



2020

IMPACT REPORT

YWCA HIGH POINT
155 West Westwood Avenue
High Point, NC 27262

SPECIAL EVENTS



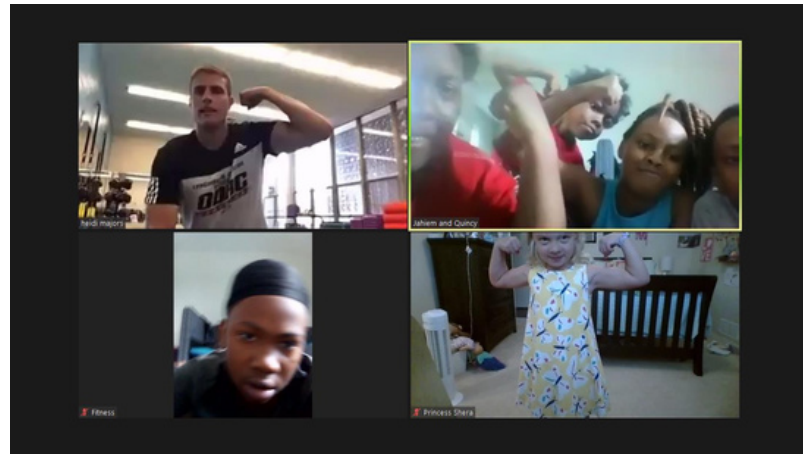
Heart of Community

In February 2020, YWCA High Point held its 100th Annual Meeting at the High Point Country Club. The Heart of Community fundraising event kicked off the 100th Year celebration and shared highlights of 2019, further raising awareness for YWCA and its programs. The Good Friend of the Year Awards were presented to Lisa Poplin for her commitment and dedication to YWCA for over 3 decades. St Mary's Episcopal Church Women received the organization Good Friend of the Year for their investment into building the capacity of programming for Girls Leadership Edge and GEMS.

Maggie Kendrick was presented the Emerging Leader Award and Beachy Allen was named Community Champion.



AQUATICS & WELLNESS



In 2020, YWCA served 1085 members through Aquatics and Wellness. When COVID closed the facility in March, YWCA quickly responded to providing calls to our seniors, writing cards and providing virtual exercise programming. When Governor Cooper began to open the state back up we opened the pool and then the fitness center with social distancing and safety measures. Our group fitness classes were held outdoors until the middle of October.

During the summer, YWCA collaborated with Resilience High Point, Big Brothers Big Sisters, D-UP and Operation Xcel to offer virtual exercise programs and swim safety information on a virtual format to youth who were still remote.

YWCA expanded the programming from not just physical wellbeing but also social and emotional support.

"Thank you for all you and the staff are doing. I wish I were able to make a monetary contribution at this time. The arms of the YW are far-reaching. I am missing being at the building, playing in the pool and seeing all of you. Hopefully before too much longer. . ." Karen

FOOD INSECURITY



YWCA responded in 2020 by:

- Providing 565 backpacks to youth attending Summer Camp and After School Care.
- Providing over 500 food boxes to families
- Partnering with the Greater High Point Food Alliance to provide immigrant families who had tested positive for COVID food for while they were quarantined.
- YWCA Teaching Kitchen offered in persona and virtual educational classes in partnership with NC Cooperative Extension (EFNAP), Second Harvest Food Bank and UNCG – Recipes for Success
- Provide the Extended Remote Learning participants healthy lunches and snacks.

Food insecurity is defined as the lack of reliable access to a sufficient quantity of affordable, nutritious food.

19% of Guilford County residents are food insecure

24% of food insecure residents were not eligible for Food & Nutrition services (Food Stamps) Pre-Covid



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 2020, the Hermanas/Hermanos program served more than 240 youth.



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 Latino Family Center was able to continue the support to our Latino Community. In 2020, El Pueblo served more than 840 directly and virtual programming reached over 20,000.

With the pandemic, YWCA Latino Family Center supported our families with virtual tutoring, and providing resource education during the pandemic. We supported families with food boxes and financial support. During the summer, we offered Girls Leadership Edge, Social Justice Camp and STEM activities for our students.

MATERNAL HEALTH

IFYWCA High Point Maternal Health Department provides services that will lead to personal self-sufficiency and economic self-support for pregnant and parenting adolescents and young women. The programs include Healthy Beginnings, Parents As Teachers and Adolescent Parenting Program. Each program has its own specific set of goals as set forth by the evidence based curriculum, but the overall focus of Maternal Health is centered on reducing health and birth disparities, preventing instances of neglect and abuse, graduation or equivalency and parent education.

Maternal Health programs are multifaceted and include group sessions, home visits, mentoring, school support sessions and college tours. This comprehensive program addresses the challenges that young moms face: nutrition, education, childcare, parenting skills, substance abuse, financial planning, career planning and child neglect or abuse. age.

Partners for Healthy Baby curriculum address the multifaceted needs of expectant and parenting families.

Partners is a "two generational" curriculum that addresses the needs of both the parents and the child. Unless the family is stable, they cannot possibly meet the health and developmental needs of their young children. For that reason, Partners covers a wide array of issues related to Family Development and Family Health & Safety, and includes content that addresses Preparing and Caring for Baby/Toddler; and Baby's/Toddler's Development



MATERNAL HEALTH

In June, 2020 YWCA started utilizing the Parents as Teachers curriculum for our Adolescent Parenting Program. We also received funding from the Foundation For A Healthy High Point to expand our caseload beyond adolescent parents. PAT is an evidenced based curriculum that promotes optimal early development, learning and health of young children by supporting and engaging their parents and caregivers. We advance the delivery of high quality services for families through a comprehensive system of supports and innovative solutions. Of teen mothers, 50% receive a high school diploma by 22 years of age, versus approximately 90% who have not given birth during adolescence.



