

eliminating racism
empowering women

ywca

High Point



2022

**IMPACT
REPORT**

YWCA HIGH POINT

155 West Westwood Avenue
High Point, NC 27262

SPECIAL EVENTS



Heart of Community

In March 2022, YWCA High Point held its 102nd Annual Meeting, presented by Bethany Medical Center and Lenny Peters Foundation, at the Loft at Congdon Yards. The celebration and shared highlights, challenges and blessings that were seen throughout the COVID-19 pandemic during 2022. This event further raised awareness for YWCA and its programs.

Elma Hairston received the 2022 Woman of Achievement Award for her dedication to supporting women in our community.


Party with YWCA

In May 2022, YWCA High Point brought back the Party with YWCA (formally Cork & Ale). The event was held at Cohab Space and was a great evening with the OG's (the original Part Time Party Time band). We celebrated with fellowship, food trucks and a silent auction.

We are grateful for the sponsors of Thomas Built Buses, TowneBank, Cohab Space and Ziggy's.



AQUATICS & WELLNESS

A young child is swimming in a pool, wearing a blue swim cap and yellow goggles. The child is looking directly at the camera with a slight smile. The water is clear and blue, with some ripples visible. In the background, there are some pool lane lines and a tiled edge.

In 2022, YWCA served 1200 members through Aquatics and Wellness. 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.

UNITED WAY SPIRIT OF NC AWARD



YWCA High Point was recognized by United Way NC with the Spirit of NC Award for our work around Racial Justice within all of our programming.

FOOD INSECURITY



YWCA responded in 2022 by:

- Providing 825 backpacks to youth attending Summer Camp and After School Care.

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

- YWCA Teaching Kitchen offered 19% of Guilford County residents in person and virtual educational classes in partnership with NC Cooperative Extension (EFNAP), 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 2022, the Hermanas/Hermanos program served more than 132 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 2022, El Pueblo served more than 630 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.



MATERNAL HEALTH

Parents As Teachers

In June, 2020 became a Parents as Teachers affiliate and in 2021, YWCA had 5 parent educators.

In July 2022, Parents as Teachers Guilford County merged under YWCA High Point. This allowed YWCA High Point to serve all of Guilford County and have an office in Greensboro.

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 5 Parent Educators to 7 Parent Educators, each with a case load on average of 10 - 12 families.



Pilot Doula Program

IYWCA High Point continued the Pilot Doula program that was started the fall of 2021. This Pilot Doula program works 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.

This program has served as a model for the county and partners with Every Baby Guyilford.

YWCA Impact

Participants had a 100% graduation rate in 2022.

The 2018 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%. YWCA continued to respond by providing support to individuals through resource and referral, educational workshops and partnering with various community groups.

We were excited to bring back our International Women's Day celebration with a panel of local leaders.

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. 47 returns were completed saving over \$11,750 for individuals.



Baby Basics served over 900 individuals with over 1600 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 2022 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 107 adults and seniors by providing 1,000 incontinence products in 2022.
 - 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.
- 89% of students were on financial assistance
- 56% of families are from a single parent household.
- Over 250 students participated in After School Care, Summer Camp, GEMS or Girls Leadership Edge.

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 2022, 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. In 2022, continued the important work to provide vaccine education county wide

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 2022 BOARD

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YWCA STAFF

YWCA Staff - 2022
Heidi Majors – Executive Director
Alex Ruppert – Aquatics & Wellness Director
Mary Beth Foust – Maternal Health Director
Laura Godinez-Arce – Latino Family Center
Director
Alice Owens – Operations Director
Kathie Szitas – Youth Development Director



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