

eliminating racism
empowering women

ywca

High Point



2021

**IMPACT
REPORT**

YWCA HIGH POINT

155 West Westwood Avenue
High Point, NC 27262

SPECIAL EVENTS



Heart of Community

In March 2021, YWCA High Point held its 101st Annual Meeting, presented by Bethany Medical Center and Lenny Peters Foundation, virtually.

The Heart of Community fundraising event closed the 100th Year celebration and shared highlights, challenges and blessings that were seen throughout the COVID-19 pandemic during 2020. This event further raised awareness for YWCA and its programs.

YWCA presented 2 Good Friend of the Year Awards to individuals. The first was presented to Doug Witcher for his commitment and dedication to YWCA through supporting several special projects including spin bikes and upgrading the technology in the Teaching Kitchen.

The 2nd was to Gail Proctor for her continued dedication and volunteering with the Baby Basics Closet. She provided over 780 hours during the COVID Pandemic to ensure families had the supplies they needed.

AQUATICS & WELLNESS

A young boy with short, light brown hair is smiling and looking slightly to his right. He is shirtless and appears to be in a swimming pool, with water visible in the background. The image has a warm, orange-toned overlay.

In 2021, YWCA served 1725 members through Aquatics and Wellness. YWCA provided opportunities for individuals to work out by using reservation systems through the fall of 2021. YWCA continued to provide programming for not just physical well being but also social and emotional support. While most programs were for membership only, YWCA did begin to open for limited groups such as swim teams, Boy Scouts, Senior Games and Special Olympics.

FOOD INSECURITY



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.

YWCA responded in 2021 by:

- Providing 797 backpacks to youth attending Summer Camp and After School Care.
- Providing over 150 food vouchers to our Latino Family Center families
- YWCA Teaching Kitchen offered in person and virtual educational classes in partnership with NC Cooperative Extension (EFNAP), Second Harvest Food Bank and UNCG – Recipes for Success
- Providing the Extended Remote Learning participants healthy lunches and snacks during the 2020-2021 school year.



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 292 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 2021, El Pueblo served more than 1083 individuals directly.

With the pandemic, YWCA Latino Family Center supported our 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

YWCA 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
- Pilot Doula Program

Each program has its own specific set of goals as set forth by the evidence based curriculum, but the overall focus is centered on reducing health and birth disparities, preventing instances of neglect and abuse, graduation or equivalency and parent education.

Healthy Beginnings

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 cover 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.



Whether it has been connecting with other moms at group events, Cindy has found the support she's needed especially during the pandemic. She is grateful to YWCA for their support and assistance in helping her locate the resources she needs. The past year left many feeling isolated and alone but Cindy says thanks to the PAT program she has found connections that have sustained her.
- Cindy & Arthur, Parents As Teachers (PAT) participants

MATERNAL HEALTH

Parents As Teachers

In June, 2020 became a Parents as Teachers affiliate with target population for adolescent parents. Through funding from Foundation For A Healthy High Point, NCDHSS - Family Supports and Smart Start, YWCA was able to expand our caseload beyond adolescent parents. YWCA grew from 2 Parent Educators to 5 Parent Educators, each with a case load on average of 10 - 12 families.

Pilot Doula Program

In September 2021, YWCA High Point started the Pilot Doula program working closely with Wake Forest High Point Medical Center.

YWCA was one of two sights funded across North Carolina to implement the pilot program. The grant allows YWCA to host a Community Health Worker and contract with two doulas to serve women who would not otherwise have access to a doula.

YWCA Impact

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

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.

VITA: YWCA continued the partnership with VITA to provide volunteer income tax assistance by providing space for the volunteers to work on taxes as they were dropped off.



Baby Basics served over 600 individuals with over 1300 visits. During the COVID pandemic YWCA continued to serve the community through Baby Basics Drive thrus. In partnership with the NC Diaper Bank YWCA provided:

- 116,735 Diapers in 2021 and over 32,000 baby wipes. The in-kind reporting value of these products is \$66,505.09
 - Babies 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 individuals had period supplies they needed to attend school, go to work and live with dignity.
- YWCA served 137 adults and seniors by providing 1,370 incontinence products in 2021.
 - 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

SOCIAL JUSTICE



YWCA continued to strengthen the work of the grassroots initiative Community Builders through holding REI Groundwater trainings.

In addition to training individuals in REI Groundwater, YWCA continued the Where Do We Go From Here Conversations. The conversations focused on raising awareness and creating opportunities for solutions around disparities within our community including health and education. These conversations are continuing in 2022.

YWCA in partnership with High Point University launched a DEI Index to create a baseline of diversity in High Point Nonprofits.

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



The goals of YWCA Youth Development are 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.

YWCA continued to respond 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.

Summer Camp of 2021, began to look a bit more normal as we began to take field trips again.



VaxConnect



In May 2021, YWCA High Point, in collaboration with funding and support from The Foundation Healthy High Point, Guilford County Health Department and Hayden Harman Foundation, and City of High Point Community Development and Housing began a pilot VaxConnect program to increase COVID-19 vaccinations and education among High Point residents who may be vaccine hesitant, lack access to transportation, and reside in the 27260 and 27262 zip codes partnering groups to come to their home to provide the vaccine.

The VaxConnect program provides Connectors who canvas the communities and provide education about the COVID Vaccine. They additionally set up appointments for individuals, arrange transportation and in cases of home bound individuals, arrange for partnering groups to come to their home to provide the vaccine.

The program was expanded countywide in December 2021, with continued funding from Guilford County.

The VaxConnect program is an example of how strong collaborations between the private, nonprofit and government sectors can collectively work to improve disparities within our communities.



YWCA BOARD

YWCA 2021 BOARD

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YWCA STAFF

YWCA Staff - 2021
Heidi Majors – Executive Director
Alex Ruppert – Aquatics & Wellness Director
Mary Beth Foust – Maternal Health Director
Giselle Mansi – Latino Family Center Director
Alice Owens – Operations Director
Kathie Szitas – Youth Development Director



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of Greater High Point

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