

YWCA IS ON A MISSION

2018 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 2018, 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 2018, YWCA served over 8,900 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 January of 2018 a ribbon cutting of a new Computer Lab with the support of IGT. In December, YWCA brought on two new additions to our transportation fleet of "Dot" & "David". These new buses were made possible through the partnership of Thomas Built Bus, David Hayworth and the Emily Millis Hiatt Fund at High Point Community Foundation.

The Growing Our Future Campaign has raised the final \$2.5 million and working on the final \$1 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 to 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:

- In March 2018, YWCA partnered with High Point University Women & Gender Studies and other groups to host International Women's Day Celebration where **over 150 attended**.
- 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 **3,700 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 **89% of the participants**.
- YWCA partnered with Phoenix Middle School Academy to provide an on-site before care and after school care middle school program at their 4020 Meeting Way location.
- The "LEAD" graduates planned and implemented the first Hispanic Heritage Festival in High Point, held at YWCA on October 5 and **over 500 attend**. The celebration had music, dance, food and family fun for the entire community.
- YWCA continued to focus on voter engagement, by hosting voter registration drives and a candidate forum in October 2018.
- YWCA hosted the Racial Equity Institute (REI) Groundwater presentation in November 2018 with **over 70 in attendance**.

Looking into 2019, 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.



Melody Burnett
YWCA President

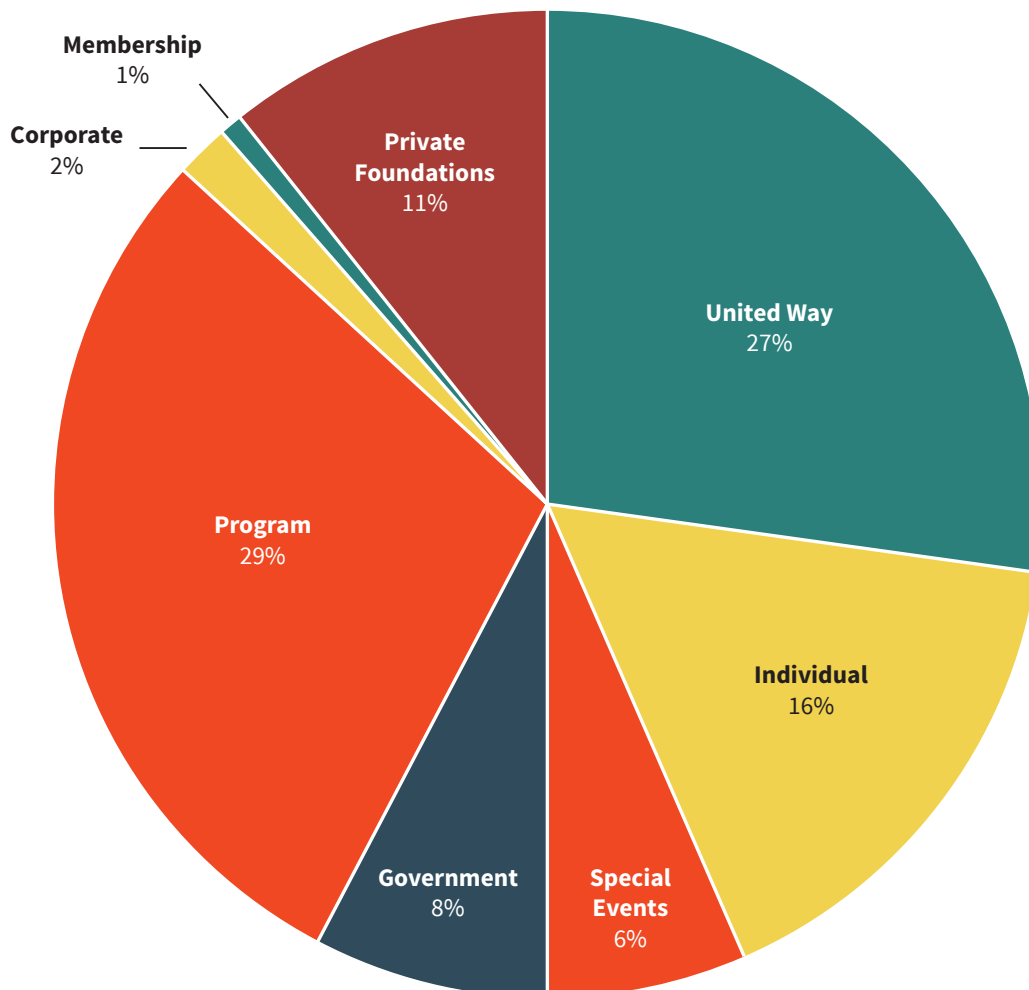
IT TAKES COMPASSION.

We work where we're needed most.

INDIVIDUALS SERVED

Adolescent Parenting Program	193	Studio Arts	185
Aquatics & Wellness	2,065	Teaching Kitchen	171
El Pueblo	1,824	Women's Resource Center	3,458
Hermanas / Hermanos	321	Youth Services	261
Social Justice	442	Total Individuals Served	8,920

2018 FINANCIALS



SPECIAL EVENTS



ANNUAL MEETING

In February 2018, YWCA High Point held its 98th Annual Meeting at the High Point Country Club. The fundraising event shared highlights of 2018, 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 Shelley Hutchens for her commitment and dedication to YWCA and leading the Growing Our Future Campaign which has raised over \$2.5 million and to lead the Building Task Force. NC Diaper Bank received the Good Friend of the Year for being a supporter and partner to provide over 50,000 diapers for the Baby Basics Closet.



