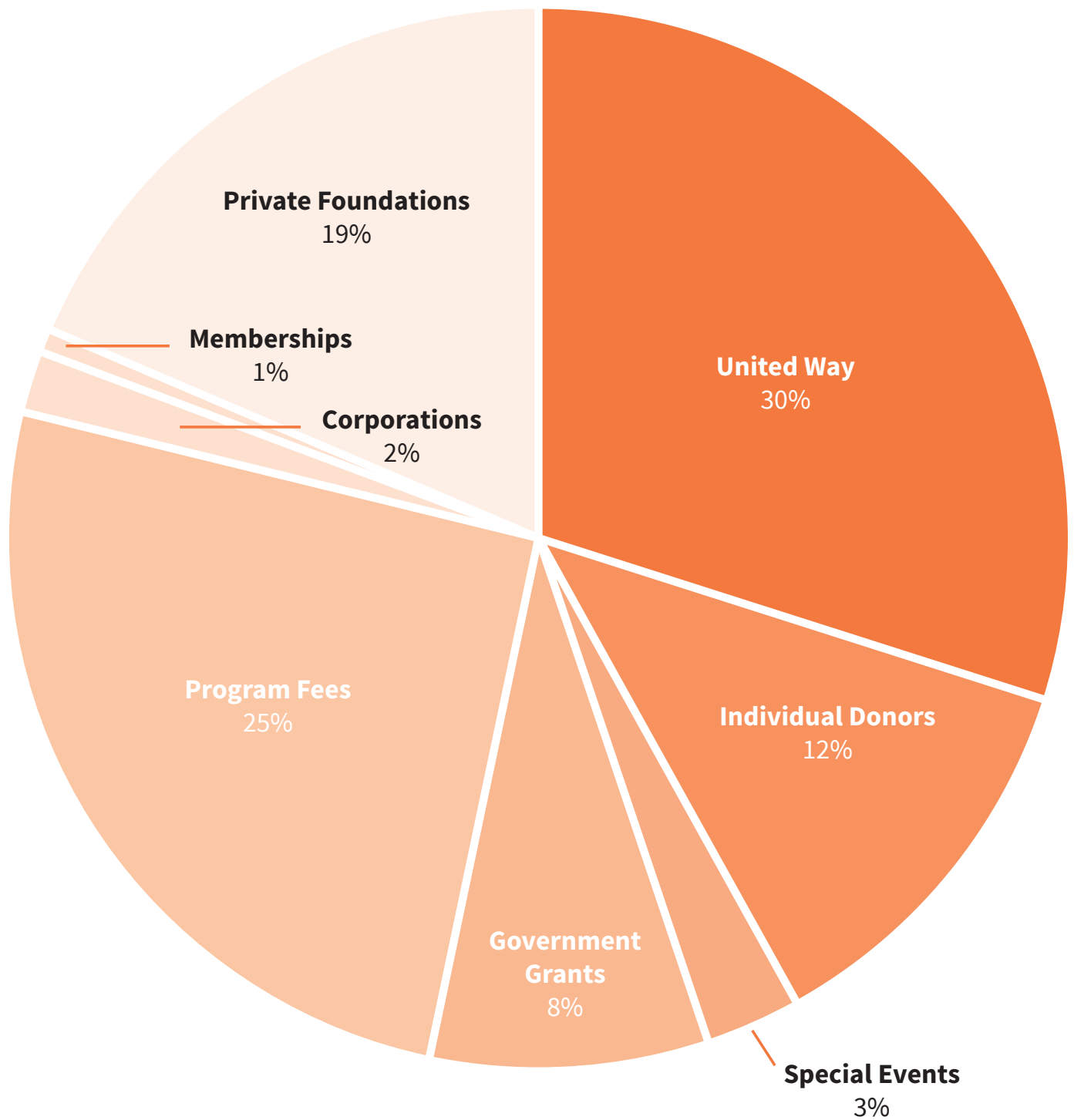
Monika Stanley
2017 President

Looking into 2018, our YWCA will continue to be a vital resource to women, children and families in our community. As long as families in our community continue to find themselves in difficult situations, YWCA will be here to offer support through programs like the Latino Family Center, Women's Resource Center, After School Care and the Adolescent Parenting Program.

Thank you for investing in the lives of these women and children. Together, we can make a difference in the Greater High Point community.

IT TAKES COMPASSION.