YWCA Adolescent Parenting Program
Participants had a 100% graduation rate in 2020.

The 2017 Repeat Pregnancy rate for teens in Guilford County is 22.8%.
YWCA has had one repeat pregnancy in over 18 years.

13% of African American Moms had a low birth rate which is lower than the community rate of 13.5%

0% of participants had a pre-term labor as all participants carried to a minimum of 37 weeks gestational



WOMEN'S RESOURCE CENTER

International Women's Day was the last large in person event prior to the facility closing due to COVID. YWCA partnered with High Point University to provide a celebration of women around the world.

Educational Workshops:

The 27260 zip code has an unemployment rate of 24%. Additionally when COVID caused many to be laid off, YWCA responded by taking our workshops in partnership with NCWorks and Guilford County Partnership for Children from in person prior to March to a virtual platform. Together there were 2 workshop series offered: Reigniting Your Career and Empowered For Employment.

YWCA partnered with HRI and other groups to provide virtual parenting classes and workshops on social emotional support, community resources and navigating COVID.

VITA: YWCA continued the partnership with VITA to provide volunteer income tax assistance through March 2020 when the facility had to close.

Baby Basics served over 900 individuals and over 2750 visits. During the COVID pandemic YWCA continued to serve the community through Baby Basics Drive thru. In partnership with the NC Diaper Bank YWCA provided:

- 116,735 Diapers in 2020 and over 32,000 baby wipes. The in-kind reporting value of these products is \$66,505.09
 - Baby had fresh, clean diapers to help keep them happy & healthy
 - Parents didn't have to miss work because they didn't have diapers to bring to daycare
 - Parents didn't have to choose between buying diapers or buying food for their family
 - 20,900 Period Products were given out so that people who had period supplies they needed to attend school, go to work and live with dignity.
 - YWCA served 137 adults and senior over 1,370 incontinence products in 2020.
 - Seniors and Adults had incontinence supplies they needed to stay clean & healthy.
 - Seniors and adults did not have to face social isolation and shame because they did not have incontinence supplies
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SOCIAL JUSTICE



YWCA continued to strengthen the work of the grassroots initiative Community Builders through holding REI Groundwater trainings. After the murder of George Floyd the group created a mission and formal outcome areas.

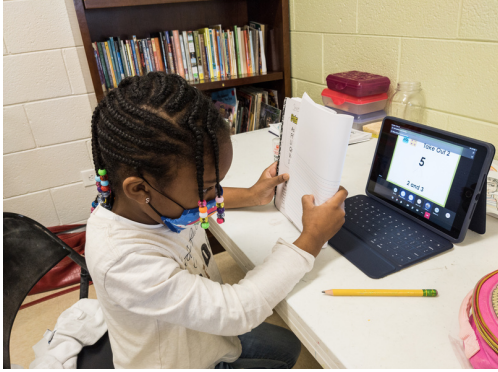
In addition to training over 250 individuals in REI Groundwater in 2020, Community Builders launched a series of conversations in June. The Where Do We Go From Here virtual conversations focused on raising awareness and creating opportunities for solutions around disparities within our community including health and education. These conversations are continuing in 2021.

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The mission of Community Builders is to engage High Point residents through education and relationships to become North Carolina's leading anti-racist city. The work is carried out within the following outcome areas:

1. Fund, promote, and ensure key participation in anti-racism training through the Racial Equity Institute and/or other similar
2. Create Webinars, social gatherings, book clubs, breakout groups, lectures, newspaper columns and other gatherings intended to further the anti-racist education of residents
3. Build community among those who wish to see High Point become more anti-racist as a city
4. Change the narrative of racism from being just about individual actions to also including structures and systems that perpetuate racism.
5. Respond to local and national events that demonstrate racist ideas by helping the local community understand the history, context, and narrative through which such events should be understood.

YOUTH DEVELOPMENT



To reduce the disparities of our minority students in the areas of graduation rates, to increase the percent of students reading at grade level and in college prep classes

- 88% of program participants displayed consistent positive academic performance.
- 96% of students gained new skills and knowledge through participation in various art, STEM and Leadership programs.

When COVID closed the schools on March 16, 2020, YWCA responded by providing virtual programming of tutoring, game nights and time for the youth to connect to their friends. YWCA provided support to the parents by providing activity packets and mailing cards to our youth to support their social and emotional wellbeing.

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June 1st YWCA opened summer camp for youth to have a safe place to come and parents could begin to return to work. There were social distancing and safety protocols put in place.

YWCA responded when the schools did not open as our team created the Extended Remote Learning program for youth to attend school remotely at our facility. Our staff became facilitators linking students with their teachers in the virtual world. As the status of the schools was ever changing, YWCA was a constant in supporting the needs of our youth and families.

YWCA worked with Communities in Schools to secure 25 laptops for our youth and an additional 75 laptops for other organizations in the community.

YWCA BOARD

YWCA 2020 BOARD

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Chelsea Davis – Maternal Health Parent Educator

Mary Beth Foust – Maternal Health Director

Lacey Grandy – Maternal Health Manager

Austin Kues – Aquatics & Wellness Director

Giselle Mansi – Latino Family Center Manager

Angelica Mickle – Maternal Health Parent Educator

Alice Owens – Operations Director

Kathie Szitas – Youth Development Director





**United Way
of Greater High Point**

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