WOMEN OF ACHIEVEMENT LUNCHEON

YWCA held a Women of Achievement Luncheon on November 14th at the High Point Country Club. The event was supported by local businesses such as our presenting sponsor High Point Medical Center of Wake Forest Baptist Health. Other sponsors included Breslow Starling, IOA, McDonalds of High Point, New Path Digital, Northwood Animal Hospital, Pinnacle Bank, Smith Gardner and Craft Insurance. The luncheon honored Megan Olglesby as the Emerging Leader and Martha Yarborough as the Community Champion.

9TH 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 10th. Attendees tasted wines and beers from local vendors while listening to the music of Turpentine Shine. The event raised over \$11,000. The annual beer and wine tasting event supports YWCA programs and services.

2018 PROGRAMS



AQUATICS & WELLNESS

YWCA opened the new fitness center in September of 2017, since this time the Aquatics & Wellness saw an increase of 19% in membership. The center overlooks the pool and has state of the art equipment provided by PreCor. 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 health 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. YWCA saw many partnerships form in 2018 as the Teaching Kitchen is not only utilized by all of the program areas within YWCA to teach healthy eating, eating on a budget and other nutritional topics, but also many community organizations. These partnerships include community organizations such as Greater High Point Food Alliance, High Point Farmers Market, NC Cooperative Extension, American Heart Association, Junior League, UNCG's Recipes for Success and the Guilford County Health Department. YWCA has also partnered with UNCG's Nutrition program to provide opportunities for interns. Funds to support the Teaching Kitchen include United Way and grants from Forest Hills Presbyterian Church and City of High Point Community Development Block Grant.

YOUTH SERVICES

Youth Services provided opportunities for 261 youth through Summer Camp, After School Care, Parent Night Out, Leadership programs and other activities. In 2018, 89% 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 care 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.

YWCA continued to teach the pregnancy prevention program of Making Proud Choices to our middle school youth and partnering groups such as D-UP and Operation Excel. This was made possible by a grant from the Foundation Healthy High Point.



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 76 young mothers and their children. Six of the participants graduated high school in June 2018. All are continuing their educations or have entered into the workforce. The YWCA partners with Guilford County School System to provide meetings in the schools for adolescent parents. The Adolescent Parents participated in educational meetings, college tours and financial literacy and parenting classes.

Since 2002, 100% of YWCA Adolescent Parenting Program participants have delayed a second pregnancy while in the program.

2018 PROGRAMS



WOMEN'S RESOURCE CENTER

In 2018, The Women's Resource Center saw more than 3,700 individual visits through its programs and services. Families received clothing, food or baby items through the Baby Basics Closet serving 1,976 visits. Over 60,000 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 186 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 Junior League of High Point supported new clothing for the Career Closet with their Little Black Dress initiative.

YWCA partnered with the City of High Point Community Housing and Development to offer VITA to over 90 individuals. Volunteers worked with individuals to provide free tax returns.

In the fall of 2018, YWCA hosted Women In Motion GWEN program to individuals where they participated in workshops focusing on negotiating, financial wellness and personal wellness.

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 2018, the Hermanas/

Hermanos program served more than 321 youth. There were 14 high school seniors, they all graduated and 12 have gone on to college.

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, YWCA was able to offer a second program for the graduates of LEAD providing them more opportunity to be engaged in the community. In 2018, El Pueblo served more than 1800 individuals. This was a 52% increase from 2017.



In 2018, the "LEAD" graduates wanted to create a project to give back to the community. They planned and implemented the first Hispanic Heritage Festival in High Point, held at YWCA on October 5, 2018 and over 500 attend. The celebration had music, dance, food and family fun for the entire community.

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 Uptown 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. YWCA is grateful to the High Point Arts Council and St. Mary's Episcopal Church for their support of the GEMS program.

SOCIAL JUSTICE

YWCA continued to partner with the City of High Point Human Relations Department, NAACP and High Point University to offer Front Porch Conversations. Conversations and events included the International Women's Day in March, DACA 101, Mass Incarceration, and a Candidates Forum.

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.

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

Emerywood Living

Guilford Woman

Marty Designs

Fast Signs

All Over Media

YWCA 2018 BOARD OF DIRECTORS

Melody Burnett *President*

Peggy Adams *President Elect*

Karen Barksdale *Treasurer*

Alice Owens *Secretary*

Monika Stanley *Past President*

Heather Bowers Cross

Alison Collins

Susan Fagg

Pamela Green

Laura Johnston

Leigh Anne Kasias

Jennifer LeBeau

Ann Lynch

Catherine Martin

Eva Ogden

Pamela Palmer

Mena Parrish

Lisa Poplin

Natalie Smith

Judy Sweger

Ann York *Emeritus*

Shelley Hutchens *Ex-Officio*

YWCA STAFF

Heidi Majors *Executive 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*

Eli Villatoro *Teaching Kitchen Coordinator*

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