We work where we're needed most.





SPECIAL EVENTS



WOMEN OF ACHIEVEMENT LUNCHEON

YWCA held a Women of Achievement Luncheon on November 8th at the High Point Country Club. The event was supported by local businesses such as our presenting sponsor, High Point Regional Health Systems. Other sponsors included Breslow Starling, IOA, McDonalds of High Point, Northwood Animal Hospital, Pinnacle Bank, Smith Gardner, Craft Insurance, and Wells Fargo Advisors. The luncheon honored Darlene McDaniels as the Administrative Professional of the Year, Laura Johnston as the Emerging Leader and Carlvena Foster as the Community Champion.



ANNUAL MEETING

In January 2017, YWCA High Point held its 97th Annual Meeting at the High Point Country Club. The fundraising event shared highlights of 2016, further raising awareness for YWCA and its programs. Supported by local businesses such as Sharrard McGee and BB&T. The Good Friend of the Year Awards were presented to David Hayworth for his commitment and dedication to YWCA and support of projects including the Growing Our Future Campaign. United Way of Greater High Point received the Good Friend of the Year for being a supporter and partner since their inception in the 1920s.

8TH ANNUAL YWCA CORK & ALE FEST

YWCA is thankful for the generosity of Bill and Whitney Heard and LuLu & Blu for hosting the annual Cork & Ale on May 11. Attendees tasted wines and beers from local vendors while listening to the music of Turpentine Shine. The event raised \$10,000. The annual beer and wine tasting event supports YWCA programs and services.

2017 PROGRAMS



AQUATICS & WELLNESS

YWCA opened the new fitness center in September of 2017. The center overlooks the pool and has state of the art equipment provided by PreCor. From September to December 2017, YWCA saw a 29% increase in membership. YWCA continues to be a SilverSneakers® Fitness Program and Silver & Fit partner to provide programming for older adults.

Aquatics & Wellness programming continues to change the quality of life for individuals who participate in the programming. In addition to water aerobics, YWCA also continues its partnership with Guilford County Schools and Special Olympics to provide classes and training location for individuals with disabilities. YWCA is honored to host the swimming portion of the Senior Games.

YWCA partners with the American Red Cross to Save Lives as an authorized provider for healthy and safety classes. The City of High Point Fire Department and GASP also utilize YWCA for training.



TEACHING KITCHEN

The Teaching Kitchen is the newest program area for YWCA High Point, which opened in September 2017. The teaching kitchen is utilized by all of the program areas within YWCA to teach healthy eating, eating on a budget and other nutritional topics. There are many partnerships within the teaching kitchen as community

organizations such as NC Cooperative Extension, American Heart Association and the Guilford County Health Department held initial classes in the kitchen providing access to hands-on teaching and demonstration classes.



YOUTH SERVICES

The Kiwanis chose YWCA Youth Services as one of its partner agencies. In addition, the program received funding from the City of High Point Community Development Block Grants to support the Making Proud Choices pregnancy prevention program.

Youth Services provided opportunities for 281 youth through Summer Camp, After School Care, Parent Night Out, Leadership programs and other activities. In 2017, 87% of the youth in summer camp and after school programs received financial assistance. Financial support from the United Way and the First United Methodist Church allows YWCA to provide these programs and others.

YWCA continued to partner with Phoenix Academy Middle School to offer an onsite middle school before- and after- school program at its 4020 Meeting Way location. This has proven to be a beneficial partnership and serves many families and their children by providing quality before- and after-school care and attention.

ADOLESCENT PARENTING PROGRAM

The Adolescent Parenting Program, funded by the North Carolina Department of Health and Human Services, Foundation for Healthy High Point and the United Way of Greater High Point, worked with 62 young mothers and their children. Six of the participants graduated high school in June 2017. All six are continuing their educations or have entered into the workforce. The YWCA partners with the Family Life Council and also works with teen mothers in the Guilford County School System. The Adolescent Parents participated in educational meetings, college tours and financial literacy and parenting classes.

2017 PROGRAMS



WOMEN'S RESOURCE CENTER

In 2017, The Women's Resource Center saw more than 3,680 individual visits through its programs and services. Families received clothing, food or baby items through the Baby Basics Closet serving 1,482 visits. Over 50,000 diapers donated by the NC Diaper Bank were distributed through the closet. Volvo provided continued support for the Volvo Ready To Ride program, which provided 202 new car seats for individuals of need. The center also assisted individuals with referrals and education in areas such as housing, financial, employment and legal.

Through support donations from individuals and company drives, YWCA Career Closet was able to support women who were in need of professional clothing for interviews. The Career Closet also serves as a store generating revenue in financial support of all the programs of the Women's Resource Center. Local companies and organizations held drives to donate clothing to the Career Closet.



LATINO FAMILY CENTER

The programs of the Latino Family Center have continued to grow while being a part of YWCA High Point.

Hermanas/Hermanos – This program offers middle and high school girls and boys mentoring services to build healthy self-esteem through personal and social skill development with emphasis on academic pride, personal responsibility, leadership development and community service.

Both of these programs have goals to improve academic performance, prevent early pregnancy and curb gang participation. Parenting skills and guidance are also provided to parents of the Latino community to strengthen family communication and understanding. In 2017, the Hermanas/Hermanos program served more than 410 youth. This is a 25% increase from the previous year.

El Pueblo – This program provides access and information to adults regarding community resources. A ten-month leadership program, LEAD, was offered to individuals to encourage more individuals to participate with the community on boards and committees. Through support of the Z. Smith Reynolds Foundation and Hispanics In Philanthropy, YWCA was able to offer a second program for the graduates of LEAD providing them more opportunity to be engaged in the community. The staff also provides interpretation and translation services and is available to offer transportation to clients when needed. In addition, our El Pueblo coordinator is also a licensed notary public. In 2017, El Pueblo served more than 900 individuals.

STUDIO ART

Classes offered for adults and youth include lots of fun and laughter as participants learn the art of pottery, including basic wheel-throwing techniques, hand-building and glazing applications. The studio worked with Girl Scouts Peaks to the Piedmont Council to provide opportunities for scouts to earn skill badges of pottery and jewelry making.

The pottery studio has also led to art camps for youth held during the summer. Since YWCA offers the only public studio in Uptowne High Point, it's a great place for local people to learn without having to drive to other cities for pottery opportunities. The programming also provides Girls Empower Self (GEMS) art program and jewelry making.

SOCIAL JUSTICE

YWCA continued to partner with the American Friends Service Committee, City of High Point Human Relations Department, NAACP and High Point University to offer Front Porch Conversations. Conversations and events included the Understanding the Muslim Faith in January, Celebration of International Women's Day in March, DACA 101 in September and a local Candidate Forum in October.

In April, YWCA and High Point University partnered in Stand Against Racism activities where the community was encouraged to sign banners and a petitions, taking a stand against racism. The Diversity Drama program held performances within the community to allow open conversations around diversity. YWCA trained a group of youth, funded by the High Point Arts Council, during spring break.

YWCA VALUES PARTNERS

The YWCA has built relationships with several groups to help raise awareness of its programs and services. This could not have been done without the support from the following local business and media partners.

Creative Services

Guilford Woman

Marty Designs

Fast Signs

All Over Media

Southeast Lifestyle

YWCA 2017 BOARD OF DIRECTORS

Monika Stanley *President*

Melody Burnett *President Elect*

Karen Barksdale *Treasurer*

Lisa Poplin *Secretary*

Elizabeth Terrell *Past President*

Peggy Adams

Heather Bowers Cross

Alison Collins

Connie Cuthrell

Charlene Green

Shelley Hutchens

Gloria Jackson

Leigh Anne Kasias

Lorraine Klietsch

Jennifer LeBeau

Catherine Martin

Eva Ogden

Natalie Smith

Carolyn Thomas

Ann York *Emeritus*

YWCA STAFF

Heidi Majors *Executive Director*

Jessica Jansen *Membership & Youth Services Director*

Kate Kelly *Aquatics and Wellness Manager*

Maria Mayorga *Latino Family Center Manager*

Zack Miller *Aquatics and Wellness Director*

Symone Murphy *Adolescent Parenting Manager*

Michelle Morrison *Adolescent Parenting Program Manager*

Citlaly Mora *Women's Resource Center &
Latino Family Center Director*

Alice Owens *Operations Director*

Kathie Szitas *Studio Art Coordinator*

Citlaly Mora *Women's Resource Center Manager*

eliminating racism
empowering women
ywca



155 West Westwood Avenue
High Point, NC 27262

336.882.4126

www.ywcaHP.com

